

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 9, 1908

Number 1316



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

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

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

The Original—Genuine—Kellogg's TOASTED CORN FLAKES

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

Are YOU with us on this Square Deal Policy?

W. K. Kellogg



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

Toasted Corn Flake Co., Battle Creek, Mich.

Policyholders Service & Adjustment Co., Detroit, Michigan

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

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

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

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

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

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598

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.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Makes Clothes Whiter—Work Easier—Kitchen Cleaner.

**SNOW BOY WASHING
POWDER.**

'GOOD GOODS — GOOD PROFITS.

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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. Advertising Slogans.
3. Faithful Employees.
4. News of the Business World.
5. Grocery and Produce Markets.
6. The Real Secret.
7. Editorial.
8. Savings Accounts.
10. The Triangle.
11. Stoves and Hardware.
15. Women Who Win.
16. New York Market.
17. With One Thought.
18. Diplomacy.
20. Quizzing the Collector.
22. Mustard and Pepper.
24. Peet's Delivery Man.
26. Trouble by Postal Card.
27. Senseless Scare.
28. Woman's World.
30. Home Market Day.
32. How Fortunes Are Made.
33. Review of the Shoe Market.
36. Butter, Eggs and Provisions.
38. Window Trimming.
40. The Commercial Traveler.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

UNEQUALLED OPPORTUNITY.

It is quite the habit, and a pardonable habit perhaps, for the citizens of Grand Rapids to plume themselves proudly because of their John Ball Park, their Antoine Campau Park, their barely developed Public Playgrounds, their Ryerson Library, the Blodgett Home for Children, and so on, and it is to be hoped that the generous public spirit and loyalty of the donors of these splendid utilities may never be forgotten or even belittled; but, by the same token, it is to be most sincerely hoped that the existence of these institutions may never be used as an argument why other equally magnificent bequests should not be bestowed upon our city.

There is abundant opportunity for the man or group of men representing extremely large financial holdings, and beset with a desire to do something of truly practical value and impregnated with the spirit of civic righteousness, to take up the thought of an adequate and complete manual training school for Grand Rapids.

That which is accepted as the most perfect and effective manual training school in the country to-day is known as the Stout Manual Training School, at Menominee, the gift of a public spirited citizen named Edgar Stout. In the city of Calumet is located a very complete and well equipped manual training school, the gift of the Calumet & Hecla Mining Co. and, as is very well known, especially in Grand Rapids, there is in Muskegon an admirably planned, perfectly equipped and well conducted manual training school, the bequest of the late Mr. Charles Hackley.

Last week at Saginaw the most attractive and most satisfactory exhibit in an industrial exhibition, embracing a total of over 100 individual displays, was that made by the Saginaw Manual Training School. This exhibit embodied beautifully designed and perfectly made products in the line of furniture, carpentry and joinery,

wood turning, brass and iron forging, milling, shaping and planing; examples in dress and garment making, embroidery, tailoring, shoe making, book binding, cooking, baking, architectural drawing, designing and construction, mechanical drawing and decorative drawing. All of this work was done by pupils of the Saginaw Manual Training School.

This school embodies two spacious, very substantial structures of classical design, the Training School proper and the Swimming Pool and Gymnasium, either one of which would fit most admirably into any comprehensive civic plan that might be devised by a commission competent to consider such a proposition. This establishment was erected at a total cost of \$242,000, Hon. Wellington R. Burt making the project possible by contributing \$181,500, the remainder of \$60,500 being paid by the eastern taxing district of the city. In addition Mr. Burt's family donated \$1,000 to be used for a Mechanical Library.

The institution constitutes a part of the Saginaw High School and is under the direction of the High School Principal. Opportunity is afforded for instruction in all lines of wood and iron work; for instruction in household work—kitchen, dining room, reception room, bed room, laundry—also plain sewing, dressmaking, cutting, fitting and millinery, and each department of work is provided with all the latest machinery and other facilities for practical training.

The gymnasium is well equipped with apparatus, locker rooms and shower baths for girls and boys. The bath house, connected with the gymnasium, contains, besides shower and tub baths, a swimming pool, where instruction in swimming is given. This bath house is open to the general public four evenings a week, Mondays and Wednesdays for women and Tuesdays and Thursdays for men.

The course of study in this school requires students in the ninth and tenth grades to take a certain amount of manual training and domestic science and art in connection with their other studies. Boys in the ninth and tenth grades must take wood work twice a week and mechanical drawing once a week. They also have the privilege of taking iron work twice a week if they so elect. Girls in the ninth grade take laundry work and nursing in the domestic science course and in the domestic art course they do household sewing and undergarment work. In the tenth grade the girls take cooking and more advanced sewing. The work in the eleventh and twelfth grades is elective for both boys and girls. The boys' work includes advanced wood work, forge and machine shop. The girls' work in domestic science takes up advanced

cooking, the science of diet and household economy. In domestic art it includes the making of shirtwaist suits, art needle work and millinery, as well as wool dressmaking.

The tuition rates in the High School are 70 cents a week or \$28 for the school year of forty weeks. This tuition includes work in both the academic and the manual training departments of the High School.

It is true that our Grand Rapids High School has a manual training annex, so to speak, but the facilities provided for the best and most thorough results in this direction are not only ridiculously inadequate, but constitute an injustice to both pupils and teachers and is almost a slander upon the fair record of our city. And so it is "as plain as day" that Grand Rapids affords an unequalled opportunity for the development of a monument to human generosity and public spirit that shall be more lasting than granite and more widespread in public benefits than is much gold. Who will be the citizen to provide our city with an adequate manual training school?

REAL ESTATE VALUES.

Edward Stair, theatrical magnate, sole owner of the Detroit Journal and managing owner of the Detroit Free Press, has purchased the property at Division, Monroe, Fulton and Commerce streets known as the Porter block, paying, it is said, \$275,000 therefor.

Last week, also, the Dime Savings Bank of Detroit bought the property at the northwest corner of Fort and Griswold streets, Detroit, long known as the Walker block, paying therefor the sum of \$750,000.

Both of the transactions represent high-tide real estate values in the two cities and each property, as to location for business, represents corresponding values. That is to say, they are considered locally as the best business sites in the respective cities.

Looked at from this standpoint Mr. Stair's investment is pre-eminently superior to that made by the Dime Savings Bank. In other words, the Porter block was secured by Mr. Stair at a low figure; a fact which has been emphasized by a very recent raise in adjacent real estate values. Moreover, the owners of certain of the rookeries farther west along Monroe street are quite liable to awaken some morning to the presence of various hiatuses in the continuity of that thoroughfare as a retail business street.

You may sow your sins in the dark, but they come to harvest in daylight.

Life always disagrees with the man who tries to fake its cake all at once.

ADVERTISING SLOGANS.

Classified List Used by the Big Stores.

I feel certain that the retail dealers who read this publication will be pleased to acquire such a representative list of slogans as this—possibly the largest of its kind ever published. It furnishes many ideas for new slogans. It is poor policy to imitate, but some of our greatest slogans, pieces of literature, advertisements and the like have had their origin in old ideas worked over and improved upon. Let us use this list, not to steal slogans from but as an assistance in originating new ones.

Quality.

The first list of slogans features "quality" and the "best of everything."

"Quality Corner."
 "The Best Always."
 "The Quality Shop."
 "Where Quality Counts."
 "The House of Quality."
 "Furniture of Quality."
 "The Good Quality Store."
 "Good Furniture."
 "Shoes of Merit."
 "Good Goods."
 "Good Things to Eat."
 "Pure Food Store."
 "Where Purity is Paramount."
 "If It's from Gross, It's Good."
 "Often the Cheapest. Always the Best."
 "The Store that Gives You Value."
 "The Clothing House that Quality Built."
 "Clothes of Quality—One Price to All."
 "No Better Clothes than Mine at Any Price."
 "Only Garments that Fit and Wear."
 "Where the Good Clothes Come From."
 "Where Quality Reigns—Where Prices Are Always Fair."
 "The Store of Goods Reasonably Priced."
 "If You Buy It At—, It's Always Good."
 "Good Merchandise Only—Quality Considered Our Prices Are Always Lowest."

Satisfaction.

These slogans assure the buyer of satisfaction in his purchases:
 "The Dependable Store."
 "Always Reliable."
 "Safest Place to Trade."
 "The Reliable Store."
 "The Store of Satisfaction."
 "Money Cheerfully Refunded."
 "Money's Worth or Money Back."
 "The Store that Makes Good."
 "The Tailors Who Satisfy."
 "Satisfaction Guaranteed or Money Refunded."
 "The Store that Assures Satisfaction."
 "The Store that Always Serves You Best."
 "The Old Reliable Store of the People."
 "The House that Gives You Satisfaction or Your Money Back."
 "It Pays to Deal Where Satisfaction is Guaranteed."
 "The Store that Aims to Serve You Right."

"The Golden Rule—The Store that Lives Up to Its Name."

"A Safe Place to Stop—Our Money-Back Policy Gives You Every Protection."

Styles.

The following slogans place stress upon style and correctness of fashion:

"The Shrine of Fashion."
 "The Exclusive Style Shop."
 "The Fashion Center."
 "Smartest Garb in Town."
 "The Style Shop of South Bend."
 "Correct Apparel for Men."
 "Correct Dress for Women."
 "The Accepted Authority on Correct Garments for Women."
 "The Smart Shop for Smart Women."
 "The Store for Thrifty People."
 "If It's Correct, Cheasty Has It—If Cheasty Has It, It's Correct."

Location.

Our next list of slogans impress upon the mind where certain stores are located or the advantages offered by their location:

"In the Heart of Buffalo."
 "Just a Step From the Ferry."
 "The Busy Corner."
 "The Big White Store."
 "In the Heart of the New Shopping District."
 "All Cars Lead to Our Store."
 "Out of the High Rent District."
 "Just a Block Away from High Prices."
 "Thirty Years on Fifth Avenue."
 "The Reliable Store of the North Side."
 "South Side's Greatest Cloak Store."
 "The Furniture Kings—Meet Me Under the Crown."

Conveniences.

In addition to location there are a number of conveniences or attractions offered by stores. Some of them are featured in the following:

"The Daylight Store."
 "Newark's Store Beautiful."
 "California's Finest Store."
 "The Brightest Spot in Town."
 "The Daylight Quality Store."
 "The Star Trading Point."
 "The Store that Serves You Best."
 "Oldest Dry Goods Store of the Alleghenies."
 "A Minneapolis Institution Owned by Minneapolis People."
 "Impression of Magnitude."
 "To impress the mind with the bigness of an establishment and its great trading possibilities is a decided gain. These slogans have such an effect:
 "The Big Store."
 "The Greater Daytons."
 "The Boston Store."
 "Greater Memphis' Greatest Store."
 "The Big Store of Guthrie."
 "Washington's Fastest Growing Store."
 "Don't Worry—Watch Us Grow."
 "The Great Traders of the West."
 "Portsmouth's Busy Store."
 "Portsmouth's Up-to-Date Store."
 "In Every Detail, the Leading Retail Establishment of Brooklyn."
 "Where There's Always Something Doing."
 "Calgary's Best Store."
 "The Busy Grocers."
 "Cheyenne's Big Busy Store."

"Not the Largest in the World, but the Best Store in Dubuque."

Lines of Goods Carried.

The following slogans have the effect of so fixing in the mind the name of the dealer and what he sells that he public will unconsciously associate the two together and when needing such goods will think of him first:

"The Clothes Shop."
 "Head-to-Feet Outfitters."
 "Ready-Service Clothes."
 "Clothes for the Whole Family."
 "Specialists in Wearing Apparel."
 "A Shop for the Ladies."
 "Outer Garment Specialists."
 "Women's Apparel Exclusively."
 "Outfitters to Women."
 "Memphis' Leading Shop for Ladies."
 "Outer Garments."
 "Largest Exclusive Ready-to-Wear Store in the State."
 "The Home of the Overcoat."
 "Modern Shoe Emporium."
 "Everybody's Store."
 "A Store for Everybody."
 "The Store that Sells Everything."
 "Des Moines' Market Place."
 "The Home of the Outfit."
 "Norfolk's Largest Home Furnisher."
 "Complete House Furnisher."
 "The Sleepless Shoeman."
 "If It's Shoes—It's Rosenthal's."
 "A Shoe Store for Men."
 "Bring Your Feet to Kepler."
 "The Big Hat Store."

One Price.

"One price" is a particularly strong slogan with clothing firms.

"One Price Only."
 "Absolutely One Price."
 "Goods Marked in Plain Figures."
 "One Price—Spot Cash Shoe House."

"Great Daylight, One Price Clothing House."

"The Only Store that Marks Prices in Plain Figures."

Suggestions and Miscellaneous.
 The principle of "suggestion" works well in advertisement construction and several stores have made use of it in their slogans:

"A Good Place to Trade."
 "The Store of the People."
 "Seegers Pays the Freight."
 "Get the Habit, Go to White's."
 "The Friend of the People."
 "When in Doubt, Buy of Osgood."
 "The Workingman's Friend."
 "Let Hartman Feather Your Nest."
 "Tis a Feat to Fit Feet."
 "The Workingman's Store—The Full Dinner Pail."
 "Advertisements Never Repeated."
 "A Pleasure to Show Goods."
 "The Store that Lives Up to Its Advertising."
 "We Give What We Advertise."
 "We Sell Exactly What We Advertise."

Economy.

The great majority of the American people are vitally concerned with prices. The everlasting struggle to make both ends meet makes slogans of economical nature particularly attractive:

"Save a Dollar."
 "Has It for Less."
 "Save the Difference."

"Leader of Low Prices."

"You Pay Less Here."

"It Pays to Pay Cash."

"The Store that Undersells."

"Chicago's Economy Center."

"The Cutter in Prices."

"Cut-Rate Druggists."

"The Best Always for Less."

"Patronizing Parmalees Pays."

"Economists for the People."

"Lowest Prices Our Chief Attraction."

"It Pays to Trade at Ashton's."

"The Store that Saves You Money."

"The Best Store for Best Values."

"The Quaker Sells It for Less."

"Watch Prices—The Raven Talks."

"Good Goods at Low Prices."

"Highest Qualities—Lowest Prices."

"Where Your Dollar Does Its Duty."

"It Pays to Deal at Goldenberg's."

"Your Dollar Buys Most at Neiman's."

"Where's There's Always a Bargain."

"Everything on the Narrowest Margin of Profit."

"Lowest-Priced Furniture Store in the State."

"If You Don't Trade With Us, We Both Lose Money."

"Get It at W—and See What You Save."

"The Big Store that Saves You the Middleman's Profit."

"Lowest-Priced Store in Marion for Fine Goods."

"Buy It at the Boston Store and Save Money."

"Hill's—for Quality, Style, and Economy."

"Our Greatest Attraction Is Our Low Prices."

"R. H. Macy & Co.'s Attractions Are Their Low Prices."

Credit.

Selling on credit is getting to be the popular way with some lines of goods. The following slogans are mostly those of furniture dealers:

"With or Without Money."
 "Credit Is Your Purse."
 "Pay as You Get Paid."
 "Our Plan—Pay as You Can."
 "Tell the Man to Charge It."
 "It's Easy to Pay the Victor's Way."
 "Your Credit is Good at the New England."
 "A Dollar Now and a Dollar Now and Then."
 "We Trust the People—the People Trust Us."
 "Buy Now—Pay Later. All the Credit You Want."
 "Don't Wait for Pay Day—Buy Now."
 "Your Credit Is Good—Make Your Own Terms."
 "Where Your Credit Is Always Good."
 "The Big White Store Where Your Credit Is Good."
 "The House of Spear Is the Home of Dignified Credit."
 "If Your Credit's Good Any Place on Earth, It's Good With Harris."—Brains.

It is always easy to see through the disguise that other's blessings wear.

FAITHFUL EMPLOYEES.

Some Reasons Why They Should Be Encouraged.

The faithful employe should never be forgotten. Comparatively few of the men who are working for others are interested enough in the business of their employers to neglect their own pleasures to help advance that business. Most of them are careful to only put in the exact hours of work paid for, and a good many are inclined to even shirk work during those hours. They can not be blamed for such action, in a good many instances, either, for the average employer does very little to encourage his men to work for him as they would for themselves.

Young men may be slow to learn many things, but they are usually quick to see whether special efforts on their part are appreciated, and lack of proper appreciation, or failure to show the appreciation which may be felt, will take more vim and energy out of the average employe than a spell of sickness.

The employer who does not give every man in his employ an opportunity to show himself fitted for better work and better wages is neglecting a very important matter. No telling when that man can be used to good advantage if his ability is already tested, while it may cost dearly to neglect the test and still be compelled by force of circumstances to place him in the untried position.

A good business man must be like a good general. He must know the capacity of his subordinates, and he can not gain this knowledge without testing them in various ways and then always showing his appreciation of work which is well done. A few well-chosen words at the right time will make any worthy employe more valuable to the business.

Encourage faithful employes to prepare themselves for better things. Most business managers find in their employ good men whom they would like to promote if they only had a little more education. Many men are forced to earn their way from boyhood and do not get the opportunity to bring their education up to match their business ability.

Such men are generally well supplied with backbone, and if the manager will make it a point to have a good talk with them, and give them to understand that he wants to promote them, but that they must first improve by studying along certain lines, and point out the lines, he will generally find them willing to devote every leisure hour to study, and even where not inclined to do this, the employe who has been given to understand that his services are appreciated, and but one thing stands between him and promotion, and that thing is within his own power to remove, can but feel more kindly towards the manager, and thus be an even better worker for the business, and can but realize that his own future advancement is held back by himself alone.

There is nothing which will put so much ginger into a man as to tell him that his services are appreciated

in his present position and that you will be glad to promote him if he will but improve himself in certain directions. This lays out a plain course for him to follow, and most honest men are only waiting for someone to lay out a plan for them to work by, then they are perfectly willing to hew right up to the mark. Occasionally men would rather map out their own course, but in most cases the manager who is so disposed can map out the plans he wishes his own working force to work by to make their services more valuable.

There is no employe quite so valuable to a manager as he who has received his business education directly under the eye of that manager. Other men may be brighter, have more energy, better health, etc., and have qualifications to make them better men, with proper training, but the man who has come right up from the bottom under the training of the manager is worth the more money to that manager.

He knows the machine thoroughly, of which he is but a cog. Past experience has shown him what the manager would do to meet one contingency after another, and he goes ahead and does it that way, instead of letting everything rest until the manager comes around to give orders. When he was filling inferior positions, if he was any account, he saw how those above him took advantage of everything to make things come out right for the house, and when it comes his time to act he is well acquainted with the proper procedure.

The employe who has been working for the same manager for years not only knows the business from the same view-point as the manager, but he also knows the manager. His work compares with that of the bright but inexperienced man about the same as the work of a mechanic who has learned his trade through an apprenticeship does with that of the man who has a diploma from some trade school which gives a course lasting but a few months. Of course the trade school teaches more in the few months than the apprentice would learn in the same length of time, but nothing like as much as the apprentice would learn during his apprenticeship.

This is the reason good managers generally try to take as many of their old force of assistants with them as possible whenever they make a change.—Clothier and Furnisher.

Must Be On Time.

A new railway was being built and the route including a small farm, officers of the line paid a visit to the owner, an old lady.

"Madam," said the surveyor, "we understand that you own this farm, and it is my duty to inform you that our new railway will run through your barn."

"Oh, will it?" said the old lady. "Well, let me tell you that the last train will have to be not later than 9 o'clock, because you'll not catch me sitting up after that to open the doors for it or anything else. So mind."

Doings In Other Cities.

Written for the Tradesman.

The St. Joseph Improvement Co. has been incorporated under laws of the State for the purpose of promoting the interests of that city. Irving W. Allen is the newly-elected Secretary.

Initial steps have been taken at Lansing toward the federation of the charitable and philanthropic societies of the city.

Out of a total of 2,550 slogans suggested for Jackson, a committee of representative citizens selected Do it for Jackson, as the rallying cry for that municipality.

Business men of the south side, Saginaw, have formed an auxiliary to the Saginaw Board of Trade. The new organization will pay special attention to the industrial needs of that section of the city.

Saginaw laundrymen have taken the initiative in the formation of a State Laundrymen's Association, and a meeting for this purpose will be held in Saginaw, Jan. 18 and 19. The committee on arrangements is composed of Henry Witters, Saginaw; A. Otte, Grand Rapids; E. Stewart, Battle Creek; H. T. Smith, Port Huron; M. Kelley and F. Hoskins, Detroit.

Chicago has secured what will doubtless be the largest Polish educational institution in the United States. A group of pretentious buildings, the plans for which have already been drawn, will be erected at Milwaukee and Belmont avenues, at a cost of \$500,000. There are about 3,000,000 Poles in the United States. Accommodations for 2,000 pupils will be provided at this school.

The Ludington Board of Trade has decided to issue 10,000 booklets with views of the city and environs before spring for advertising purposes.

Indiana is taking up the matter of stream pollution and a legislative bill is being drawn up at the direction of the State Board of Health, which has hearty support in Indianapolis, Evansville and other cities. Eventually all the cities will be compelled to rely on surface water for public supplies and the ground water is giving out. At Indianapolis and Muncie the fall has been over 20 feet. It is realized that to improve the situation it will be necessary to reforest the banks of rivers and creeks and to prevent pollution. Since the land has been denuded of trees and the forest mat destroyed, the rainfall is immediately carried away, instead of soaking into the ground.

Flint is still looking for a pure water supply for that city. Test wells are being sunk.

Kansas City held its first Tag Day for the benefit of the charity wards in the local hospitals recently. About 600 of the prominent women of the city took part and the collections reached nearly \$10,000.

Kansas City is considering the matter of installing septic tanks and filtering beds at a cost of \$4,000,000 for disposing of its sewage. Among the cities now using this system are Baltimore, New Orleans, Columbus, Chicago, Boston and Washington.

Philadelphia has made a change in

its system of street cleaning and under the new rules regarding the collection of ashes and garbage for next year all contractors must bid for the work covering the entire city. Under this plan only the big contractors will have a chance. In former years the work was done by districts.

Indianapolis proposes to hold a World's Exposition in 1911 as a fitting celebration of the two hundredth anniversary of the first settlement of Indiana by white men.

White Pigeon has closed a contract with the Oscar Felt & Paper Co. to light the town with electricity for a term of ten years, the rate being \$76.25 per arc light for twenty or more 2,000 candle power lights, to be operated every night in the year from sundown to sunrise.

More than 250 dairymen and dealers who ship milk from Ohio and Michigan points to Toledo creameries and dairies have been notified through the city health department that after Jan. 1 all cans used in shipping milk into Toledo must be sealed.

Almond Griffen.

Spider Necessary in Studying the Stars.

Stars and spiders have certain close connections. Some varieties of spiders are cultivated solely for their fine threads, which are used in astronomical research. No substitute for the spider's thread has yet been found for bisecting the screw of the micrometer used for determining the positions and motions of the stars.

Not only because of the remarkable fineness of the threads are they valuable, but because of their durable qualities. Recently the set of spider lines in the micrometer of the transit instrument at the Alleghany Observatory was examined and found to be in good condition, although they had been in service for forty-seven years. These threads withstand changes in the temperature so that in measuring sunspots they are uninjured, when the heat is so great that the lens of the micrometer eye piece is often cracked. The spider lines are only one-fifth to one-sixth of a thousandth of an inch in diameter and make silk-worm threads seem clumsy in comparison. Each line is made up of thousands of infinitesimal streams of fluid.

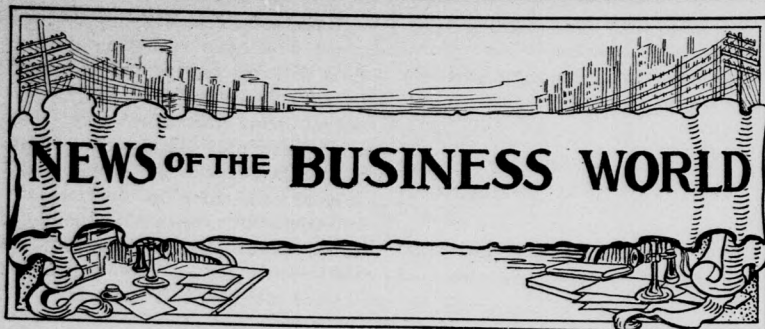
In placing these lines in the micrometer experts operate with powerful magnifiers. The lines are placed parallel with each other and two one-thousandths of an inch apart.

Too Hasty.

"Why are you so disheartened, Mrs. Mullions? I should think you'd be the happiest woman in the world. Isn't your daughter engaged to a baron?"

"Yes, but we've just heard of a lovely count that we could have got for the same price."

All Kinds of Cut Flowers in Season
Wholesale and Retail
ELI CROSS
25 Monroe Street Grand Rapids



Movements of Merchants.

Allegan—Roy Lacy has engaged in the coffee and tea business.

Dewitt—W. J. Linn has purchased the hardware stock of V. Clavey.

Holland—D. F. Boonstra is succeeded in the grocery and meat business by J. J. Bomker, of Chicago.

Alma—Messinger & Co. are to be succeeded in the clothing business in February by Joseph and Harry Cohen.

Clinton—Lancaster & Co. have sold their stock of groceries and crockery to W. B. Linn and Chas. H. Thompson, who will continue the business.

Eaton Rapids—A copartnership has been formed by William and Thomas E. Smith, who will engage in the sale of agricultural implements.

Ludington—A copartnership has been formed by Dean Thompson and Geo. E. Dorrell, who will engage in the undertaking and furniture business.

Detroit—W. H. Edgar & Sons, doing business under the style of Edgar's Sugar House, have increased their capital stock from \$50,000 to \$100,000.

Athens—Chas. H. Fox has sold his clothing stock to Fred H. Lee, of Mason, who will continue the business. Mr. Fox will be employed at the store for some time.

Coldwater—A. A. Olmsted has purchased the interest of J. W. Orton in the firm of Olmsted & Orton and thus becomes his son's partner in the grocery and meat business.

Traverse City—Joseph Ehrenberger, of the wholesale department of the Hannah & Lay Mercantile Co., will succeed W. M. Hitchcock as manager. Mr. Hitchcock will return to Chicago.

Big Rapids—H. R. Bills, who was formerly engaged in the confectionery and restaurant business here, will soon re-engage in the same line of trade under the style of the B. B. C. Candy Kitchen.

Charlotte—Cronk Bros. are succeeded in the bakery business by Harold and Verne Sherman, of Brookfield. Harold Sherman has been employed for some time past as baker for W. Shaul.

Coldwater—Frank E. Calkins has retired from the grocery firm of Calkins & Burch and W. D. Tripp becomes the partner of Wm. H. Burch, the business to be continued under the name of Burch & Tripp.

Holland—E. J. Fairbanks, who for the past five years has conducted a bazaar and china store at 11 West Eighth street, is closing out his stock and will go on the road for the Economy Screen Co., of this place.

Battle Creek—The Clifford J. Thayer Co., which succeeds Benriter & Co., Ltd., stationers, has been incorporated with an authorized capital stock of \$7,500, all of which amount has been subscribed and paid in in property.

Bay City—N. J. Fisk & Co. have merged their cigar business into a stock company under the same style with an authorized capital stock of \$2,000, of which \$1,050 has been subscribed and \$100 paid in in cash and \$850 in property.

Chelsea—The business of 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.

Hancock—G. A. Larson, the druggist, narrowly escaped losing one of his eyes this week when a bottle of citrate of magnesia exploded. Fragments of the glass flew into his face and he received a number of wounds, a bad one over one of his eyes.

Carson City—When the gasoline lighting system in Culver's store was lighted last Wednesday evening, Mr. Culver found himself enveloped in flame as the result of a leak in the pipes. The entire force was soon on hand with bed blankets and succeeded in putting it out. The fire department was called and made a quick run. The damage, which was considerable, is covered by insurance.

Kalamazoo—The Kalamazoo Savings Bank and the Kalamazoo Trust Company, two of the most important financial institutions in Kalamazoo, voted to consolidate their business under the name of the Kalamazoo Savings Bank with a greatly increased capital stock. The combined capital stock of the two institutions at present is \$325,000 and the deposits more than a million and a half dollars. The amount of the increased capital stock will not be determined until the annual meeting in January.

Detroit—Charles Chapin Hinchman died of pneumonia in his apartments at the Palms Sunday night, after an illness of about two weeks. His death had been imminent for the past week. Mr. Hinchman was born in Detroit in 1849. He was a son of T. H. Hinchman, and was taken into his father's wholesale drug business at the age of 19. After the consolidation of the concern with the firm of Williams, Davis & Brooks, Mr. Hinchman became one of the directors and second vice-president. He leaves a widow, three sons and a daughter.

Manufacturing Matters.

Detroit—The Kemiweld Can Co. has increased its capital stock from \$200,000 to \$250,000.

Kalamazoo—The Western Board & Paper Co. has increased its capital stock from \$100,000 to \$150,000.

Muskegon—The Indiana Box Factory has been completely destroyed by fire which occurred on the evening of Dec. 8.

Lansing—The J. I. Case Threshing Machine Co. will remove its Michigan headquarters from Jackson to this place on Jan. 1.

Manistique—Arrangements have been made to open a creamery here on May 1, which will be conducted under the supervision of R. A. Fuller, of Sturgis.

Baraga—The Baraga Creamery Co. has been incorporated with an authorized capital stock of \$6,000, of which \$3,050 has been subscribed and paid in in cash.

Zeeland—The VerHage Milling Co. has merged its business into a stock company with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and paid in in property.

Hastings—The Hastings Cabinet Co. has closed a transaction which makes it practically the owner of the Bentley plant, which it will equip for operation by electric current and otherwise improve before occupying.

Cheboygan—M. D. Olds & Co., who own a large tract of timber south of this place, are figuring on the construction of a logging road between Cheboygan and Rogers City, which will enable the firm to haul logs directly to its mill.

Manton—A. McAfee & Co., who conduct a stove mill, have merged their business into a stock company under the style of the A. McAfee & Son Co., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Detroit—A corporation has been formed under the style of the Hinz Manufacturing Co. to make furnaces, with an authorized capital stock of \$40,000, of which \$20,000 has been subscribed, \$5,200 being paid in in cash and \$9,800 in property.

Mackinaw City—Charles Zimmerman has started camp several miles south of this place and is cutting maple for the Boerst Manufacturing Co., of Saginaw, which is used in the manufacture of dowel pins and toothpicks. The camp is shipping three carloads of timber a day.

Millersburg—Owing to the damage to timber by fire S. F. Derry expects he will have to increase his logging estimate from 4,000,000 to 8,000,000 feet. He has a large quantity of logs already on skids. The weather has been exceptionally favorable for logging operations so far this winter.

Bay City—The forest fires will probably result in the cutting of fully 200,000,000 feet more timber this winter than customary because of damage to timber. Nearly all of the large firms have 5,000,000 to 10,000,000 feet more to cut than expected, and there is scarcely a small timber owner but sustained more or less damage that will necessitate cutting. It is stated

that hundreds of farmers who own lots of wood containing considerable merchantable timber will be obliged to cut much of it. This will increase the call for men and teams, stimulate trade in supplies and furnish stock to keep the mills busy. It is estimated that the Michigan Central railroad, which has been hauling an average of 130,000,000 feet of logs each year, will bring fully 50,000,000 feet more than usual to Bay City the next year. Wages are slightly better than they were last winter and help will very likely be easily obtainable.

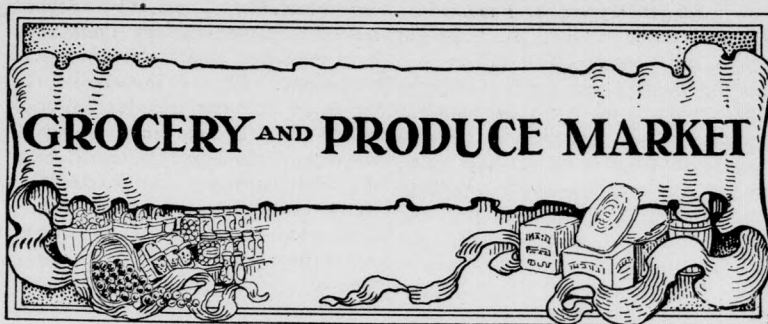
HOMEWARD BOUND.

The fleet of American war vessels which left Hampton Roads nearly a year ago is homeward bound. Its ships have all stood the test of one of the most marvelous cruises in the naval annals of the world. No serious misfortune has overtaken the craft, and foreign countries as well as our own have been greatly interested in them. At first the supposition was that these boats would go only to San Francisco, showing their sea-worthiness and the seamanship of their officers by going around the Horn; but this was only the beginning of their journey. The trip from Hampton Roads to the Golden Gate is of itself something stupendous, and to complete it satisfactorily and safely is a great accomplishment. It, of course, is magnified and multiplied by a cruise around the world.

The journey has been spectacular from the beginning, and when the ships come home they will have traveled over 42,000 miles. They have visited the principal ports of foreign lands and have been received with splendid and enthusiastic welcome. It is doubtful if official hospitality ever was any greater in the aggregate than in this instance. It has been a fine experience for the officers and the men, the younger of whom will profit by it in all the subsequent years of their service. It has undoubtedly given foreigners a larger and better appreciation of the American Navy and so of the United States as a Nation. The excursion was planned to accomplish several purposes, and the belief in official circles is that when it finishes it will have come up to all expectations. Under favoring and favorable circumstances the boats should come into some American harbor on the Atlantic Coast about the 22d of February. That being Washington's birthday, it will be a very appropriate time to give them as warm a welcome on their own shores as they have received anywhere else in the world. If steps are taken to make a demonstration on that occasion, it will be more grateful and agreeable to the participants in this phenomenal cruise than any other reception since they sailed away.

Gave Him Away.

Little Tommy—Say, mamma, does pap ever fly or sit in a tree and sing?
Mrs. Highflier—Of course not. Why do you ask such silly questions?
Little Tommy—I heard Uncle Tom say last night that papa was a bird when he got out.



The Produce Market.

Apples—New York Spys, \$4.50&5, Snows, \$4.50; Baldwins, \$3.50@4; Greenings, \$3.50. The market is strong and still higher prices are anticipated.

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

Beets—\$1.50 per bbl.

Butter—There is a very active consumptive demand for all grades, both solids and prints, and the market is strong and steady. Stocks in storage are reducing very fast, and the outlook for the future is a shortage in the fresh supply and firm and higher prices on all grades. Fancy creamery is held at 30c for tubs and 31c for prints; dairy grades command 26c 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—\$4.50 per bag of 90.

Cranberries—\$13.50 per bbl. for Late Howes from Cape Cod. The market continues to strengthen and every indication points to a \$15 price before the end of the month.

Eggs—The market is very firm. There is an active demand, both for fresh and refrigerator stock. The receipts of fresh are increasing, but stocks in storage are decreasing very fast. A short supply is reported everywhere. There will be no relief from the present very high prices until the supply of fresh eggs increases. Local dealers pay 28@29c on track, holding candled fresh at 32@33c and candled cold storage at 27@28c.

Grape Fruit—Florida commands \$3.75 for 70s and 80s and \$4 for 46s, 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 \$3.25 and Californias are slow sale at \$3.50.

Lettuce—Leaf, 12c per lb., head, \$1 per doz.

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

Oranges—Floridas, \$2.50; Navels, \$3.25. The fruit is down to a point that makes them the cheapest article on the market.

Parsley—40c per doz. bunches.

Potatoes—The market still shows no change in price, but there is a rather firm sentiment on the part of sellers. Outside buying points are

paying 45@50c. Local dealers are selling in small lots at 70c.

Poultry—Paying prices: Fowls, 7½@8½c for live and 9@10c for dressed; springs, 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.

Mr. Rutka Retires From Clark-Rutka-Weaver Co.

J. J. Rutka, who has been Vice-President of the Clark-Rutka-Weaver Co. since the business was started about ten years ago, has sold his stock in the corporation to M. J. Clark and retired from business. He will be succeeded as Manager by Wm. D. Weaver, who has occupied the position of Secretary and Treasurer ever since the business was established.

The fire which occurred in the Clark building on Nov. 11 has proved to be a serious handicap to the company. It was compelled to close up completely for a couple of weeks while the insurance was being adjusted and since then the management has devoted almost its entire time to working off the damaged stock. New goods are now being received to replace those damaged by fire and in a short time the company will be in a position to serve its customers better than ever before.

A corporation has been formed under the style of the Valley City Lumber Co., Ltd., which has an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

A grocery store has been opened by Orley Starks, at Marilla, the stock being purchased of the Worden Grocer Co.

Ballard & Starn have opened a grocery store at Sparta, having purchased a new stock of the Worden Grocer Co.

The Worden Grocer Co. has the order of Geo. Brewster, of Woodville, for a new stock of groceries.

The Worden Grocer Co. has shipped a new stock of groceries to Mrs. Wm. Upper, of Scottville.

The Bishop Furniture Co. has increased its capital stock from \$20,000 to \$75,000.

The Grocery Market.

Sugar—The market is demoralized, owing to the fight maintained by the New York refiners. The American and Howell are quoting granulated at 4.70 (f. o. b. N. Y.) and the Federal is accepting orders on the basis of 4.60. Michigan granulated is being sold on the basis of 4.60. The Federal announces that it will close down for the remainder of the year, thus removing an influence which has precipitated the reduction in prices. If possible, the other refiners may take advantage of this by advancing prices temporarily. The consumptive demand for refined sugar is fair.

Tea—There is no particular change in the market. The proximity to the holiday season is the cause of the present easiness in the market. The movement, however, from jobbers' hands to retailers' is steady for immediate wants and prices are, in the main, unchanged.

Coffee—There is no quotable change in actual Brazil coffees. There is very little activity—simply a hand-to-mouth business such as prevailed throughout the entire year. Better grades of mild coffees are firm, but medium and low grades are inclined to be weak. Java and Mocha are unchanged and are about steady.

Canned Goods—There is, apparently, no disposition among packers to make further price concessions, while jobbers seem determined not to place orders until they are in actual need of the goods. Corn is in a very strong position and advances are likely. Peas are unchanged; the better grades are firm, but a lot of cheap peas are being offered. Pumpkin and squash are steady. A somewhat better feeling is noted in the coast market for California peaches and apricots, but no improvement is apparent in the Twin City market. Supplies are liberal and the demand is limited, causing a rather weak tone. Gallon apples are very firmly held by packers, who claim they are unable to pack at present prices, but jobbers are apparently showing no interest. Pears continue on a steady basis. All Eastern small fruits hold firm, supplies being limited. All the higher grades of salmon continue on a very firm basis, owing to small supplies. There is practically none to be had from first hands and jobbers will have to depend on their present holdings lasting throughout the season. Pinks are in good supply and the market reflects an easy tone. Both domestic and imported sardines are very firm.

Dried Fruits—Currants are fairly active at ruling prices. Raisins are unchanged, both as to loose and seeded. There is a new pooling scheme under way on the coast which if it goes through will probably advance prices at least 1c. Citron, dates and figs are selling well at unchanged prices. Prunes are firmer on the coast, although no actual change in price has occurred as yet. The demand is only fair. Peaches have advanced on the coast, but no change has occurred in secondary markets as yet. The demand is not large. Apricots are maintained at the last advance and in light demand.

Cheese—The market is active at

an advance of ½c. Stocks are very light and an active demand for all grades can be expected, accompanied by continued high prices.

Syrups and Molasses—There is no change in gluco. Compound syrup is fairly active for the season, but prices are so high as to interfere somewhat with the demand. Sugar syrup is unchanged and in fair demand. Molasses is well maintained as to price and in fair demand.

Rice—Domestic Japs have evidently struck bottom. Fancy heads are very firmly held, as supplies are not very liberal, this year's crop having been lighter than the average.

Rolled Oats—A strong tone prevails and jobbers predict that present prices will be well maintained throughout the winter.

Provisions—Hams are at their lowest point, and it seems unlikely that they will materially change for some few weeks. After that there will be a larger consumptive demand. Pure and compound lard are unchanged and in fair demand. Barrel pork, canned meats and dried beef are all dull and unchanged.

