

IS IT WORTH WHILE?

Is it worth while that we jostle a brother,
 Bearing his load on the rough road of life?
Is it worth while that we jeer at each other
 In blackness of heart, that we war to the knife?
 God pity us all in our pitiful strife.

God pity us all as we jostle each other;
 God pardon us all for the triumph we feel
When a fellow goes down 'neath his load on the heather,
 Pierced to the heart: Words are keener than steel,
 And mightier far for woe than for weel.

Were it not well, in this brief little journey
 On over the isthmus, down into the tide,
We give him a fish instead of a serpent,
 Ere folding the hands to be and abide
 Forever and aye in dust at his side?

Look at the roses saluting each other;
 Look at the herds all at peace on the plain—
Man, and man only, makes war on his brother,
 And laughs in his heart at his peril and pain—
 Shamed by the beasts that go down on the plain.

Is it worth while that we battle to humble
 Some poor fellow down into the dust?
God pity us all! Time, too, soon will tumble
 All of us together, like leaves in gust,
 Humbled, indeed, down into the dust.

Joaquin Miller.

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

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.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

Snow Boy keeps moving out - Profits keep coming in



Start your Snow Boy sales a'moving
The way they grow will make your friends sit up and take notice

Ask your jobber's
Salesman

Lautz Bros. & Co.
Buffalo, N.Y.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 7, 1909

Number 1346

SPECIAL FEATURES.

Page.	
2.	Men of Mark.
4.	News of the Business World.
5.	Grocery and Produce Markets.
6.	The Creative Force.
8.	Editorial.
9.	Business Builders.
10.	Butter, Eggs and Provisions.
11.	New York Market.
12.	The Commercial Traveler.
17.	Advertising a Grocery.
18.	Strictly Fresh Goods.
20.	The First Step.
21.	An Apt Student.
22.	Review of the Shoe Market.
26.	Learning the Business.
28.	Cheap Labor.
30.	Cost of Advertising.
32.	Counter Question.
33.	The Cigar Case.
35.	The Furniture Trade.
36.	Took Much Space.
38.	Somewhat Inconsistent.
40.	Local Option.
42.	Drugs.
44.	Grocery Price Current.
46.	Special Price Current.

THE MAN IN THE MOON.

Nowhere do the fairy tales of science, as the poet Tennyson styles them, make such drafts on the human imagination as in astronomy.

Nothing that addresses itself to human observation expresses so completely the infinite power and knowledge of its divine creator as do those features of the illimitable universe commonly described as the celestial bodies of the starry heavens. For all the ages that man has been upon our earth he has daily and nightly regarded them, and he has woven innumerable theories as to the manner in which they came into existence and their relations to each other and to all, and his inability to unravel their mysteries impels him to continue to weave his guesses and to attempt to read all they conceal.

But ignorant as is the most ingenious physical philosopher concerning the starry spheres, he does not hesitate to speak concerning them with a tone of authority, because he figures out his guesses on a basis of mathematics. Everybody who gives attention to the subject knows that there is no absolute truth to be derived from any mathematical theory of the universe. The theorist sets out with an assumption, guess, a mere figment of the imagination, and he builds up on it with the aid of algebraic formulae an imposing structure, which has no more reliable foundation than the first guess upon which it is piled.

Ptolemy, the Greek, held that the planets and the sun evolved around the earth, and to-day we use his terms