Fish—Cod, hake and haddock are unchanged in price and in fair demand. Salmon is moderately active at ruling prices. All sardines, domestic and imported, are unchanged and in light demand. Norway and Irish mackerel are unchanged in price and in very moderate demand. There will be little activity for the balance of the year.

Air as a Commodity in America.

The buying, selling and renting of air is an ordinary business in the big cities, as argued by an observer. The air bought and sold is not piped in from great tanks like gas, nor is it furnished in condensed form like oxygen in small cylinders. It is simply the open air between the roof and the sky which New York operators have learned to control and put an arbitrary value on.

Sunlight has long been a commodity of price in the crowded districts, as those who rent apartments facing south know to the sorrow of their pocketbooks.

But the air business is described as the direct development of the boom in sky scrapers which require more than their share of oxygen. Far seeing speculators of New York in many cases have secured such a monopoly of the air that owners of towering structures can not get air in the open market, but must pay fancy prices for it.

In order to get air the owners of sky-scrappers are forced to pay a heavy consideration to their neighbors to prevent the blocking up of the windows of their apartments. They rent the air, paying a fixed price for a period of years, the covenant being that there shall be placed no impediment in the way of the free circulation of atmosphere.

The English law gives an owner of property the right to easement for light and air along the line of a lot. But there are no such legal provisions in America. Hence what has been termed the most curious of modern traffics.

THE REAL SECRET.

How To Get Along With a Husband.

Did you ever get along with your husband? Did you ever—not?

The woman who gets along with her husband is a rarity. She is a wonder. She is so unusual that she may be regarded in the light of a curiosity. Other women wonder how she does it. It is really not such a secret. She is merely sympathetic.

Well?—What's in a word? In this word nestles the secret of domestic happiness, waiting to be discovered and carefully nurtured by the woman who wants to "get along," but who can not.

In the first place, most men are sensitive. External things exercise an enormous influence over them. They feel and shudder accordingly if the atmosphere of the home is gloomy. They grow buoyant when the fires are lighted and when there are cheerful faces and happy voices about them.

Then—men are changeable. Usually they like to be loved and made over, but there are times when they desire to be left alone, and it is here that the question of sympathy and understanding comes in. A woman who, herself, is equable and of a cheerful disposition often fails to realize the importance of letting alone when her husband desires to be let alone. She only sees that he seems glum and depressed and is possessed of a natural desire to cheer him. So she begins:

"John, dear, what's the matter?"

"Not a thing in the world, my dear."

"But you're so quiet."

"I feel quiet. I'm tired."

"Did you have a hard day?"

"Yes, dear."

"What did you do?"

"O—why—the usual things, my dear, the usual things. Go on with your reading. I don't feel in a mood for talking."

And then the woman who is not sympathetic—in the 'real way—thinks he's cross, goes off into a corner, and wishes that she was at home with mother, and looks so downcast and miserable that her husband, who by that time has become immersed in his paper, chancing to look up, discovers that he has done "something or other" and is forced to put down his reading, put aside his feeling of weariness, and comfort that other half, who is merely suffering from a case of misunderstanding of what real sympathy is.

Real sympathy consists of knowing how to coincide with various moods. The woman who talks when her husband shows plainly he wants to keep silence is not nearly so irritating as the woman who, when her husband comes home in a jovial frame of mind, greets him pensively and smiles patiently while he relates to her something which has had to do with the day's work.

"Yes, dear," patiently.

Then he tells her something about one of his friends at the office—how this or that happened which is closely connected with his work. She

looks at him with abstracted eyes, thinking all the time of her own affairs. Finally something he says demands an answer and she says:

"Yes, dear," patiently.

"Yes, dear," more patiently. Finally, with an air of martyrdom: "Yes, dear. By the way, I think that we shall have to get a new cook. Honestly. Mary just wears me out. She is so noisy."

The husband, who is still thinking of his narrative, answers vaguely: "O, yes—no. I don't see anything the matter with her. I wouldn't change if I were you."

Then the wife tragically exclaims: "That's always the way—you never are interested in anything that I am interested in. You're the same as all men. You're selfish!"

It is true that she does a great deal. She does what she says she does, but—it is not enough. The up to date man demands a companion and the woman who is merely a housekeeper can not supply this need. He wants a "pal" to come home to. He wants some one who understands. Perhaps she can not master the intricacies of his business, but at least she can give him the bright interest that tells that his work and his ambitions are extremely potent things to her.

Marriage is a partnership and it will never be a success unless it is regarded as such. The woman who allows her hopes and ideas to become completely enrolled in the colorless cotton of domesticity will find that by failing to keep in touch with the outside world she is cutting herself



Frank H. Hitchcock, who will be Postmaster General under President Taft. See Michigan Tradesman of Dec. 2, page 6.

Now just how he has been selfish, of course the poor man doesn't know. He is left floundering in doubt while his wife, with an expression of patient forbearance that would be enough to drive a weakling to drink, sinks back and picks up the want advertisements.

While all this does not perhaps, sound so deadly serious it is, just the same. It is "the rift within the lute that by and by will make the music mute."

"I do my share!" perhaps she would exclaim in bitter surprise. "I keep his house clean. I care for the children. I bear on my shoulders a thousand and one responsibilities—little, petty things that scratch and irritate even though they are not heavy."

off from much that is beautiful and tender in her home life.

So—stop thinking of that husband of yours as "the provider." Give him a more dignified place in your thoughts. Sympathize with him as sincerely and cordially as you do with the boy when he cuts his finger or your baby girl when she bumps her head and you will find that in return he will give to you that whole soul confidence which means so much when given by a man to his wife—the mother of his children.

Merely a Suggestion.

Jiggs—If everyone would quit eating meat and eat soup instead the price of beef would soon come down.

Jags—Tut, tut! You can't knock out the Beef Trust with a soup bone.

Automobiling Togs Have Style.

Women have changed their views as to how they should dress when automobiling. They once believed that riding in a motor car was a novel excuse for freakish and outlandish dressing. But the comments made by hotel managers and friends have taught them to be as particular about their dress when traveling in a motor car as in a train. The automobiling togs have therefore undergone a complete regeneration. The coats are no longer shapeless nor the hats freakish. They are given the same style as other garments along with the chic accessories of the season.

The automobile coats are shown in various silks, rubberized or not, light checked cloth—cheviot and tweed—and light weight broadcloth. For extreme cold weather the fancy work and checks are most decidedly in vogue. The handsomest of these coats are made with a plain, easy fitting back; the fronts are double breasted, trimmed with a double row of fine bone or cloth buttons and finished with a deep collar that may either be turned up or down.

A decidedly smart model is a heavy tweed of dull plaid. The coat is made with a long sweeping back reaching to the hem of the skirt. The front is plain and close fitting, trimmed with small revers of velvet and braid. The hat designed for this coat is a small, close fitting toque. The trimming, although simple, is decidedly chic; the front has three shirred rosettes made of black satin, while a plaited band trims the crown.

Quite as smart looking is a loose-fitting coat made of black and white striped wool; a chic touch is given by having the collar and cuffs made of dark blue leather. A pretty model hat is made of the same material. It is small and shaped like an inverted saucer, trimmed with a rosette of dark blue velvet and ribbon, and feathers to one side.

For hard wear, especially mountain touring, few things are more serviceable than black and grey serge. It is warm, does not soil easily and shakes the dust. These are shown in several styles, but especially neat and attractive is a model with a plaited front, trimmed with black and white braid.

Some of the handsomest novelty coats are made of double silk, some are rubberized, others not. These are extremely dressy and take the place of a reception and theater coat when well made. A beautiful model, shown by Dricoll, has a snug fitting front and loose back. It is double breasted and is only three or four inches shorter than the dress skirt. The coat is buttoned halfway down (or to the waist line) with satin covered buttons, while the lower part is trimmed with silk tabs and large buttons. The hood is fastened to the coat; this and the cuffs are of Persian lamb.

Poor Sport.

"I don't see how you can find any fun in this game."

"Why not? It's inexpensive and affords excellent exercise."

"Yes, but there's absolutely no risk attached to it."

Iguazu Falls Larger Than Niagara.

Larger than Niagara is the cataract of the Iguazu Falls, almost at the intersection of the three frontiers of Paraguay, Brazil and the Argentine Republic. The river takes its name from a Spanish word meaning "great waters."

About twelve miles from its mouth the bed drops suddenly down a rocky perpendicular cliff some 213 feet high, hence there is a waterfall of that great height. At this spot a delightful little island, beautiful with vegetation, divides the river into two arms, so that the total width is about two miles and a half. The Brazilian arm of the river forms a tremendous horseshoe here and plunges into a great chasm with a deafening roar, while the arm on the Argentine side spreads out in a sort of amphitheater form and finishes with one grand leap a little over 229 feet.

Below the island the arms unite and flow on into the Parana River. From the Brazilian bank the spectator, at a height of 280 feet, gazes out over two and a half miles of some of the wildest and most fantastic water scenery he can ever hope to see.

Waters steam, seethe, leap, bound, froth and foam, "throwing the sweat of their agony high in the air, and writhing, twisting, screaming, and moaning, bear off to the Parana." Under the blue vault of the sky this sea of foam, of pearls, of iridescent dust bathes the great background in a shower of beauty that all the more adds to the riot of tropical hues already there. When a high wind is blowing the roar of the cataract can be heard nearly twenty miles away. A rough estimate of the horsepower represented by the falls places it at 14,000,000.

Few sightseers ever catch a glimpse of the great Iguazu Falls because it takes six days to make the picturesque journey of about 1,250 miles from Buenos Ayres, amid the fair fertile plains of Santa Fe and the savage luxuriance of the virgin forest, passing through the territory of the missions and the ruins of Jesuit churches and convents.

Extremes Bad in Business.

The happy medium in doing things seems to be hardest to acquire. We all are more or less extremists. We are too optimistic or too pessimistic; too strenuous or too mild; too eager or too indifferent; and too aggressive or too servile. These last two extremes are particularly harmful in business, and particularly so for the employe.

Aggressiveness bespeaks overconfidence; servility its reverse. The employer dislikes aggressiveness and has contempt for servility. He wants a medium between these attitudes—a quiet dignity not too bold, not too humble.

The man in power, or who has the vantage in any way, expects to be catered to, and yet will not tolerate abject servility.

The employe in relation to his employer and those in positions above him and the salesman in his dealings with the buyers must give this question deep thought if they expect

to make the most of their opportunities.

Command respect and demand courtesy from others, but don't forget to give it to others, too. You'll never get it if you aren't willing to give it in return. Thus expecting or asking for what you are not willing to give makes you an egotist—classes you as aggressive. It is a mannerism that will not be tolerated, and you will be the one to suffer. On a par with and as detrimental as this fault is that of over-deference. An attitude of dependence bespeaks weakness; not the kind of weakness that impels sympathy but that which arouses impatience.

The beggar who approaches the millionaire straight from the front, looks him square in the eye, and asks in a firm voice, "Beg pardon, but can you spare a dime for me, mister?" gets it; and there is a certain degree of respect in the way it is given. Were he to have accosted the man of wealth from a rear position, hung his head and in a quavering, whiny voice pleaded: "Oh, please, sir, won't you kindly give a poor, broken down man a few cents?" he would either have received a curt "No" for the answer or the money flung at him in an impatient, contemptuous manner.

You can show respect without toadying; you can ask for favors without humbling yourself.

Servility is an open confession of inability. Aggressiveness is an evident attempt to conceal inability. Both of these characteristics show the same lack of capability.

He who is aggressive, more commonly known as a "four flusher" and "bulldozer," tries to conceal his inability by daring, by a process of impression that he hopes will shadow his defects and put him in a favorable light.

And he who deludes himself that he is so beautifully courteous and respectful, and who poses as "Oh, what a good boy am I" and "What a fine man are you," relies upon sentiment and an irrelevant feeling to gain his end.

George L. Louis.

Salad Made from Undigested Moss.

Agourmet, as he mixed a salad of chicory, said:

"The world's queerest salad, and possibly its most delicious one, is eaten by the Inoits of Northwest Greenland. It is a salad of undigested moss from the stomach of a fresh killed reindeer. A bitter, sharp, stimulating salad, as good for the digestion as an electrical massage.

"The Inoits live almost exclusively on fish. Hence salads are a favorite dish with them. But no salad in their minds compares with that which they wrest from the slaughtered reindeer.

"They say this salad is crisper, tenderer and more appetizing than any other, and they say it wards off indigestion. They fight for it, they spend their last penny on it, quite as the Indians do with 'firewater.'"

All His.

Mrs. Oldwed—Is your husband holding his own?

Mrs. Newpop—He was last night. He was walking with the twins.

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have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

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E. A. STOWE, Editor.

Wednesday, December 9, 1908

BUSY ORACLES.

There is no single habit of humanity more natural and more easy to practice than is the voicing off hand of an oracular opinion upon any given proposition. "Some day," said Prof. Alexander Graham Bell, "it will be possible for persons separated by hundreds of miles of distance to talk with each other by means of electricity."

"Orally?" asked one of the gentlemen to whom he was talking.

"Yes, by word of mouth and using an ordinary vocal tone," was the reply.

And at once the gentlemen who were with him, who knew little or nothing of electrical communication, of acoustics or of any other science, for that matter, began to insinuate between themselves that Prof. Bell was a dreamer, and to express deep regret that a man so studious, so strong mentally and physically, and, withal, such a companionable man, should permit himself to chase after so veritable a will-o'-the-wisp.

These men were good men, but they did not know what Prof. Bell knew beyond question.

There are still living thousands of men and women who, in spite of the demonstrations already made and recorded, persist in declaring, with no little oracular bitterness, that of all the dreams of the visionists the most impossible is the notion that there may be some time successful navigation of the air above us. "It is impossible," they say—and even as they speak the Wright Brothers and others are offering suggestions which deny their statements.

Every step in advance that is really worth while has been taken in the face of contradictions, satire, deliberate misrepresentations and ignorant opposition. It is so easy to say a thing can not be done that the average individual does not have the patience, the application or the desire to investigate and make sure of his position.

Just now those gentlemen who have been advised by the best available authority on such subjects and who, acting upon such authority, are

conducting investigations as to the feasibility and the practical commercial value of a deep waterway from the mouth of Grand River across the Lower Peninsula of Michigan to Saginaw Bay, are being assaulted by the oracles who, knowing that they do not know, choose to veil their ignorance by the voicing of dogmatic declarations in opposition to such investigations.

It is among the possibilities that such men as the late Prof. Alexander Winchell, L. L. D., State Geologist in 1872; Dr. Alfred C. Lane, at present State Geologist; Col. William Ludlow, of the U. S. Engineer Corps; Lyman E. Cooley, C. E., at present consulting engineer of the Chicago Drainage Canal Commission, and the late George Y. Wisner, a member of the National Deep Waterway Commission, are all of them all wrong in their official declarations as to the feasibility and desirability of such a proposed canal and that the oracles are all of them all right in their contentions.

If so, it is well that certain public spirited and fair minded citizens are undertaking to find out accurately and in an authentic manner the exact facts in the matter, so that when, eight or ten years hence, continuous deep waterways between the Great Lakes and the Atlantic Ocean and the Gulf of Mexico are in operation the people of Michigan may know beyond question whether or no it is wise and advisable to attempt to tie those deep waterways together by means of a canal across the Lower Peninsula of their commonwealth.

OUR FREIGHT RATE BASES.

During the past two years the Merchants and Manufacturers' Association of Saginaw, working co-ordinately with the merchants and manufacturers of Flint, have been preparing their evidence and formulating a plea in behalf of a readjustment of the freight rate percentage basis for the district in which those cities are located. And last summer their proofs and their plea were presented for consideration by the Interstate Commerce Commission, Secretary Kleinfelt, of the Saginaw Association, acting as the attorney.

Whether the Saginaw and Flint interests win or lose in this effort, there is one thing certain, the step already taken will prove of great value to every shipper of freight in Michigan. If the case is won, it will mean a readjustment, probably on 89 per cent. basis, of the freight rates of Western Michigan. If the case is lost, we will know the reasons why through a fair, clear cut statement from the Interstate Commission—a statement to which we will be entitled.

The entire freight rate basis problem, as it is revealed to every shipper of freight in Michigan, shows that all Michigan territory north of the D., G. R. & G. H. R. R. (the Grand Trunk) is clearly out of line as compared with other groups in the territory of the Central Freight Association and with points outside of that territory, when comparisons are made on a mileage basis.

Grand Rapids and Saginaw are ad-

mittedly the distributing centers for the vast territory in Michigan north of the Grand Trunk line, and, as such centers, are entitled to lower freight rate bases because they are chiefly and most directly interested in the commercial and industrial development of that territory. As it is already conceded that the present high rate bases fixed for Grand Rapids and Saginaw are operating against a natural and just development of the territory north of those cities, the present effort to secure a readjustment should meet with success.

In this cause there should come from every point in the territory specified the most complete co-operation, for the reason that whatever benefits are received or whatever disappointments are experienced will come, relatively, to all points alike.

NEW POST-OFFICE RULE.

It is within the province of the President to make executive orders with reference to civil service matters. Mr. Roosevelt availed himself of that privilege and prerogative when he put 15,485 fourth class postmasters under the civil service. Just why he should have selected the cities east of the Mississippi and north of the Ohio River is not easily explained, for if the new regulation is good in that territory it is equally as good all over the United States. Presumably the balance of the country will be included in a subsequent order. This will promote the efficiency of the postal service and very materially lessen the patronage of congressmen. Those representing rural districts having many post-offices where the salary is less than \$1,000 will not be so eagerly sought hereafter by their constituents living in small villages and at country cross-roads. The postmasters will be protected in their little jobs and hereafter will not feel the necessity of getting out to hustle so much at the caucuses, and they need not go to the conventions at all unless they see fit. The only way to get rid of a postmaster of the fourth class will be to prove that he is incompetent, inefficient, careless or something worse.

It frequently happens that there is as much strife over a \$900 post-office as there is over one where the salary is much larger. Sometimes the rivalry between aspirants waxes warm and becomes red-hot, and then when one man is appointed, three or four others and all their friends are disappointed. The congressmen ought really to be glad that this new regulation has been made. When there are several who want the same office, a congressman is sure to lose more votes than he can gain, whomever he appoints. It is unfortunately true that a man will do more against another for spite than he will do for him in the cause of friendship. It may be something of an interference with machine management and methods, but it is really in the interest of good government and peace and harmony on the part of the congressmen, every one of whom loses more votes than he gains by most of his postoffice appointments. The sooner the remainder of the country is included in this general order the better it will be for the postal ser-

vice. It is a new order of things, but people will speedily become accustomed to it, and when they do, they will like it better than the old way.

RE-ORGANIZING NAVY.

The work which Elihu Root did as Secretary of War in re-organizing the army is very properly regarded as one of the very great services which he has rendered his country. When he went over to the State Department he introduced some new and decidedly practical ideas, and he will leave the consular service in a great deal better shape than he found it. Now it is desired that the Navy shall be re-organized along the same lines which have been found to work so successfully in the army. It is urged that Mr. Root shall undertake this task, and the suggestion is that he may retire from the Cabinet in order to have more time to formulate the new plan of which he will become the sponsor when he enters the United States Senate, to which his election is now assured. There is a vast amount of detail which must be mastered, straightened out, simplified and systematized, and there is no better man than Mr. Root to do it. When his plan is perfected he will have a hard fight on his hands to secure its acceptance. He knows before he commences that he will have the opposition of the naval bureaucrats as well as that of the older members of the Senate Committee on Naval Affairs, to whom changes and innovations are most distasteful. If he tackles it he is sure to succeed, because he will not present any proposition which is not defensible from every point of view. Though he will be a new member in the Senate, he will find there none brighter or keener in debate than himself, and furthermore, he has had the experience of going through this fight in the army matter once and is familiar with the tactics which the opposition will invoke. It can be safely said that if Mr. Root tries to re-organize the navy it will surely be done; and independently of that it may also be safely said that it needs doing.

The United States Interstate Commerce Commission, having received many complaints from the traveling public, has decided to investigate the whole business of the Pullman Palace Car Company. It is believed that the rich corporation could give better service for what they take from passengers, and that some of their regulations should be abolished. The Commission will undertake to solve the puzzle of why a man who has to climb into an upper berth has to pay the same tariff as the man underneath. The company will also be asked to explain why they pull the upper berth down over the head of the passenger below, when there is no one to occupy it. The Pullman Company is a big money making monopoly, and it can well afford to give the public better accommodations at lower rates.

Imaginary ills quickly come to constitute something more substantial than an imaginary hindrance.

The ills that follow our lusts we usually charge up to our luck.

OUR HUMAN DELUGE.

There has been no strange race pouring like a flood into Europe since the first successful invasion of the Turks in 1361, and they have never amalgamated with the other Europeans, but have always remained separate and distinct. The Arabs, who invaded Spain about the year 700, have had 1,200 years to complete the processes of race amalgamation and assimilation, and the result has been the present Spanish race. The last time England was conquered by another race of people was in 1066, when the Norman French from across the British Channel overran the island and established themselves. They mingled with the people they found there, and the evolution of the present English race out of the mixture has been accomplished in something less than 900 years.

From these and many other facts to the same purpose it is seen that many centuries of time are required to consummate the evolution of a distinctive and peculiar race of men out of inharmonious white peoples. If the minglings were of whites and negroes, whites and red Indians, whites and Mongolians, the difficulties of the revolutionary processes would be infinitely more difficult and gradual.

These observations harmonize with those of Prof. William Z. Ripley, of Harvard University, who has written extensively on the European races, and has an article on the races in the United States in the Atlantic Monthly for December. Our influx of strangers is less than a century old at the beginning, and has been continued constantly up to the present times.

About 25,000,000 people have come to the United States from all over Europe since 1820. This is about equal to the entire population of the United Kingdom only fifty years ago, at the time of our Civil War. It is, again, more than the population of all Italy in the time of Garibaldi. Otherwise stated, this army of people would populate, as it stands to-day, all that most densely settled section of the United States north of Maryland and east of the Great Lakes—all New England, New York, New Jersey and Pennsylvania, in fact.

First came the people of the British Isles after the downfall of Napoleon, 2,000 in 1815 and 35,000 in 1819. Thereafter the numbers remain about 75,000 yearly, until the Irish famine, when, in 1852, 368,000 immigrants from the British Isles landed on our shores. These were succeeded by the Germans, largely moved at first by the political events in 1848. By 1854 a million and a half Teutons, mainly from northern Germany, had settled in America. So many were there that ambitious plans for the foundation of a German state in the new country were actually set on foot. The later German immigrants were recruited largely from the Rhine provinces, and have settled farther to the northwest, in Wisconsin and Iowa; the earliest wave having come from northern Germany to Ohio, Indiana and Missouri. The Swedes began to come after the Civil War.

Their immigration culminated in 1882 with the influx of about 50,000 in that year. More recent still are the Italians, beginning with a modest 20,000 in 1876, rising to over 200,000 arrivals in 1888 and constituting an army of 300,000 in the single year of 1907, and accompanying the Italian has come the great horde of Slavs, Huns and Russians.

Dr. Ripley notes that it is not alone the rapid increase in our immigration that is remarkable, but what is no less striking is the radical change in its character and in the sources from which it comes. Whereas, until about twenty years ago, our immigrants were drawn from the Anglo-Saxon or Teutonic populations of northwestern Europe, they have swarmed over here in rapidly growing proportions since that time from Mediterranean, Slavic and Oriental sources. A quarter of a century ago two-thirds of our immigration was truly Teutonic or Anglo-Saxon in origin. At the present time less than one-sixth comes from this source. The British Isles, Germany, Scandinavia and Canada unitedly sent us 90 per cent. of our immigrants in the decade to 1870; 82.8 per cent. in 1870-80; 75.6 per cent. in 1880-90, and only 41.8 per cent. in 1890-1900. Since then the proportion has been much smaller still. Germany used to contribute one-third of our newcomers. In 1907 it sent barely one-seventh. On the other hand, Russia, Austria-Hungary and Italy, which produced about 1 per cent. of the total in 1860-70, jointly contributed 50.1 per cent. in 1890-1900. Of the million and a quarter arrivals in 1907 almost 900,000 came from these three countries alone.

The effects of such a deluge of foreign invasion, peaceable as it is, are going to be enormous. Should it continue in the same ratio that has prevailed in the past, some of our states will be overrun by foreigners. It is true the greatest numbers of the recent comers stop in the cities. They have no taste for agriculture or for country life, but seek to find some means of living in the cities, and in the greatest cities at that. The following paragraph from Dr. Ripley's article is significant:

A special study of the linguistic conditions in Chicago well illustrates our racial heterogeneity. Among the people of that great city—the second in size in the United States—fourteen languages are spoken by groups of not less than ten thousand persons each. Newspapers are regularly published in ten languages, and church services are conducted in twenty different tongues. Measured by the size of its foreign linguistic colonies, Chicago is the second Bohemian city in the world, the third Swedish, the fourth Polish and the fifth German, (New York being the fourth). There is one large factory in Chicago, employing over 4,000 people, representing twenty-four distinct nationalities. Rules of the establishment are regularly printed in eight languages. In one block in New York, where friends of mine are engaged in college settlement work, there are 1,400 people of twenty distinct nationalities. There are more than two-thirds as many native-born Irish in Boston as in the capital city, Dublin. With their children, mainly of pure Irish blood, they make Boston indubitably the leading Irish city in the world. New York is a larger Italian city to-day than

Rome, having 500,000 Italian colonists. It contains no less than 800,000 Jews, mainly from Russia. Thus it is also the foremost Jewish city in the world. Pittsburgh, the center of our iron and steel industry, is another tower of Babel. It is said to contain more of that out-of-the-way people, the Servians, than the capital of Servia itself.

Until recently Michigan has been fortunate in the character of her immigrants. Of late, however, the influx of dagos, Assyrians, Arabs, Greeks and other dark skinned people has been such as to cause anxiety and alarm. A serious problem confronts us—so serious that it will request the best thought of our best minds to arrive at its solution.

FORGING AHEAD.

If there is one idea more than another which has control of the popular mind it is that success lies in action. Move. Get there, if you can; but make a dive for it anyway. Opposition? A worldful of it. Dishonesty? Commercialism is typified in the conventional horse trade; but, whatever the conditions are, get ahead—in a straight line if possible or a spiral if no other course remains, only see to it that the spiral ends in the point to be attained. It is to be observed, however, that there are certain lines to be followed, certain points not to be lost sight of, certain principles to be guided by, in all prize-winning, which even the most unscrupulous find it to their advantage to practice as well as to remember.

Among these it is conceded that success worth anything never comes from holding back and making fun of what others are doing to win. The jest and the jeer, the one purpose of which is to dishearten, has been and will be again indulged in; but the getting ahead which comes from it never meets with the favor of those whose opinion is worth having. There is nothing commendable in outdoing a weakling and in a war of wits there is nothing to brag of in overcoming a fool. "Smith & Co. were knocked off their commercial pins yesterday and have turned turtle. Too bad, too bad. They are good fighters;" and the next twenty-four hours sees Smith & Co. again on their "commercial pins," convincing those who came to their rescue because they were good fighters that it paid to help these men for the sake not of getting ahead of them but of having men to fight with who are worthy of their steel.

It has been asserted with much earnestness that in forging ahead altogether too much hindrance comes from the opposition of men who, incapable themselves, block in every possible way the progress of others. Through "envy, hatred and malice and all uncharitableness" these men by jeer and by ridicule succeed in thwarting the strenuous efforts of the earnest and the determined. Where they can not they make fun of those who can. Where the word of cheer is needed discouragement alone is heard and the success, which follows in spite of them, is proclaimed by them as something anybody could do had he so desired.

In individual life such men are

woefully common, while the city too often is full of those men whose idea of helping the city along—their own city at that—is constantly running it down. Such cities, in the mouths of these men, have no "git up" in them. "There is no enterprise, no public spirit in them." Everything there is "running down at the heel." The town is a "dead" one. Foggyism predominates and not until it and its supporters are six good feet underground will the city as such amount to anything as a municipality. This, as an occasional outburst, may not be necessarily harmful, but where such citizens are constantly giving the home-town these "digs in the neck" they are not adding greatly either to their own reputation or to the honor of the place they live in, be it large or small. Touchstone does better than that who calls his Audry "an ill-favored thing, sir, but mine own," while the disgruntled citizen, for reasons known only to himself, is willing to speak disparagingly of what ought to be to him the dearest spot on earth; and he tries, so far as in him lies, to spread that unsavory reputation at all times and in all places.

There is an old maxim not to be forgotten here: "Speak only good of your own town or not at all." In such instances silence is indeed golden; and, in the meantime, it remains for the town to decide whether a citizen that prevents its forging ahead is wanted within its borders. The man who is always holding back; who waits for "the other fellow" to support the public project financially; who makes fun of every effort to help a good thing along; who "damns with faint praise" what everybody else commends, is neither the good citizen nor the good neighbor. His room is better than his company and the only hope that remains for the town and for the man is an early parting of the ways. Each is a detriment to the other for it is only after such parting, the forging ahead which both are after, that the happiest ideal of each can be realized.

Coin collecting, in the widest sense of the term, is probably the most popular fad on the face of the earth—especially in the United States. But there are many of us who, before we have seen Gertrude Rawling's "Coins and How to Know Them," just published by Stokes, have cared little for the esthetic side of the pursuit. Yet, since the publication of Joseph Addison's lengthy treatise on Greek coins, and perhaps before, there has been a steadily growing class whose slogan is "Coins for coins' sake." And coins are interesting aside from their purchasing power, because of their relations to history, to art, and their intrinsic curiosity.

No matter how eloquent you may be talking to your Father in Heaven, it will not balance a sour disposition toward your family here.

A woman's eyes never grow too dim to detect the paint on another woman's face.

SAVINGS ACCOUNTS.

Why the National Banks Cultivate Them.

Since the December, 1900, statements the total deposits in the Grand Rapids banks have increased \$11,118,869.05, an average of nearly \$1,400,000 a year. Where has all this money come from? is a natural and interesting question. The last statements of the banks answer the question: The money, at least the great bulk of it, has come from the savings depositors. The reason that the answer is found in the last statements is because the National banks separate their individual deposits into those that are subject to check and those that are carried in savings books.

In 1900 the State banks had practically a monopoly of the savings business. The Fifth National issued books, continuing a department that originated in its West Side experience, but in those days the Fifth National was not very much of a bank and what it might do hardly counted. The other National banks confined their business to issuing "C. Ds." and accepting commercial deposits.

In December, 1900, the National banks carried \$3,708,594.66 in certificates of deposit and \$2,935,414.97 in commercial deposits. The following year the National banks opened their savings departments. The Fourth National started it, the others, as a matter of necessity, followed. This departure from National bank traditions was taken reluctantly, and in some of the banks with great misgivings. It may be added that since then the Nationals have become so attached to their savings departments that to-day it would take a big charge of dynamite to break them away.

As shown by the last statements the National banks to-day have \$3,214,792.27 in savings deposits, and all this has been accumulated in the last seven years, an average of approximately \$457,001 a year. Some of this money undoubtedly would have come into the banks in "C. D.'s," and some probably would have gone into the commercial deposits had not the savings departments been established. But a large proportion of the money represents new business, deposits which but for the savings departments would have gone elsewhere or been lost entirely. In the meantime the National bank certificates have dropped off \$460,000. The total savings and certificates are now \$6,462,943.30, an increase of \$2,754,348.64 in eight years. During the same period the commercial deposits have increased \$1,464,498.36.

The State banks were inclined to resent the intrusion into what they regarded as their special field when the National banks began to receive savings deposits. It is not apparent, however, that they have been made to suffer to any extent. It is quite possible that some of the savings money has gone into the National banks that might have been taken to the State banks. But the State banks have done so very well it is not easy to see how they can find fault. In

1900 the State banks carried a total of \$4,656,716.35 in savings and saving certificates; but to-day the total is \$9,470,301.17, an increase of \$4,813,584.82 or better than 100 per cent. Their commercial deposits have increased \$1,170,554.60, or about 140 per cent., which is an indication that if the National banks have encroached on the State banks by receiving savings deposits, the State banks have reciprocated or retaliated by seeking commercial business.

As stated at the beginning of this article the total increase in deposits since 1900 has been \$11,118,869.05. This increase has been made up as follows:

Savings and Certificates.	
National increase	\$2,754,348 64
State increase	4,813,584 82
	<hr/> \$7,567,933 46

Commercial.	
National increase	\$1,464,498 36
State increase	1,170,554 60
	<hr/> \$2,635,052 96
All other increase	915,883 43

Total increase	\$11,118,869 05
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The total deposits are divided as follows:

Savings and certificates		\$15,933,244 38
Commercial	6,367,203 03	
Due to banks	2,448,831 52	
All other items	332,649 81	
	<hr/>	
Total		\$25,081,928 74

The savings and certificates represent 63.5 per cent. of the whole. Eight years ago it was about 60 per cent. In view of the size and juiciness of the plum, is it surprising that the National banks should have reached out for a share of the savings business or having a taste that they should want more? As a matter of fact there is not a department that the National banks are doing more to cultivate, to build up and to advertise. The savings accounts are looked upon as most desirable. These deposits do not fluctuate as do the commercial deposits. The savings depositors often bring other business to the bank.

That the National banks took on this savings business was due largely to William H. Anderson, of the Fourth National Bank. Almost daily friends of the bank or strangers brought in money which they wanted to deposit as a savings account. Mr. Anderson would offer them certificates or a checking account, but they wanted savings and were obliged to go elsewhere to be accommodated. Not to take the money that was actually laid on the counter and even urged upon him gave Mr. Anderson pain. He brought the matter before the directors. Two of them were also directors in savings banks and they were apprehensive that the savings banks might be hurt. Others on the Board were inclined to conservatism; the idea did not appeal to them. Mr. Anderson continued to urge the matter and finally was authorized to go ahead. The Fourth National's savings deposits have been growing at the rate of more than

\$100,000 a year and the department to-day is regarded as one of the most desirable in the bank.

Artistic Way To Pay Debts.

"Leaving aside all question of the right or wrong of borrowing or loaning," said the old book-keeper to the new man, "the fact still remains that there are times when a fellow is pressed for small amounts of money which he is unable to obtain in any other way, the savings bank is closed for the day, we will say, or he does not want to cut into his balance for the week. And who so eligible for the position of loaner as his near and dear friends in the office?"

"That's right," said the new man; "that's right."

"Certainly, it's right, my boy," continued the old book-keeper, without changing his impersonal tone. "Certainly. His friends, his office friends, are nearest to him. They work together with him; their work depends somewhat on his; his work depends on theirs. He is more able to do them a favor than an outsider, and, consequently, there is more reason why they should be willing to do him a favor, and are willing to do him a favor, than any one else."

"Of course."

"Of course. But, my boy, I don't encourage borrowing, mind you. It is a necessary evil which, like all evils whether necessary or not, we should avoid at all times possible. Mind you, I am dead against borrowing and loaning, the principle of it that is, but I must say that it does exist. And therefore what I was going to say to you will be of value to you some day. It is as important to know how to pay back a loan as it is to know where and how to get it. Sounds surprising, doesn't it? That's because it is original. Did you ever

see a fellow paying back money he had borrowed from you?"

"Once in awhile."

"Well, then, you know how clumsily he goes about it. When he lets go of it you grab it and feel tickled to death to get it back. The way in which he hands it over to you shows plainly that he begrudges you the sum, and if the thing were easily possible he would never pay it back. You say to yourself that you'll never let him have anything, and you mean it, too. Now that's all wrong. If he paid you back your money in an artistic manner you still would be his loyal friend, and he would still have a chance to get something from you again if you had it. Artistically, artistically, that's the way to pay back a loan."

"Artistically? What does that mean? How do you do it?"

"Ah! I was getting to that. You see Smorkins on the next desk. I owe Smorkins \$2. Now, I'll go over and pay Smorkins his two, artistically. Watch me, watch how it is done—Say! by Jove! if I didn't fail to bring any money with me this morning. Well, you let me take \$2 until Saturday so I can show you how to pay off a debt artistically."

Hiram Rice.

A Family Matter.

One day as a minister was passing down the street in Kalamazoo, where he resided, he was seen by some hangers-on at the Burdick House which he was approaching, and one of the number called to him and said:

"We have a dispute here of some importance, and would like you to decide. It is in relation to the age of the devil. Can you tell us how old he is?"

"Gentlemen," said the minister with dignity, "you must keep your own family records."

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THE TRIANGLE.

The Strongest Shape in Mechanics and Business.*

Leading American economists have declared many important conclusions during the past two or three years, none of which are more potent or more forceful than is the proposition that interurban electric railways are carrying forward, with tremendous force, a most valuable social, commercial and industrial revolution.

Such an assertion does not require pronouncement by the scholar or emphasis by the organizer or the executive. It is a visible tangible fact apparent to even an ordinary mind; and while Eastern Michigan and the extreme of Western Michigan are generously provided with interurban electric railway equipment, the fact remains that Grand Rapids and Kalamazoo and Battle Creek—of all cities in Michigan—are most meagerly attended to in this respect.

Why do the people of Grand Rapids favor the construction of the Kalamazoo, Battle Creek and Gull and Gunn Lakes route for an interurban railway?

Because, by its position as a metropolis of Central West Michigan and because of its relation to the cities of Kalamazoo and Battle Creek, it believes in co-operation and does not reject competition; because, as in mechanics, the strongest shape is the triangle, so in commerce, in industry and socially there can be no stronger proposition in Michigan than is the neighborly geographical triangle embodied by the territory dominated by the cities of Grand Rapids, Battle Creek and Kalamazoo.

Sixty years ago, practically, Battle Creek and Kalamazoo hailed the coming of the Michigan Central Railway. It was nine years after that time before Grand Rapids was able to intermingle with the outside world except at the cost of walking, riding in a wagon or stage coach, going "critter back" or during the season of navigation, utilizing the boats to get to the East or the West.

Fortunately for Battle Creek and Kalamazoo their parallel of latitude created out of the Michigan Central Railroad a trunk line railway. Unfortunately for Grand Rapids the perpendicular and the hypotenuse of the triangle under discussion seemingly sidetracked that city. We have overcome and maintained a superiority over the geometrical insinuations and Grand Rapids to-day is in a position to call out to the two terminals of the base of the triangle, "Be of good cheer, we'll back you to the limit."

And so we will. Moreover, our deep interest in the electric railway to Gull Lake, Gunn Lake, and so on, to Grand Rapids, is very largely selfish. For years we have felt that the dozens of little villages, the hundreds of farms and the thousands of men, women and children living within the territory south and southeast of our city belong in a way to our city; that there is a kinship down there lying dormant and needing only an awak-

ening to bring our friends to us.

Why do the people of Grand Rapids endorse the proposed interurban road?

For the same reason that Battle Creek endorses it; for the same reason that Kalamazoo endorses it: We expect to profit thereby. We expect that Kalamazoo and Battle Creek will profit also. Nay, more, we know that the Big Three—Battle Creek, Kalamazoo and Grand Rapids—will gain advantages equally and that the people of the entire triangular area will alike share in the new resource and the new advantage—socially, industrially and commercially.

The times are too insistent; the opportunities too numerous; the facilities too great, and the results too certain for any single community to waste its time and substance in envious contemplation of any other community. The Twin Cities of St. Paul and Minneapolis provide a splendid example to-day of co-operative effort. The "Mississippi River Triplet"—the cities of Rock Island, Moline and Davenport—furnish another illustration of successful co-operation. The two Michigan cities, Bay

be an entirely accurate record, but that Detroit has over 400,000 population is beyond question and this phenomenal growth is very largely to be attributed to the widespread and far-reaching system of interurban railways centering at that point.

No such record is possible to obtain in the New England interurban railway centers, nor in such centers in other Eastern cities; but the cities of Cleveland, Columbus, Dayton, Cincinnati, Indianapolis, Peoria, Springfield, Des Moines, and so on, are already making, relatively, similar advances, while in Spokane, Seattle, Portland and other Pacific Coast centers the developments are equally as great.

The present is the golden opportunity for Kalamazoo, Battle Creek and Grand Rapids, and it is one which may not stay with us—if neglected for a year or so—any length of time. We must get busy at once. We can not do justice to ourselves or to our State by mere discussions. We must advance or fall in the rear; we can not remain where we are.

Going One Better.

In a certain manufacturing town

The Merchant Who Cuts

The merchant who asks a price which covers the cost of the goods, with a reasonable profit added, meets with success and gains the respect of the community in which he lives; whereas the price-cutter loses the dignity of a servant to the people, degrades himself to a slave, becomes a community foot ball and loses his self respect.

William Judson.

City and Saginaw, constitute still another and striking proof of united interest and effort.

Do interurban railways help a town? Let me request you to ask that question of any city along your interurban line from Detroit to Kalamazoo; ask any hotel man; ask the managers of factories; ask your merchants. They know, and if they are impartial and frank their reply will be in the affirmative. By the way, some years ago, when the city of Detroit had acquired interurban roads to points in all directions, the theatrical managers in that city maintained a careful record for six months as to the business coming to their respective places of amusement. And comparing the results then secured with the average semi-annual records for the preceding two years they found that there had been an increase of 36 per cent. in their business and they attributed the increase directly to the interurban railways.

Twelve years ago the city of Detroit had a population of 225,000 and last Saturday enquiry at the Water Works office in that city showed that the census taken by the Water Board during the summer season proved, by the number of people taking water and paying water rates, a population of 450,000. Of course, this may not

it is a common thing for skilled workmen to save sufficient money where-with to build houses for themselves. A great deal of rivalry exists among these men as to who should have the best house, with sometimes curious architectural results.

A and B were two rivals. A having built a house, B, whose turn soon afterwards came, determined to out-do him. So he called in a well-known architect to prepare plans.

Asked what aspect he would like to his house, B, scratching his head, enquired:

"Aspect What's that? Has A got one?"

"Why, of course," said the architect; "he couldn't possibly—"

"Then put me on two!" was the prompt and emphatic reply."

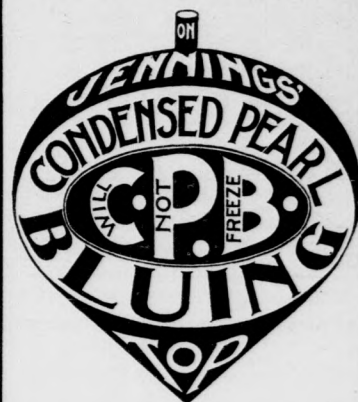
Quibbling.

Earlie—Doctor, it isn't wicked to fall on Sunday, is it?

Doctor—No, my child. Of course not.

Earlie—I'm glad of that, 'cause I have a little skating party every winter, and it falls on Sunday this year.

Our deepest sympathy is with the man of few words married to a woman who does a continuous monologue stunt.



The Liquid Bluing That will not freeze

The grocer finds it easy and profitable to sell C. P. Bluing

It takes the place of the quart Junk Bottle



4 Ounce
Size
10 Cents

Sold by all
Wholesale Grocers

See Special Price Current

Jennings
Flavoring Extract Co.
Grand Rapids

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.
Catalog Free.

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

*Address delivered by E. A. Stowe, Dec. 7, before Commercial Club of Kalamazoo.



The Greatest Trio in the Commercial World.*

With the jobber, we constitute a mighty trio, the manufacturer, the jobber and the retailer. We might liken them unto the three graces, faith, hope and charity. The manufacturers represent faith, because they have faith in the general prosperity of the country, a faith that justifies them in employing capital and talents in producing hardware to meet the demands of the country. The jobber represents hope, that hope that springs eternal in the human breast; in the expectation that the retailer will continue to do his bidding in the future as in the past. Charity or love, the good book says, is the greatest of these virtues. The retailer abounds in love for his fellow-man and especially for the manufacturer and jobber. If you only knew the love we bear, would you, could you, do else than respect our modest desires? In any event, the three organizations are bound together in a common purpose, that of promoting each other's welfare and happiness, for it is a well-known maxim that one's own individual welfare depends upon the welfare of others. My brothers, does not this apply with magic force to the three aforesaid organizations? I am a firm believer in association work. By thus meeting together we get the varied experiences of men whose environments and conditions in life are widely different. We meet big men with big minds, our minds are broadened and we return to our home better prepared to fight life's battles. William Jennings Bryan once uttered these truthful words: "Anglo-Saxon civilization teaches men to have a care for others." Thank God for American civilization. But I am supposed to talk business. What sorts of business do we mean? Surely the larger and better sorts that are legitimate and honorable—those that are of advantage to buyer and seller and to producer, distributor and consumer alike. We mean the great art of production and exchange, which, during the past quarter of a century, especially, has greatly increased human comfort, fostered peace and developed the principle of the greatest good to the greatest number, and has promoted both public security and private liberty. There is no field of human activity, in which ideals are applied, that is of more value than in business. To be sure, we may not hope to attain the ideal, but we can,

*Paper read by A. T. Stebbins, President National Retail Hardware Association at annual convention American Hardware Manufacturers' Association.

by co-operation, make the real nearer the ideal. There have been wonderful advancements and changes in business methods during the last few decades. I often think of the conditions that existed at the time I first entered a hardware store as a clerk. This was in 1866. The building and fixtures compared favorably with our competitors, but compare them with modern stores, with their plate glass windows, steel ceilings, modern show-cases and window displays, then note the change. Methods of buying, selling and paying for goods have worked even a far greater change. Traveling men were unknown in those days; goods were ordered by mail in large quantities, thus requiring larger stocks to be carried by the dealer. The popular brands of those days are practically unknown to the clerk of to-day. Wostenholm's pockets, wrapped in paper; Wade & Butcher razors; mechanics' tools made in Sheffield; screws from England, wrapped in paper instead of boxes, with a sample screw tied on the outside to indicate the size; tin plate from Wales; sheet iron from Russia; tinware made in local shops; nail-roads from which the blacksmiths made their horse nails. There were few trade papers and no hardware associations. There were no sixty days, 2 per cent. off ten, but a running account, pay-as-you-can method. Who would care to go back to such a condition in the business world, and who will say that this world is not growing better day by day? Speaking of packages, while I do not wish to presume to tell you gentlemen how to put up your goods, yet I sometimes wish I could have you in my store for a year; I am sure you would endeavor to make the retail merchants' life a little more pleasant, by using stronger and neater packages with attractive labels, with plain characters and letters, with a space for cost and selling price. You would also mark the boxes so that the contents could be read without the use of a magnifying glass; you would not put labels on the top of packages, so they could not be seen when on the shelves. You would put nuts on the bolts, as of yore, so that the retailer would not have to spend his time in doing this before he can effect a sale. You would strive to improve the quality and appearance of your goods, rather than allow some of them to deteriorate, as in the case of the Hennis fruit press, Stebbins molasses gates and other things I might mention. One word in regard to prices, and I am done telling you how to run your business. Mention is often made of

late that prices are going to advance. This sets the retail merchant to wondering how it is that, with raw material reduced, of which the consumer has a definite knowledge, the manufacturer can offer a good reason for this position. Is it from a desire to gather in a goodly portion of this wave of prosperity which is predicted? You may arrange prices with the jobber to his satisfaction, but have you considered the consumer, and have you taken the retailer into your confidence? Kindly consult the farmer's Bible, which adorns his center table, entitled "The Great Price Maker." Put yourself in the retailer's place, if you can, and we leave the question to you to answer. There are four distinct elements that enter into all trade relations, the manufacturer, the jobber, the retailer and the consumer. They may be likened unto the sturdy, reliable, four-wheel vehicle. There is an element in the business world that would eliminate two of these wheels, the jobber and retailer, and substitute in place thereof the catalog house. Would this three-wheel vehicle take the place of the reliable four-wheel one in moving the commerce of the world? Might not the three-wheel affair become easily upset when meeting obstacles, that the four-wheel could successfully overcome? Occasionally there crops out a desire to eliminate the third wheel and leave but two, manufacturer and consumer. This commercial vehicle would, like the unsteady bicycle, be subject to all sorts of difficulties and land the

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.

Cut This Coupon Out!

IT'S WORTH FIVE POINTS

GET THIS SET

BY PUSHING

Ralston Health Food

AND

Purina Whole Wheat Flour

GUARANTEED GOODS



PLAN: Tags on all "Checker" board" packages and sacks

FOOD Tags (Black)	COUNT
Flour Tags (Green)	2 Points
Purina Bread Tags (Red)	4 "
	1 "

Bakers furnish Purina whole wheat bread

Send 100 Points to obtain Jewelry Set to

Ralston Purina Co.

Where Purity is Paramount

ST. LOUIS, MO.

Try to Earn a Set by Xmas

OR TO

T.A. James & Co., Inc., Agents, 12-14-16 Chestnut St., Phila., Pa.

EXPIRES JULY 4, 1909

country in the mire of turmoil. The proposition is not an economic one, hence not to be considered. In contemplating this subject, recollections and hopes crowd close together, and the question arises, how can the time-honored four-wheel vehicle maintain all its splendid prestige? Our answer is, by an economic distribution and a square deal to all. If our government deems it an injustice for railroads to discriminate in favor of a certain few shippers, as against the many, why is it that it should be right for retail merchants, who do not issue catalogs, to be discriminated against and in favor of those that do? Gentlemen, we ask no special favors, but we do ask that we be put on an equal footing regarding prices with our retail competitors, the catalog houses, when we will be enabled to fight our own battles successfully. Too much importance can not be attached to this proposition. It is a matter of deep concern to manufacturers, jobbers and retailers alike. If the retailer can not maintain his existence, certainly the jobber can not. If the retailer finds so much of his business gone as to make it unprofitable, the brightest and most progressive of them will seek other occupations, leaving the shop-keeper to do the business, who, not being as progressive, will not create the demand for your goods. It is the everlasting push of the retailers, organized as they are to-day, who constitute the greatest selling force ever known. They create the demand for your product. Remove this element and the output would be materially decreased. Why, then, is it not for the interest of all three organizations to join in a strong endeavor to put the retailer on the same basis as to prices with the catalog house? Did you ever think, gentlemen, that here are 25,000 retail merchants working for you from early morn until late at night, creating a desire and subsequent purchase by the consumer of the goods you manufacture, and thus it is that the retail merchants make it possible for you and the jobber, as well, to do business?

It would not be the popular or proper thing these days in addressing a trade convention not to refer to the parcels post proposition, which question seems far from being settled. While this subject has been discussed by able writers and debaters, it can not be too often brought to your attention. Your position upon this question is well known. We all believe that the introduction of the parcels post to this country would have a decidedly damaging effect upon the future of American progress and civilization. But are we doing what we should to head off this proposed legislation? We would not place our opposition to this measure upon any selfish ground, but upon the broad ground of its being detrimental to the nation's welfare. We all know what interests are back of this movement. Some may say the farmers want it. Most of the farmers that say they do get their ideas from the farm papers, which are the recipients of catalog house advertise-

ments; hence, the more prosperous the catalog house, the larger their bank account. It is argued that the now proposed parcels post scheme only contemplates the service being put in operation on rural routes from local postoffices. The Honorable Postmaster General has, we know, cut his proposition from a general domestic system to a local one, to meet the objections that have been raised to the former; but he tells his sympathizers to be satisfied with this, in order to get a start, when it will be easy to extend it. Some years ago a gentleman in Australia imported a pair of Belgian hares, thinking they would be a fine asset to the community. Now the Australian government is spending thousands of dollars in an effort to exterminate them. A man in Boston, out of idle curiosity presumably, housed some imported moths of a certain variety in a box in his back yard. A windstorm blew the box over, the moths escaped, and now Massachusetts and other New England states are spending vast sums to rid the country of these pests. So it will be with the parcels post. It will be far easier to keep it out of the country than to stop its progress after once introduced. The Postmaster General tells of its introduction in foreign countries, but he does not tell us of the different conditions that exist there. The difference in the length of the haul being but forty miles, while in this country it would be more than nineteen times that distance. In some of the countries he refers to the government owns the railroads, and in others there are no express companies, and transportation is slow and unsatisfactory at best. Neither does he tell us of the dissatisfaction and unrest that exists, and when the lawmakers are appealed to the answer comes back, "You are too late, gentlemen." Again, it is not in accordance with the principles of our American institutions for the government to engage in the transportation business. The proposition from this standpoint is a dangerous one and a step towards socialism. The government might, with equal propriety, engage in the manufacture of hardware or any other article of commerce. It is inexpedient also from a financial standpoint. The Postmaster General has but recently announced that the deficit in his department for the fiscal year ending June 30, 1908, amounts to \$16,910,279. He also in this connection makes the statement that in his annual report he will call the attention of Congress to the fact that he is firmly convinced that the establishment of a special local parcels post would tend to wipe out the postal deficit, besides being of convenience to the farmer and a boon to the retail country merchant. That sounds plausible, does it not? To a politician it might look like a good scheme to trap the unthinking and catch votes. Let us examine these propositions briefly, first as to the parcels post being the means of wiping out the deficit. According to the statistics published by the Chicago postoffice for the fourth-class matter

during October, 1907, the profit to the government was \$9.79 a ton, or practically $\frac{1}{2}$ cent a pound. In other words, it cost the government $15\frac{1}{2}$ cents a pound to carry fourth-class mail matter, according to the weighing of the Chicago postoffice. Supposing the Postmaster General's proposition to reduce from 16 to 12 cents per pound the charges on this class of merchandise, it would create a deficiency of \$70 a ton. In view of these statistics, does any sane man believe that the government could carry merchandise for $2\frac{1}{4}$ cents a pound and not increase very largely the deficit? Mr. H. A. Castle of Minnesota, formerly auditor in the Postoffice Department at Washington, a man whom I know very well, estimates that on the 11 pounds for 25 cents rate the annual deficit would be \$100,000,000 for transportation alone. Here you have widely different opinions emanating from high officials of the same department in Washington. One a man who has lived abroad for years, has been in close touch with the crowned heads of Europe, in whose courts he has represented the United States as ambassador, and consequently not in touch with the common people of America. The other from a man whose experience in postoffice matters for years has enable him to give this question much careful study and who is a loyal American citizen. A metropolitan daily paper has this to say on this very subject:

"The Postoffice Department has grown to be one of the largest businesses in the world. Its ramifications are to the ends of the earth. It comes in contact with every citizen, humble or great. It touches intimately millions who know nothing of the state or interior department except what they read in the newspapers. The Postoffice Department, because of this intimate relation toward so many people, has an advantage over every other department of the government. One of its treasured privileges is the creation of deficits. It makes them with impunity, not merely by accident, but deliberately, and over the heads of the members of Congress, who have decreed that the creation of a deficit is the commission of a crime. One would suppose that with such princely revenues as accrue to the Postal Department it could do al-

most anything without incurring debt, but it is not so, never has been so, and apparently never will be so until there is a different feeling in the department. It is a question whether there will be a different feeling in the department until there is a different feeling in the country, and at the present time the sentiment in the country is for extending and improving the postal service—parcels post, postal savings banks, lower rate and in other directions—without considering very seriously the duty of making the postoffice self-supporting." How about the convenience to the farmer? I have personally talked with rural carriers, nine of whom leave my city every week-day morning, and they tell me that while they are permitted to carry merchandise exceeding four pounds in weight, they seldom make a charge unless it be for heavy packages. Sometimes the patrons along their routes will, about holiday time,

HEKMAN'S DUTCH COOKIES

Made by
VALLEY CITY BISCUIT CO.
Not in the Trust
Grand Rapids, Mich. Denver, Colorado

Grand Rapids Floral Co.

Wholesale and Retail
FLOWERS
149 Monroe Street, Grand Rapids, Mich

Profit

from Public Telephones are divided equally with the subscriber. Let us show you how to make money.

"Use the Bell"

IT
PAYS

CALL
MAIN
330



YOU CAN MATCH
The Ben-Hur
CIGAR
BUT IT'LL COST A DIME TO DO IT.

GUSTAV A. MOEBES & CO. MAKERS DETROIT MICH.

throw a turkey or a sack of oats in their rig, but while they do all the errands asked of them, the remuneration is comparatively small. What convenience, then, does the now proposed parcels post offer the farmer that is not granted him now? Absolutely none. As for the boon to the retail country merchant, do you know of any one who clamors for it? I do not, but, on the contrary, they are opposed to it, and on broad, patriotic grounds. As these arguments of the Postmaster General fall to the ground, kindly tell me, if you can, the real motive that prompts his activity? Many more points might be raised against the parcels post scheme, but I have already wearied your patience. The situation demands our earnest and active attention. Every one interested should write his member of Congress on the subject. It is not enough that you think your members are right on this question. Letters by the thousand are pouring into the hands of Congressmen, mostly stereotype petitions, furnished by the farm papers, and signed by farmer. A Congressman informed me that the opposition to the parcels post needed to get busy and let their protest be known, else Congress, judging by the correspondence just alluded to, would think the people demanded it. We would very much like to have your organization discuss the propriety of sending a delegation to Washington to interview the President. The retailers, I am sure, will join you in such a movement. It is rumored that the President in his message to Congress will endorse the recommendation of the Postmaster General. In a previous message he did recommend it, but with a proviso that if it could be shown that it would injure the retail merchants and the rural communities, he would not favor such a proposition. While various trade organizations have written the President declaring their objections to the measure, personal interviews are much more convincing.

In closing, I wish to congratulate you, Mr. President and gentlemen of the American Hardware Association, upon the success of your organization and the high standing you have attained in the business world. The action you have taken in the past as a result of your deliberations has done much toward making our business better and more satisfactory. Let the good work go on.

Representing as I do, in part, over 12,000 members of the National Retail Hardware Association, I wish in their behalf to thank you for this privilege of meeting with you, for I know from experience that such gatherings work for the common good of all, and I have but to quote from your worthy president's letter, recently published, speaking of co-operation among manufacturer, jobber and retailer, for increasing the prosperity of the trade; he says:

"There are many questions upon which the three might act in harmony, and the combined strength would be effective." That is the retailer's belief, and we stand ready to act with you in accordance there-

with. And where will you find a better place to plight our faith than in this beautiful city, congenial climate, where genuine hospitality greets us on every hand and warms our hearts with a fervent glow?

And now, inasmuch as this paper was hurriedly prepared, and realizing its incompleteness and shortcomings, I am reminded of a story told on a German bartender. Two men came up to the bar and called for beer. The experienced German sized them up and gave one a large glass and the other a small one. Said the latter, "Why do you thus discriminate and give me the small portion?" The German looked him in the eye and said, "I beg your pardon; I knowed you was a gentleman." If I have given you a light portion, remember the Germans answer, "I knowed you was all gentlemen."

In closing, I will leave with you the sentiment, the hardware manufacturers, jobbers and retailers, the greatest trio in the commercial world, clasping hands over the past and its dead issues, may this firm grasp be a pledge of friendship forever more.

Employer Who Was Strong on Discipline.

"Mr. Newcome," said the Boss as the new book-keeper stepped to the throne desk in answer to the imperial buzzer, "I noticed a short time ago that you lost your temper. Some one apparently had misplaced one of the numerous articles which you require for the successful prosecution of your duties. In other words, somebody had taken your eraser, and when you found it necessary to make a change in one of your entries you looked in vain for that eraser. Not finding it, what did you do?"

"I—I borrowed Smith's."

"Yes. Quite so; borrowed Smith's. But before doing that, what did you do?"

"Nothing."

"Wrong. You did something, and it is that something which I wish to speak to you of. You swore, Mr. Newcome. At least, if you did not swear, you vented your irritation in expressions of that sort. You called down mild maledictions upon the head of the guilty party. You fussed and fumed around in a small fury until you were convinced that your eraser was gone, and that you must borrow Smith's. Now, mind, Mr. Newcome, I do not wish you to take this as a reprimand. I merely make it the opportunity of giving you a little advice.

"Discipline, Mr. Newcome, is the greatest force in the industrial world; and you displayed a lack of that quality in yourself when you permitted the absence of a small, insignificant eraser to upset you. Discipline is the machine-like precision of action and thought which enables man to sail smoothly over the irritations of existence, and makes him an efficient business man. Nothing else can make him this.

"Without discipline a business man is like a trotting horse without train-

ing. He may have natural ability, but the machine-like precision of the disciplined man will pass him as if he were standing still. By discipline, in this instance, I mean self-discipline. That is the final test, Mr. Newcome.

"A man may be able to discipline an office, but can he discipline himself? Most of the time, no. In this office, I may say without fear of being thought boastful that our present stage of efficiency is only because the head of the office, myself, has seen fit to discipline himself as if he were the most humble clerk on the merest probation. A man must forget himself if he is to be a good business man. I have done this. From the minute I sit down in this chair at 8:30 in the morning, until I leave it at 5 in the evening, I am a machine.

"I permit nothing to interfere with my work, allow no personal irritation to touch me. You understand, Mr. Newcome, if the head of an office must do this, a lower employe scarcely can do less. Remember this, Mr. Newcome, and do not let your temper assert itself and trouble you again when you find your eraser missing. By the way, Mr. Newcome, here are some accounts to enter.

"Here— Blast that boy! Why doesn't he pin papers together? There they go all over the floor. Here, boy, boy! You infamous little scoundrel, what do you mean by such neglect of your duties? Where's the pin that should be in those papers? What? Don't know? Well,

you'd better find out, or next time you'll find yourself out of a job. Do you hear?

"As I was saying, Mr. Newcome, I did not call you up here to reprimand, but to give advice. Do you understand?"

"Yes, sir," said Mr. Newcome, "I see."

J. W. Dillon.

Fool Things We Do.

Among the fool things we have done there are also:

The time we bought that "Library of American Literature" on the easy payment plan and haven't cut the leaves of the first volume yet.

Also when we left off our vest on that hot day and tried to carry 50 cents' worth of good cigars in our hip pocket.

Also the time we invested \$75 in a dress suit.

And the time we told our neighbors to come in and use our telephone any time they wanted to.

Remember the time you gave your portrait to your girl and she stuck it up on the piano? Then every time anybody entered the house it was pointed out as the likeness of Emily's gentleman friend.

All worthy education is training of the will.

MAYER Special Merit School Shoes Are Winners



Write Us To Ship You Boston Rubber Shoe Co.'s Rubbers

We have all kinds and sizes.

Boston and Bay States are neat and trim in appearance and fit the eye, the pocketbook and the shoes over which they are worn.

Bostons are always durable and moreover are fully guaranteed to the wearer.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

WOMEN WHO WIN.

Good Soldiers Are Required To Win Victory.

Life is a battlefield and good soldiers are required to win victory. Good fighting brought such women as Florence Nightingale, Harriet Beecher Stowe, Frances Willard, Elizabeth Cady Stanton, and Julia Ward Howe to the commanding positions they occupied.

Conscious power exists within everyone and can be developed and brought forth if the right means are taken. The orchid is one of the most beautiful flowers, but its petals are so obstinate that, if not well trained, they grow awry and instead of adding, detract from the otherwise pleasing appearance, and 'tis the same with the conscious power within us. It must be trained in the right direction. As a French writer says: "To allow it to remain dormant is to place one's self in obscurity, to trample on one's ambition, to smother one's faculties; to develop it is to individualize all that is best within and give it to the world."

Don't be the puppet of your environment. Possess that spirit of boldness which will give you courage to go forward and rely on your own ability. The world takes you at your own valuation—if you can prove it. It believes in the person who has confidence in self, but has no use for the shrinking, the timid, who distrust self and will do nothing on their own initiative and who can follow only tremblingly where others lead.

Believe you were born to perform a grand part in the world. Act as though the world had waited for your coming. Assert your divine right to be in the world, step bravely to the front and the world will make way for you. Be awake, electrify yourself, know whither you are going, and go right ahead. Live, move, think, and act success.

Be thorough. Everybody is in a hurry. Buildings go up in a day and, sometimes, come down as quickly. Everything is made to sell. There is a want of thoroughness everywhere. Self-help and self-reliance are old fashioned. Be, in the best sense, a clever business woman.

Douglas Jerrold said: "I knew a man with twenty languages, but he had not an idea in them all." Business men won't ask what school you have gone through; they want to know how much of the school has gone through you. Dickens illustrates this saying: "There is no substitute for thoroughgoing, ardent, and sincere earnestness," by his living day and night with the characters of his creation.

Don't worry about your salary. Increase your skill. You have no right to demoralize your character by doing poor work because your pay is small. Suppose you get \$5 a week and you are worth \$10. Shall you earn just \$5? Folks who talk that way never advance.

Be proud of your work. You need not hang your head because of the humbleness of your vocation if it be

honorable. The saleswoman may be a woman of polished manners and the society woman a boor.

Michael Angelo was so filled with enthusiasm in his art, so afraid that money might taint his brush, that he refused to accept any pay whatever for his masterpieces in the Vatican and St. Peter's. Napoleon's enthusiasm banished the word "impossible" from his dictionary.

Be polite. Gruffness locks doors; courtesy is an open sesame at which bolts fly back and doors swing open. It is not so much what a woman says as the way in which the thing is done or said. A young woman going hurriedly around the corner collided with a little newsboy. His papers went flying in all directions, and he lay motionless for an instant. She lifted him up gently, and when he opened his eyes she gathered him to herself like a mother and said, "Does it hurt much? I am so sorry." The little fellow replied: "No, it don't hurt when you look at me like that. If you don't mind you can knock me down again." Men appreciate a favor refused gracefully more gratefully than one granted clumsily. All your book learning will never advance you, but your address, your air, your manner, if good, may.

Never boast of your achievements or affect to underrate what you have done. Prefer to act rather than to talk, to be rather than to seem, and give prompt attention to those little and, apparently, insignificant things that may cause pleasure or pain to others.

Whether your employer be generous or oppressive, do your duty; and seek to possess all those qualifications which shall commend you to his esteem.

Be anxious to please and as earnest to serve your employer as if the business were your own. Suppose yourself in the position of your employer, and consider what you would have fair reason to expect were you in his position, and then act accordingly.

Never slight your work. Aim at excellence. Be in the best sense a clever business woman.

Let your honesty be above suspicion. Rather slave and die than appropriate an article of clothing or of decoration or a dollar of your employer's to your own use.

As a guard upon your integrity and a check to temptation, dress modestly and live within your income. Vanity is an insatiable passion, and, more than anything else, leads to dishonesty. Faust's casket of jewels—how many Marguerites it has slain!

Have the true office spirit, solidarity of interest with your employer. Be good tempered, accommodating, amiable, and conciliatory; but set your face like a flint against all that is improper. Be an example of all that is good, and then you may be a reprover of all that is bad. Let there be no affected superiority, no standing on a platform of empty dignity; nothing like: "Stand by, I am holier than thou," but with all

the sweetness and consistency of unaffected goodness, stand straight, and then you may be a blessing to those around you.

Another concluding word for your conduct toward those who employ you. Instances which might be multiplied indefinitely prove that caution in this respect is necessary. Men bound by every tie of honor which confiding parents repose in them and by their solemn vow to a wife have assailed and, in many instances destroyed, the purity, the peace and the life of those whom they were in duty bound to protect.

Spurn with disdain and indignation any such attempts; receive no special attention from and quit the service of the scoundrel whom you suspect of a design against that which ought to be dearer to you, ten thousand times ten thousand over, than even life itself.

Madison C. Peters.

Oxygen Cuts Steel Like a Knife.

A stream of oxygen is the knife that cuts metals. The operation is performed by means of a blow pipe with two nozzles, of which the first delivers an ignited jet of mixed oxygen and hydrogen, and the second is a stream of pure oxygen. The pressure is regulated by a gauge attached to the oxygen tank. The oxygen hydrogen flame and the stream of oxygen strike the same part of the metal, which, after being heated by the flame, is rapidly cut, or rather burned through, by the oxygen, the temperature being raised to 1,300 or 1,400 degrees Fahrenheit by the combustion

of the metal. The cut is as smooth as a sheared cut and required little or no finishing. Armor plates can be cut in one-twentieth the time required for mechanical cutting, and the sharply localized heating probably causes less strain than punching and shearing develop. If oxygen costs 2 cents and hydrogen 2-3 of a cent per cubic foot, the cost of cutting an iron plate 4-5 of an inch thick is about 7 cents per running foot, or about half the cost of mechanical cutting. Special machines are constructed for cutting various objects. Finally there is a universal machine, which can be arranged to make curved and polygonal cuts of any pattern in addition to the simpler cuts effected by the other machines. A special form of this universal machine is exceedingly useful in taking apart machinery and steel buildings. It operates by cutting off the heads of the rivets which are then easily driven out.—Stoves and Hardware Reporter.

An Inhuman Proposition.

Applicant—Can you place me on the platform, pal?

Dime Museum Manager—What can you do?

Applicant — Eat glass, swallow swords, walk on red hot iron or fast for forty days.

Dime Museum Manager—All mere child's play my boy. I'm looking for a man who can listen for six days to a phonograph in active eruption.

Nothing clears up remote difficulties better than doing immediate duties.



You're a Wide-Awake Shoe Man

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

H B Hard Pans

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

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

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

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

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



H B Hard Pan Blucher
8 inch Top Large Eyelets
Carried in Stock 6-11



Herold-Bertsch Shoe Co.

Makers of the Original
H B Hard Pans

Grand Rapids, Mich.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 5—While the general tendency of food products outside of tin cans is upward, coffee as a beverage remains in just about the same torpid state that has characterized it for so long a time. The speculative market, of course, might furnish some room for argument, but as to actual coffee it is moving simply in a hand-to-mouth way, and nothing yet in sight promises in the near future to cause any deviation from this. Just now buyers say it is so near the end of the year anyway they are unwilling to stock ahead of current wants and all hands are waiting. At the close Rio No. 7 is quoted at $6\frac{1}{2}$ @ $65\frac{1}{2}$ c. In store and afloat there are 3,771,991 bags, against 3,806,628 bags at the same time last year. Milds are quiet, but holders are firm and it is thought trade will show improvement after the turn of the year.

Sugar is dull. This is not a new story at this time of the year, however. The market generally is loath to do anything until after January 1 and matters simply drift. Prices of raw sugars are very low and, in fact, said to be $2\frac{1}{2}$ c for Cuban centrifugals, new crop. The business in refined is most in withdrawals on previous account. New business is practically 4.70c.

There is little doing in the tea trade. There is said to be a little more call for the better grades, but Congous continue to be neglected. When the stocktaking season is over some more life may be looked for.

Rice is doing well—for rice. Of course, this is not much of a Christmas article and grocers are more interested in holiday trade. But there is a steady demand, light although it be, and sellers are doing a satisfactory business. The situation at the South is such as to give great firmness to the rough stock and the grower seems to have the better of the situation. Prime to choice domestic, $5\frac{1}{2}$ @ $6\frac{1}{4}$ c.

Spices have had a better week. Buyers have been quite numerous and the whole situation is improved as to demand, although quotations show no appreciable change. Stocks are moderate and the outlook favors the seller.

Molasses is stronger. Receipts are not overabundant and the general situation indicates a good season. While prices remain pretty much the same as last noted, there is an advance of $1\frac{1}{2}$ c on certain lines. Syrups are in limited supply and quiet.

Canned goods are the most discouraging thing on the list and packers are storing goods hoping for something better farther on. At the moment sellers will not consider anything less than 70c, while others want $2\frac{1}{2}$ @ $5\frac{1}{2}$ c more—and they claim they must have it or sell at a loss. Some packers are obliged to sell, however, and this is a disquieting feature. A letter from a prominent packer received here yesterday gives a most discouraging view of the situation, and his advice to those about to engage in the canning business is emphatically: Don't. Other goods than tomatoes are moving slowly and it is hoped a turn for the better will come after the holidays. Hasten the day!

Butter is well sustained and slightly higher. Creamery specials, $31\frac{1}{2}$ @ 32 c; extras, $30\frac{1}{2}$ @ 31 c; held specials, $28\frac{1}{2}$ @ 29 c; imitation creamery, 21 @ 22 c; Western factory firsts, $20\frac{1}{2}$ @ 21 c; process, 24 @ 25 c. The demand has been fairly active, but if quotations go much higher there will probably be a turning to some substitute.

Cheese is firm at $14\frac{1}{2}$ @ $15\frac{1}{2}$ c. The demand is good and the advantage is certainly with the sellers.

Eggs are worth 36 @ 37 c for fresh-gathered firsts; 32 @ 35 c for seconds; fancy refrigerator, $26\frac{1}{2}$ @ 27 c; limed, 25 @ $25\frac{1}{2}$ c.

Earthquake Carpenters.

The term "earthquake carpenter" at first glance might give the impression of a person capable of doing a job in fast time, regularly shaking the work together. To some persons it might convey the idea of a man whose work was so poor that it was likely to drop to pieces at any moment.

Actually it is a Jamaican term, and was used a great deal in Kingston after the disaster there. It really means a man whose work is in wrecking, a man who takes apart the fallen houses and sorts out the timbers.

You can not do much good for men if you seek to do good only to the good.

HAIR ORNAMENTS.

Some New Things in Combs and Barrettes.

Written for the Tradesman.

The extremely elaborate—and if I told the truth I would say fantastic and ridiculous—manner the women have of bunching out their hair is directly responsible for the appearance, in all the jewelry, general, dry goods and fancy stores, of immense combs, barrettes, fancy-topped hairpins and daggers. Although 'tis said that in New York the style just at the present is to wear the hair spatted to the head at the sides, the style has not yet reached this busy burg, and probably won't before spring.

The fashionable barrette, gotten up in both plain and openwork, is proving a taking fad with the masses, as it is a decided change from the tiny affairs worn at first to keep the "scolding locks" within bounds. The tendency is toward the openwork barrette, as it looks so pretty against the nice coiffure. The tailor-made girl, however, prefers the plain effect, as better suiting her style. Either kind costs enough, goodness knows, when coming in the largest sizes.

But women who indulge in regular or even only occasional visits to the Beauty Parlor gave up the idea long ago that they were going to get out of there without spending a penny or two. The girl who sets out to keep up with hair and "hair fixin's" might as well give up in the beginning the idea that there is going to be anything cheap about the craze. Puffs and curls, rats and pompadours and transformations will keep her shekels rattling full many a moon. Besides these there are combs for the morning, combs for the afternoon, combs for the evening, all of which must be properly selected if a girl would "do the matter up brown," to use a slang expression. She must consider most carefully the shade of her hair, the tint of her complexion, the color of her eyes. She must look well to the sort of gown—its color, its material, where it is to be worn—before deciding on any particular ornaments for her hair, for if she does not choose these wisely she will have cause for sorrowful and lasting regret, for she will not only have frittered away her money on stuff worthless for the purpose of embellishment but she will be making herself

silly in the eyes of those who know.

Many brunettes make the mistake of getting amber comb, etc., for their hair, whereas they should eschew these entirely, leaving them for their sisters with golden tresses.

It is the right thing to do never to appear in a comb with rhinestones or other "sparklers" wherever the "real thing" would be out of place. The clerk selling things for the hair should, if possible, ascertain before taking a girl's money, the exact purpose for which a purchase is intended so as to try and keep the buyer from making a fool of herself. In this way the one behind the counter may be of inestimable value to the one on the other side of it. The clerk must not seem impertinent; but, by exercising adroitness and exhibiting a fine degree of tact, she may be, as I say, of great assistance to a perhaps inwardly-perplexed person. Just as the hair dresser divines at a glance exactly what description of "do-up" will be becoming to each face she contemplates, so equally well should the clerk who sells combs know what would look good in the hair of each of her customers.

Arts and Crafty things for the hair are seen in many of the local windows. In sharp contrast to the cheap celluloid "bobbars" are the flat square green-gold ornaments, set with semi-precious stones. These are either mounted on shell hairpins, to be worn in the hair anywhere desired, or are soldered "kitty-corner" onto the ends of a comb matching exactly in design and decoration. These Arts and Craft articles of adornment are always very expensive, as in fact are all the fine grades of these goods. One can spend as much on a single set of combs as on a dainty suit of underwear or a beautiful gown.

Kate Wallingford.

The Absent-Minded Candidate.

The Cause.

Wife—What was the matter? I thought you would break down the house.

Husband—I dreamed I was trying to put on my clothes in the upper berth of a Pullman.

Counting your blessings discounts your burdens.

The dogmatic are always strong on barking.



WHAT IS YOUR BIGGEST ASSET?

You may not know it but a **SATISFIED CUSTOMER** is the biggest asset you can have. **Sell only BAKER'S COCOANUT** and you are **ACCUMULATING THE BEST ASSET**. Let us prove it to you.

SEND FOR CIRCULARS

THE FRANKLIN BAKER CO.

Philadelphia, Pa.

PREMIUM — BRAZIL — TABLE TALK

WITH ONE THOUGHT.

People of Congenial Ambitions and Kindred Purposes.*

While I realize full well, after two years' experience as presiding officer of the Board of Trade, that it is customary—and it is well that that is the practice—to extend a formal welcome to all organizations such as yours, who honor our city by agreeing to meet here in convention; while I appreciate the opportunity and do most heartily recognize the habit as a good one. I can not help wondering why it is that once in a while the formality does not take on a new form—a picnic, a grand ball, a ride in an air ship or something.

Every delegate here present has a conventionally clear idea as to the text and tone of the conventional address of welcome; and it is that fact which handicaps the ordinary representative, be he mayor, clergyman, lawyer, doctor or president of something or other. Knowing that he is expected to deal in stipulated platitudes and really ambitious to put his very soul, and as much as possible of the aggregate soul of the community he tries to represent, into the welcome he would express, he finds usually—whether his effort is a snap-shot or a time exposure—when the plate is developed that the picture is a failure; either over exposed or incorrectly focused.

I speak thus frankly to you, ladies and gentlemen, because you represent in its broadest, best and fairest meaning the Spirit of Charity; because you are the embodiment of generous, just and effective Correction of all the human frailties. And so in the most intimate artlessness, serene in the confidence I feel and pre-eminently proud of the community I am endeavoring to represent, I give you the warmest and most sincere welcome in their behalf and for the Grand Rapids Board of Trade.

I am not going to enlarge upon the sentiment I have just expressed, as would my friend, Mr. Udell, who would probably say and look also: "You are as welcome as the flowers in May;" neither do I intend to observe, as Mr. Clapperton might and with great effect: "You are welcome to Elmore."

That you may really feel that you are among people of congenial ambitions and kindred purposes, let me prove to you that I know whereof I speak when I bid you welcome with all the sincerity at my command.

The city of Grand Rapids is the honored and wonderfully favored home of the venerable and venerated Right Reverend George D. Gillespie, Bishop, and for many years devoted to the work you have in hand. We know and love Bishop Gillespie as no other community in Michigan can know and love him, and knowing how close to his great kind heart are the aims and efforts of your organization we can not but reflect the influence of that knowledge.

And we have another and perhaps equally powerful influence which guides us toward you with a

*Address of Welcome to State Board of Corrections and Charities by E. A. Stowe.

force no less than mighty. That is the recently dedicated and magnificent establishment known as the D. A. Blodgett Home for Children—an institution which, from the aesthetic, the utilitarian and the spiritual viewpoints, has no equal in our commonwealth; a monument to the memory of Mr. Delos A. Blodgett; a broad-brained, great-hearted man, whose affection for little children was limitless and whose loyalty to and public spirit in behalf of his home town and the State of Michigan were matchless.

I am not yet through with my presentation of proofs. Through the efforts of Judge Jewell, as chairman of the Board of Trade Committee on Legislation, with the assistance of his associate committee men, Grand Rapids was the first city in Michigan to provide a detention hospital for unfortunates, pending investigation as to their mental health, thus relieving such persons from the stigma of being sent to a State asylum for the insane or from the imposition of "going to jail" before the legally created authorities could know whether or not they were insane.

Then, too, we have the long-established and most valuable Bissell House, an institution which still receives the constant oversight and undiminished and most generous care of its founder, Mrs. M. R. Bissell. An institution, too, which was a pioneer force in the direction of Corrections and Charities in the State of Michigan, which has served as a model for many similar undertakings elsewhere, and an institution which after years of splendid results is continually increasing and broadening its influence.

Does not a rehearsal such as this convince you that you are among friends and that you are guests most welcome?

There is more of the same sort: The Mary E. Waters Playground, the Julius Houseman Athletic Field, the Garfield Playgrounds, our wondrously beautiful John Ball Park and finally this:

Grand Rapids was the first city in Michigan to establish a municipal sanitarium for the treatment of tuberculosis and for the prevention of the spread of that plague. It was in this city that the first anti-tuberculosis society in Michigan was organized, and it was in this city that the Michigan Forestry Association had its birth. Moreover, it was in this city that there was held last spring a Civic Revival, the fame of which has gone all over the land as a pattern desirable to follow.

And that you may not form the opinion that these splendid examples are merely sporadic—a sort of fadish spasm—let me tell you that very much of the credit for such results may be found in the records for the past four years of the Municipal Affairs Committee of the Board of Trade. It represents a four years' campaign—two years of initial effort under the chairmanship of Mr. Charles W. Garfield and two years of further effort under Mr. John B. Martin's chairmanship.

I have presented these facts to

show you the kind of people who are now so proud and delighted to be your hosts; to show you the sort of people you are associating with. Incidentally, I will admit I have made this exhibit because I am so proud of Grand Rapids and her citizens that it was beyond my power to refrain from tooting our own great big trumpet.

Ladies and gentlemen, I thank you. I welcome you and I congratulate you most sincerely.

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

Suhling Company, 100 Lake St., Chicago

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 ½ doz. ½ gal. stone jars to case at \$4.40 a case, in 5 case lots freight paid. Give us a trial order for 5 cases, subject to confirmation, or write us for a sample first. We will make good.

H. P. D. Kingsbury
Redlands, California

(Where the oranges come from)

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HIGHEST
AWARDS
IN
EUROPE
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AMERICA

The American Is
for the Man

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

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

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

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

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

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DIPLOMACY.

Case Where Its Exercise Won the Day.

Written for the Tradesman.

"No," said the schoolmaster, "I don't imagine we were so much better boys and girls in my day than are the youngsters of the present. My opinions on that subject have undergone a transformation."

"Since when?" queried the cigarette fiend of a nephew.

"Since Dad Hammond was here last week."

"Oh, yes, Hammond," chuckled the nephew. "He is a rare old covey now for fare. He told me some things about my very proper old uncle that would make you snicker. If you want me to believe what you say of the goody chaps of long ago, Uncle Tom, you should keep fellows like Dad Hammond in the background."

"Yes, I suppose so," and Tom Tanner laughed good-humoredly. "One thing, though, you young inquisitor, don't for a minute think that Dad has forgotten an old trick of his boyhood. I was surprised that an old habit should cling to him after he has reached the age when most men are ready to 'shuffle off this mortal coil.'"

"You mean—"

"The habit of lying on the smallest provocation."

"Oh, as for that, there are others," chuckled the youngster, puffing a cloud from his sweet corporal almost in the face of his uncle.

"Now that is quite enough of that, Willie."

"Was it true what Dad told about your and his getting in the old bach's melon patch, and you having to pay a gold eagle to keep the thing from your parents? And that affair with the schoolmaster where he was placed in a ridiculous position before the Board of School Inspectors? It seems to me—"

"That's where Dad renewed his old habit," broke in Tom Tanner.

"Well, how about the thrashing big Dave Winder gave you for running away from the schoolma'am when she was about to gad you for some mischief you did in school hours?"

"Almost all pure fabrication, Willie."

"Almost!" chuckled Will. "I see there was some foundation for the story. Now the only way you can satisfy me that what Dad said was not every word true will be to explain the affair yourself."

"I can do that easily enough."

The youth with the cigarette sat down and crossed his thin legs, waiting for his relative to begin. There was a twinkle in the boy's eye indicating his skepticism of what was to come, however.

"I don't call to mind the exact nature of the offense which Dave and I had committed," proceeded old Tom, with a faint, far away look in his old eyes. "Dave was not a bad fellow as boys go, yet he was a sly dog, and much of the mischief that happened in our school which was laid to others really belonged at his door. Dad Hammond wasn't at school then, so, of course, all he knows about the

scrapes we boys got into came to him second hand."

"Exactly," assented Willie.

"The teacher, a slender little thing, with blue eyes and fluffy yellow hair, who had taken the place of an old maid who engaged the school and had to quit on account of illness, requested Dave and me to stop after school one night."

"I knew something was up, but neither of us expected anything very severe from a demure little miss like Lucy Andrews. She was the kindest little creature you ever saw, and we boys misused that kindness shamefully. Dave and I sat waiting after the door closed on the last scholar."

"My chum had fetched a hickory ramrod to school and had it hidden under his desk. Miss Andrews ordered him to bring it forth. 'I have talked to you boys long enough,' she said in the softest voice you ever heard. 'Forbearance has ceased to be a virtue. I shall punish you both, feeling sorry while I am doing it, yet knowing it is for your good and the good of the school.'"

"'Could such a sweet little thing do us any damage?' I thought. I did not know Lucy Andrews, it seemed. She took the hickory ramrod from the hand of Dave Winder and called him upon the floor. A jeering grin sat on the face of my chum. He felt as I did, that Lucy couldn't hurt a chap very much with those little white hands of hers."

"'First I will ask you once more if you are sorry, Mr. Walker, for the acts you have committed against the rules of the school,' said she. 'No, I ain't,' retorted Dave, grinning more than ever. 'Take off your coat,' ordered Lucy. At first Dave hesitated. One glance at the diminutive teacher and off came his coat, which he threw sullenly into a corner. She ordered him to pick it up and lay it on one of the benches. 'I won't do it,' said Dave."

"You ought to see the teacher's blue eyes snap at that."

"I don't wonder," said Will. "Your chum was a bully. He needed a good thrashing and I hope he got it."

"You don't need to hope twice, Willie," chuckled old Tom. "Dave got what was coming to him all right. The way Miss Lucy laid that ramrod about his shoulders, across his neck and head, was a caution to sinners. The last cut she gave fetched the blood, and she stood upon her tiptoes to do it. It frightened me all right. Miss Andrews' face was as white as chalk, her eyes snapping sparks of fire. Dave squirmed and dodged this way and that, yet he was grit to the backbone and refused to call for quarter or to run from the thrash and twirl of that bit of tough hickory."

"And you sat there like a bump on a log taking it all in," said Will with a clinch of the teeth.

"What else could I do?"

"You might have interfered to save your chum from such a beating."

"What, against that little schoolma'am? Well, I wasn't that sort, not for a minute," declared old Tom, with a chivalrous glow on his wrinkled

face. "Say, I was astonished and taken down at the way Lucy Andrews smote the defiant Dave. She seemed the embodiment of justifiable wrath. I stood it as long as I could. First thing, I let out a defiant laugh; then, when I saw that it was no laughing matter, I grew white and shivery."

"I didn't feel like taking the licking that Dave was getting. After a minute I decided it was time to act. Since my sin was equal to Dave's I knew my punishment would be the same and I simply could not bear to think of it. I turned in my seat. Behind me was a window, the sash of which was raised to its full height."

"Without waiting for the last blow to fall, I rose and crawled across the sill. I did not look back until I had placed at least ten rods between myself and the rude dwelling used as a schoolhouse. A voice calling my name halted and turned me about. In the open doorway stood Miss Andrews, drawing that hickory ramrod through her fingers and calling on me to return at once."

"'Come here at once, Thomas,' she called. 'If you do not I shall punish you much worse than I did David.' Great Scott! wouldn't that jar you? I stood facing the pretty Nemesis, defying her with a cheerless laugh. She stepped out and approached. I retreated. She broke into a run. I did the same. I kept out of her way. She desisted presently and returned to the schoolhouse. 'You shall pay for this, Thomas Tanner,' she hurled after me. The words sunk deep and I was even more determined than ever not to place myself in the power of that animated little fury."

"I heard her tell Dave to fetch me in. Dave was older than I, yet I was ready to battle a dozen boys rather than face one slender girl with a hickory ramrod in her hand. Dave and I met, had a brief tussle; I threw him and ran away. My chum went back to Miss Andrews. I watched them from a safe distance and knew they were discussing my future. 'You'll catch it to-morrow,' Dave yelled after me, and I felt the cold chills shoot down my spine at thought of being punished before the whole school. I thought of stopping away from school for a few days, but my parents would not hear to that, so I resolved upon diplomacy."

"I reckon you got the gad next morning all right," chuckled Will.

"No. The next day was Saturday and no school. Hot feelings had had time to cool by Monday. I improved the time, you may bet. When I entered the schoolroom Monday morning, one minute late, Miss Andrews sat at her desk looking as cool and contented as a toad under a cabbage. I walked boldly up to her and placed in her lap a tin cup of the most luscious blackberries you ever saw; besides this I also thrust into her hand a big bunch of late roses, the pick of mother's garden."

"And then?" gasped Will.

"And then I marched to my seat. Miss Andrews smiled, ate a big berry, smelled the roses and I was saved."

Old Timer.

The average man has more than one unlicked kick coming to him.

We Pay For All We Get.

In this world we generally get what we pay for. At least, in the long run.

Thousands are not willing to pay the price of success with the sterling coin of hard work and patient waiting. They are looking for some lucky chance to mend their fortune.

Why should men expect to make \$100 out of \$10 by betting on a certain horse?

Why should they expect to sit down at a poker game and get up with a month's salary earned in an hour or two?

Why should they expect a big percentage on money invested in get-rich-quick concerns?

Why do they continually get "let in" by purchasing goods said to be up to the mark at a ridiculously low figure?

The answer is that they are all looking for something for nothing. And the outcome in most cases is that they get nothing for something.

Those who advertise marvelously cheap goods whet the appetite of the public for more, and often the result is that the quality of the goods is reduced.

The man who has not a great stock of ability to sell should not ask too much for it.

The employe who is continually seeking more than he, or she, is worth will never get it—for long. On the other hand, the employer who is continually hunting for help at less than it is worth gets the poorest class of labor—the most unskilled and unreliable.

As a rule, in all lines of life, we get just about what we pay for, and we pay for all we get.—Milwaukee Journal.

None Left Alive.

Senator Beveridge, in the course of an eloquent after dinner speech in Boston said of child labor:

"When we consider the indifference with which so many of our great men look upon the child labor evil, we can not help wondering if these men are so very great after all."

Senator Beveridge paused and smiled.

"An orator," he said, "was addressing an assemblage of the people. He recounted the people's wrongs. Then he passionately cried:

"Where are America's great men? Why don't they take up the cudgel in our defense? In the face of our manifold wrongs, why do they remain cold, immovable, silent?"

"Because they're all cast in bronze," shouted a cynic in the rear."

Close Quarters.

The following extract from a letter of thanks is cherished by its recipient:

"The beautiful clock you sent us came in perfect condition, and is now in the parlor on top of the bookshelves, where we hope to see you soon, and your husband, also, if he can make it convenient."

You can't tell much about a woman by the things that appeal to her sense of humor.

A Gain of 49 Per Cent.

Our city and state sales for November this year were 49 per cent. larger than for November last year, and last year's were larger than those of the year before.

This refers to flour sales alone.

We show an increase in other departments, but we want particularly to emphasize the fact that Lily White is being used by more people today than ever before.

The present sales represent steady growth of 24 years of conscientious flour making.

Today we have the largest business in the amount of annual sales there is in the city of Grand Rapids.

This is because we have always made

Lily White

"The Flour the Best Cooks Use"

the very best quality it is possible to make, no matter what the cost of wheat, the price of the most skillful labor or the expense of the latest machinery

We have done business in a businesslike manner, giving every one a "square deal" and insisting on a "square deal" for ourselves.

Success is the most prolific breeder of jealousy that ever came down the pike and naturally Lily White has imitators, but no matter what anyone tells you, there is no other flour made that is the same grade as Lily White and **THERE IS NO ONE WHO CAN MAKE IT** except our own miller.

You will get Lily White quality when you buy it in a Lily White sack bearing our name, but never otherwise.

VALLEY CITY MILLING COMPANY
Grand Rapids, Mich.

Above is copy of our latest newspaper advertisement. If you are interested in knowing the real facts about our business you can always get them from us—don't expect to get them *correctly* of our competitors.

VALLEY CITY MILLING COMPANY.

QUIZZING THE COLLECTOR.

An Interview That Hastened a Collection.

Written for the Tradesman.

"Good morning, Mrs. Hemingway."

"Good morning, Mrs. Sharpe; come right in and sit down."

"No, I can not stop a minute. I come a-borrowing. You can not guess what I am after, and I know you will not lend it to me."

"Why, Mrs. Sharpe, I never refuse to accommodate a neighbor if in my power."

"Well, I want to borrow your coal stove. There, I told you that you would not lend me what I wanted. Oh, you never joke, do you? Well, let me take the ash pan. I can not find hide nor hair of mine. Some of Jim's carelessness. He will get Hail Columbia when he gets home."

"To-morrow is New Year's," remarked Mrs. Hemingway.

"Which means that I should begin with new resolutions and live peaceably with my husband. But we never quarrel—just spat a little sometimes."

"I never once thought of such a thing. I was anticipating Robert's being at home all day with us, there being no school."

"What pleasure can you see in that, I would like to know? You will just pitch in all day to cook and wait on the others and you will be all done out when night comes."

"Well, I shall enjoy it. It is not often we have such a day all together."

"What is the matter with Sunday? You are all home then."

"On Sunday there are church and Sunday school. Then we need rest. We do not consider it a day for feasting and merry making."

"If to-morrow were only pay day there might be something doing. I wish we could have enough once to turn around with."

"Pay day, Mrs. Sharpe! That is not until the 15th."

"Well, I am all out of cash. I hope Jim will get a raise this year. Next year, I mean. That begins to-morrow."

"You have no children to feed and clothe and Mr. Sharpe gets more than my husband. Still, we manage to get along quite comfortably."

"You never have a dollar to spend, do you? I could not live with no chance to enjoy myself once in awhile."

"No, Mrs. Sharpe, I never have a dollar to buy anything I do not need or that will not be a benefit to some of us. I would consider that wasting money. We try to enjoy ourselves every day with such things as we can afford."

"You do not have any rent to pay, Mrs. Hemingway. That takes a big hole out of Jim's wages every month."

"Why do you not buy you a home, Mrs. Sharpe? You could make quite a payment each month on a place instead of paying rent."

"Jim thinks it is cheaper to pay rent, and then the landlord has to keep everything in trim if he wants

his rent. Jim is bound to have everything nice."

"There is some one at your door, Mrs. Sharpe."

"Let him ring. I do not care to see him. Plague take the collectors anyway. He is coming over here. Well, let him come. I am not afraid of him."

"Good morning, Mrs. Hemingway. Good morning, Mrs. Sharpe."

"So you tracked me here, did you? Well, I haven't any money for you to-day."

"Beg pardon, Mrs. Sharpe; I called to see Mrs. Hemingway."

"But she does not have collectors calling on her. She pays cash. You may just as well own up. You came here to find out if I were hiding at home. Just you mark it down. I never do that. You are ahead of your date anyway."

"I was to call to-morrow, Mrs. Sharpe, but as I had to pass here to-day I thought it would not make any difference if you were keeping the money for me."

"I have not got the money. Call around the 16th."

"Must I be put off again, Mrs. Sharpe? I felt sure you would not disappoint me this time."

"You come the 16th between 8 and 9 in the morning and I'll not disappoint you. I want to go down town that day, so you had better be on time if you want your money."

"Thank you! But now, how can I arrange that? I have an appointment on the farther side of the city at that hour. Suppose I call at 7 o'clock. Would that be too early?"

"It would not do at all unless you want your head taken off. Jim never beat anyone out of an account yet, and to have a collector call before breakfast the next morning after he drew his pay would set him wild. If you can not come when the money is ready for you, you can wait until next pay day."

"Very well, Mrs. Sharpe, I will be on time, and I will arrange a different time with the other party. Now, Mrs. Hemingway, you wished to see me."

"And the collectors do call on you, Mrs. Hemingway. Murder will out."

"No, Mrs. Sharpe, I subscribe with this gentleman for my magazine every year."

"What! Does not Black pay you enough salary so that you have to canvass for papers, too?"

"Salary! Mrs. Sharpe. I collect only on commission, and for others besides Mr. Black."

"And you do not get any pay unless you collect money! Why, I thought I was making that old skinflint pay you at least half as much as the bill for collecting. I might have settled the whole thing long ago. The bill is twice as large as it should be anyway. But I don't want to rob you. I am sure you earn what little you get. Call the 16th and I'll try to pay it all."

"Thank you, Mrs. Sharpe. But really I do not intend to work for a 'skinflint,' nor would I try to collect an account if I were convinced that it was unjust. You have never mentioned any such thing before."

"Oh, well, never mind about our dispute. I prefer to tell Mr. Black just what I think when I see him. I'll say to his face the same as I would behind his back. You need not trouble about our affairs."

"Thank you, Mrs. Sharpe. You are very considerate. Every day I am obliged, perhaps two dozen times, to listen to long complaints about bills and charged with messages from the creditors."

"And like a good little boy you repeat every word just as you are told to do?"

"Sometimes I do, Mrs. Sharpe. If I think it will help settle a misunderstanding or make the debtor more inclined to pay the account I repeat as much of the story as I see fit. Sometimes it helps me to hear the other side of the matter. It is quite interesting to note the manner in which the debtors treat these affairs."

"And how do they treat them?"

"In various ways. Sometimes they laugh, sometimes they go up in the air with anger, sometimes they explain and return a conciliatory answer, and sometimes they are totally indifferent or dismiss the case with contempt."

"You must have a good memory?"

"True enough; and sometimes I wish I could forget whenever convenient or desirable."

"How long have you been a collector?"

"Two or three years."

"And do you make good wages?"

"I will have to say as did the dying President: 'I still live.'"

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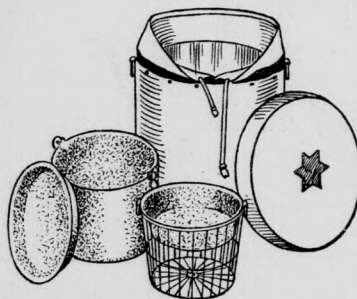
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FREE



WE WILL SEND YOU this splendid Fireless Cooker absolutely FREE for an order for one basket, 65 pounds, of our PROSPERITY MIXTURE, at \$7.50 per basket. This Mixture is a splendid value to retail for 20 cents per pound. You make from 50 to 75 per cent. profit on the candy and get the Fireless Cooker FREE. Send your order at once as this offer may be withdrawn at any time. We know you will be delighted with the Fireless Cooker and you will send us many duplicate orders for the candy.

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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. Retail at 15 cents per jar.

Manufactured only by

U. S. Horse-Radish Company
Saginaw, Mich., U. S. A.

"I can guess then that it is not a paying job. Can you not do something else?"

"I have to in order to make a living of it. Mrs. Hemingway can tell you that I am a subscription agent, and others might tell you that I do other work to fill in time."

"But I mean, is there not some other work you could do all the time that would pay better?"

"I have a good trade and could make good wages, but it is not healthy for me. I took up collecting to get outdoor work."

"Can you not get more persons to collect for—get more bills to collect?"

"I could get too many to collect for, and I could get any amount of accounts. Each one who employs me expects me to do my best to collect his accounts. I must do justice to each one. I must use all reasonable means to collect each account. I do not pick out the easy ones and let the hard ones go, as some collectors do. In some cases if I were paid fully for the time spent in tracing people from place to place, calling on them and making appointments at certain dates and hours, going again and again, and accepting partial payments, I would receive more than the amounts collected."

"How many do you collect for?"

"Fully a dozen at present."

"What do you mean by tracing people?"

"Why, I am given accounts which are anywhere from six months to six years old—yes, sometimes a great deal older than that—and the only clue is the party's residence at the time the indebtedness was incurred. By diligent enquiry I may be able to find them. I have traced people from one address to another and kept up the search for a year or more only to lose all trace or find they had removed to a distant city."

"You are a sort of detective then?"

"I guess some people think I am. I can not gain admission to some places. Some I would not enter anyway, and some I will not visit a second time."

"If you collect for a dozen firms you can not report to each one every night with the money collected."

"Well, hardly. I report once a week to each one if possible, and then I may not have money for each one. But I let them know I am alive and looking after their business, possibly get new accounts, find out if any have settled directly with the creditors and perhaps get information or suggestions which help me to collect accounts already in hand."

"And do you get your percentage on money paid in at the office?"

"I certainly do. If I hunt up people and call on them and pester them until they get tired of my visits and go and pay the creditors I have earned my commission, and if I did not get it until after I had called on such people again and saw their receipt I would think employers quite negligent of obligations to me. And if they objected to allowing my commission in such cases I would not work for such men any longer than to get square with them. But I can say

that I have had no such trouble. My employers are fair and square and some even generous. With that confidence in them I believe the bills I take out are just and reasonable."

"You think, then, every bill you take out is all right? That hits me. Mine is not."

"I wish you had told me that the first time I called. Perhaps I should have enquired in that regard, but I am not hunting for trouble. We are all liable to make mistakes, and it is a part of the collector's business to help correct mistakes and settle misunderstandings."

"Well, as I said before, never mind about my grievance. I can attend to that. I am in a quizzing streak just now. I hope you will not think me impertinent?"

"Oh, no. You would make a good reporter if you can write up the interviews in good shape."

"Would I? That is just what I would like. I would like to have some work that has spice in it. Keeping house for a man who is away from home nearly all the time is too dull. Even if I did not earn much money it might keep me busy and prevent me spending so much. But what am I talking about? Jim would never consent to my working to earn money. It would hurt his pride for me to do that. I must go home. If it will save you time or travel you may call between 7 and 8 in the morning, but if you get hurt I shall not be to blame."

"Thank you. I guess I will risk it."

* * *

"Good morning, Mr. Sharpe."

"Good morning. Oh, yes, you are the collector who was to call before breakfast. Come in and I will settle that account. Business before pleasure."

"Yes, Mr. Collector, come in. Jim is in good spirits and you are safe."

"Perhaps you know what she means; I do not. Well, now, I am sorry that I have been so negligent about that account. I have thought of it a great many times when away from home and intended to call and fix it up, but every pay day there are so many bills to meet, and it is 'first come, first serve,' so it has been put off."

"Jim does not say anything about a grievance, you see."

"No, Mary; because that is not this man's affair. His business is to collect the money. My wife says you have been here a number of times and that you have acted quite decent about the account, so I am going to pay it to you and not take up your time or trouble you with complaints or hard luck stories. Sorry to have caused you so much trouble already. I would never pay it to an insolent, impudent collector anyway. If business men were more careful as to what kind of men they send out to collect accounts I think they would get their money sooner and perhaps retain more of their customers. Here is my card. Perhaps our house can do you some good sometime. We are always on the lookout for more business, and perhaps there might be a chance for a good collector sometime. Good morning. Oh, you may

tell Mr. Black I am going to call and see him soon."

"Thank you, Mr. Sharpe. Good day and good bye, Mr. Sharpe."

* * *

"Well, Mary, that bill is paid and I feel better about it. Now that I have been given a raise why can we not be done with collectors, pay as we go and perhaps save something for a rainy day?"

"I am willing to try, Jim, but you know I can not keep money in my purse. It has to go."

"I might put my salary in the bank each month and you could draw the money as you needed it."

"That might be better; but I am afraid there would be nothing left at the end of each month. Better put your increase or more into another bank in your own name. If I had more to do I would not spend so much money. I really do not have enough to do when you are away."

"Perhaps if you earned the money you would learn to save it."

"That is just what I want, Jim—something to do to earn money."

"My wife working for wages! Well, I guess not."

"But, Jim, I may not always have some one to provide for me. Then where will I be?"

"What would you do?"

"I might be a reporter, perhaps."

"A reporter! I would rather see you collecting dead beat accounts."

"Well, then, I might be a nurse. Some of my friends tell me I am a good one already."

"That would not be so bad if there

were any necessity for it. But, come, let us have breakfast before another collector comes. If more work is necessary for your health or happiness, of course, we will have to plan to find more or make more for you."

E. E. Whitney.

It is enough to discourage temperance reformers when money is tight.

Every time a man starts to settle down his wife stirs him up.

Grocers and General Store Merchants

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

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Grand Rapids, Mich.

MUSTARD AND PEPPER.**Where They Grow and How They Are Prepared.**

Written for the Tradesman.

The pleasant, pungent condiment, mustard, which gives such a zest to some of our meat-foods was unknown to the English-speaking world in its present form until the year 1728. Its original name was senoy. The name "mustard" means a kind of pickle, taken from the fact that the seeds of the plant, whole or pounded, were boiled in vinegar or "must." The French at the present time, as is well known, follow the old method of making mustard—the seeds are ground to a fine flour, mixed with tarragon vinegar, and sold in a semi-liquid condition. English mustard, as we now have it, was invented by an elderly lady, Mrs. Clements, of Durham (England). She ground the seeds in a mill in the same manner as wheat, and sold it as a very fine flour. She kept her discovery a profound secret, and contrived to make a small fortune out of it, going in person from one place to another on a pack-horse and taking orders. Eventually she succeeded in obtaining an order from the English King, George I.

Mrs. Clements' product was named "Durham mustard," from the town in which it was made, and which is still the great British center of the so-called mustard industry. As the powder has long ceased to be steeped in "must," its name is, of course, a misnomer.

There are five varieties of mustard plants, and the plants and seeds of all of them have a pungent taste. They are easily cultivated, being hardy and not requiring excessive attention. The seeds are sown thickly in rows, and the plants are cut when about two inches high. The variety known as "black mustard" is chiefly cultivated in the north of England, where the writer has seen large fields of it in the county of Yorkshire.

The young plants, when cut to the ground, are used as a vegetable similar to spinach, or as salad, while the seeds are utilized to make the well known table mustard. These seeds are chemically a very complex compound of myrosene, fixed oil, a fatty substance, gummy matter, sugar, coloring material—and some other substances. When the seeds are bruised the fixed oil is released, and by distilling the refuse from the bruising process a volatile oil is obtained. About 28 per cent. of the black mustard seed consists of fixed oil, and to get this the seeds are crushed in a mill, or between rollers, and the skins subjected to pressure as well as the flour. The remaining cake is sifted and thus reduced to a fine powder, which continues to hold all the pungent qualities of mustard. The fixed oil is used for lamps to a limited extent. When mixed with alkalis, however, it constitutes a satisfactory soap, but this is not in use outside the north of England.

Mustard, like many other commodities, is often adulterated; flour and salt have been employed to increase its bulk, turmeric to color it, and the

red pepper known in England as "cayenne" to flavor it. The standard brands of imported mustard, however, which come from Great Britain in cans are quite pure—and very pungent.

White mustard is also a hardy annual, which grows in gardens and fields; it has a thin stem which reaches a height of about three feet. The leaves are large; in color they are a rich, deep green. When these are young they make a nice salad if mixed with watercress, but as they grow older they become strong and have a disagreeable flavor.

Chinese or Pekin mustard grows about four feet high, and the leaves, which are large, are used in the north of England as salad, in addition to being cooked as a vegetable. The curled mustard has greenish yellow leaves; they are pleasant to the taste when mixed with lettuce or watercress, and the seeds resemble those of "black mustard." "Cut-leaved" mustard and "Charlock" mustard have a nice taste when the leaves have been sufficiently boiled. The latter is a wild plant.

For table use mustard in the powdered form is usually blended with hot water or vinegar, but some epicures consider that, when mixed with hot water and white wine, or with new white wine and vinegar, it is preferable. The writer, however, believes that the finest flavor is obtained by combining the mustard powder and olive oil. Much stirring is necessary to get the proper consistency.

Perhaps it may be well to point out that a metal spoon must not be left for any considerable time in a mustard jar—or anywhere else with wet mustard—because the latter substance forms poisonous combinations with metals when it is not absolutely dry.

Pepper.

Pepper, a powerful and wholesome condiment, is the berry of an Asiatic plant known as Piper Nigrum, the best coming from Malabar, the poorest from Java and Sumatra. The pepper plant is trained to grow up the trunks of trees and is allowed to grow for four years before the fruit is collected. The berries are bright red when ripe, but they are gathered when green, and are quickly dried upon mats. As soon as they are quite dry they turn black. This is "black pepper." "White pepper" is the same fruit deprived of its outer rind, the ripe berries being steeped in water, which makes it possible easily to remove the rind.

Black pepper contains a great variety of chemical principles such as resin, a volatile oil, gum, malic and tartaric acids, piperin, bassarin, etc. White pepper is much less powerful than black in both odor and taste.

The Chinese are the greatest consumers of pepper, although we Americans use a large quantity of it as a condiment for food, and a small quantity as a medicine. For persons engaged in out-of-door work, and for those who live on simple food, pepper is of benefit, imparting a relish to vegetables and also aiding digestion.

In European countries for many years taxes were paid in pepper, spice or specie—all indicating the same condition, viz.: that pepper was equivalent to money—and to-day the term "specie" is still employed to distinguish coined money from paper currency.

There are a great many varieties of pepper. The red pepper, which has a long, slim, pointed pod, was unknown prior to the discovery of this country (the American continent). Some varieties of pepper are possessed of narcotic properties, and are much used in tropical countries. In India the leaf of the betel-pepper is chewed with the betel-nut on account of its exhilarating and reviving properties, and it is extensively cultivated for the leaves. The "intoxicating long pepper" has a thick, woody, rugged, aromatic wood-stalk, which, after being reduced to a pulp, is steeped in water and forms an intoxicating drink. The South Sea Islanders use it both as a medicine and as a stimulating beverage.

In some foreign countries, such as England and Germany, a pepper known as "Corraline" has been introduced. It is a pure, natural red pepper of delicious and decidedly delicate flavor. Being of a distinctly red color, it is used for decorating cold entries. It is not much hotter than the ordinary white pepper, and is sometimes placed in salt cellars, but does not appear to have been introduced into the United States. In London (England) the writer has seen at least half a dozen other varieties of pepper on sale in the larger stores, such as Chili, Grossum, Cranberry, Sweet Mountain, Golden Dawn, etc. Lawrence Irwell.

Don't Be Too Conservative.

When the country merchant is frightened by mail order competition into cautious, conservative, half-hearted buying he is, if he only knew it, assisting his executioner to deprive him of life. When he refuses to give a decent order, for the reason that he fears the mail order houses will not give him a chance to supply the demand of the consumers in his locality, he is virtually refusing to let you place in his hands the only weapon with which such competition can be successfully combatted. — Salesmanship.

Mica Axle Grease

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has a two cylinder 10 H.
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drive, 82 inch wheel base,
full elliptic springs.

Ask for catalogue.

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Manufacturers of Light Gray Iron and
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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 riveted.

**They fill the bill for carriage,
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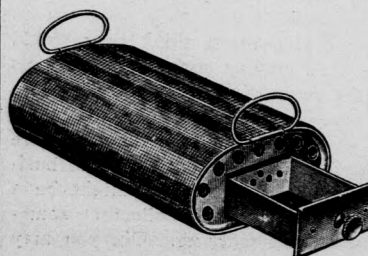
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Costs no more than inferior grades and every brick carries a written guarantee to give at least 25% more heat than any other fuel on the market.

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

Chicago Flexible Shaft Company
99 La Salle Avenue, Chicago



How Rice Is Grown and Marketed. Written for the Tradesman.

Considered from the standpoint of general use as a food and its almost exclusive use by the people of many parts of the Orient, rice is indeed the staff of life. It is also consumed in great quantities in the countries of Northern and Eastern Africa, the West Indies, Central America and the Malay Archipelago, while the people of all other tropical and semi-tropical countries class it among their food necessities. In many sections of India and China, as well as in Japan and other parts of Asia, where the merits of rice as a food have long been established, the people are so dependent upon it that the failure of a single year's crop means great suffering to millions and starvation to many. As an example it may be mentioned that some years ago when the rice crop failed in the district of India called Behar fifteen million native Indians were in want of food and the British government spent upwards of thirty-two million dollars in relieving them.

Rice was probably an article of diet in Asia in pre-historic times. It is known that the Chinese have used it for nearly fifty centuries, and in India, also, its use antedates authentic history. It was brought to Europe in the fifteenth century, having been taken to Italy and Spain from Northern Africa, where it had been planted by the Mohammedans in their migration from Asia Minor.

In 1647—or the following year—Governor Berkeley, of Virginia, planted some seed rice that he had received from England, but the experiment was not a success, and it was not until 1694 that rice growing was established in this country. In that year the Governor of South Carolina planted some rice given to him by the captain of a trading vessel which had put into Charleston on a cruise from Madagascar. The seed thrived, and in a decade rice planting on the lowlands of the coast became one of the chief industries of South Carolina. From this State the cultivation was extended to North Carolina and Georgia, and later to Florida, Alabama, Mississippi and Louisiana. The French people who settled around New Orleans and in Southwestern Louisiana cultivated rice in a primitive way in the latter half of the eighteenth century, but the methods of growing were so crude that the industry did not become commercially important until after the war between the North and the South.

The conditions resulting from the Civil War gave considerable stimulus to the planting of rice as a staple crop in Louisiana along the Mississippi River, and impoverished planters, who had previously relied upon other crops requiring great outlay of capital, began to grow rice as a means of quick financial relief. For a few years the production was small, but it gradually increased. In the decade following 1870 the annual average reached only seventy-one million pounds, a part of which was produced in the now famous rice belt of Southwestern Louisiana. The total production of rice in the United

States was, in 1907, no less than 520,000,000 pounds. In addition we imported about 10,000,000 pounds.

The milling of rice consists of reducing the rough rice, or "paddy," as it is sometimes called, to an edible state by the removal of the outer shell, which is commercially referred to as the "hull," and the inner cuticle, the "bran," and by a finishing process that removes the "polish" from the kernel, giving it a pearly luster that it may satisfy trade requirements. The finishing brushes remove the most nutritious part of the grain—the flour, or polish—and leave only the hard endosperm, or kernel.

The polished rice is graded according to the perfection of the grains, which depends upon the variety of the rice, the care used in the harvesting and the efficiency in milling.

Rice is usually supposed to be deficient in muscle-making qualities, and yet the Japanese, whose chief and almost only food is rice, are noted for their physical strength, and in the advance of the allied armies on Peking (China) they left the soldiers of all other nations in the rear. The explanation is very simple. The Japanese—and all other rice-eating nations—do not "polish" the grain, except for export. As has already been mentioned, the powder, which is removed by "polishing," is the most nutritious part of the grain; it is albuminous, while the white kernel is carbohydrate. Further, the latter portion of this valuable cereal has little taste as compared with the "unpolished" grain, and the only reason why we refuse to use rice as the Japanese use it is that we have become accustomed to the grains being white, and insist upon their having a "pearly" appearance, whereas "unpolished" rice has a brownish tinge.

Lawrence Irwell.

Window Exhibit That Sold Sprinkling Goods.

Written for the Tradesman.

I remember seeing a store window, one time, that presented the spectacle of a man dummy dressed in imitation of a typical farmer. A conspicuous placard in the background read:

If You Don't
Irrigate
Your
Home
Garden
You can't expect
Any
Tall
Taters
!

The window was intended to increase trade in lawn hose, a variety of sprinklers, reels for the winding of hose, repairs for hose and one or two other things along this line.

This window was a very large one, so that there was plenty of room to carry out the trimmer's ideas.

The floor was covered with soil such as the Murphies thrive best in, hills of healthy growing vines giving a touch of horticultural realism to the scene. The background was entirely covered with a canvas on which

was painted a field of potatoes enclosed on three sides by a rail fence. Where rails terminated in the picture true rails began, "hitching on" as do things in the panorama of "The Battle of Gettysburg" over in the Windy City. There were moss and lichens on the wooden rails. There was the ubiquitous small boy, a replica in miniature of his bucolic parent. A placard was making him say to his ancestor:

Why Don't Yer
Wait
Fer
Th' Rain,
Dad
?

to which his father was replying:

I Hain't
A Takin'
No
Chances,
Kid
!

There was a hydrant—life size—in a rear corner, with a hose attached, and the man dummy was sprinkling a hill of potatoes with a small spray. The water was not turned off at night and the lights were allowed to remain on all night, which helped matters wonderfully after closing time. When idle people were drifting around until time to seek their homes there were a great many to make comments on this novel way of calling attention to the very useful articles relating to irrigation.

Such a window, to be of greatest use, should be presented during an extremely dry season—a season when everything is parched.

W. W. W.

He Meant Well.

The soda-fountain clerk was engaged in vigorously shaking up a chocolate-and-egg when suddenly the glass broke in his hands, and the ensuing deluge made him look like a human eclair.

The horrified customer leaned over the counter trying to be sympathetic. Not knowing exactly what to say, he finally blurted out consolingly:

"O!—er—too bad—did the glass break?"

Dripping chocolate from head to foot, the clerk looked at him witheringly.

"Did the glass break?" he roared. "Did the glass break, eh?" And then, with freezing sarcasm: "Oh! no—not at all, not at all. You just happened to step in while I was taking my morning shower."

If a man is devoted to his wife the neighbors say he is soft and if he isn't they say he is a brute.

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At Half the Cost

are the results you get from the Hanson Gasoline Lighting System.

It has taken 12 years of constant scientific building to produce this system.

Write for descriptive catalogue.

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Albert Lea, Minn.



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It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.

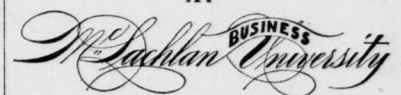


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If YOU wish to succeed in business you must study business as business is done. Investigate our modern and practical courses.

Write for new descriptive catalog.

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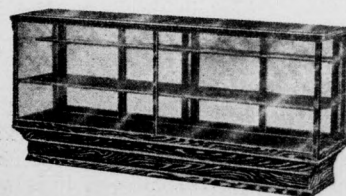
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Grand Rapids, Mich.

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Geo. S. Smith Store Fixture Co.
Grand Rapids, Mich.

PEET'S DELIVERY MAN.

The Wicked World's Respect for a Fighter.

Written for the Tradesman.

Humanity detests the man who goes about with a chip on his shoulder, daring others to knock it off, and yet I have often thought such a person must have rather a fine time of it. Although he is despised, he usually has his own way, for a time at least, and people don't talk back to him. He usually has his beating up, in the long run, but think of his triumphant progress through life! It must be equal to marching down the middle of the street behind a drum major in a red coat.

The man with the chip on his shoulder is hated, of course, but he is feared, too, and it is those who have the will and the power for mischief who are favored and flattered. Oh, I understand that this sounds pessimistic and all that, but you know it to be the truth. The man who is feared gets the largest piece of pie, and the man who is thought to be harmless is sat down upon, and walked over, and snubbed, and cheated, and lied about, for he is willing to secure peace at the cost of self-respect.

There was Peet, who operated a provision store down by the watering trough. He was a fairly good business man, but he could have made more money if he had been more aggressive. Perhaps it wasn't his fault that he wasn't more of a fighter. He was too sensitive to the influence of other human organisms. He was so constructed that he could feel the force of another man's vitality as one feels the heat radiated from a red-hot stove, and he wilted under it. His customers respected him, for he was honest, but they cheated him, too.

It was natural that this quality of the boss should affect the business of the store. He got his goods from the freight house after every one else was served, and the delivery men dumped his stuff out on the walk, whereas they carried Damon's into the store for him, and often helped to pile it in the store room. Debtors paid him the last one, and creditors went to him first when they felt like collecting at the point of all the evil words in the dictionary. The delivery boys of other dealers crowded Peet's boys off the street, because Peet discharged boys who got into races and fights. Anything was good enough for "Old Peet."

One day there came to the Peet grocery the Reverend Homer Passover, who had frayed his nerves in the pulpit and sought a position where he could have plenty of exercise and fresh air. He had been informed by his friends that he could get all the exercise he needed in the grocery business, which shows the penetration of his friends. There certainly is a chance for exercise on the floor of a grocery.

The Reverend Homer Passover was tall and slender, with molasses-candy hair and light blue eyes, covered most of the time with blue-glass spectacles. He knew about all theologies, and could tell you how hot a

candle would make the side of a barn two miles away, but he didn't know much about the grocery business. He was a friend of the family, however, and Peet put him out in front to sell candy and peanuts to the children. About the third day the Reverend Homer Passover was out in front a woman came in and stood by the end of the counter while she pelted him with observations which would have cut through the cheek of a loan agent.

"I understand," she said, after she had spilled a large number of adjectives over the atmosphere, "that you are making a midnight delivery."

"Really," faltered the Reverend Homer Passover, "I don't quite understand."

"Well," flamed the lady, "your delivery wagon gets out in the South End after dark, and we're all going to quit the shop. If you think we're going to sit around until midnight to cook things you bring out for supper, you've got a few more things coming."

"We'll try to do better in future," said the bewildered preacher.

Teddy, the delivery boy who covered the South End, came in, whistling, at this moment, and the lady pointed him out scornfully.

"There he is," she said. "He comes poking along our street hours after the other boys are through with their deliveries."

"Huh!" said Teddy, "I guess you'd be late, too, if the other boys drove in ahead of you and walked their horses and made you stop to pick up things they threw out of your wagon."

"Why don't you go after them with a club?" demanded the lady.

"I'd get fired if I did," grumbled the boy. "Anyway, the old mitt I drive ought to be put in the glue factory. He can't make a mile an hour on a down grade."

The lady went away, rage in her heart, and the Reverend Homer Passover turned to the delivery boy:

"Why don't you report those naughty boys to the police?" he asked.

"Gee!"

The suggestion was too much for Teddy. The Reverend ought to have known that eternal disgrace would follow such a course. The idea of a sane delivery boy appealing to the hated police!

"Do they annoy you so that you are very late?" asked the Reverend.

"Hones," replied the boy, "some nights I think I'll have to send in for a relief expedition. The old four-flusher I drive couldn't make a mile in thirty minutes on a fast train running sixty an hour. And Peet's got a lulu in the barn, too."

"A lulu," asked the Reverend. "What is a lulu?"

"Gee!" cried Teddy, "I wouldn't be as ignorant as you be!"

Then the boy explained, carefully and at great length, that a lulu was high art, in that it was perfection! It might be a horse, or a hand at poker, or a girl with deep blue eyes and pink cheeks. Whatever it was, if it was beyond and above all others of its

kind, it was a lulu. The Reverend sighed.

"And this—ur—this lulu in the barn?" he asked. "Do you think we might take it out for the South End delivery?"

"If the boss catches you taking Bolivar out," said Teddy, "he'll fire you."

"Do the delivery boys appear to—ah—unite in their efforts to reduce your speed?" asked the Reverend that night, after a talk with the boss.

"Huh!" said Teddy, "they come at me in a bunch. Come out with me some day, and you'll see."

"I'll go out with you to-morrow," replied the Reverend, "and—ah—I have permission to take this—ah—this—lulu you mention."

Teddy threw three handsprings in succession and went home, touching only the high places in the walks.

Bolivar was a fine-looking creature, and the Reverend felt his frayed nerves steadying down as he drew rein over him. Teddy was so overjoyed that he forgot to make faces at the cashier as he left the store. At the corner they came upon three delivery wagons headed for the South End. The drivers looked at Bolivar scornfully.

"Say," one of them shouted, "if you've got anything in there that is wanted immediately, you'd better let me take it out."

"If you've got anything dust will soil," shouted another, "you'd better put it in my wagon. I don't get no dust!"

The Reverend Homer Passover clucked to Bolivar and followed along until he came to a clear stretch of street, with no teams coming toward the little cavalcade of delivery wagons, then he drove up behind the Damon boy and suggested to Bolivar that he was getting too much dust. Bolivar lifted up his neck, his eyes flaming, and pushed his nose out straight ahead. He had been so held in check by Peet that he couldn't believe he was in his right mind when he heard the orders to hump himself.

Teddy screamed with delight and stood up on the seat, to the peril of his life, as they shot by the Damon boy, old Bolivar's feet plunking along at a gait that made the men on the walk stop and watch him.

"Want to send anything out?" he shouted. The Damon boy threw a potato at him and drew back.

Just as Bolivar came even with the second wagon, now hustling along at a swift pace, a policeman ran out into the street and held up his club. The Reverend Homer Passover touched the horse with the whip, and the policeman ran up on the walk and shook his club in the air at the flying rig.

By the time the third wagon was passed Bolivar was headed down the street at a clip that cleared everything ahead of him. The Reverend Homer Passover had lost his hat and his spectacles, and Teddy was bobbing up and down on the baskets, having been jounced out of the seat. Two blocks away a fourth delivery wagon was turned across the street. The Reverend touched Bolivar again,

and just cleared the front wheels on one side and a great elm on the other. As he passed, the Reverend reached out with his whip and cut the driver who had attempted to wreck his progress over the head with it.

"Gee!" said Teddy, panting, as they drew up away at the head of the procession, "if you go to preaching again, I'll go and hear you. You're a lulu!"

And the Reverend had never felt prouder over a new degree than over that word.

"Now," he said to Teddy, "the misguided youth I was obliged to strike in punishment is driving up with his mouth full of evil sayings. You may, if you choose, get out and chastise him, not in a vengeful mood, but in the way of fitting him out with a meekness of spirit becoming his position in life."

And Teddy did, although he was certain he would lose his job, and the boys raised so much dust in the street that those who stopped to look on and saw the preacher umpiring the battle went off with their eyes quite blinded.

"I'm astonished," said Peet, after a score of customers had told him how the Reverend Homer Passover had aided and abetted Teddy in a horse race and a fight, "and I'm afraid I shall have to increase the pay of both of 'em. The idea of that slim gospel sharp showing me how to run my business. It's nerve—NERVE!—after all, that counts."

This is not written for the glorification of Teddy and the Reverend. It is set down to show that if you want the respect of people you must slap back when the time comes. If they know you will slap back, and slap hard, you won't have to. Anyway, Peet's wagon gets to the South End first now, which proves the point.

Alfred B. Tozer.

Doubtful Powder.

One day, after listening to a story particularly offensive with age, Lincoln McConnell, the Georgia evangelist, told this:

An old darky went into a store down in Georgia and asked:

"Say, boss, you got any gun powdah heah?"

"Yes, we have gun powder."

"Lemme see some of that theah gun powdah."

The dealer showed him some.

"Pore a little of that powdah in my hand."

The old darkey took the powder near the light, ran his forefinger around and around in it, looked at it critically and then smelled it two or three times.

"And you say this heah is powdah?"

"Yes," answered the dealer sharply; "that is powder. What is the matter with it?"

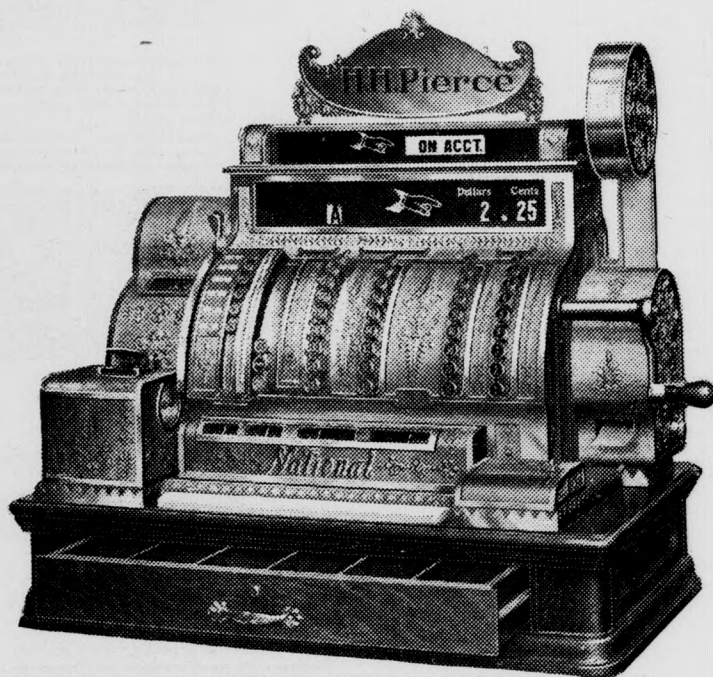
"Dunno, boss"—the darky shook his head doubtfully—"but hit smells to me like it's done been shot off befoah."

It is usually the loud talker who is getting the short end of the argument.

It is easier for a poor man to be good than contented.

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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.



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16 No. Division St., Grand Rapids, Mich.

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The National Cash Register Co., 16 No. Division St., Grand Rapids, Mich., or 79 Woodward Ave., Detroit, Mich: I would like to know how a National Cash Register can increase my profits and do the other things you say it will.

Name
Business
Street
City State No. of Clerks

TROUBLE BY POST CARD.

Scintillations of Human Malevolence
Only Two Cents.

Written for the Tradesman.

The druggist had just received a consignment of picture post cards and one-cent stamps. The cards were heaped on a counter back of the soda fountain, out of commission at that time, and the stamps were under a rubber band in the safe. Other merchants were making money out of the post card craze, so the druggist thought he might as well get into the game.

Just as he had arranged the cards to his satisfaction, Fluffy Wilmot came in and stopped at the counter. Fluffy was 16 and pretty, and the plague of the town. The boys fought over her, and she laughed at the black eyes they caught in her cause. She shrugged her shoulders as she came to the counter where the cards were.

"O-o-o-o!" she cried. "Aren't they lovely!"

"They look pretty good to me," smiled the druggist, pushing out a card with roses on it. Of course a pretty child like Fluffy would want roses on her cards! But she didn't.

"What do you think of that?" she asked, handing out a card showing a young man getting kicked out of a house. "That looks like Ted Carroll, doesn't it? And look at the line: 'Yours received and proposal declined with thanks.' Wouldn't that keep you awake nights! I'm going to send that to Ted! He'll think Cy Burton sent it, and there'll be a scrap!"

Filled with this benevolent intention, Fluffy laid a nickel down on the counter and took up a pen to address the card. Then she paused and caressed the end of the penholder with the sweetest lips in the county.

"Say," she said, in a moment, "I am afraid he'll know my writing. I wish you would address this for me."

"He might know mine," said the druggist, "and come in here looking for trouble."

"Oh, you can write a disguised hand," suggested Fluffy.

"You might do that, too," suggested the druggist.

"Oh, but I want to be able to say I didn't send it," replied Fluffy.

The druggist wrote the address in a hand which he thought was well disguised by a back-hand slope, but which wasn't so much of a deception after all, and Fluffy went on her way, thinking of the joke she had on Ted Carroll. The druggist frowned and wished he hadn't addressed the card.

While he was studying over the matter and hoping for the best, Mame, the red-cheeked girl who worked in the laundry at the head of Main street, came in for a bottle of perfume and stopped at the card counter.

"That's swell!" she said, running the cards through her red fingers. "And there's old mother Files, to the life! Look at her telling her boarders they eat too much pie! If you boarded with Mother Files, as I do, you'd see the point. Wouldn't that

make a clock lose time? I'm going to send her this if I go to jail for it. She'll never suspect me. My! Won't she rave?"

Thus counting on lifting her boarding boss out of the routine of her daily life, Mame paid for the card and a stamp and sat down before the desk to address her heart-to-heart message. She dipped her pen into the ink and paused.

"Say, Mister Man," she said, then, "I wish you'd put the old dame's name and street on this. I'll be your slave for life. She'll know who sent it if I write on it, sure. I'd like to go there after she found out I sent it! Scat!"

The druggist was beginning to see where his finish would come, but he took the pen and put some more back-hand on the card. The girl went out with the card wrapped in a bit of brown paper.

"It strikes me," thought the druggist, "that the post card craze is a twin to the desire to cut a fellow in the back. If Mother Files finds out that I aided and abetted in the sending of that card she'll be up here with a mop."

While he was wondering at the tendency of human nature to shoot from ambush, Will Massinger came in and stood pawing over the cards. In a moment he broke into a guffaw which might have been heard in the next township.

"Get next to this!" he shouted, shoving a card at the druggist. "Here is Lizzie Mott to a fare-you-well! Look at them shoulders! Taken from life! Look at the paint she's putting on her face. I think that line: 'Use our waterproof paints,' is mighty appropriate. I'll just take a chance on sending that card to the gentle Lizzie. She'll think some of the high schools kids sent it, and there'll be hair to pull up her way. Nothin' to it!"

Will paid for the card and pushed it over to the druggist, who moved away to avoid the request he believed to be on the way.

"Look here, old pard," said Will, as the druggist reached the front of the store in his flight, "my early education was neglected, and Uncle Sam would lose himself trying to find the place a card addressed by me would set him on, so you'll have to swing yourself on this."

How was the druggist to know that Lizzie was quick of temper, and that she could box like a man? Or how was he to know that a combination of evil events would bring the gentle creature to the store if he wrote the address?

He didn't like to offend Will, who was a good customer at the cigar counter, so he took the pen and executed more back-hand. It never occurred to him that he was doing too much addressing in one hand, disguised though it was, and that comparisons might be made after the riot opened.

Will went away satisfied, but the druggist brooded over what he had done as one broods over a secret crime. He was sorry he had put the cards in, and resolved to have a lame hand if asked to do any more address-

ing. Of course he had acted only for others, and never on his own initiative, but that was a matter of proof.

Nothing would have come of the merchant's efforts to be accommodating if Fluffy, and Mother Files, and Lizzie Mott, and Ted Carroll hadn't met in the postoffice after supper that very night. The three got their cards at about the same time, and Lizzie's face flushed hot and red. She had long regarded Fluffy as an enemy, and now she saw her laughing. She edged over to her side.

"You think you're smart!" she whispered loud enough for all to hear. "There will be something doing when I get you alone!"

Fluffy stopped laughing. She was frightened, and was thinking of a way to make the girl understand her innocence. Then the handwriting on the card gave her an idea.

"I never saw that before," she said, "but perhaps the druggist can tell you who sent it."

She didn't mean to get the druggist into trouble, but she knew that he had written the address, and perhaps he might tell who had bought the card, which would clear her of all suspicion in the premises.

In about one second the three, Mother Files, Lizzie Mott and Ted Carroll, were comparing cards. The handwriting was the same on all of them, of course.

"What makes you think the druggist will know?" asked Lizzie of Fluffy.

"Oh, I've seen him write just like that," was the reply. Then Fluffy was scared at what she had done and ran home.

The others walked down to the drug store to find out about it. Ted Carroll was first one in, and the druggist dodged behind the prescription

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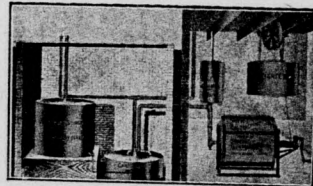
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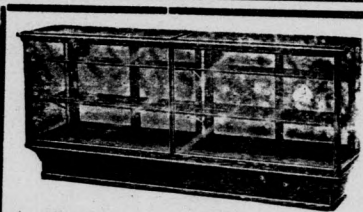


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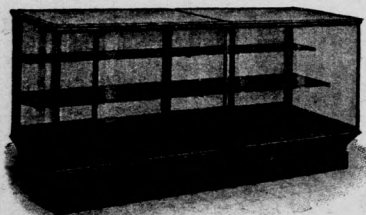
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case when he saw how large his biceps were and how mad he was.

"Good joke," said Ted. "I'm now going to give you an imitation of a man getting kicked out for sticking his nose in other people's business. Come out of that, you cheap skate."

But before Ted could get a chance to open operations Mother Files was shaking a heavy fist under the druggist's nose. Then, into this symposium of neighborly regard, with each one of the visitors actually feeling for their neighbor, the druggist, came Lizzie Mott. You find a post card that says a girl paints her cheeks, and put her name on it, and send it through the mails, and there is likely to be action. Lizzie didn't feel like waiting for the others. Perhaps she thought there wouldn't be enough left of the druggist to give her the satisfaction she craved. She stepped in front of Ted and Mother Files and took the post card man by his bang. It was a shame the way she yanked him about, with bottles dropping off the shelves, and Ted and Mother Files trying to get a hand in the game.

The druggist could have hugged the village marshal when he came in and camped between the hostile armies. At last law and order prevailed, but there was more law than order when the place was cleared of the accusing ones, and the door locked against the crowd in the street. The marshal shook his sides with laughter as the druggist told him about it while the outsiders flattened their noses against the windows.

"Now," said the merchant, "you go out there and tell 'em all about it. I'm afraid they'll hang me to the bridge if I go out now. That Mott woman beats a menagerie with a loose tiger on the benches."

The druggist was able to open his store the next day, but Fluffy, and Lizzie, and Mother Files, and Ted Carroll cut him dead, and Ted and Cy had a fight and broke a window up the street and wanted the druggist to pay for it. To this day the druggist is looked upon as a man with a dark record.

The largest sign in the drug store now, the one outranking all patent medicine devices—and that is going some—reads like this:

"I've forgotten how to write. Deliver your post cards in person."

But a good many persons who send post cards have no wish to deliver them in person. That would spoil the "joke." Alfred B. Tozer.

A Boy's Idea.

It was a little boy, a little English boy, in whose brain the first idea of the safety pin was born. His father being a blacksmith and not very rich, the boy had to act as nursemaid to his baby brother. The baby often cried, and his small nurse, noticing that the cries were generally caused by pins that pricked, tried to bend the pins so they would do their work without puncturing the child.

The plan was not an immediate success, but the boy's father, seeing the worth of the idea, set to work and ultimately turned out the safety pin.

SENSELESS SCARE.

Unfortunate Effect It Has on Tuberculosis Patients.

Owosso, Dec. 8.—The writer was pleased to notice in your editorial in the Tradesman of Nov. 25 words of caution to the philanthropic agitators of the tuberculosis theory, classing that incurable malady in the list of contagious diseases, lest their well-meant efforts should excite a dread of the presence of consumption, which would result in abject fear or a condition of panic which might lead to very serious social consequences. The first effort of the doctor, when called, is to dispel the nervous fears of his patient as the first step in aid of his diagnosis. There is no more deadly element to the successful treatment of disease than the physician has to contend with than fear or panic settled upon the mind of his patient. It destroys his patient's will power, deadens his hopes and unfits the patient for successfully combating the disease with the weapons Nature has furnished him, and leaves him the victim of despair.

This theory of classing tuberculosis among the list of contagious diseases, as at present exploited by its scare head advocates, is no new theory. It was exhaustively discussed in the medical journals and public press on two continents in the year of our Lord 1846, in London, Paris, New York, Philadelphia and Boston by the ablest writers upon medicine and its practice, and men of scientific research along the lines dividing contagious diseases from those of hereditary origin. This discussion did not stop at a simple denial of the theory of contagion, but was attended by a long series of investigations into cases claiming to have been of contagious origin, and every case where the genealogy could be traced back for four generations heredity was clearly established as the predisposing cause.

These developments put an end to the scare for the long years that have intervened to the present time. Then followed a lengthy discussion by the same distinguished medical authorities upon the question, Will medicine cure consumption? which concluded that medicines could be depended upon only as palliative, and that pure air, moderate exercise, nutritious food and quiet slumber and, where circumstances would admit, a change of climate furnished the patient his only hope. All of this has occurred within the memory of the writer of this article. Now, is it not presumable that the same thorough investigation into cases that are being pronounced of contagious origin by the advocates of the theory would result in the same conclusions arrived at by their illustrious predecessors?

This article has already lengthened beyond what I intended it should and the subject is not half exhausted. I will close by calling the attention of the advocates of the contagion theory to what would be the inevitable condition if their theory were true and tuberculosis were entitled to be placed in the catalogue of contagious diseases, under the broad

meaning of the term, as applied to smallpox, diphtheria, scarlet fever, Asiatic cholera and others. Contagion is no respecter of persons. The lofty and the lowly, the rich and the poor of every class or clime are its victims, and large cities throughout the civilized world could count them by thousands. Each invalid is being attended by anxious friends and relatives, all continually exposed by actual contact or from inhaling the foul air of the sick room. In view of the admitted fact that medicine can not cure it, how long would it take, if the theory of contagion were true, to turn the civilized world into one vast charnel-house? W. S. H. Welton.

A Great Difference.

"Margaret, it was very naughty of you to make such a fuss. You said if I'd buy you that new dollie you'd go to the dentist's without a murmur."

"I didn't murmur, muvver. I screamed."

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.



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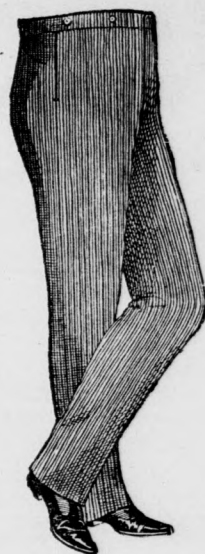
To make the best work garments on the market.

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.



Buy Any Waist Measure You Like

We have a good assortment of Kersey trousers, solid sizes, 32, 33, 34, 36, 38, 40 waist—price per dozen \$18.00.

A few sizes at this time of the year helps balance up your line. Make up your list before our stock is broken.

We Also Offer

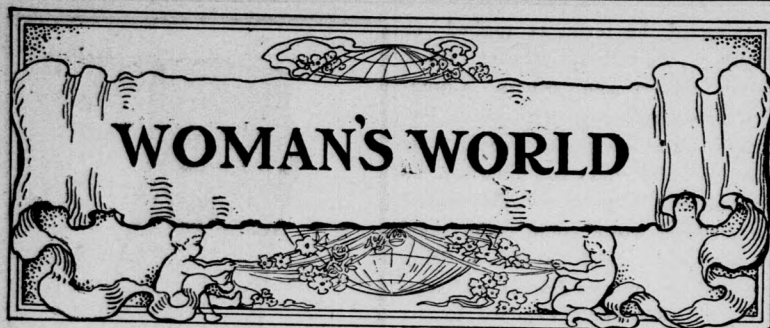
an exceptionally strong line of Kersey, Covert, Duck, Corduroy, Sheep lined and Mackinaw Coats.

Mail orders receive prompt attention.

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The Conversationalist As a Prince of Bores.

Among all the bores that have sent human beings to untimely graves none is more to be dreaded than the conversationalist. This ferocious beast is, however, much less common than it used to be, and there are glad indications that in the course of time it will be altogether killed off, like many of the other men-devouring animals of antiquity.

According to history, the conversationalist flourished most abundantly about the time of Ben Jonson, when it was so common that no one was safe from it. It was then usual for this dreadful creature to waylay unoffending people and attack them without provocation, especially as they sat at the dinner table, where they were unable to escape, or as they lounged of an evening, unsuspecting harm, at a tavern or their clubs. On such occasions the conversationalist would set upon them with unimaginable fury and for hours at a stretch would slowly eat them alive.

Some of these victims lived to tell the tale, and nothing fills us with greater admiration for the wonderful endurance that our forefathers possessed than that they survived the long-winded conversationalist of the past. No one now has the constitution to stand it.

As civilization has increased the conversationalist has been gradually choked off, until a real, genuine, thoroughbred conversationalist is comparatively rare nowadays. There are, though, unfortunately, still a large number of mongrel half-breeds, commonly known as talkee-talkers, that are afflicting enough for all practical purposes.

The conversationalist is of both sexes, and, curiously enough, while in ancient times it was nearly always a male, the modern ones are mostly females. It has lost none of its virulence on this account, however, for the staying powers of the female conversationalist are little short of miraculous. I, myself, have seen a fragile, delicate little female conversationalist bore away for hours at a time without pausing for food or drink, and at the end of the ordeal it was as fresh still as a daisy and ready for further prey.

The conversationalist has many strange peculiarities. For one thing, it never hunts in pairs, but always singly, and nothing makes it so furious as for another conversationalist to butt in when it has secured a victim. At such times it growls and shows its teeth most ferociously, or else goes off and grouches by itself.

Still another peculiarity is that the conversationalist seldom mates with its kind, and, when it does, only the one which possesses leather lungs survives. The other is soon talked to death.

A third peculiarity of the conversationalist is that the thoroughbred conversationalist always springs on its victims from a sort of platform. This is sometimes composed of Browning, or Ibsen, or Maeterlinck, or transcendental philosophy, or it may be made of foreign travel, or fashionable society, or just general superiority. But from this elevation, whatever it is, the thoroughbred conversationalist gets the impetus with which it descends upon your doomed head.

Once landed fair and square upon you, it begins to discourse. In vain you wriggle and writhe and seek to free yourself from its clutches. It has a strangle hold upon you that nothing can break. In vain you raise your voice and try to make yourself heard. It ignores you as if you had not spoken. In vain your friends organize relief parties and try to avert your cruel fate. The conversationalist sweeps them, too, into its capacious maw, and they also are devoured.

A curious fact, worthy of mention here, is that there are some people who seem not to be affected by the conversationalist's onslaught, just as there are people who are immune to snake bite. These individuals not only have no horror of the conversationalist themselves, but frequently keep one as a pet about their premises and amuse themselves by sickening it on their friends.

It is no uncommon thing, for instance, for a lady—for even women sometimes engage in this cruel sport—to say to an innocent and eligible bachelor that she has decoyed to her house:

"My dear Mr. Jones, I have asked you to dinner to meet Miss Smithers, who is one of the most brilliant conversationalists I have ever met. Here she comes now, and I am sure you will enjoy her."

Poor Jones looks madly and wildly around for a means of escape. There is none, and before he can draw a revolver and shoot himself, or otherwise end his life in some comparatively painless way, the conversationalist is upon him tooth and nail, with a little purring sound of joy, such as a cat makes when it seizes a mouse in its claws. She begins by saying: "What do you think, Mr. Jones, about the modern movement in opera?" Poor Mr. Jones gives an indistinct moan of



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

Sixty-Six Years of Superiority

have proved its merit.

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

**KINGSFORD'S
OSWEGO CORN STARCH**

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

Advertising now in progress will further stimulate sales.

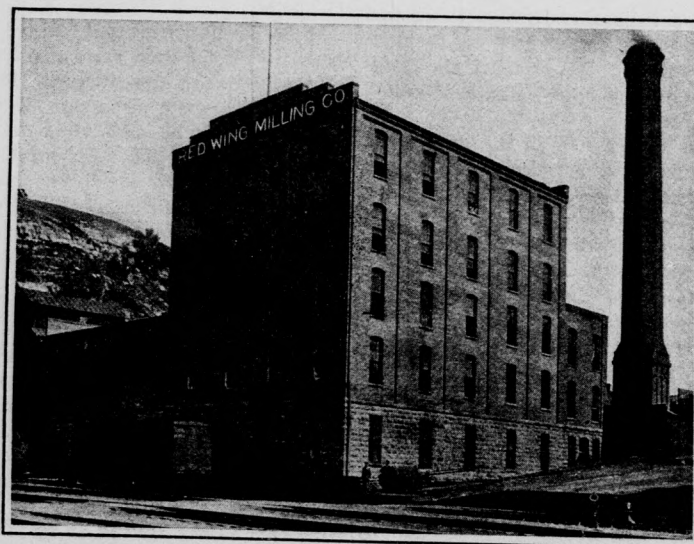
Are you in line?

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

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.

despair, and then the heartless people who keep this dreadful creature secreted about that house sit by and make merry while they watch a fellow-creature being tortured into insensibility.

However, they meet their just reward, for as soon as it becomes known that a family keeps a conversationalist all of their friends cut them dead, and nobody will ask them out, for fear they will bring their pet along with them.

As has been said, the talker is one species of the conversationalist, and it is only less dangerous than the conversationalist because you have less hesitation in giving it a kick, or sitting down on it hard when it attacks you.

The chief danger from the talker is that it is a domestic pet, and once it gets into a house it is almost impossible to exterminate it. Sometimes no sooner is a man married and returned from his honeymoon than he finds one of these terrible bores on his hearthstone, and no matter what he does he can never be rid of it. When he wakes up in the morning it pounces upon him with a never-ending flow of tidle-taddle about nothing. When he comes home of an evening it seizes him at the front door with a fusillade of words, words, words. When he tries to hide behind his paper for protection, after dinner, his defense is beaten down with words, words, words, and when finally he drags the covers up over his head in bed the terrible creature is still hovering over him in curl papers and kimono, boring away with its tireless tongue. In such cases only the most heroic remedies, such as poison, divorce or running away have any effect.

In getting married a young man should inspect the premises he is about to take for life very carefully, and see that there are no talkers about. Especially should he be on his guard against the varieties known as the mother-in-law, or Sister Susan, or Aunt Mary. They are remarkably ferocious, and they never die.

Happily, though, the spirit of today, whose motto is, "Cut it short," is inimical to the development of the conversationalist, and the breed is fast becoming extinct, and no doubt the time will soon arrive when one can go to a dinner or evening party without fear of falling the victim of one of these horrible bores.

Further Facts.

One of the greatest modern improvements is the fact that the art of conversation is becoming a lost art.

The most brilliant conversationalist is he who indulges the oftenest in eloquent bursts of silence.

The more words the man uses the fewer ideas he generally possesses.

The great doers of the world have all been silent men.

Most people talk just to hear their heads rattle. Dorothy Dix.

Never be ashamed to own you have been in the wrong, which is but saying that you are wiser to-day than you were yesterday.—Pope.

Woman Who Invented the Shirt Waist.

Josefa Osborn is dead, and if the women of the nation, of the whole world for the matter of that, only knew their unpayable indebtedness to her they would wear mourning bands on their arms for thirty days and get extra allowances from their husbands and fathers and brothers to raise a glorious monument over her bones. All the women's clubs, too, from Zanesville to Zanzibar would drape their halls and put suitable resolutions of their great loss on their minutes. Mrs. Osborn invented the feminine shirt waist.

According to the consensus of feminine opinion no single article of feminine wear and feminine decoration has ever equaled the shirt waist. It is at once the most comfortable, the most becoming and the most adaptable article in my lady's wardrobe. It is capable of being drawn out to any extent like an accordion. It is formal and it is informal and everything that lies between. It is suitable for anything from a seance with the cooking stove to a reception at the Gotrocks with a footman at the front door.

Its genesis was simple. Mrs. Osborn saw her husband's soft shirts and envied them. From that, as any one who has a surface knowledge of the sex will testify, it was but a step to annexation. Mrs. Osborn went to the man who supplied her husband and told him that she wished a half-dozen shirts built on the regulation masculine working plans save slight divergencies here and there and with a decided curtailment in their length. He demurred; she insisted and she won. She wore them herself; she gave them to her patrons, for she was the most famous dressmaker in New York, and from them sprang the millions of shirt waists that have covered and made attractive the women of the world.

Mrs. Osborn was a wonderful woman in many ways. With no experience and only the necessity for action to inspire her, she left the ranks of New York's Four Hundred and with only \$3,500 to start with built up a business that took an entire building, employed 350 people and enabled her to leave an estate of fully half a million. This was her material reward, but the shirt waist, to shift it from its proper place for a moment, was her crown of glory.

Typical Jurymen.

An English lawyer once asked a man who had at various times sat on juries: "Who was it influenced you most—the lawyers, the witnesses or the judge?" He expected to get some useful and interesting information from so experienced a jurymen. This was the man's reply: "I tell yer, sir, 'ow I makes up my mind. I'm a plain man, and a reasonin' man, and I ain't influenced by anything the lawyers say, nor by what the witnesses say, no, nor by what the judge says, I just looks at the man in the docks and I says, 'If he ain't done nothing, why's he there?' And I brings 'em all in guilty."

Range Peddlers Routed.

Western Steel Range peddlers have been routed from New England by proper advertising methods. As soon as the peddlers appeared there appeared as promptly advertisements of caution to housewives not to make trades of cooking apparatus when the signing of any papers was involved, and pointing out that local dealers should supply better stoves and ranges on better terms and prices and could more readily supply any needed repairs. The stove trade in other sections who wish to procure copies of the literature used in this campaign of stove trade protection can doubtless secure it for similar use by addressing Secretary P. W. Elliott, 24 Winthrop street, Boston, Mass.

CHILD, HULSWIT & CO.

INCORPORATED.

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GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.
ORDERS EXECUTED FOR LISTED
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823 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

Successful Progressive Strong



No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

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We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

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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

HOME MARKET DAY.

Getting in Close Touch With the Farmer.

Written for the Tradesman.

At nearly all the state conventions held by Western retail merchants during the last year it was urged that the one great purpose in every town should be to revive the old home market day.

It was held to be the only solution for the revival of the growth of the retail stores in the smaller towns. The result of this movement at the conventions has been that the home market day has become a regular institution in hundreds of Western and Northwestern towns.

The purpose of the home market day is to bring the farmer and the merchant and business man in closer touch for the benefit and protection of all.

Retailers in the smaller towns are beginning to realize that co-operation between the farming and mercantile interests of any community is necessary for the development of that section.

The towns that have been most successful in home market day promotion have been so through their ability to plan and carry out a campaign of systematic advertising.

The first step was to use certain schemes to induce the farmers to come to the town on a certain day to do their trading and buying.

Ordinary bargain offerings and regular publicity advertising would not bring large enough crowds to prove profitable. What was required was free gifts, prize inducements and entertainments to catch the masses.

One of the crowd-winning inducements which has been used at a great many of the home market day celebrations is that of offering a cash prize to the farmer hauling the largest load of women and girls to the town.

The prizes in this contest were of a wide range so that a great many farmers were induced to enter the contest. Then there was always a lot of fun at the end of the day when the winner of the first prize was publicly crowned champion ladies' man.

In celebrating these home market day events, the first thing in the morning is usually the boosters' meeting, which is held on the principal business streets.

The speakers are selected because of their ability to arouse interest and enthusiasm in the town and its possibilities.

Immediately following the boosters' meeting a free auction is held for the farmers. Farm implements, horses, cattle and all sorts of goods are listed and sold for the benefit of the farmers.

This auction is absolutely free to any farmer in the community.

The merchants of a small Northwestern town recently carried out quite a unique programme which was a rousing event and a big success from start to finish.

In the morning they held the boosters' meeting and the auction as usual. Then the crowds of visiting farmers were entertained by a band

concert and a spirited exhibition of the fire department rescuing a burning dummy from the top of a building.

Next followed a parade featured by many of the Sunday newspaper comic characters. There were the Newly Weds and their baby, Buster Brown and Tige, Happy Holligan leading the mule, Maud, and others to create excitement even to the arrest of Happy Hooligan by the cop.

At noon the wives of the merchants served free lunch in one of the public buildings. This lunch was widely advertised and was one of the big drawing cards.

In the afternoon came the athletic sports. There were games and contests, for which handsome prizes were offered by the business men of the city. The merchants and business men worked together in providing amusements and entertainments for the crowd. The farmer and his family were made royal guests of the day.

One of the things appreciated most was the free show given at a local theater. Tickets were distributed to the merchants, who handed them out to their customers, and the house was filled constantly all day and all evening.

One of the concerns kept a crowd constantly in front of their store by distributing valuable articles by taking them to the roof of the store and throwing them down among the people.

This was great fun for the visitors and was considered good advertising for the store.

The purpose of all the advertising was to win trade. Every merchant made a special effort by advertising some special attraction at his store or some unique prize contest.

The rivalry which usually exists between the different stores in the matter of offering inducements to shoppers for their business was entirely eliminated on this day. It was done away with by each merchant advertising a different leader, plan or contest.

The idea of this market day was not to make unusual profits, because the merchants figured that they would gain considerable more in securing future business by getting in closer touch and better acquainted with the farmers.

Here are a few of the inducements the merchants offered to win trade:

One general store advertised to pay a few cents in excess of the market price for potatoes. In addition they gave free of charge a family umbrella to the farmer bringing in the largest family.

The jeweler offered to sell alarm clocks and table silverware at a big reduction and offered a handsome prize to the farmer coming the longest distance.

The clothier cut a dollar or two from some popular make of clothing, and gave away a necktie to the best dressed young man.

Then prizes were offered for farm products which were to be bought by the various stores. These prizes consisted of merchandise selected from the store and were given for vari-

ous things, such as the best bushel of potatoes, the best ten dozen or more of eggs, for the best six bunches of celery, for the best dressed pig, for the best half bushel of beans, for the best five pounds of dairy butter in one pound prints, for the best peck of onions, for the largest load of corn, the largest load of barley, the best ten ears of white corn, the best six dressed chickens, the best exhibit of honey and corn.

In addition to this the merchants used practically every known kind of a guessing contest that would induce the people to come to their store and register their names for a free guess on some simple proposition.

This plan was carried out in order to secure a live mailing list of everybody in that community. This list was to be followed up at future market days.

On the main street of the town the athletic sports, races and contests took place. Desirable prizes were offered for all kinds of races such as the fat men's race, the boys' race, men's foot race, ladies' race, potato race and wheelbarrow race. In fact, the Entertainment Committee did everything possible to show the farmer a good time and to give him the impression that this town was the only place for him to spend money.

The home market day plan of making more business for a town is undoubtedly of very great benefit to the farmer, because these market days give him an opportunity to dispose of his produce and other salable things at public auction at the

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.

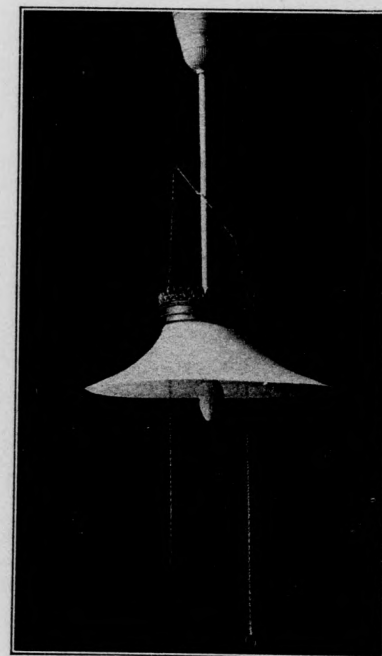
Would you like to know about Voigt's Crescent Flour?

Write us.

Voigt Milling Co.
Grand Rapids, Mich.

VOIGT'S CRESCENT

Dull store,
Dim light,
Deserted floor
Day and night.
Business bad,
Debts oppress,
Boss sad,
Awful mess.
New lights,
Various names;
Store bright,
Business gains.
Buyers come,
Busy store;
Things hum
More and more.
Delighted boss,
Success in sight.
Lays it to
The Junior Light.



BEAUTIFUL

ALL LIGHT

No Shadow—Automatic

Cheap to install. No trouble to operate. The only perfectly controlled Gasoline Gas Machine made.

"Ideal Junior" Manufactured by
IDEAL LIGHT & FUEL CO., Reed City, Mich.

Agents Wanted—Send for Catalog

best possible price, and they also afford him the privilege of securing bargains and merchandise at greatly reduced prices.

These events not only boost the business interests of a town by drawing the farmers in crowds, but they are also convenient for the citizens of the town, because they give them a chance to fill their needs in the line of produce that the farmer is able to furnish.

Market day celebrations are growing rapidly in favor, and the chances are they will be continued regularly and will solve many of the disturbing problems of the small towns by keeping trading communities in closer touch. Chalmers L. Pancoast.

The Value of Politeness in a Retail Store.

When you and I were very, very young the old folks taught us to say "please, thanks, welks," to shut the door and tread softly in general. The good old souls wanted us to show we were "raised right." When we started to grow up we learned from others of about our own age that it was smart to be impudent and decidedly "sissy" to be polite.

Now it is a mighty fortunate thing for the ones of us who have unlearned this second lesson in deportment as soon as we got into business. I will show you why on a dollars and cents basis. I am not a preacher, so I won't tell you anything about turning the other cheek to the hand of the slapper. Personally, that particular sort of humility never appealed to me; that is not the way my hair is parted.

But, put a pin in this—it pays a man in business to meet all comers politely. They may not be buying at the instant, but if treated right when they stop in to ask the time of day or something equally profitable to you, they at least have no reason not to buy from you later. If you turn them down in a surly way they have a good reason to leave you alone.

A month ago I had a twenty-dollar bill—got it honestly—and wanted to get it changed. I started out in the town where I happened to be at that time, and here's what happened: First, a cigar store, where I got this answer, "Haven't got it;" second, a drug store, "No, sir; no change for that;" third, a saloon—wasn't acquainted there, of course—"No, we ain't runnin' the Mint." And so on down the line until I had called at seven places without getting either change or a polite excuse for not accommodating me.

Next I tried a small drug store. "Good morning, sir," was the smiling greeting of the proprietor. "What can I do for you?" I told him what I wanted. "No," he replied, "I am sorry to say that I haven't it, but I'll get it for you if you don't mind waiting a moment. Have a chair, sir."

He could have taken my money and my watch, too, before I recovered from that! I was not a customer, simply a stranger asking for a favor, and he not only treated me politely, but was going out of his way to accommodate me. He did, too—

went out to another store somewhere and returned with the change I desired.

I was so pleased with him that I related my experience with the other storekeepers and asked him why he had gone out of his way for me. He said, "I was taught a lesson in politeness once that I will never forget. One day I was pretty busy with three prescriptions to be filled and delivered all at once, and trying to get through as well as I could, in spite of a headache, when a lady came in and asked me if there was anyone of the name of So-and-So living near my store, and would I kindly give her the right address, as she was a stranger in the neighborhood? I was not in the sweetest humor, I'll admit, and I turned her off rather shortly with advice that she look in the directory. I was not insulting, but I fell short of being gracious, that's sure.

"Now, do you know what happened? Her friend had asked her to come and look at a vacant house in the neighborhood. She rented the house and moved in with a delicate daughter and a rheumatic husband, and every cent that family has spent in the last three years for drugs, prescriptions, toilet articles, etc., has gone into the hands of my competitor, although he is half a square farther from them than I am.

"It has cost me a pretty penny in that time for being 'sassy,' hasn't it? I can figure it out in cash profit at about twenty-five dollars a year. That's seventy-five dollars' fine for not being polite."

"Well," I answered, "I feel so grateful to you that I will show you the rule works the other way also. I'm very much obliged. Good day, sir."

I told my little tale when I got back to the house and that druggist has gotten just about twenty-seven dollars' worth of trade from under that particular roof since.

Here is another case that came under my notice: I was making a small purchase at a grocery store just before closing time one evening when a woman came in and asked for a bunch of parsley.

"Can't get it for you," the grocer answered. "It is packed up for the night in the ice box along with the meats. Can't open it until morning."

"Why did you refuse that woman?" I asked.

"Well, she only comes here for things when she can not get them elsewhere. She is no good to me."

Now, what do you think of that? Maybe it would have been a minute's trouble to get at the parsley, but that wasn't his reason. He wouldn't sell her what she wanted because she only came to buy from him what she could not get elsewhere. There was the best chance in the world to show her he had what some other dealer did not have and treat her in such a way that she would depend on him and come to him oftener. But he could not see that. She wanted to be a customer and he would not let her. He did not want to increase his business—just wanted to keep on selling to the old customers until they died

off or moved away and left him to die of dry rot.

I did not care a snap about him or the woman, but I let him know, right there, his mistake. He saw the thing my way before I finished and I really believe my little tearing-out will do him good the rest of his life. If that woman comes in again he'll probably treat her better, anyhow, even if he can not apply the same principle to other cases. If he smiles and treats her pleasantly she will be so surprised to find he is not a Teddy Bear with a sore ear that she will deal there more than she ever would the other way.

If I have only been telling you something you know, look around a little and watch things and see if your clerks know it, and never forget it. If you have a clerk who "snaps" people off short and acts independently and is unaccommodating, chase him out of your store with an axe. Do not waste politeness on him if he can not understand its value.—Old Yard Stick in Grocery World.

Not To Be Done.

A Grand Rapids wholesale grocer says he was riding in the smoking-car on a little one-track road in the northern part of the State two weeks ago, and in the seat in front of him sat a jewelry salesman from Cleveland.

He was one of those wide-awake never-let-one-get-the-better-of-him style of men. Presently the train stopped to take on water, and the conductor neglected to send back a flagman.

A limited express, running at the rate of ten miles an hour, came along and bumped the rear end of the first train.

The drummer was lifted from his seat and pitched, head first against the seat in front of him. His silk hat was jammed down over his ears. He picked himself up and settled back in his seat. No bones had been broken. Then he pulled off his hat, drew a long breath, and, straightening himself up, said:

"Hully gee! Well, they didn't get by us, anyway!"

The cleaning up of society usually has to start where charity is said to begin.

When a man's face is broken it doesn't break into smiles.

POST TOASTIES

The "Supreme Hit" of the Corn Flake Foods—"The Taste Lingers."

Postum Cereal Co., Ltd. Battle Creek, 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.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN



Why take a chance of losing a good customer by offering inferior toast when a package of

Holland Rusk

(Prize Toast of the World)

will win a permanent friend and customer for you?

Recommend it when your customers want the best.

Holland Rusk Co.

Holland, Mich.

LARGE PACKAGE
RETAILS
10¢



MO-KA COFFEE

Mr. Grocer:

A coffee which shows an increase in sales, in 4 years, of 400% and which pays the dealer a profit, is a pretty good coffee to have in stock!

MO-KA Coffee

"fills the bill"

Valley City Coffee & Spice Mills
Saginaw, Mich.

High Grade
Popular Price

HOW FORTUNES ARE MADE.

Existence of Divinities Which Shape Men's Lives.

Andrew Carnegie, who is one of the wealthiest men in the world, and who was born in Scotland, and at the age of 11 years was brought to the United States, where, starting as a poor boy, he has acquired an enormous private fortune, has undertaken to show how men get rich. He sets forth his views in an article in the *World's Work* for December, and he shows that while strict industry and devotion to duty under intelligent direction are necessary ingredients in building up material prosperity, there is a large element that may well be attributed to fortune or luck. He instances the following:

"Imagine an honest, hard-working farmer, who finds himself able to give each of his two sons a farm. They have married admirable young women of the neighborhood, of good kith and kin, friends from youth—no mistake about their virtues. The sons find farms, one in the center of Manhattan Island, the other beyond the Harlem. They cast lots for the farms as the fairest method, thus letting the fates decide. Neither has a preference. The Harlem farm falls to the elder, the Manhattan to the younger. Mark now the problem of wealth, how it develops.

"A few hundred dollars buy the farms, and the loving brothers set out for themselves. They are respected by all, loved by their intimates. To the extent of their means they are liberal contributors to all good causes, and especially to the relief of neighbors who through exceptional troubles need friendly aid and counsel. They are equally industrious, cultivate their farms equally well and in every respect are equally good citizens of the State. Their children grow up and are educated together.

"The growth of New York City northward soon makes the children of the younger millionaires, while those of the elder remain simple farmers in comfortable circumstances, but, fortunate in this beyond their cousins, still of the class who have to perform some service to their fellows and thus earn a livelihood.

"Now, who or what made this difference in wealth? Not labor, not skill. No, not superior ability, sagacity nor enterprise, nor greater public service."

It was the accident of the location of the farms, supposing that the wonderful growth of New York City had not been foreseen. That is really the way in which the original Astor fortune was started.

But there are other fields in which fortunes are to be made, and here the subject is illustrated thus:

"Imagine five brothers, sons of another hard-working farmer. The first settles in New York City, the second in Pittsburg, the third in Chicago and the fourth in Montana. The first sees that railroads in every direction are essential to the coming metropolis, devotes himself to this field and obtains large interests therein. As the population of the country increases, and that of New York City bounds ahead into the millions, these

lines of transport laden with traffic justify increasing bonded debt. Having the figures under his eye, he sees that the shares of these railways are sure to become dividend paying, that even already there are surplus earnings beyond the bonded interest which, if not needed for pressing extensions, could be paid in dividends and make the stock par. He strains his credit, borrows great sums, buys the shares when prices are low, and, floating upon a tidal wave of swelling prosperity, caused by the increased traffic of rapidly increasing communities, he soon becomes a multimillionaire, and at his death his children are all left millionaires.

"The second son is so fortunate as to settle in Pittsburg when it had just been discovered that some of the coal fields of which it is the center produced a coking-coal admirably adapted for iron-ore smelting. Another vein easily mined proves a splendid steam coal. Small iron mills soon sprang up. Everything indicated that here indeed was the future iron city, where steel could be produced more cheaply than in any other location in the world. Naturally, his attention was turned in this direction. He wooed the genius of the place. This was not anything extraordinarily clever. It was in the air. He is entitled to credit for having abiding faith in the future of his country and of steel, and for risking with his young companions not only all he had, which was little or nothing, but all they could induce timid bankers to lend from time to time. He and his partners built mills and furnaces, and finally owned a large concern making millions yearly.

"The third son was attracted to Chicago and quite naturally became an employe in a meat-packing concern, in which he soon made himself indispensable. A small interest in the

business was finally won by him, and he rose in due time to millionaire-dom, just as the population of the country swelled. If Chicago to-day, and our country generally, had only the population of early days there could have been no great fortune for the third son. Here, as before, it was the magnitude of the business, based solely upon the wants of the population, that swelled the yearly profits and produced prodigious fortunes.

"The fourth son, attracted by the stories of Hecla and Calumet, and other rich mines which 'far surpass the wealth of Ormus or of Ind,' settled in Montana, and was lucky after some years of rude experience. His ventures gave him the coveted millionaire-dom. The amount of copper and silver required by the teeming population of the country and of other lands kept prices high, and hence his enormous profits mined from land for which only a trifle was paid to the General Government not so long ago. He did not create his wealth; he only dug it out of the mine as the demand of the people gave value to the previously worthless stones. Here especially we can not but feel that the people who created the value should share the dividends when these must pass into other hands.

"The fifth son had a melancholy career. He settled in New York City while young, and unfortunately began his labors in a stock broker's office, where he soon became absorbed in the fluctuations of the Exchange, while his fond mother proudly announced to all she met that he was 'in business.' From this the step was easy to taking chances with his small earnings. His gambling adventures proved successful. It was an era of rising values, and he soon acquired wealth without increasing values, for

speculation is the parasite of business, feeding upon values, creating none. A few years and the feverish life of the gamster told upon him. He was led into a scheme to corner a certain stock, and, as was to have been expected, he found that men who will conspire to entrap others will not hesitate to deceive their partners upon occasion if sure it will pay and is safe from exposure. He ended his life by his own hand."

How many men have there been who went to Pittsburg, to Chicago, to Montana, who were as intelligent as Mr. Carnegie's imaginary persons, and who were equally as honest, industrious and otherwise as worthy, who did not fall upon such fortunate conditions, and yet who deserved success if it were to be got in that way. Two men dig a hole in the earth in Montana in localities apparently equally as promising. One secures a gold or copper mine rich beyond imagination, while the other spends his money and labor in the same way and gets nothing. Two men go into an oil region and sink wells. One gets a gusher, while the other loses all on his venture.

Intelligence, industry, knowledge of business and honesty may be equal in two men, but they do not equally succeed because they individually encounter conditions which pour out the gifts of fortune on one, while all such unexpected favors are withheld from the other.

If these differences of conditions did not exist and operate there might be multitudes of Carnegies and Rockefellerers, whereas, because of such conditions, they are extremely few in number. There is much to establish a belief in the existence of divinities that shape men's lives, ridicule the idea as we may.

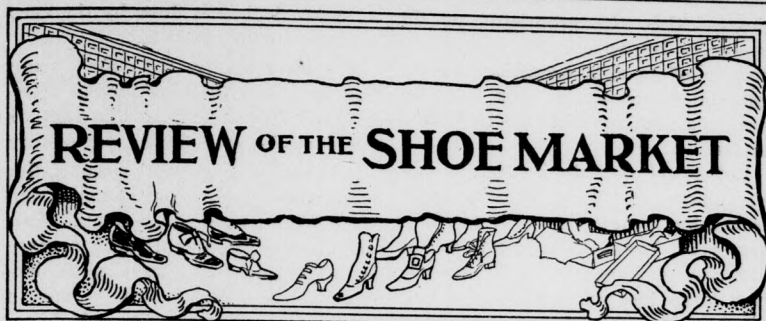
Frank Stowell.

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.



Creating a Demand for Better Shoes.

The retailer or his clerk has a far greater responsibility than that of fitting shoes to customers' feet and getting the price for them. Now that there are so many cheap—low-priced—shoes offered to wearers, he has it in his power to do a little educational work over the foot-rest, which will prove "bread cast upon the waters," and will "return after many days" in the form of pleased customers.

The chief end of the shoe retailer has been too often to secure this result by placing in the wearer's possession a new pair of shoes at an absurdly low price, and to lay the foundation of future friendship through the purse or pocket.

In fact the magnet used generally in modern business is low prices. "Cheaper than ever offered before," "Goods almost given away," and the like are among the inducements offered to buyers to call and purchase "a pair of four dollar shoes for two dollars only."

Such examples of overstating the truth or understating the fact with variations might be multiplied almost indefinitely, if space permitted and it were worth while; but it is the old story of reckless advertising, the terms of which can not be complied with.

Does the advertiser really gain anything by this course? Although shoes are more of a mystery to the average shoe wearer than many other commodities he traffics in, and their real value is not ascertainable from the surface, still the great disparity between the price asked and the value claimed very often causes the poorest informed customers to doubt.

Is it not, also, a very low estimate of humanity to place them indiscriminately in the "cheap" class of shoe buyers? In fact, is it not an insult to their intelligence and a slur on their refinement to regard them as susceptible only to the temptation of cheapness?

The plea for better shoes has been made before by writers for the shoe trade papers in order if possible to check the flood of too cheap footwear that has at times threatened to injure the fair fame of our trade.

Yet these efforts have proved futile hitherto because of certain existing conditions that appear insurmountable. Among these conditions is the ceaseless demand upon the part of the shoe wearing public.

But, like all commendable undertakings, the advocate of better shoes persists in his efforts to abolish the too cheap production, and to substitute for it a shoe of worth. It is

uphill work, like all reforms, but he does not despair of ultimate success.

Quoting from a former article, which stoutly advocates the use of better footwear, not only in the interests of the customer, but for the welfare of the dealer, in that it insures more lasting patrons, is the following:

The scramble to attract to his store new business by modern strenuous methods leads the shoe retailer to adopt questionable schemes in his advertising sometimes; but at the same time he should be careful to retain and strengthen that which he has already secured.

"Don't take it for granted the customer of to-day will stick to you unless you use a little flattering persuasion to make him one of your assured 'perennials.'"

"Something more than the conventional 'Call again, please,' is necessary to bring back to your place the transient, and to keep him coming your way. Human nature is a good deal alike. It craves individual consideration, and in fact a little coddling sometimes.

"As soon as you single out an individual from the promiscuous crowd of shoppers and make that individual a special object of your attention you win his regard and very likely secure his friendship.

"One of the methods that could be used to advantage, and that is too seldom alluded to is to educate shoe wearers up to a higher standard of quality in their footwear.

"People who buy good shoes are mostly those who like to patronize one place for them every time. It is natural for a person who has a good thing, which he has tested and found satisfactory, to seek for it where he can get it again.

"With men especially there is a dislike to going about experimenting in new stores and with untried goods. Having found a good, reliable article, well-fitting, good looking, serviceable, and the right kind of dealer who sells them, such a customer is quite apt to be a permanent one.

"It is mostly the people who habitually buy low priced shoes who constitute the 'chronic' transient, and who flit from store to store in quest of so-called 'bargains.' These are the most unstable and usually the most dissatisfied in our trade.

"Jones offers them the best bargains to-day. That is, the most shoes for the best money, therefore the rush of 'chronic' transients sets in for Jones'. To-morrow Smith 'out-Herods' Jones in low prices and high values(?) and the tide turns to that place.

"Meanwhile the wearer of good quality shoes keeps right on the even tenor of his way toward the reliable place where reliable footwear is waiting for him and is never tempted to stray from it, and to follow the changing crowd.

"The store where only the quality is ranked above cheapness has a reputation which is never attained by the one where perpetual bargains are offered. The conservative customer would find the cheap 'bargain' rendezvous distasteful, and the crowds of bargain hunters irksome to him.

"And yet for the masses of people this condition of things seems necessary, for it is easier to sell these people cheap shoes than it is to sell them higher priced ones. But the shoe man who looks beyond the present will always try to sell them a better quality of shoes.

"One convert to a higher grade of footwear means one less in the roving class of buyers, and one who will permanently attach himself to the store of some reliable dealer in quality shoes—one whom the latter will thereafter have to hold for a permanent patron.

"In some of the better class of retail stores there is a growing tendency among proprietors to have their salespeople make efforts to persuade customers to buy better quality of shoes, in order to increase the percentage of steady and satisfied customers.

"Although no more profit is to be derived from this plan it is a source of satisfaction to most dealers, and

it is a step in the ultimate elimination of the too-cheap shoe with its trying and disappointing results from the trade. The plan is worth trying."

Now as to the two classes of stores where really good and mostly bad footwear is sold, you will have noticed their appearance on the inside.

In the everyday-bargain store usually things are in the utmost disorder. There is little or no time to replace goods and to size them up properly.

During the busy hours, too, goods get mussed and dirt accumulates; stock gets mixed up and confused; shoes often get mismated; and amidst the general pulling and hauling and the universal confusion the buyer of good quality shoes in leisurely fashion would be apt to become distracted.

Now, all this is changed in the first-class shoe store. Everything is neat, tidy, cleanly and orderly and systematic. Shoes are replaced at once when wanted no longer. There are no hurly-burly, no boisterous talking, no grabbing for first chance at bargains.

So much for the stores and their mechanism of operation. And yet, as an old hand at fitting and selling shoes once said:

"The palatial shoe store wouldn't do a little bit for the average bargain hunter. Even if she would find her wanted kind of shoes in such a place, half of the charm would have been taken away by the solemnity of the place and the formality of the



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.

occasion. The quiet would to her be oppressive and the buying of shoes would be deprived of that physical exercise to which she has always been accustomed. And worst of all she would not even have the poor pleasure of taking away with her a well contested prize—a genuine bargain."

In fact the "chronic" flitter in the modern, up-to-date shoe parlor would be scared at the surroundings, awed by the quiet of the place and almost intimidated by the salesmen with their low voices and gentlemanly manners.

The quiet seeker after good shoes in the so-called shoe parlor would be as ill at ease in the average store where a bargain was on as the bargain hunter would in the former place.

The latter class of buyer in the great store of quiet and quality would be entirely out of her element. She would miss the push and "jostle," the rivalry to follow the game and be in at the finish, even at the cost of physical harm and injured apparel.

The conversion of shoe wearers to better footwear will have to proceed slowly. It would be as unwise and useless to throw a missionary into an active, jostling crowd of bargain wrestlers, to disseminate the gospel of quality as it would to drop one into a crowd of savages with the gospel, without previous introduction, to convert them. It can not be done that way. The retailer and his clerks must accomplish it by moral suasion.—Frederick W. Fielding in *Boot and Shoe Recorder*.

What He Said.

Attorney—I insist on an answer to my question. You have not told me all the conversation. I want to know everything that passed between you and Mr. Gibson on the occasion to which you refer.

Reluctant Witness—I've told you everything of any consequence.

"You have told me what you said to him: 'Gibson, this case will get into the courts some day.' Now I want to know what he said in reply."

"Well, he said: 'Chumley, there is not anything in this business that I'm ashamed of, and if any snoopin', little hee-hawin', four-by-six, gimlet-eyed lawyer, with half a pound of brains and sixteen pounds of jaw, ever wants to know what I've been talking to you about, you can tell him the whole story.'"

The Boy Was Skeptical.

The new teacher surveyed her wriggling, restless charges with some dismay. True to her oft-studied book of instructions as to the best manner of implanting knowledge in the young mind, she began:

"Now, children, what is it that a cat is covered with? Is it fur? Is it hair? Is it feathers? Is it wool? Johnny Halloran, you may answer."

Johnny, seven, soiled and starved-looking, arising in a state of mingled contempt and perplexity, replied:

"Say, honest, is youse kiddin' or ain't you never seen a cat?"

Something About Three Classes of Shoe Clerks.

There are three classes of clerks. There are those who do as little as they can—those who do just what they are told, and no more—those who do all that they are told and then look around for a chance to do something else. We don't feel like condemning the first class—those who do as little as they can. The Lord knows they have their reasons and are miserable enough. There are some employers who take the ambition and spirit out of any man and replace it with dislike and instill the determination to do as little as possible.

It is the employer's fault if he doesn't get the right kind of clerks. They are to be had, and there are more of them than some people think. If you know a clerk who does as little as he can, don't condemn him. Feel sorry for him—you can gamble he would rather work hard under different conditions. You can also gamble that, under the right conditions, he will develop into the second class we mentioned—those who do all they are told to—and quite likely into the third class.

Human nature is all right if it gets the right kind of development; undoubtedly a clerk is doing his duty to his employer when he does all that he is told to do. The clerk, however, isn't doing his duty to himself and to his Creator until he joins the third class. A good many times a clerk feels that he is worth more pay than he is getting. He sees plainly where he could do more for the store, and he feels like doing it, "but"—he thinks to himself—"I earn more now than I get paid for, I'd be a fool to do any more."

In one way of looking at it, he is right; but in the best way of looking at it, he is wrong. When he stops doing all he can, he stops his own improvement. While his employer is out only the use of that improvement, the clerk is out the value of the improvement, so he loses more than his employer. Further than that—when a man stops improving, he begins to go back; he actually loses ground. Another thing to remember is that the man who never does any more than he gets paid to do never gets paid for any more than he does. We all know men who started in the lowest position and worked up to where they get the salaries which seem greater than the apparent effort made deserves, but you say to yourself, and be sure of it, that every such man has at one time earned more than he was paid.

It is the observance of these soft snaps held by others that holds many clerks back in the ranks—they can not realize that there is anything fair in paying the head men the big money for the little work. Yet if they only understood that the head men were paid their handsome salaries, not for the actual manual labor they did, but for the results which were obtained from their real knowledge of the business, these clerks would, we believe, try harder to reach the same station.

For example, take the buyer of

shoes—either the proprietor or the manager—he apparently exerts no greater effort than accepting the big jolly of the traveling men and selecting a few samples for the next season.

But could you do it—right? No, not unless you knew the reputation of the line; knew the value of shoes to a cent; knew the demands of the community; knew the style tendencies; knew how much profit was necessary to run the business, and knew—well, you would have to know it all to do it right.

Think it over—aren't you overlooking opportunities every day to improve yourself; overlooking them by obstructing the range of your vision with the size of the salary you think you would like to have, and in so doing depriving yourself of such advancement as you might make?—*Shoe and Leather Gazette*.

Fear of Incapacity Serious Handicap.

Fear of one's holding his position often is one of the most serious handicaps which an otherwise capable worker contends with. For some reason the worker gets the idea that he is not "making good" in his position. The idea, whether right or wrong, is disconcerting to him. Accordingly as his work is exacting and wearing upon him, his capacity for work is weakened doubly by this sense of fear that is engendered.

Especially in the case of the young man who may be lacking in worldly experiences and who is sensitive enough to feel the insecurity of his position, this fear is likely to prey upon him, often without good reason and always to his disadvantage as a worker.

I know a hard headed man of affairs, not remarkable for his sensitiveness or for his diplomacy in business, who for years has voiced the sentiment that he wouldn't keep any man in his employ who was "afraid of his job." Yet all his life the attitude of this employer had been such as to make fear in the hearts of some of his most earnest, capable employees! The result of years of this policy had been to gather around him a set of thick hidden, overconfident, half bullying assistants who despise the man and his methods. I doubt if he has a man in his employ who has a grain of loyalty for him and if the business should go to the wall to-morrow I believe most of his retainers would have a certain sense of exultation in it.

Between this sense of perpetual uneasiness which may attach to a position and a thick hidden indifference to anything that may happen that young man who works to best effects must draw a straight, plain line for himself. There is no form of introspection which promises more to the average young man than is that study of himself with relation to his work. No man can work effectively who can not measure his work rationally. Until he knows what an acceptable day's work is he can not know when he has accomplished it. It can not be acceptable to himself until he can assure himself that it is more and

better work than is done by the average man in the position.

Not infrequently, too, the young man may feel that indefinable something which indicates to him that his employer doesn't like his personality.

It is natural that in an organization of workers these expressions of personal likes and dislikes should have certain sway. Frequently the necessities of business require that an employer choose for a certain work a certain type of man with which sociality, he has not the slightest thought in common.

Let that young man in doubt discover for himself what his status is with his employer. It is no menace to the employee's position that in a business emergency he has been called to a place doing duty for an employer who would not ever think of inviting him out to luncheon or asking him as a guest in his house. To the extent that the employer is a good business man the employee can feel that he is paid for the services which he renders. The question he needs determined is: "Am I rendering that service satisfactorily?"

If you are a young man in business, nursing an uneasiness as to how long you are going to hold your position, ask yourself what is the matter with you. Under ordinary conditions you may feel assured that the question needs to start with yourself. Press the question honestly home. Don't try to dodge it or excuse yourself. You are likely to discover that you are nursing in your heart a fear that you are not doing your whole duty. Don't you know what that whole duty is? Haven't you an idea of how well some other acquaintance in your line of work might do it? Surely you can't expect to hold the place if at a moment's notice another man can be found who will do it better.

On the other hand, if you know what you can do in comparison with the best men in your line and if, doing this always, you still have this fear of your position, you owe it to yourself to find another situation. Whatever the source of this fear for one's place, no man capable of nursing that fear can do justice to himself and his work. In one form or another, it must be a confession of weakness in the worker, and the worker continually in the attitude of confessing his weakness must be retrograding. John A. Howland.

Anticipated Cause for Sorrow.

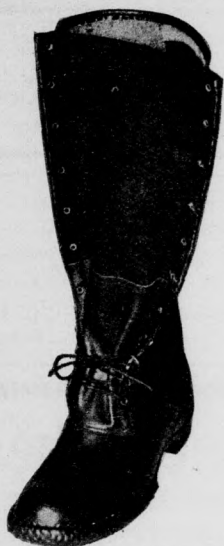
Ina came in from the country on her 5th birthday to visit her cousin May. At night they were put to bed early. An hour passed, when heart-breaking sobs were heard from the children's bedroom.

"What is the matter, children?" asked May's mother, entering the dark room.

From under the bedclothes Ina sobbed out, "May won't give me any of her peanuts."

"But May has no peanuts," replied the aunt.

"I know that," sobbed Ina, "but she said if she did have peanuts she wouldn't give me any."



Men's Red Cross
Water Proof Canvas and Leather
Top 17 inch\$2.30



17 inch Leather Top2.65



11 inch Leather Top2.25



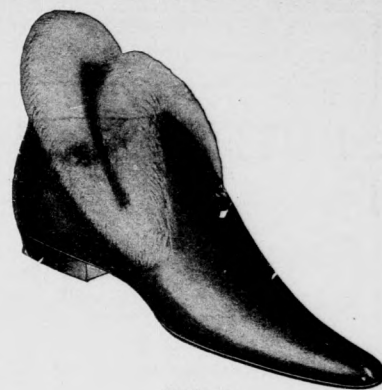
8 inch Leather Top2.00

Last week we predicted a snow storm and a cold wave. Hadn't they arrived we wouldn't allude to it, that's human.

We predict more cold weather after the Holidays than before and a demand which will not need sacrifice sales.

Note Our Leather Top Rubbers Our Warm Shoes and Christmas Slippers

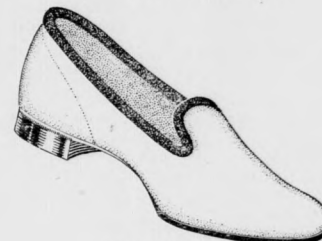
836	Women's Dongola, Juliette, fur trim, fleece lined, turn,	
3 to 8	\$1.10
831	Women's Dongola, vp. felt top, patent tip, Princess, Coney	
trim, 3 to 8	1.00
804	Women's Dongola, vp. green top, black fur trim, 3 to 7	.80
826	Women's brown felt, Juliette, Coney trim, 3 to 8	.75
863	Misses' black felt Juliette, gray Coney trim, 12½ to 2	.60
800	Women's black felt, side patch slipped, red lined, 3 to 8	.40
810	Misses' black felt slipper, felt sole, red lined, 12 to 2	.30
811	Child's black felt slipper, felt sole, red lined, 9 to 11	.26
8008	Women's Bal. Dongola, vamp and fox, black felt top, white	
fleece lined, patent tip, McKay, 3 to 8	1.15
842	Women's Bal. Dongola vamp and fox, lace patent tip, felt	
top, felt lined, 3 to 8	1.00
822	Women's Bal. Dongola, vamp and fox, patent tip, felt top,	
unlined 3 to 8	1.00
824	Women's Dongola Bal., fleece lined, plain toe, McKay, C.	
S., 3 to 8	1.00
884	Men's black, felt sole, felt lined, leather heel, plain toe,	
6 to 11	1.35
813	Men's felt slipper, felt sole, red lined, 6 to 11	.40
919	Black vici Everett, kid quarter, M. S. Deer Head, 6 to 11	1.20
912	Black Dong. Everett, inlaid pat. facing, turned, 6 to 11	1.15
918	Gray imit. alligator Everett M. S., 6 to 11	1.15
938	Bright colt Everett, M. S., 6 to 11	1.00
936	Black vici Everett, M. S., half kid lined, 6 to 11	1.00
935	Tan vici Everett, M. S., half kid lined, 6 to 11	1.00
931	Dongola Everett M. S., 6 to 11	.80
904	Oil grained slipper, solid, 6 to 12	.80
933	Tan Everett, patent inlaid, patent quarter, 6 to 11	.60
902	Black imit. alligator Everett, pat. quarter and trim, 6 to 11	.40
900	Velvet Everett, patent quarter, 6 to 11	.40
937	Dongola Opera, patent trim, M. S., 6 to 11	1.00
907	Men's Tan Dongola Romeo, M. S., 6 to 11	1.00
908	Men's Black Dongola Romeo, M. S., 6 to 11	1.00



Juliette



Woman's Warm Shoe



Felt Slipper



Everett



Opera



Polar Boot

Long wool buck sheep, per
dozen \$12.00



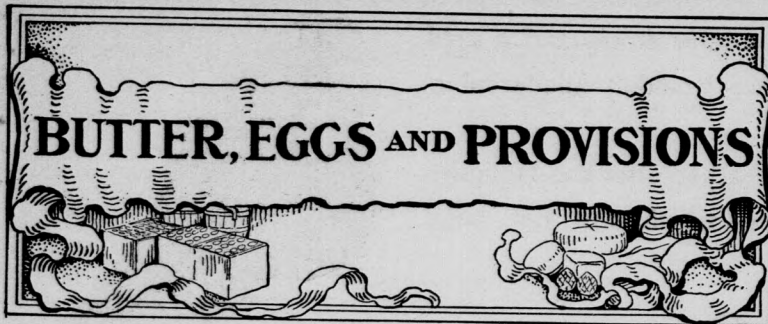
Wolverine Full Wool Shoe
To wear inside rubbers

Men's 4 inch, per dozen\$5.00
Men's 6 inch, per dozen 6.00
Men's, 8 inch, per dozen 8.00

Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Mich.



Methods of Preparing Poultry for Market.

Bulletin 87 of the Pennsylvania State College Agricultural Experiment station, entitled Some Poultry Experiments, contains much of value to the poultry shipper.

Feeding.

The best success is often had with starting young chicks on hard boiled eggs (the infertile ones tested out can be used for this purpose) finely chopped, shell included, and stale bread crumbs, four parts by weight to one of eggs. This is fed dry for first two days. Bread moistened with milk and squeezed out dry also makes a good feed.

A ration made by adding onion to the egg and bread crumbs is relished by the chicks. Young chicks are very fond of finely chopped onion at all times. Chicks should have some chick size grit placed before them a short time before they are first fed. Luke-warm water should also be put in the brooder for drink before the chickens are taken from the machine. Whole milk (fresh) is much better where it can be had. Chickens will thrive and grow where plenty of new milk can be had. Skimmilk is also good, if not too cold. Chickens kept in confinement early in the season should have exercise by giving them a small run with chaff on the floor. Small chick food can be scattered in this, inducing them to exercise in hunting it out.

A good chick food can be made as follows:

	parts
Cracked wheat (or clean wheat screenings)	30
Granulated oatmeal	20
Small cracked corn	30
Small cracked peas	6
Broken rice	4
Grit (chick size)	10

Rolled oats make a good food for young chicks, but there is more waste to it than there is in the granulated form.

More care has to be exercised in feeding chickens when in confinement. If fed too liberally on concentrated food they soon develop leg weakness or gout. Young chickens should be fed four or five times a day until they are six or eight weeks of age. Animal food is important. There is probably nothing better than a fresh liver boiled and placed before them three times a week. Good clean beef scrap is good. If there is no green food within reach it must be supplied. Lettuce is excellent. Sprouted grains are very good, as are also mangels or beets. By splitting a medium sized mangel and taking a knife and cutting in the surface of it

both ways until it is pretty thoroughly cut about one inch deep they will soon learn to pick it out themselves. When the chicks have free range out of doors they can be fed by the hopper plan with good success. During the spring and summer months this system has given excellent results.

The hopper may be made of any size or shape, so long as the supply of grain is constant and large enough to last one week.

Where the hopper plan is adopted on a farm the labor problem is very much reduced. This plan can be carried out with chicks in brooders, but for the first two weeks feeding by hand about five times daily is preferred, after which time the hoppers may be used with less danger.

Where a number of chickens are raised some distance from the buildings carrying water requires considerable labor. A good plan is to take a clean barrel, place it on a stone boat, hitch a horse to the boat, fill the barrel with water and haul to a shady place near the chickens. If a small tap has been placed at the bottom of the barrel this can be turned just so the water will slowly drip in a pan. A good-sized barrel of water will last a large flock of chickens several days.

Fattening Chickens.

There is an increasing demand for well fleshed chickens in nearly all markets in the United States. There is little use in trying to fatten scrub stock. Pure bred males, as Plymouth Rocks, Wyandottes, Orpingtons, Rhode Island Reds, etc., can be purchased at moderate prices, and these only should be used to breed from. Very large, bony chickens are not in favor. What is required is a meaty bird of medium size. The breast should be especially well developed and plump, as this is the most valuable part of the body.

The term, fattening of chickens, has been in use for some time, but it does not exactly convey the meaning intended by the feeders of chickens. The object is to make the chickens more fleshy with just sufficient fat to make the chickens cook well. The chickens are not intended to be abnormally fat, yet at the same time they carry considerable fat well intermixed with the lean meat.

Chickens that are fattened while running at large require more food to produce a pound of gain, and when cooked the flesh is hard and dry in most cases.

To fatten chickens so that the muscles will be soft and tender they should be confined in small pens or fattening crates. There are many people who can get good results from

feeding birds in box stalls, etc. No matter what method is followed, cockerels should be fed for two or three weeks before they are killed and sold. Chickens weighing from three to four pounds each, that are thrifty and of good breeding, appear to make most profitable gains.

Large chickens weighing from five to six pounds gain less and cost more per pound of gain.

Construction of Fattening Crates.

Fattening crates are usually made 6 feet long, 18 to 20 inches high and 18 inches wide. The crate is divided into three compartments, each holding from four to six birds, according to the size of the chickens. The crate is made of slats, usually 1½ inches wide by ⅝ inch thick. Those in front are placed two inches apart to allow the birds to put their heads through for feeding. The slats on the bottom are placed three-fourths of an inch apart to allow for droppings to go through. Care should be taken not to have the first bottom slat at the back fit too closely against the back or the droppings will collect and decompose. The slats on the bottom should be 1 inch by ½ inch and run lengthwise of the crate. The slats on the back and top are usually two inches apart. A frame is made of 1½ inches by 1 inch.

Very fair coops may be made from old packing boxes by taking off the front and bottom and substituting slats in their places. During warm weather these crates may be placed out of doors. They may be protected from the rain by boards laid on top.

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.

MAN

We wish at one of our loading stations within 50 miles of Grand Rapids a married man to reside and take charge of warehouse and buy farm produce. Must be experienced in buying beans and potatoes, bright, quick, active trader; able to keep his books. Strong, able-bodied and able and willing to do the work. Strictly temperate habits. Furnish references well known to us as to honesty, character, ability. Only competent, experienced, able to fill requirements need apply.

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seed and Potatoes

Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

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

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

In cold weather the crates should be placed in a house or shed where they are protected from the raw cold winds. There is a small V-shaped trough arranged in front of the coop for feeding and watering the chickens. This trough is usually made three inches deep of one-half inch lumber. It is hung in front of crate by wire. Before the birds are placed in the crates they should be well dusted with sulphur. After the birds are placed in the crates they should be starved for twenty hours and fed very sparingly for a few days until they get accustomed to the change of feed. Over-feeding on the start often has injurious effect on the digestive system. The chickens should be fed three times a day for the first two weeks, and then twice a day until ready to kill, which is usually in from three to four weeks.

Grain Ration for Fattening.

Where yellow flesh is wanted for the market a ration made as Ration I. will give good results. Ration II. will produce a whiter flesh.

Ration I.

Cornmeal 5 parts
Ground oats (hulls removed) 1 part
Animal meal 1 part
Mixed with sour milk.

Ration II.

Cornmeal 2 parts
Ground buckwheat 2 parts
Ground oats 2 parts
Mixed with sour milk.

Ration III.

Barley meal 2 parts
Middlings 2 parts
Buckwheat 2 parts
Cornmeal 1 part
Mixed with sour milk.

Ration IV.

The refuse from shredded wheat and sour milk.

When birds are confined for fattening sour milk aids digestion and keeps the system from getting feverish. If no milk is available some form of animal or green food must be supplied to make best gains. Should a chicken for any reason go off its feed a good plan is to turn it out in the yard for a time. It will usually recover in a short time.

Water should be given once a day in warm weather and grit twice a week. The rations should be fed rather soft, about like porridge. The food should never remain before them from one meal to the other. Take it away twenty minutes after feeding.

Killing and Dressing.

All fowls should be fasted twenty-four to thirty-six hours before killing. Where this is not done the food decomposes in the crop and intestines. The result is that the flesh becomes tainted and does not keep well.

There are two methods of killing that are considered proper. One is to kill by bleeding in the mouth. This is done by inserting a sharp knife and cutting the veins just below the ear on both sides of the head and then sticking the point of the knife through the brain. If this is done in a proper manner it will have the effect of loosening the feathers. The other method is by pulling or wringing necks. The first is done by taking

the chicken in the hands, stretching the neck, folding the crown of the head in the palm of the hand and giving a turn backwards and at the same time a steady pull. The head will sever from the neck, leaving only the outer skin. This method is favored by some, but owing to the blood clotting in the neck a discoloration takes place, and where the chickens are placed in cold storage this is a serious objection.

After the bird is killed plucking should begin at once. Care should be taken to keep the head downwards to allow the blood to drain out of the body. Where the birds are allowed to become cool before being plucked it is very hard to avoid tearing the skin and the plucking is much more tedious. Two inches of feathers should be left near adjoining the head. A cord is suspended from the ceiling on which a medium sized nut is fastened. This cord is looped around the legs and the nut passed over the cord next the legs. This will hold the bird in place without tying. After the bird is killed a sharpened S-shaped wire is inserted through its bill. On this is hung a small pail which serves to hold the bird in place and catches the blood. The pail should be filled one-half full of water to add weight. After the chicken is plucked it may be placed on a shaping board. This gives the chicken a compact appearance. If chickens are hung up by the legs after being plucked it spoils their appearance, making them look thin and leggy.

Many chickens are spoiled by being packed before they are thoroughly cooled. Care should be taken that all the animal heat is out of the body before the birds are packed. It is better to cool ten or twelve hours before packing. The chickens are packed in boxes lined with parchment paper.

To ascertain the equivalent values for selling prices of chickens, live weight, dressed weight and drawn weight the following table has been calculated.

The dressed weight is only the feathers removed. The drawn weight is the weight of the chicken prepared for oven.

Live wgt. cts. per lb.	Plucked wgt. cts. per lb.	Drawn wgt. cts. per lb.
6	7.4	11.
7	8.6	12.8
8	9.9	14.7
9	11.	16.5
10	12.4	18.4
11	13.6	20.
12	14.8	22.
	16.	23.8

Cost of Raising Poultry and Producing Eggs.

Poultrymen estimate that it costs one cent apiece to produce an egg. The estimate is based on the fact that the hen lays 120 eggs in the year. In other words, where the fowls are confined to runs, and the feed must be purchased, it costs ten cents per month, or \$1.20 per year, to maintain a hen. If the hen is an indifferent layer, and gives but sixty eggs in a year, her eggs cost the poultryman two cents each.

It is argued by some farmers that their hens cost them practically nothing, as they have free range and can gather all the food they need. There is some truth in that, and there also is truth in the fact that farmers' flocks seldom yield a profit—at least compared with stock in the hands of a regular poultryman. There are almost as many eggs lost on the average farm as are gathered. Hens hide their nests, and what eggs are not stolen by animals are subsequently found by the farmer, generally after having become stale or bad.


It is a mistake to allow laying stock the freedom of the farm. Large runs and comfortable houses, and proper egg-producing food would soon be a revelation to the farmer.

An experiment conducted by the Cornell Experiment Station in 1902 showed that the average cost of feed per dozen eggs was 9.2 cents, or about three quarters of a cent per egg. The Cost per hen for year was 99.6 cents. At that time wheat sold at \$1.45 per 100 pounds, while at present it is \$2; bran brought \$1.15 per 100 pounds, and now is \$1.55; bran sold at \$1.35 per 100 pounds, and now is \$1.80; and meat scraps cost \$2.15 per 100 pounds, and now we pay \$2.40. So at the present increased price of feed the cost of feeding the hen is easily twenty cents per year more than it was in 1902.

To make poultry profitable on the farm it is necessary to breed for better laying. This is done by installing trap nests in the hen houses, and each year picking out the best layers and breeding only from such. The

farmer must grade up his stock; he must get rid of the mongrel birds; he must drive out the drones and must encourage the workers. The farm must produce better poultry and more of it.

There are advantages on the farm for poultry raising that the poultryman does not have, and if the latter, in many ways handicapped, can make poultry keeping a successful business, the farmer should at least make the work a valuable adjunct to his income. Properly managed poultry can be made the most profitable crop on the farm—investment, expense and labor considered.



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 Ctt. 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.

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

Christmas Turkeys Wanted

Also
Ducks, Chickens, Hogs, Veal,
Rabbits, Butter and Eggs

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.



Eastern Windowman Unconsciously Adopts Western Idea.

In last week's Tradesman I advocated the arrangement of a shoe window to represent a fine restaurant and have two attractive young women, fashionably attired, sitting at a small daintily-set table, and they were to have their skirts so adjusted as to display their up-to-date footwear. Also I advocated the following:

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 strewn 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 is of secondary consideration. The interest of pedestrians will all center in the "Girl of the Hour."

Along the Same Line.

Since then I picked up a shoe paper which contained the following:

Unusual Idea in Shoe Window.

"The shoe department of Blank & Company, Boston, Mass., has just had installed a new window design which is not only a credit to it individually, but to the store as a whole. The assistant buyer of the department, who has all displays of this sort in charge, has striven to produce something unusual and has certainly succeeded in doing so, he having created an effect which is well in advance of his past meritorious work.

"The gentleman who trimmed the window states that he believes this to be the first Mission style shoe display ever employed in his section of the country.

"As the picture shows, the background is panelled, the whole background being formed of Monk's cloth set off with wooden strips and border. This cloth likewise forms the carpeting of the floor. It somewhat resembles burlap and is warm in coloring, while also helping the light of the window greatly. It is also not easily soiled and, therefore, furnishes an ideal material for this purpose. The

curtain of this material at the top of the window was placed there to give a lighter effect, as this portion is somewhat dark under ordinary circumstances, and the manner in which it does so is clearly shown in the picture, thus demonstrating this desirable property of the fabric.

"As the showing is mostly of ladies' shoes, the one figure shown is that of a woman, modishly dressed, and her feet shod in a pair of our very newest fall boots. The arrangement of the boots is carelessly artistic, there being no suspicion of overcrowding.

"The shelf which runs along the upper part and one side of the window provides useful space from which to hang shoes.

"The skins which are set at intervals along this shelf add a pleasing touch to this window and have more than paid for the space they take up, the department having received many calls for them daily since the window was put in, as they are especially adaptable for table covers, pillows, and the like.

"The entire cost of this window is surprisingly low when one takes into consideration its large dimensions—twenty-one feet front and fourteen feet high. Forty dollars covered the entire expense, and the designer states that the ordinary window, which would be perhaps one-half to one-third this size, could have this same display installed at a corresponding decrease in cost. It is well worth trying at any rate and if you are working for something unusual for your next display you could not do better than make use of this idea."

An illustration accompanied the above paragraphs. In the center of the pictured exhibit was a lady dummy sitting on one of the Mission ledges. She was nicely gowned and gracefully posed, her dress fixed to display pretty feet neatly shod.

Shoe Manufacturers Use Photos.

By the way shoe manufacturers are more and more adopting the idea of having their advertisements bear the cut of a photograph of a good looking elegantly-frocked young lady whose lace-stockinged feet are in evidence clad in the shoes—high or low—that they put on the market.

The scheme is an admirable one, as everybody—rich or poor, high or low, man or woman—greatly admires and always enjoys the sight of feminine beauty.

New Spring Dancing Shoe.

"Among the new spring samples gotten out by a prominent manufacturer is found the following shoe: A new dancing shoe on an entirely new last—a narrow toe patent leather ox-

ford of the flexible, turn-sole patterns, correct for full evening dress and such formal occasions, as well as for dancing. This new shoe fills a multitude of needs and is one of the most fascinating pieces of footgear gotten out for spring by any American manufacturer. This shoe is typical of the new things being done by 'special' manufacturers. This shoe has more touches of elegance and finish than are usually found in like priced articles of footgear. All of the upper parts are made of soft and very pliable patent coltskin especially selected for this dainty oxford. Exceptional care is taken by this concern in lasting and stitching. It is made wrong sideout and 'turned,' while the thin strong sole leather is soft and damp. When the shoe is finished its turn sole gives it a dressy appearance and contributes to the ease and freedom of the foot's movements. This shoe has a new Spanish heel one and three-quarters inches high and the finest quality of black leather lining is used in the quarter. The lacing is wide ribbon and the eyelets are very large. The tongue is of patent leather."

Supplementing Salesmen With Mail Order Department.

The old man on a visit to Kansas City in '98 noticed that our friends, Shipem, Quick & Co., had a mail order department in which three or four clerks were working overtime to keep up with the rush. He didn't express any surprise—wasn't built that way—but he did a heap of thinking. Our mail order department was run by one not too busy clerk, while here was one of our competitors supposedly doing the same amount of business using four men to our one. Incidentally he learned that they were doing some \$2,000 worth of business daily, about five times as much as we were.

Upon his return the old man found after a little investigation that we had never gone after this branch of the business to any great extent, and that our system was somewhat lax.

The first thing he did was to change the position of the mail order desk, putting it in a more prominent place, over which he had hung a big sign,

Mail Order Department.

It looked well and advised all and sundry visiting trade that we really had a mail order department.

Then he took up the matter of stationery for the department, providing it with distinctive letterheads, envelopes, mail order blanks, etc., all of them having the words "Mail Order Department" stamped across in crimson ink. An up-to-date mail order book for distribution to the trade was devised, and it was the best book ever gotten up for that purpose. Special order blanks in pads, with addressed envelopes, were also prepared to accompany certain of the correspondence.

Consideration was next given to the filling of the orders. The old man found that a goodly number of the items on orders were back-ordered, or marked out, with the intimation that they could not be purchased in this market. He determined to abolish that phrase, and explicit orders were given to fill all orders if we had to buy goods at retail and sell them at wholesale, and the trade soon found that their orders were being filled as sent in, and that they no longer had to send to one of our competitors almost next door to get the goods we said were not in the market.

A record was kept of the difference between retail price paid and wholesale price sold on all goods bought that way, and monthly reports prepared.

Used Automobiles

Bargains for This Week Only

Wayne 2 cylinder, 16 H. P., shaft drive, side entrance touring car, tires nearly new..... \$325
Cadillac rear entrance touring car, detachable tonneau, deck for run-about when tonneau is removed, tires nearly new, car just refinished \$195

S. A. DWIGHT, Auto Dealer
1-5 Lyon St. Grand Rapids, Mich.
Phones—Office, Citizens 2236
Res., Citizens 9599

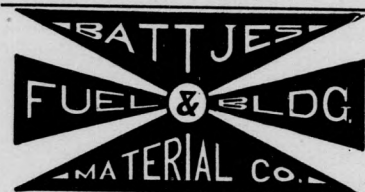
Salesmen—Men with Grit and "Go"—It's Your Chance

I want a few reliable salesmen to canvass the retail trade. Samples in coat pocket. Don't worry trying to revive dead lines. Get one with breath in it now. It's a boom year for you if you connect right. Get wise to the "Iowa Idea." Straight commission. New and very profitable for both the salesman and retailer.

(Mention this paper.)

BOSTON PIANO & MUSIC CO.

Willard F. Main, Proprietor
Iowa City, Iowa, U. S. A.



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.

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.

ed quickly showed which of the departments were weakest in the up keep of their stocks. As the difference was charged to them there was a marked effort on their part to get from under and keep up stocks.

And then we lived up to our advertisements. The mail orders were shipped the same day received, and in special cases of large or first orders a nice letter of thanks accompanied the invoice. The old man had realized that a stenographer was a very necessary part of the equipment of an up-to-date mail order department.

A first-class man was told off on each floor to make a specialty of prompt and accurate filling of all mail orders, and the best man we had was none too good for that purpose. It required that kind of a man to fill another man's long distance wants.

Fill mail orders and fill 'em right was the basis on which all concerned worked.

Then there was started a simple card record of our mail order customers, just a place for town and customers, with columns for dates, the orders received and the initial "L," "M," or "S," for large, medium or small. This record was brought up-to-date immediately, and a fresh card started for all new customers. The work of entering all orders took time, but it paid as the trade came to feel that their orders were being watched and appreciated and they liked the compliment.

When a card showed a cessation of orders a letter was immediately sent, a letter, mind you, not a circular, soliciting business and enclosing a swatch of goods, or a reference to something seasonable. In this way a very close watch was kept on the trade, and often the first intimation of dissatisfaction on the part of any customer came to us in this way.

Regularly from this card record there were sent to the trade circulars about our newest goods, swatches of samples and descriptions of bargains.

In addition to the record of customers who did send mail orders there was started a card record of all those who did not, and these were written to and circularized regularly, such letters and circulars being always accompanied by a mail order blank and addressed return envelope, for the old man went on the rule that the easier we made it for the trade to deal with us the more business we would get, and we did. We soon found out that the increase in the orders received more than paid for the many envelopes which were thrown away.

And the results of this campaign? Well, it paid right from the start, for many of our customers who heretofore had patronized only our road men began to send in mail orders, upon which their cards were at once transferred to the first list. It was no unusual thing to get fifty new orders in a single week as the result of our efforts.

The mail order department now took care of the soliciting of all our customers, but the old man decided to go after people who were not our

customers, and for that purpose had prepared a complete list of all such names for the addressing machine, and systematically circulars and samples of goods were sent them with results which abundantly proved the wisdom of the plan. Many new accounts were thus opened for the roadmen to follow up.

In order to reduce the work to a minimum a new addressing machine was purchased and placed in charge of a bright young man. All the names of our mail order trade were placed in one lot of chains, those customers who did not patronize this department being arranged in another set, while all the trade not on our books were kept in a third set.

Then another step was taken. Each of our thirteen departments periodically sent to the trade on light blue paper and over the signature of the department head a circular descriptive of their lines, and often accompanied by samples. This aided in bringing that department and its head more prominently before the trade, and resulted in a steady increase in sales.

And how did the trade take to all this effort to please them? The orders sent in were the best proof of their satisfaction. Some of them wrote in their appreciation, while the roadmen also reported how helpful all this was to them.

In two months from the time the new plan was started the mail order clerk had a bright young man to help him. In six months he had a stenographer in addition, while in the second year another man was added to the staff. The business increased from some four hundred dollars daily to a thousand by the end of the first year, and to nearly two thousand daily by the second year.

Spencer Macque.

The World Is Full of Suckers.

L. T. Latshaw, who claimed to be a commercial traveler, called at a printing office in Washington a few days since and ordered twelve drafts and fifty letter heads printed. The drafts were on the First National Bank of Chicago, and the letter heads purported to be for the American Insulated Wire & Cable Co., of Chicago. The order looked suspicious and the chief of police was notified. He had Latshaw brought in and investigation showed that he is the cleverest and most successful bogus check operator on the road. When he found that he was discovered he admitted that he was a swindler, known by various aliases all over the country. "The world is full of suckers. I have worked every state in the Union from New York to Florida," said Latshaw when in a cell. "They've got the goods on me now; and I might as well confess. I've been in Washington before, too. Yes, I got off some checks here on my last visit. I did not have a bit of trouble getting the hotels to cash them this time. The clerks were mighty easy. I don't remember whether I passed all three myself or whether my brother got off some of them. Anyway we got the money."

FINE CALENDARS

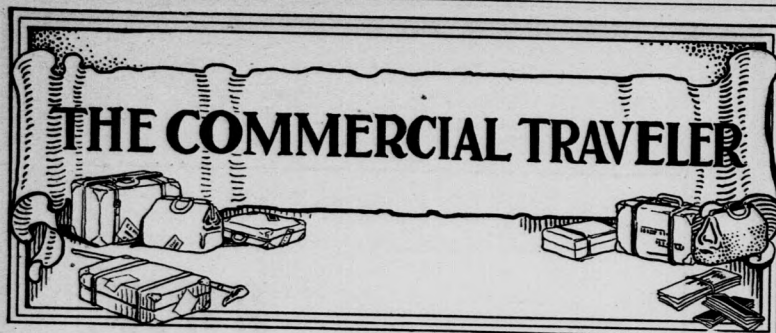


NOTHING can ever be so popular with your customers for the reason that nothing else is so useful. No housekeeper ever has too many. They are a constant reminder of the generosity and thoughtfulness of the giver.

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 Business Is Hampered by Some Salesmen.

There is no line of effort in which the habit of procrastination is so fatal to results as in salesmanship. The salesman who is content to take a large promise for future business, in the place of a small order for today, may be constantly buoyed with the hope which the poet refers to as "springing eternal," but his bank account will not perceptibly increase, and hope, while a sufficiently beautiful thing in itself, is not negotiable when it comes to the payment of debts and securing necessities.

A safe rule to follow in business getting is to beware of promises—that are only promises. A good many dealers who do not wish to be talked into buying, and who, on the other hand, do not wish to affront or disappoint the salesman, seek to get rid of him by assurances that they are heartily interested in his proposition, and will be only too pleased to place an order with him "a little later."

They say it so sincerely that many salesmen are as contented to accept this evasion as they would be to close a deal with fair commission on the spot.

As a rule any dealer will think more of a salesman who insists on doing business now and who won't take "bye and bye" or "next time you call" as an answer. If he is a busy man and not quite won over to the salesman's way of thinking, he may show irritation at the persistence of his caller, and may sometimes even cancel negotiations; at heart, however, he is bound to admire the pluck and foresight of the man who puts realization ahead of anticipation in the order of importance, and demands to be heard and heeded now. Even when he absolutely refuses to buy at present, and, angered by the pertinacity of the salesman, changes his mind and declares that he will not buy at all, the situation is not likely to be so serious as it seems. After the salesman has left him and his anger has subsided, he will usually begin to think more favorably of the man who did not want to be put off with promises.

Business men always admire a business-getter, and it is hardly possible to anger a man by simple persistence, in the effort to get his business, to a point where he will not afterward excuse the salesman for opposing him, and be willing to receive him in a friendly way at a subsequent interview.

The sales manager of any large business is likely to be impressed with

three striking characteristics of salesmen as a class. The first is a pronounced tendency on the part of the average salesman to magnify his competition—a habit which operates in several ways to the salesman's disadvantage by shaking his confidence in his own line and inclining him to yield when customers demand concessions.

A very common lack of thoroughness is the second characteristic of which I speak. Carelessness in working a territory so as to get at every possible chance for business is very likely to extend to lesser matters which are still sufficiently important—such as, for example, the clerical work which the salesman is called upon to do; details that ought to be taken up in correspondence, but are sometimes slighted, and little attentions which should be shown a customer but are often neglected.

The man who has a habit of thoroughness "ground into" him can always be told by the manner in which he sends in his orders. If they are accurately filled out and promptly mailed, with whatever instructions that have to accompany them given in the briefest and clearest way, it is a fairly reliable indication that the salesman is one who will not let any chance for getting business escape him and afterward offer the well-worn excuse: "But I did not know that So-and-So were in the market for our line of goods," or "I had never heard of them and so, of course, had never tried to get their business."

The third characteristic is the failure in so many men to recognize what an important part the personality of the salesman takes not only in landing orders from individual customers, but in stimulating a demand and opening the way for the introduction of new specialties.

Determined application is all that is needed to improve a salesman in any one of these matters in which he may be at fault. If the average salesman could, in imagination, occupy for one month the sales manager's chair, it would be a revelation to him. The point of view from which he would then regard his work and its possibilities would enable him to see wherein he needed to strengthen his selling method and correct many of its weak points.—Joseph Peters in Salesmanship.

The hardened conscience is the one trampled down by many compromises.

The man who puts all his faith in himself usually despairs of the universe.

Actual Decision Contrary To That Reported.

December 4—I have just noticed your article, "A Fine Start," in the Tradesman of December 2. What you say about the Supreme Court decision is only to lead up to your conclusion, with which we all agree; but just for the sake of getting rid of some information let me give you the point of this recent Virginia decision:

The Supreme Court of the United States overruled the contention of the State authorities that the Federal courts ought to refrain from acting until the Supreme Court of the State had acted judicially, and then take the question from the Supreme Court of the State to the Supreme Court of the United States; and upheld the position of the railroad that the United States Circuit Court had jurisdiction to issue an injunction and that there was no obligation whatever to apply first to the State courts for an injunction. Thus the decision, so far as this question was concerned, was exactly the contrary of what has been reported.

Under the peculiar and very probably unparalleled conditions of the Virginia law an appeal is provided for from the Railroad Commission to the Supreme Court, and it was held that under the peculiar provisions of the law the Supreme Court, hearing such appeal, was not a court but was a part of the Railroad Commission, and on hearing such question both the Railroad Commission and the Supreme Court would be acting in a legislative and not in a judicial capacity; therefore, until there had been an appeal to the Supreme Court, and it had either affirmed or reversed the Commission, it could not be said that the State had completely acted on the subject in a legislative way.

Hence, the filing of the bill was premature, and the Circuit Court of the United States was directed not to dismiss the bill, but to retain it until the "Supreme Court Division" of the Railroad Commission should act; and it is apparent that if the Railroad Commission order was affirmed, then the injunction issued by the Federal Court would again come into effect.

The case was heard on demurrer, the State authorities confessing, for this purpose, the complaint of the railroad that the rate was confiscatory.

Arthur C. Denison.

Shoeman Who "Stole the Other Fellow's Thunder."

Written for the Tradesman.

"I don't know a thing about building ships, but I do know something about selling shoes. I haven't done anything else but sell shoes for the past twenty-five years, so you will admit that my claim is reasonable.

"You and I both know that a shoe made from really fine material shows it. Inferior material may be made to look good—at a glance—but the second look always proves what it is. After a month's wear just the glance tells the story—style still remains with the fine material and will to the end.

"I know, too, that fine materials give infinitely better fit and comfort. When I sell a pair of shoes I know that they will not stretch unequally, leaving tight places to bind and loose ones to chafe. Of course, there must have been skill in the shaping and making. That goes without saying, but it goes for less than nothing if the materials are not of the best.

"These are the facts upon which I sell my 'Fine Quality' shoes. These are reasons why the finest materials the world affords are used in every detail from top to sole.

"I wish you would step into my establishment and see how carefully and how well my 'Fine Quality' shoes are made. I would show you, incidentally, one of the largest and finest-equipped modern shoe stores in the country, made of brick and constructed and equipped in every detail in such a manner as to insure economy and excellence of service.

"My 'Fine Quality' shoe is, indeed, 'The shoe of shoes.'"

A prominent shoeman in a Southern Michigan town had the above neatly typewritten on one sheet of stationery and put it on his show window with cheerful little red stickers.

You wouldn't imagine that so many people would give way to their curiosity and gratify it to the extent of indefinitely standing like the stickers—glued to the spot. But not only dozens but scores and even hundreds stopped in front of that letter, and they not only read the beginning and the middle of it but perused it to the very end, demonstrating the efficacy of the machine-printed paragraphs.

Exactly the same result may be accomplished with a newspaper clipping—the principle holds true here, also.

The Southern Michigan merchant told me that his window advertisement was an excerpt from the advertisement of a North Abington, Massachusetts, manufacturer of "Fine Quality" shoes and that he changed it sufficiently to adapt it to his own necessities, substituting "sell" and "selling" for "manufacture" and "manufacturing," etc. He said he "stole the other fellow's thunder," but that he thought the act of purloinization quite justifiable, and that he is going to write the Eastern man a letter and tell him how much monetary good the copy has done his store, for a great many people not only flocked to read the advertisement but entered his place and purchased goods.

W. W. W.

The Servant Question Solved

There is a solution you may not have thought of in the excellent menu and homelike cooking at

Hotel Livingston
Grand Rapids, Mich.

SUCCESSFUL SALESMEN.

Y. Berg Representing H. Leonard & Sons.

Ysbrandus Berg was born in Sappemeer Province of Groningen, Netherlands, Aug. 24, 1864, being the second oldest child in a family of six. His father manufactured and whole-sale varnishes and oils and was well known to many Holland settlers in this country. He attended the schools of his native town until he attained the age of 12 years and then for three years clerked in the grocery store conducted by his mother, who was left a widow when Ysbrandus was but a lad of 10, with a family of five children, one having died. Mr. Berg next entered a wholesale grocery house as errand boy, being later promoted to the position of salesman in the same establishment. At the age of 19 he and his brother, Ralph, two years his senior, and his sister, Jennie, came to Michigan. Ralph remained in this country eight months and then returned and entered the Netherlands army. He is now a captain in the East Indies.

Friday, Nov. 22, 1883, Ysbrandus first set foot in the Furniture City with only 50 cents in his pocket. On the following Wednesday, Nov. 27, he began work as a packer for H. Leonard & Sons, at 16 Monroe street, where the Boston Store is now. At this time he was unable to speak the English language, but Mr. Berg soon surmounted this difficulty by attending night school. He has held divers positions with the firm with which he affiliated himself on his arrival in the country of his adoption. For two years he was employed in the stock room and later occupied positions as office man and salesman, having been on the road for the past six years, covering the Lake Shore towns.

Mr. Berg was married Feb. 22, 1886, to Miss Cornelia S. Delangen. They have had six children, of which there are five living, ranging in age from 6 to 20 years, the family comprising three boys and two girls. Ever since he came to Grand Rapids Mr. Berg has been a member of the Commerce Street Christian Reformed church, of which he has been a deacon for the past fourteen years.

Friday, Nov. 27, being the twenty-fifth anniversary of Mr. Berg's entering the employ of H. Leonard & Sons, Mr. and Mrs. Chas. H. Leonard and Mr. and Mrs. Frank E. Leonard and about fifty employees of the company called at the Berg home to celebrate that happy event. An informal program of speeches by many present and a luncheon were enjoyed, Mr. and Mrs. Berg being the recipient of a silver tea set with the compliments of those present.

Miss Jennie Berg, who came to Grand Rapids in 1883 with her brother, is a teacher in the Hall Christian Reformed School, of Oakdale Park. Their mother and the other children left the Netherlands in 1885. Jacob Berg is also with H. Leonard & Sons as a traveling representative. Mrs. Berg and her daughter, Janke, reside at 99 Millard avenue.

Mr. and Mrs. Ysbrandus Berg paid

a visit to the Netherlands and other parts of Europe in 1893 and Mrs. Berg returned again in 1904 to visit her parents, both of whom have since passed away.

Movements of Michigan Gideons.

Detroit, Dec. 8—Lafayette Van Delinder, of Lansing Camp, made his trip last week in and about Port Huron and reports that he received a letter from the State Vice-President requesting him to begin preparations for the National Gideon convention for 1910 in Lansing. Van is ready. He is always ready and he has the goods. Lansing Camp is the only one in the State paid up in full for 1908-9.

I. Van Westenbrugge, of Grand Rapids Camp, is now pastor of the Rockford Baptist church. This is one of the best fields for Baptist effort

writer. Our Brother Flemming has devoted much of his time to evangelistic effort for the past eighteen years and he had a feast and uplift for his hearers.

Brothers Webb and Flemming and two others desired the new life.

The Griswold House meeting was led by W. D. Van Schaack. There were present Gordon Z. Gage and wife, Mrs. Williams, C. M. Smith, Holmes, Barron and ten others who were attracted by the song service. Brother J. E. Flemming gave the main address from the eighth chapter of Romans. He compared the law to a looking glass which shows your mussed hair and all your imperfections, but the looking glass does not make your hair smooth nor correct your imperfections. He compared the law again to a plumb line, which shows you the crooked wall

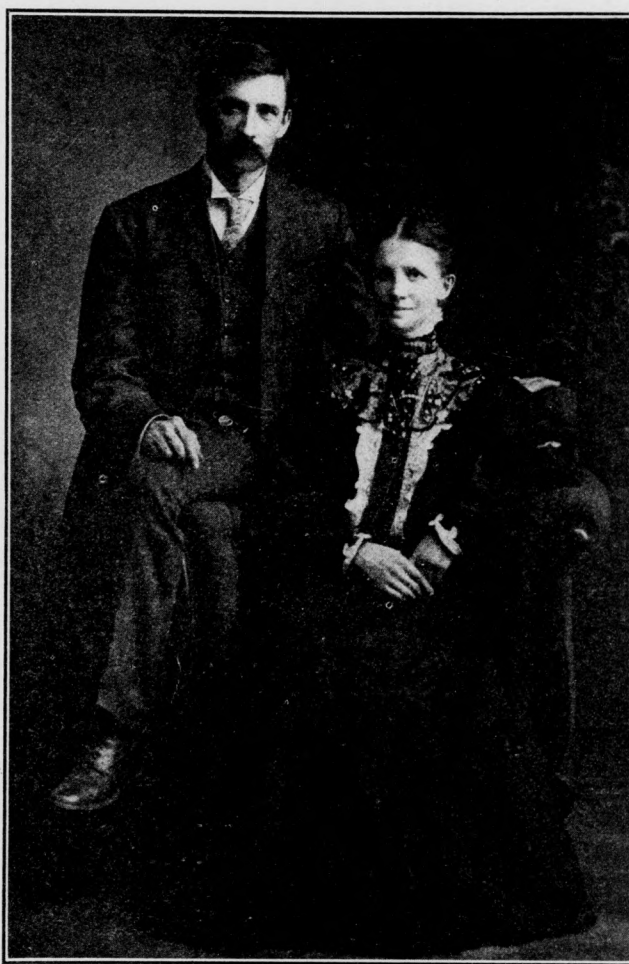
ed the disobedient soldier before him and told him of his disobedience and of his punishment, and when he had put in his mind the law he reached out his large strong hand to the disobedient soldier and, as he pressed his hand and the tears fell from his eyes, he said in soft and tender accent: "You are now my soldier and I forgive you." This is grace. This soldier never again violated army rules or regulations. Love was kindled in his heart. He did not then think of law. He thought of the large and strong hand of grace. It is easy to serve those we love. It is not a hardship. It is a pleasure. It is not God who points you to the law. It is the other influence which tempts and lures you and then points to the law, and He keeps it before you and not one moment of happiness will He let you enjoy. God's strong hand is extended with grace or love, and it almost touches yours, and when you accept this you are under grace or love and not law. Aaron B. Gates.

In Pennsylvania a great many highways, long and short are controlled by private corporations, by whom they are maintained and operated for the profit there is in it. The Philadelphia Press is engaged in a vigorous campaign for the abolishment of toll gates in that state. In reply to a report that it is a local movement to abolish toll roads in the vicinity of Philadelphia the Press says it proposes to wipe out every toll gate in the state. "There are toll gates in many parts of Pennsylvania, and it is just as desirable that they shall be cleared away in one section as in another. If they appear to be more of a nuisance in the populous sections than elsewhere it is only because more people are affected by them. A toll gate is just the same relic of the past in one county as in another."

The Canadians are very strict in the observance of orders issued by their government. The stringency with which the quarantine is maintained on account of the hoof and mouth disease prevalent in the States was illustrated at the Falls last Tuesday, when a funeral cortege from this side was held up at the Canadian end of the lower steel arch bridge and a complete change of horses ordered before the mourners were allowed to proceed with the remains to Fairview Cemetery at Niagara Falls, Ont. Anticipating such a contingency the funeral director had arranged to have a Canadian hearse meet the funeral procession, also a number of Canadian carriages. On the return trip a similar exchange was made.

A Useful Contrivance for Cleaning Bottles.

Let me describe a small device which is very handy about the sink. It consists of a piece of copper or brass wire about 11 inches long with a small piece of sponge attached by bending the end of the wire over it. This contrivance is excellent for cleaning panel and other bottles which a brush can not touch. It is also the best tool I have ever found to clean the necks of funnels. The device is cheap and can be made by any one.



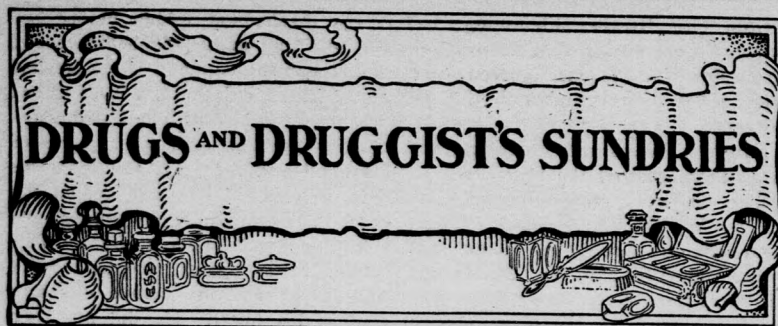
Ysbrandus Berg and wife

in the State. The farmers are rich, the merchants are prosperous and Brother Van and the society are full of zeal and the spirit.

F. S. Frost, President of Grand Rapids Camp, addressed members of the Brotherhood of the Presbyterian church at Morris last Friday evening. Brother Frost is often seen in Harbor Beach filling the place of the pastor, and it is expected that he will soon start hotel meetings in some of the Grand Rapids hotels and thus use talents which are now dormant.

Geo. S. Webb led the Volunteer meeting last Saturday evening. He was aided in singing by C. F. Louthain and wife. J. E. Flemming gave the main address, after testimony by Mr. and Mrs. Louthain, Mrs. Webb, Brothers Barron, Griffith and the

but does not straighten it. No man can or does live up to the law, but he can when Jesus Christ is in his life and in his heart. Then we do not think of law, which is so stern and rigid. We are not under law but under grace. Here Brother Flemming illustrated the effects of love or grace. A soldier who was almost constantly kept in a guard house and punished for his refractory tendency was about to be court marshaled when there was a change of officers, and the new officer in charge made enquiry about the history of the soldier and found he had been almost a constant violator of army rules and regulations and been punished for every offense. This new officer, who was a strong, large and powerful man, graced with a smiling face, call-



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and Sid. A. Erwin, Battle Creek.
 Next Meeting—Ann Arbor, Jan. 19, 20 and 21, 1909.

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.

Result of the Recent Examination.

Grand Rapids, Dec. 5—At the recent examination session of the Michigan Board of Pharmacy, held in this city, twenty-two applicants received certificates as registered pharmacists, as follows:

L. L. Bryant, Jackson.
 Richard Curtis, Mt. Pleasant.
 N. L. Deugler, Saginaw.
 Frank Eagle, Foster.
 F. W. Fisher, Albion.
 Jas. Gilmore, Ironwood.
 L. E. Gilleo, Pompeii.
 Frank Harris, Bay City.
 Jay Hite, East Jordan.
 Mrs. K. H. Jones, Grand Rapids.
 J. T. Logie, Grand Rapids.
 Johnson McCully, Deckerville.
 J. E. Maloney, Detroit.
 B. W. Parliament, Rose City.
 F. M. Shad, Unionville.
 Louis Stangby, Menominee.
 Fred T. Soderquist, Bay City.
 Clyde Thomas, city.
 G. F. Westphal, Bridgeman.
 J. B. Watman, Port Huron.
 Robt. E. Wood, Traverse City.
 Thos. E. Wood, St. Louis.
 Seven received certificates as registered druggists as follows:
 Addah Boswell, Manistee.
 Francis Estes, Mendon.
 Martin Kessel, Saginaw.
 Warren McDonald, Oscoda.
 Floyd E. Sherk, Marlette.
 Dell Stine, Charlotte.
 Dey Wilcox, Battle Creek.
 All the members of the Board were present. John D. Muir, Sec'y.

Effervescent Solution of Magnesium Citrate.

Fred S. Nagle told the Pennsylvania Pharmaceutical Association that for years he had used with success the following formula for the preparation of effervescent solution of magnesium citrate:

Citric acid 1 oz.
 Magnesium carbonate (pwd.) ½ oz.
 Bicarb. potassium ½ dr.
 Spt. lemon 5 min.
 Simple syrup 1½ ozs.
 Boiling water, q. s. ad. 12 ozs.

Place the citric acid in a suitable vessel (large mortar or porcelain), pour the boiling water on, and stir

until dissolved. To this add the magnesium, to which the spirits of lemon has been previously added drop by drop. After effervescence ceases and the solution is partially cool, filter through a wetted filter, returning the first portion until a perfectly clear solution is obtained. To a perfectly clean and dry citrate bottle add the bicarb. pot., then the syrup, and lastly the solution. Cork tightly and put in a dark place.

When this is sent out it should be shaken vigorously so as to charge the solution. It will be noticed that this formula does not coincide with the U. S. P. Mr. Nagle has found that two ounces of syrup makes the solution too sweet to meet the approval of the majority of people, and he is of the opinion that the solution of citrate of magnesium should be reduced to ten ounces.

The solution should be kept in a cool place remote from light. He has found, however, that too low a temperature, as putting it on ice, is more apt to throw down a precipitate of citrate of magnesium; hence he recommends a temperature between 40 and 50 deg. Fahrenheit.

It is a question whether the use in this product of Epsom and Rochelle salts, tartaric acid, etc., can be technically termed adulteration; however, it is known that some pharmacists in order to produce a cheap solution use these drugs. Mr. Nagle said it was to be hoped that every member of the P. P. A. could conscientiously say "not guilty" to this indictment.

What is Vegetable Carmine?

Vegetable carmine is a name given to carthamin, the red coloring matter of *Carthamus tinctorius* or safflower. It is prepared as follows:

Stir with solution of sodium carbonate (16 lbs. of soda to 50 gals. of water and 100 lbs. of safflower), let it stand till clear, decant the liquid, and press the residue. Add to the solution obtained as described 16 lbs. of clear lemon juice and a quantity of linen or cotton rags. All the coloring matter adheres to the rags. These are removed, pressed and placed in a solution of sodium carbonate (10 lbs. of soda to 40 gals. of water). The rags are removed from the solution, which now contains all the pigment. This is then precipitated with just sufficient lemon juice, filtered and the precipitate dried on paper or porcelain plates. R. E. Dyer.

Cement for Attaching Glass Labels To Bottles.

Resin 1 part.
 Yellow wax 2 parts.
 Melt together.

A Standard Disinfectant Wanted.

The importance of disinfection as a measure of public health and safety is now so well established that anything that tends to deceive with a false sense of security concerning its effective performance becomes a public menace. It is hardly surprising, therefore, to find attention drawn, in an article by Dr. S. Rideal, to the fact that vast quantities of so-called disinfectants are sold that are worthless for the purpose intended, possessing merely deodorizing properties. Dr. Rideal asserts that one dealer told him that he had sold such worthless fluids in an increasing ratio from 28,000 gallons in 1905 to 65,000 gallons in 1907. There is, therefore, great need of a standard of germicidal efficacy and of an official test. It must not be forgotten that the presence of organic matter along with the germs materially interferes with the effect of germicides, especially those that act by oxidation; and that in Nature such an admixture of organic matter is practically always found. It is easy, when testing a so-called germicide in the laboratory, by bringing it into direct contact with germs to cause it to show a much more potent effect than when used under ordinary conditions, hence the most unscrupulous claims can be made by manufacturers by a suppression of truth in what is actually asserted. When a worthless germicide is sold it is not merely an individual wrong to the purchaser. It may become a matter of serious moment to the community by causing the unwitting exposure of others to the danger of infection under the justifiable supposition that all such danger has been removed.

Yeast Powder to Take the Place of Yeast Cakes.

A method of preparing true beer yeast in powder form is to take a quantity of the washed yeast while it is still in process of fermentation and pass it through a coarse sieve, removing all residual water by pressure. The yeast is then immersed in acetone and allowed to remain in contact with it for about 10 minutes. The acetone is then decanted and a fresh portion poured on. The yeast is again separated, dried and plunged in ether, and left there for about three minutes, after which it is removed and spread out on bibulous paper to dry.

The so-called yeast powder does not really contain any yeast. A formula for such a preparation is given by Hager as follows:

Potassium bitartrate 11 gms.
 Precipitated calcium carbonate 4 gms.

This, it will be perceived, corresponds to a strong baking powder, carbonic acid being the leavening medium. In the baking of bread it is used in the proportion of ½ ounce to each pound of flour.

A similar mixture much used by German housewives and bakers as a substitute for yeast is composed of the following ingredients:

Tartaric acid 15 gms.
 Sodium bicarbonate 20 gms.

Rice starch 35 gms.

This is used in the same way as the preceding mixture, only in double the quantity. Thos. Willefs.

Some Incompatibles of Argyrol.

Dr. V. Demandre has investigated the incompatibility of argyrol, with the following results: Argyrol is not precipitated by caustic alkalis or albumin, or by acetic acid in the cold. Acetic acid with heat causes its precipitation. Tannin precipitates it. Hydrochloric and trichloroacetic acid decompose argyrol, liberating metallic silver in the form of a fluffy powder of brownish-black color. The alkaline chlorides in small quantities after a while yield a slight white deposit of silver chloride, and in saturated solution they precipitate the argyrol in the cold without decomposing it, while with the aid of heat they form silver chloride and set free the albuminoid matter, which can be found in the filtered liquid. Ammonium sulphate in saturated solution completely precipitates argyrol in the cold without decomposing it. The substance is also incompatible with the hydrochlorides of a number of alkaloids, and with copper sulphate. Solutions containing only argyrol keep without change if preserved in amber-colored bottles and protected against light.

To Deprive Cod Liver Oil of Taste.

Cod liver oil may be made of a bright yellow color and deprived of its taste and odor by rubbing together 75 parts of freshly roasted and ground coffee and 25 parts of freshly powdered animal charcoal, and intimately mixing with 1,000 parts of the oil. Heat on a boiling water bath for 15 minutes and set aside for three days, shaking occasionally, finally, filter through paper. The coffee and charcoal must be fresh.

Four minims of ether added to each dram of cod liver oil will promote its digestion by stimulating pancreatic secretion, and many patients can take it so prepared with whom it had always before disagreed.

The oil may be given in black coffee, beer or lemon juice; and but little, if any, objection will be made by the patient. The oil of encalyptus, 1 part to 100 of oil, will disguise the taste and odor in most of the cases, although a few will claim to still detect it.—Medical World.

Formula for Laxative Quinine Tablets.

The following seems to answer requirements:

Quinine hydrobromate 12 grs.
 Extract of cascara sagrada 3 grs.
 Acetanilid 6 grs.
 Powdered capsicum 3 grs.
 Powdered camphor 1½ grs.
 Powdered ipecac 1½ grs.
 Make 12 tablets. R. E. Johnson.

Filling Capsules.

In filling capsules, especially in warm weather, the empty capsules will stick to the hands. Many rub their fingers through their hair to prevent the capsules sticking, but the better method is to rub the hands and fingers with a waxed powder first, and not touch the hair.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copalba		Scillae		Rubia Tinctorum		Vanilla	
Aceticum	60 8	Cubebae	1 75 1 85	Scillae Co.	50	Saccharum La's	12 14	Zinci Sulph	9 00 7 8
Benzolcum, Ger.	70 75	Erigeron	2 15 2 25	Tolutan	50	Salacin	4 50 4 75	Oils	bbl. gal.
Boracie	12	Evechthitos	2 35 2 50	Prunus virg	50	Sanguis Drac's	40 50	Lard, extra	85 90
Carbolicum	16 23	Gaultheria	1 00 1 10	Zingiber	50	Sapo, G	10 15	Lard, No. 1	60 65
Citricum	50 55	Geranium	2 50 4 00			Sapo, M	10 12	Linseed, pure raw	42 45
Hydrochlor	30 5	Gossypil Sem gal	70 75			Sapo, W	13 16	Linseed, boiled	43 46
Nitrosum	80 10	Hedeoma	3 00 3 50			Seidlitz Mixture	20 22	Neat's-foot, w str	65 70
Oxalicum	14 15	Junipera	40 1 20			Sinapis	18	Spts. Turpentine	Market
Phosphoricum, dil.	15	Lavendula	90 3 60			Sinapis, opt.	36	Whale, winter	70 70
Salicylicum	44 41	Limons	1 30 1 40			Snuff, Maccaboy,		Paints	bbl. L.
Sulphuricum	13 15	Mentha Piper	1 75 1 90			DeVos	51	Green, Paris	29 1/2 33 1/2
Tannicum	75 85	Menta Verid	3 00 3 50			Snuff, S'h DeVos	51	Green, Peninsular	13 16
Tartaricum	38 40	Morrhuae, gal.	1 60 1 85			Soda, Boras	6 10	Lead, red	7 1/2 8
Ammonia		Myrica	3 00 3 50			Soda et Pot's Tart	25 28	Lead, white	7 1/2 8
Aqua, 18 deg.	4 6	Olive	1 00 3 00			Soda, Carb	1 1/2 2	Ochre, yel Ber.	1 1/2 2
Aqua, 20 deg.	6 8	Picis Liquida	10 12			Soda, Bl-Carb	3 5	Ochre, yel Amers	1 1/2 2 1/4
Carbonas	13 15	Picis Liquida gal.	40 40			Soda, Ash	3 1/2 4	Putty, commer'l	2 1/2 2 1/4
Chloridum	12 14	Ricina	94 1 00			Soda, Sulphas	2 2	Putty, strictly pr	2 1/2 2 1/4
Aniline		Rosae oz.	6 50 7 00			Spts. Cologne	2 60	Red Venetian	1 1/2 2 1/4
Black	2 00 2 25	Santal	90 1 00			Spts. Ether Co.	50 55	Shaker Prep'd	1 25 1 35
Brown	80 1 00	Sassafras	85 90			Spts. Myrcia	2 50	Vermillion, Eng.	75 80
Red	45 50	Sinapis, ess. oz.	65			Spts. Vini Rect bbl		Vermillion Prime	
Yellow	2 50 3 00	Succini	40 45			Spts. Vi'l Rect 1/2 b		American	13 15
Bacca		Thyme	40 50			Spts. Vi'l R't 10 gl		Whiting Gilders	95
Cubebae	28 30	Thyme, opt.	1 60			Spts. Vi'l R't 5 gl		Whit'g Paris Am'r	1 25
Juniperus	8 10	Theobromas	15 20			Strychnia, Crystl	1 10 1 30	Whit'g Paris Eng.	
Xanthoxylum	30 35	Tigil	1 10 1 20			Sulphur Subl	2 1/2 4	Whit'g Paris Eng.	
Balsamum		Potassium				Sulphur, Roll	2 1/2 3 1/2	Whiting, white S'n	1 40
Copalba	65 75	Bi-Carb	15 18			Terebenth Venice	28 30	Varnishes	
Peru	2 75 2 85	Bichromate	13 15			Thebromae	50 55	Extra Turp	1 60 1 70
Terabin, Canada	75 80	Bromide	18 20					No. 1 Turp Coachl	10 1 20
Tolutan	40 45	Carb	12 15						
Cortex		Chlorate	12 14						
Abies, Canadian.	18	Cyanide	30 40						
Cassiae	18	Iodide	2 50 2 60						
Cinchona Flava	60	Potassa, Bitart pr	30 32						
Myrica Cerifera	20	Potassa Nitras opt	7 10						
Prunus Virginl.	15	Potassa Nitras	6 8						
Quillaja, gr'd.	24	Prussiate	23 28						
Sassafras	25	Sulphate po	15 18						
Extractum		Radix							
Glycyrrhiza, Gla.	24 30	Aconitum	20 25						
Glycyrrhiza, po.	28 30	Althae	30 35						
Haematox	11 12	Anchusa	10 12						
Haematox, 1s	13 14	Arum po	2 25						
Haematox, 1/2s	14 15	Calamus	20 40						
Haematox, 1/4s	16 17	Gentiana po 15	12 15						
Ferru		Glycyrrhiza hv 15	16 18						
Carbonate Precip.	15	Hellebore, Alba	12 15						
Citrate and Quina	2 00	Hydrastis, Canada	6 10						
Citrate Soluble	55	Hydrastis, Can. po	6 10						
Ferrocyanidum S	40	Inula, po	18 22						
Solut. Chloride	15	Inecac, po	2 00 2 10						
Sulphate, com'l	2	Iris plox	35 40						
Sulphate, com'l, by	70	Jalapa, pr.	25 30						
bbl. per cwt.	7	Maranta, 1/4s	35 40						
Sulphate, pure	7	Podophyllum po	15 18						
Flora		Rhel	75 1 00						
Arnica	20 25	Rhel, cut	1 00 1 25						
Anthemis	50 60	Rhel, nv.	75 1 00						
Matricaria	30 35	Sanguinali, po 18	20 25						
Folia		Scillae, po 45	20 25						
Barosma	45 50	Senega	85 90						
Cassia Acutifol.	15 20	Sementaria	50 55						
Tinnevely	25 30	Smilax, M	2 25						
Cassia, Acutifol.	25 30	Smilax, off's H.	48						
Salvia officinalis	18 20	Spizella	1 45 1 50						
1/4s and 1/2s	8 10	Symplocarpus	2 25						
Uva Ursi	8 10	Valeriana Eng.	15 20						
Gummi		Zingiber a	12 16						
Acacia, 1st pkd.	65	Zingiber j	25 28						
Acacia, 2nd pkd.	45								
Acacia, 3rd pkd.	35								
Acacia, sifted sts.	18								
Acacia, po	45 65								
Aloe, Barb	22 25								
Aloe, Cape	25 25								
Aloe, Socotri	45 45								
Ammoniac	55 60								
Asafoetida	35 40								
Benzolnum	50 55								
Catechu, 1s	13								
Catechu, 1/2s	14								
Catechu, 1/4s	16								
Comphorae	70 80								
Euphorbium	40 40								
Galbanum	1 00								
Gamboge	25 1 35								
Gaucaicum po 35	45 45								
Kino	45 45								
Mastic	75 75								
Myrrh	50 50								
Opium	50 4 60								
Shellac	45 55								
Shellac, bleached	60 65								
Tragacanth	70 1 00								
Herba									
Absinthium	45 60								
Eupatorium oz pk	25								
Lobelia	25 25								
Majorium oz. pk	25								
Mentha Pip. oz pk	28								
Mentha Ver. oz pk	25								
Rue	39 39								
Tanacetum V.	22 22								
Thymus V. oz pk	25 25								
Magnesia									
Calced, Pat.	55 60								
Carbonate, Pat.	13 20								
Carbonate, K-M.	18 20								
Carbonate	18 20								
Oleum									
Absinthium	4 90 5 00								
Amygdalae Dulc.	75 85								
Amygdalae, Ama	8 00 8 25								
Anisi	1 75 1 85								
Aurant Cortex	2 75 2 85								
Bergamit	3 75 4 00								
Cediputi	85 90								
Carophilli	10 1 20								
Cedar	50 90								
Chenopadii	3 75 4 00								
Cinnamoni	1 75 1 85								
Citronella	50 60								
Confum Mac	80 90								

Grand Rapids Stationery Co.

Toys, Fancy Goods, Books, Etc.

134-136 E. Fulton St.

Leonard Bldg.

Grand Rapids, Mich.

TRADESMAN ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
THREE COLUMNS.

2 Quires, 160 pages... \$2 00
 3 Quires, 240 pages... 2 50
 4 Quires, 320 pages... 3 00
 5 Quires, 400 pages... 3 50
 6 Quires, 480 pages... 4 00

INVOICE RECORD OR BILL BOOK

So double pages, registers 2,880
 invoices... \$2 00

Tradesman Company
 Grand Rapids, Mich.

Seasonable and Important

The year 1908 is about to make its final bow and our very satisfactory sale of Holiday Goods is committing the same act. *

We beg, however, to inform the trade that we are in a position to fill any shortages that may develop during the next two or three weeks. *

Druggists' Sundries
 Toilet Articles, Books
 Stationery, China, Sporting
 Goods, Hammocks, Etc.

Please write us or call by telephone.

HAZELTINE & PERKINS DRUG CO.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Wheat, Flour and Feed
Canned Apples

DECLINED

Rolled Oats
English Walnuts

Index to Markets

By Columns

		1	2
		ARCTIC AMMONIA	Oysters
		12 oz. ovals 2 doz. box. 75	Cove, 1lb. .85@ 95
		AXLE GREASE	Cove, 2lb. .1 60@ 1 85
		Frazer's	Cove, 1lb. Oval .@ 1 20
		1lb. wood boxes, 4 doz. 3 00	Plums
		1lb. tin boxes, 3 doz. 2 35	Plums
		3 1/2 lb. tin boxes, 2 doz. 4 25	Plums
		10lb. pails, per doz. 6 00	Plums
		15lb. pails, per doz. 7 20	Plums
		25lb. pails, per doz. 12 00	Plums
		BAKED BEANS	Plums
		1lb. can, per doz. 90	Plums
		2lb. can, per doz. 1 40	Plums
		3lb. can, per doz. 1 80	Plums
		BATH BRICK	Plums
		American 75	Plums
		English 85	Plums
		BLUING	Plums
		Arctic	Plums
		6 oz. ovals 3 doz. box 40	Plums
		16 oz. round 2 doz. box 75	Plums
		Sawyer's Pepper Box	Plums
		Per Gross	Plums
		No. 3, 3 doz. wood bxs 4 00	Plums
		No. 5, 3 doz. wood bxs 7 00	Plums
		BROOMS	Plums
		No. 1 Carpet, 4 sew 2 75	Plums
		No. 2 Carpet, 4 sew 2 40	Plums
		No. 3 Carpet, 3 sew 2 25	Plums
		No. 4 Carpet, 3 sew 2 10	Plums
		Parlor Gem 2 40	Plums
		Common Whisk 90	Plums
		Fancy Whisk 1 25	Plums
		Warehouse 3 00	Plums
		BRUSHES	Plums
		Scrub	Plums
		Solid Back 8 in. 75	Plums
		Solid Back, 11 in. 85	Plums
		Pointed Ends 85	Plums
		Stove	Plums
		No. 3 90	Plums
		No. 2 1 25	Plums
		No. 1 1 75	Plums
		Shoe	Plums
		No. 8 1 00	Plums
		No. 7 1 30	Plums
		No. 4 1 70	Plums
		No. 3 1 90	Plums
		BUTTER COLOR	Plums
		W. R. & Co.'s 25c size 2 00	Plums
		W. R. & Co.'s 50c size 4 00	Plums
		CANDLES	Plums
		Paraffine, 6s 10	Plums
		Paraffine, 12s 10	Plums
		Wickling 20	Plums
		CANNED GOODS	Plums
		Apples	Plums
		3lb. Standards 1 00	Plums
		Gallon 2 40@ 2 50	Plums
		Blackberries	Plums
		2lb. 1 25@ 1 75	Plums
		Standards 5 50	Plums
		Beans	Plums
		Baked 85@ 1 30	Plums
		Red Kidney 85@ 1 30	Plums
		String 70@ 1 15	Plums
		Wax 75@ 1 25	Plums
		Blueberries	Plums
		Standard 1 35	Plums
		Gallon 6 25	Plums
		Brook Trout	Plums
		2lb. cans, spiced 1 90	Plums
		Clams	Plums
		Little Neck, 1lb. 1 00@ 1 25	Plums
		Little Neck, 2lb. 1 50	Plums
		Clam Bouillon	Plums
		Burnham's 1/2 pt. 1 90	Plums
		Burnham's pts. 3 60	Plums
		Burnham's qts. 7 20	Plums
		Cherries	Plums
		Red Standards 1 40	Plums
		White 1 40	Plums
		Corn	Plums
		Fair 75@ 85	Plums
		Good 1 00@ 1 10	Plums
		Fancy 1 45	Plums
		French Peas	Plums
		Sur Extra Fine 22	Plums
		Extra Fine 19	Plums
		Fine 15	Plums
		Moyen 11	Plums
		Gooseberries	Plums
		Standard 1 75	Plums
		Standard 85	Plums
		Lobster	Plums
		1/2 lb. 2 25	Plums
		1 lb. 4 25	Plums
		Picnic Tails 2 75	Plums
		Mackerel	Plums
		Mustard, 1lb. 1 80	Plums
		Mustard, 2lb. 2 80	Plums
		Soused, 1 1/2 lb. 1 80	Plums
		Soused, 2lb. 2 75	Plums
		Tomato, 1lb. 1 50	Plums
		Tomato, 2lb. 2 80	Plums
		Mushrooms	Plums
		Hotels 24	Plums
		Buttons 28	Plums

3

CHEWING GUM

American Flag Spruce	55
Beeman's Pepsin	55
Adams Pepsin	55
Best Pepsin	55
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	7
Frank's	7
Schener's	6

CHOCOLATE

Walter Baker & Co.'s	24
German Sweet	35
Premium	35
Caracas	31
Walter M. Lowney Co.	32
Premium, 1/4s	32
Premium, 1/2s	32

COCOA

Baker's	39
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Huyler	45
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 1s	40
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 1s	40
Webb	35
Wilbur, 1/2s	39
Wilbur, 1s	40

COCONUT

Dunham's 1/4s & 1/2s	26 1/2
Dunham's 1/4s	27
Dunham's 1/2s	28
Bulk	12

COFFEE

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

MARACALBO

Choice	16
Fancy	19
Choice	16 1/2
Fancy	19

GUATEMALA

Choice	15
Fancy	18
African	12
Fancy African	17
O. G.	25
P. G.	31

MOCHA

Arabian	21
Package	21
New York Basis	16 00
Arbuckle	16 00
Dillworth	14 75
Jersey	15 00
Lion	14 50

McLaughlin's XXXX

McLaughlin's XXXX	14 50
McLaughlin's XXXX	14 50
McLaughlin's XXXX	14 50
McLaughlin's XXXX	14 50

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	10
Brand	10
Butter	6
N. B. C. Square	6
Soda	6
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	10
Atlantic, Assorted	10
Brittle	11
Cadet	8
Campaign Cake	10
Cartwheels	8
Cassia Cookie	9
Cavalier Cake	14
Currant Fruit Biscuit	10
Cracknels	16

COFFEE CAKE, PL. OR ICED

Coffee Cake, pl. or iced	10
Cocoa Nut Taffy Bar	12
Cocoa Nut Bar	10
Cocoa Nut Drops	12
Cocoa Nut Honey Cake	12
Cocoa Nut Hon. Fingers	12
Cocoa Nut Hon. Jumbles	12
Cocoa Nut Macaroons	18
Dandelion	10
Dinner Biscuit	20
Dinner Pail Cake	20
Dixie Sugar Cookie	9
Family Snaps	8

FAMILY SNAPS

Family Snaps	8
Family Snaps	8
Family Snaps	8
Family Snaps	8

FAMILY SNAPS

Family Snaps	8
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FAMILY SNAPS

Family Snaps	8
Family Snaps	8
Family Snaps	8
Family Snaps	8

4

FAMILY COOKIE

Fancy Ginger Wafer	12
Fig Cake Assorted	12
Fruit Nut Mixed	12
Frosted Cream	12
Frosted Honey Cake	12
Fluted Coconut Bar	10
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	9
Ginger Nuts	10
Ginger Snaps N. B. C.	7
Ginger Snaps Square	8
Hippodrome Bar	10
Honey Cake, N. B. C.	12
Honey Fingers As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	8
Jersey Lunch	8
Kream Klips	20
Lem Yem	11
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Wafer	16
Lemona	8
Log Cabin Cake	10
Lusitania Mixed	11
Mary Ann	8
Marshall Walnut	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	8
Penny Cakes, Assorted	9
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	14
Rube	8
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Honey Nuts	12
Sugar Fingers	12
Sugar Gems	8
Sultana Fruit Biscuit	16
Sunside Jumbles	10
Spiced Gingers	9
Spiced Gingers Iced	10
Sugar Cakes	8
Sugar Cakes, Iced	9
Sugar Squares, large or small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Sylvan Cookie	12
Vanilla Wafers	16
Victors	12
Waverly	8
Zanzibar	10

FAMILY COOKIE

Honey Fingers As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Household Cookies	8

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 85 Golden Horn, bakers 5 75 Duluth Imperial 5 95 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/4s 5 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 30 Laurel, 1/2s cloth 6 20 Laurel, 3/4s cloth 6 00 Laurel, 1/4s cloth 6 00 Wykes & Co. Sleepy Eye, 1/4s cloth 6 20 Sleepy Eye, 1/2s cloth 6 10 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 27 50 No. 1 Corn and Oats 27 50 Corn, cracked 26 00 Corn Meal, coarse 26 00 Winter Wheat Bran 24 50 Middlings 26 50 Buffalo Gluten Feed 31 00 Dairy Feeds Wykes & Co. O P Linseed Meal 33 00 Cottonseed Meal 30 00 Gluten Feed 30 00 Malt Sprouts 25 00 Brewers' Grains 25 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 Manzanilla, 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 Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourn't whist 2 25 POTASH 48 cans in case 4 00 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 Shorts Clear 11 1/2 Lard Compound 7 1/2 Pure in tierces 11 1/2 80 lb. tubs 5 00 60 lb. tubs 5 00	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 19 Berlin Ham, pressed 9 Mince Ham 9 Bacon 12 1/2 @ 15 10 lb. pails advance 7 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 1/2 bbls. 1 00 3/4 bbls., 40 lbs. 1 80 1/2 bbls. 1 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 80 bbls. 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 25 Beef, middles, set 70 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 50 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 50 Potted ham 1/4s 45 Potted ham, 1/2s 85 Deviled ham, 1/4s 45 Deviled ham, 1/2s 35 Potted tongue, 1/4s 45 Potted tongue, 1/2s 85 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 5 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 1/2s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 25 50 5 lb. sacks 2 15 28 10 1/2 lb. sacks 2 05 56 10 lb. sacks 3 22 28 10 lb. sacks 1 7 Warsaw 56 lb. dairy in drin bags 40 28 lb. dairy in drin 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. 3 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 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 80z 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, 25 bars 4 00 Acme, 100 cakes 3 25 Big Master, 70 bars 2 80 Marcelline, 100 cakes 5 80 Marcelline, 100 cakes 5 40 Marcelline, 100 ck toll. 4 00 Marcelline, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 50 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 4 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 12 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 15 Mace 55 Nutmegs, 75-80 25 Nutmegs, 105-10 25 Nutmegs, 115-20 25 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 14 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lbs. 5 1/2 Muzzy, 40 lbs. 5 1/2 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 lb. packages 5 16 lb. packages 4 1/2 12 lb. packages 4 50 lb. 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 Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Choice 20 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 Pal 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 37 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. 33 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 Kiln Dried 21 Duke's Mixture 40 Duke's Camoe 44 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 22 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, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 70 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 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 90 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast 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 Finnan Haddie 12 1/2 Roe Shad 10 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, green, No. 1 13 Calfskin, cured, No. 2 11 1/2 Pelts Old Wool @ 20 Lambs 40 @ 85 Shearings 35 @ 80 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 Pails 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 Leaf 9 1/2 Leader 9 Kindergarten 10 1/2 Bon Ton Cream 9 French Cream 10 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 11 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 12 1/2 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital Cream Opera 12 Ital Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy—in 5lb. Boxes es 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 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd. 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 65 Lozenges, printed 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 On Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Asmt'n 3 75 Ten Strike No. 1 6 60 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Asst 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 14 Walnuts, soft shell 14 @ 15 Walnuts, Marbot 13 @ 13 1/2 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio new Cocanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves 5 @ 55 Walnut Halves 32 @ 35 Filbert Meats 27 Alicante 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 1/4 @ 7 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand
Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritinos .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass .5 @ 9 1/2
Hindquarters .6 @ 10
Loins .9 @ 14
Rounds .6 @ 8 1/2
Chucks .6 @ 7 1/2
Plates .6 @ 4 1/2
Livers .6 @ 6

Pork

Loins .10 1/2
Dressed .7
Boston Butts .9
Shoulders .8 1/2
Leaf Lard .11 1/2
Trimnings .8

Mutton
Carcass @ 9
Lambs @ 10
Spring Lambs @ 10

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 29

Jute

60ft. .75
72ft. .90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. .95
60ft. 1 35
80ft. 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. .20
White House, 2lb. .40
Excelsior, M & J, 1lb. .20
Excelsior, M & J, 2lb. .40
Tip Top, M & J, 1lb. .20
Royal Java .20
Royal Java and Mocha .20
Java and Mocha Blend .20
Boston Combination .20
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 burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large .3 75
Halford, small .2 25

The lowest market in the
world is "Our Drummer"
—our catalogue.

It is the lowest market
because we are the largest
buyers of general mer-
chandise in America.

We sell to merchants
only.

Butler Brothers

New York

Chicago St. Louis

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

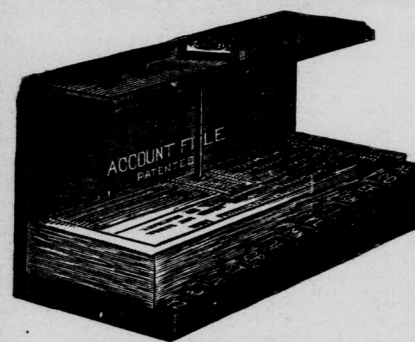
Calendar

with your name and busi-
ness printed upon it?
A constant reminder of
you and your store for
365 days. We print cal-
endars of every descrip-
tion. Samples and prices
cheerfully given upon
application.

Tradesman
Company

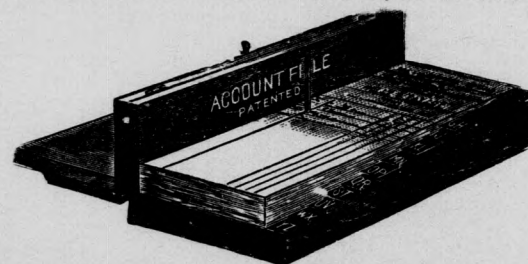
Grand Rapids
Mich.

Simple Account File



A quick and easy method
of keeping your accounts
Especially handy for keep-
ing account of goods let out
on approval, and for petty
accounts with which one
does not like to encumber
the regular ledger. By using
this file or ledger for charg-
ing accounts, it will save
one-half the time and cost
of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's
bill is always
ready for him,
and can be
found quickly,
on account of
the special in-
dex. This saves
you looking
over several
leaves of a day
book if not
posted, when a customer comes in to pay an account and you are busy
waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

First-class dressmaker wanted. Address P. O. Lock Box 86, Mancelona, Mich. 205

For Sale—General store and coal trade in small town in heart of the fruit belt. A steady and sure money maker, with no risk, good for at least \$1,600 clear money every year. It will take about \$4,500 cash for everything. Stock is strictly staple, all new. Can soon reduce. Don't write unless you mean business. Address No. 204, care Michigan Tradesman. 204

I want to buy a going business that is a moneymaker and that will stand investigation. Address M. T., Box 313, Cherry Valley, Ill. 203

First-class dry goods and shoe man wanted to take charge of stock at once. Must be able to do advertising and window trimming. None but hustler need apply. Parsons & Holt, St. Charles, Mich. 194

For Sale—A ten thousand dollar stock of general merchandise in a thriving Iowa town. Yearly sales, \$40,000. Address Box 15, Blanchard, Ia. 202

For Sale—A first-class millinery store, established 12 years, doing a business of \$40,000. Situated on a prominent avenue in Brooklyn, N. Y. Rent reasonable. Lease on building to suit purchaser. Reason, retiring from business. Address Mme. Singer, 741 Manhattan Ave., Brooklyn, N. Y. 201

For Sale—Monument business in Galva, Ill. Also 12-room residence. For particulars enquire of A. B. Smith, Galva, Ill. 200

For Sale—Clean stock of general merchandise, established in same stand 29 years. Good paying lumbermen's and farmers' trade. In splendid location. Stock and fixtures in first-class condition. Reasons, poor health and have made enough in the business to quit. Stock with fixtures will invoice \$10,000. Can be reduced. Liberal terms to hustlers with some capital. Address J. B. Frechette, Bark River, Mich. 199

Up-to-date grocery store and fixtures for sale in Petoskey. Good trade. Bargain if taken soon. Must make change. Address No. 198, care Michigan Tradesman. 198

Wanted—Location for stave and heading factory employing 60 men the year around. Prefer town in the Upper Peninsula of not less than 800 inhabitants and in well timbered district. Would like location at junction of two railroads and on lake or river. Annual pay-roll amounts to \$30,000. Address M. D. G., care Michigan Tradesman. 197

For Sale—Cheap, a small stock of groceries and up-to-date fixtures in a good live city of 3,000 inhabitants. Address Lock Box 632, Hudson, Mich. 196

For Sale—Clean up-to-date grocery stock. Invoice about \$3,000. Corner store on main street. City of 34,000. Good business opportunity. Address F. W. Christman, 279 Main St., Oshkosh, Wis. 195

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

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—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—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

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, 632 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 \$1,600 clear money every year. It will take about \$4,500 cash for everything. Stock is strictly staple, all new. Can soon reduce. Don't write unless you mean business. Address No. 999, care Michigan Tradesman.

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

Wanted—Feathers. We pay cash for turkey, chicken, geese and duck feathers. Prefer dry-picked. Large or small shipments. It's cheaper to ship via freight in six foot sacks. Address Three "B" Duster Co., Buchanan, Mich. 71

For Sale—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

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

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—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

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

Drug and grocery for sale. Best stock in Central Michigan. Cash sales twenty thousand. Address No. 183, care Tradesman. 183

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 86, Greenville, Mich. 852

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

G. B. JOHNS & CO.

GRAND LEDGE, MICH.
Merchandise Brokers and Leading Salesmen and Auctioneers of Michigan

We give you a contract that protects you against our selling your stock at auction for less money than the price agreed upon.

We can trade your stocks of merchandise for farms and other desirable income property. Write us.

Wanted—Toledo scales, numbers 253 and 254, in good condition. Address No. 176, care Michigan Tradesman. 176

Important Notice—The Marshall Blackstone Co., law and collections. Dr. 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

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

To exchange for stock of dry goods or general merchandise, a good improved farm, well located. Address No. 145, care Tradesman. 145

Confectionery and Restaurant—Only one in good town of 500. Will sell cheap. For full information, write Louis Leinweber, Benson, Ill. 167

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.

Here Is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

THE LOCAL NEWSPAPER.

How It Can Be Made To Help Trade.

Following is an appreciation of the Local Newspaper from the pen of Wesley A. Stanger, editor of the Office Outfitter, Chicago:

"Did you ever go into a town that looked as though there was something wrong about it?

"I have.

"Maybe you wondered who all the buildings looked so strange, where the stores appeared to have been stocked up with unsalable goods, and if you wandered down the street you discovered that the storekeepers were in fact storekeepers. You talked to some of them and they were knockers. There seemed to be a spirit of jealousy abounding everywhere. You enquired why they didn't get together and form an association. You were told that they had a flourishing association and that they all belonged to it. You may have asked a hundred and one other questions, and all of them seemed to elicit a favorable answer, and still you wondered. Surely something was wrong. Ah, you struck it—they didn't advertise. You put the question to one of the storekeepers.

"Advertise, why, thunder, yes!" was his reply.

"Again you were stumped. Finally in despair you sought out the local newspaper. If the merchants advertised, had an association, and everything seemed so favorable, why was the town awry? The newspaper man would know. So away you went to see him.

"On your way you saw many things that convinced you that there was something radically wrong, but you didn't get very close to the cause, until you lost your way to the newspaper office and had to ask someone to direct you. Here you began to get a handle on the real cause."

"Newspaper office? Why, oh, yes. You mean the Bugle? Oh, yes. Old man Sanders runs that. Sure keep on going, you can't miss it. You'll probably find Sanders there. He's there most of the time, I guess."

"What sort of a paper is it?" you ask.

"Oh, not much of a paper, I guess. Sort of dead. Old Man Sanders owes everybody and nobody will trust him any more."

"Do you advertise in the paper?"

"No, no use. It doesn't bring results. I can't see any good in it. Sometimes I run an advertisement to help the old man out. Nobody pays much attention to him. He's been here a long time. Too poor to get away, I guess. No, I don't advertise very often unless I want some dodgers, and then I make the old man run 'em off free if I give him an advertisement for his paper."

"If you know anything about real conditions you feel your heart beat fast, then slow down. You know the cause. You have solved the mystery. No wonder the town is dead! No wonder the merchants are knockers. No wonder Old Man Sanders owes everybody and is too poor to get out. You have it: The merchants do not

support the local newspaper.

"Many a good town isn't worth a cent because the local newspaper is neglected. Many a good merchandising center is dead because the men in business treat the editor of the newspaper as an object of charity. This is wrong. The local paper is the greatest thing in the community. It should be supported. It should be read and patronized. The merchants who think they are clever and smart when they slip one over on the local paper make a big mistake. Every dollar you take away from the local newspaper in schemes and knocks hurts the town. It hurts business, and most of all it hurts the merchants who indulge in it.

"Whatever else you merchants do, patronize your home newspaper. Don't tell me that it has a small circulation. Don't tell me that you reach ten times as many people with less expense using circulars. Don't spring any of those time-worn gags on me at all. Stop standing in your own light. Get behind that local paper and push it for all you are worth. I don't mean push it to the wall, push it up grade to a position where it ought to be, and as sure as you are alive you will push your own business up with it to a point you never dreamed of before.

"When a man tells me that he reaches more people and gets better results from his circulars I know that he is deceiving himself and telling me what I can prove to be untrue. A newspaper in the community is read by the people. They learn to watch and look for it and when they get it every member of the family wants his turns to see what it says. Advertisements and all are read. If the merchants of a community will educate the people to look in the newspaper for their announcements, more and more people will read the paper and greater will be the returns. If the local newspaper has a small circulation, it is the fault of the merchants. If it is weak, puny, sickly and financially depressed, it is the fault of the merchants. Suppose you do get results from dodgers, that is because you have educated the people to depend upon dodgers, and it does not prove that newspaper advertising will not pay. It proves that you have missed a good opportunity and have wasted a lot of time and money educating people to a wrong idea, and it is up to you to get busy and change your tactics. When a man tells me that he gets his circulars printed and distributed for less expense and with greater returns than the newspaper produces, I figure that he is robbing a printer somewhere, for if a printer makes a decent profit, he must charge a price. In addition, postage stamps cost money and Uncle Sam gives no discount. When stamps are used for sending out circulars, they represent a big investment. If delivered by boys, only about 25 per cent. ever get delivered at all—and it costs money to hire boys. As to relative and comparative returns—there is no comparison. It doesn't prove a thing if you advertise once or twice in a newspaper

and do not get the results that your circulars brought. Remember, you can not get the people to grasp a new idea in thirty minutes when you have been for thirty months, educating them to circulars. If you will give the local paper half as good a tryout advertisement as you give your circulars, you will get bigger and better returns all around.

"Cut out this circular business. Cut out this knocking. Hook up with the editor and make him the biggest man in the community. He ought to be, and I tell you that he will pay you back five dollars for every one you spend with him. A man once said that I could 'spout' on this proposition so well because I am a publisher myself. Remember, I do not publish a local paper, but I promise that if I ever do, there will be something doing.

"I make these statements as a result of careful investigation and an exact knowledge, and I can sit down with you in your store, in the hotel or at your home, and prove that every word I say is true, and when I get through the hardest headed old knocker in the crowd, who has done his best to nail down the coffin lid on the local editor, will say:

"By George, old man, you're right."

"Maybe he won't say it out loud to me, but he will say it in his heart, and I will be able to tell by his subdued manner when I get through that I know it, too.

"Remember, there are two great factors that make this country the biggest, best and most enlightened in the world: The first is the public school; the second is the local newspaper. It is up to you merchants. If you want success, support these two great institutions, and for business sake, if for nothing else, support your local newspaper.

"Remember how 'sore' you get when your customers patronize mail order retail houses or buy in the big cities from department stores. Remember how you howl about it and resolve your heads off in these association meetings, and then, if you have the moral courage, think of the editor of the local paper in your town, and try to figure out how he feels and where the justice comes in when you literally 'stick it into him' and do not give him the support for his proposition that you ask for your own.

"Be careful. There is no alley so long but that has its ash barrel, and there is no knock so powerful or subtle but that reacts. Get together. Take the editor into your midst. Give him the place he has earned and which is justly his. Do yourself a favor and keep up your end by supporting the local newspaper, and support it for all you are worth."

Wesley A. Stanger.

A PROFITABLE EXHIBITION.

Seventy separate industrial and mercantile establishments located in the city of Saginaw joined resources and efforts last week in giving the first purely local and most worthy industrial exhibition ever made by any single city in Michigan. The display was limited to articles made

in Saginaw and to merchandise sold by Saginaw merchants and, being thoroughly representative and admirably arranged, it was decidedly a credit to the City of Opportunity.

This industrial exhibition was made possible by two facts: First, the business men of Saginaw pull together and, next, the beautiful new auditorium in that city was available.

The main floor and the stage, excepting a portion of the front thereof, were divided into spaces, 6x8 feet in size, for exhibiting purposes, and there were 104 of these spaces. The stage was occupied exclusively by Morley Brothers. These spaces were rented for the week at an average rate of 60 cents per square foot, so that approximately \$5,500 was received from rentals. Admissions mornings, afternoons or evenings were fixed at 10 cents each, adults or children, and over 25,000 admissions were sold during the seven days of the exhibition, so that the total revenue amounted to about \$8,000. The total expense to exposition promoters—the Wholesalers and Manufacturers' Association—was about \$6,000, so that a good direct profit on the adventure was secured. There yet remains the unknown gain, the indirect benefit, the advertising value to the city at large, which can not fail to be at least equal to the known difference between expenses and receipts. And so, hurrah for Saginaw as a harmonious hustler.

If such an enterprise can be successfully carried out in a city of only 50,000 inhabitants it should be more than possible in Grand Rapids with 125,000 inhabitants and with industrial and mercantile interests of much greater variety than is found in the smaller city; that is to say, it would be easily possible if Grand Rapids had an auditorium building.

And Grand Rapids might have an auditorium if, like Saginaw, it had a Wellington R. Burt, who gave outright \$50,000 to the auditorium project, which represent an investment of about \$136,000.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Dec. 9—Creamery, fresh, 25@30c; dairy fresh, 20@26c; poor to common, 15@20c.

Eggs—Strictly fresh, candled, 36@38c; cold storage, 26c.

Live Poultry—Fowls, 10@12c; ducks, 11@12c; geese, 10@11c; old cox, 9c; springs, 11@13c.

Dressed Poultry—Fowls, 12@13c; springs, 13@15c; old cox, 9@10c; ducks, 13@15c; turkeys, 16@18c.

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@80c per bu. Rea & Witzig.

The man who has a grudge against the universe always finds all the cactus bunches there are in it.

BUSINESS CHANCES.

Cash buyer and jobber. All kinds of merchandise, bankrupt stocks, etc. No stock too large or too small. Harold Goldstrom, Bay City, Mich. 206



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.

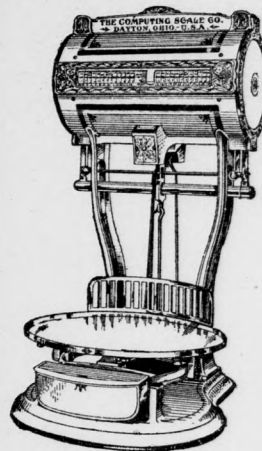
The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

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., 58 State St., Chicago.	Date.....
Next time one of your men is around this way I would be glad to have your No. 140 Scale explained to me.	
This does not place me under obligation to purchase.	
Name
Street and No.....	Town.....
Business.....	State.....



MONEYWEIGHT SCALE CO., 58 State St., Chicago

UNDERScoreD

In point of fact, "WHITE HOUSE"
is today probably the most conspicuous COFFEE on the market—for
grim, uncompromising HONESTY

Dealers everywhere should know it is safe to
order coffees roasted by Dwinell-Wright Co.,
Boston and Chicago, whose well known brands
find a ready sale in all the markets of this
country. Coffee drinkers are perfectly aware
that any package or brand of coffee bearing the
magic legend "Dwinell-Wright Co" on its
container is **all right** and the **very best** of
its kind. * * * * *

When You're Doing Your Christmas Buying

At Grand Rapids, remember that the most practical and appreciated gift of all is some article of furniture for your home.

Here the Furniture is Right

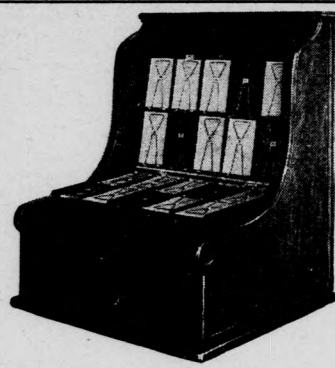
Here the Price Is Right

Here the selection is greater than that of all other furniture stores combined.

**Klingman's Sample
Furniture Co.**

Opposite Morton House

Ionia-Fountain-Division Sts.



**Customers
Satisfied
with the
McCaskey**

If YOUR CUSTOMERS receive a bill with every purchase showing all the items and the amounts with the BALANCE BROUGHT FORWARD and TOTALED down to the minute THEY ARE SATISFIED, and they know that their account is exactly the SAME as yours and that there are NO CHANCES for dispute or error.

SATISFIED CUSTOMERS are the BEST ASSETS any merchant can have. They advertise your store for square dealing.

They tell their neighbors and friends.

The Satisfied Customer gives you all his trade.

THE
McCASKEY
ACCOUNT
REGISTER
SYSTEM

Handles your accounts with but ONE WRITING.

Furnishes your customers with a COMPLETE TOTALED BILL with every purchase.

Gives you COMPLETE DETAILED INFORMATION regarding your business.

ELIMINATES ERRORS and DISPUTES.

DRAWS NEW TRADE to your store.

Will bring in the CASH faster than any two-legged collector you ever saw.

Free information for the asking.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

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

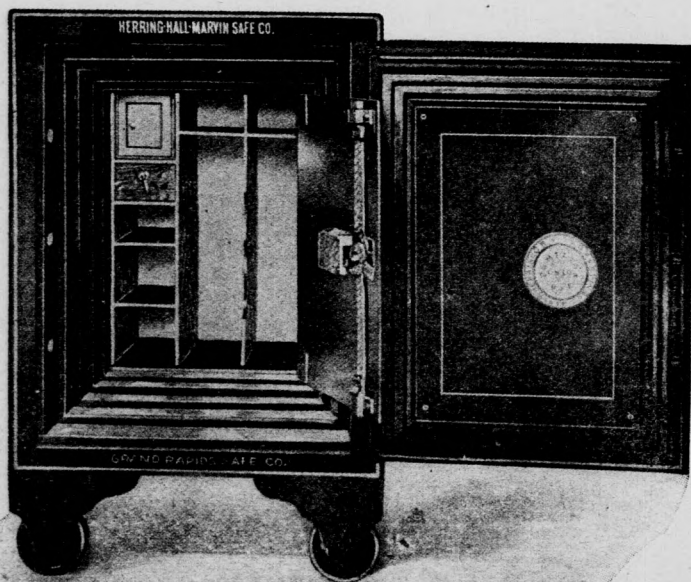
Grand Rapids Office, 41 No. Ionia St. Detroit Office, 500 Lincoln Ave.
Agencies in all Principal Cities

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.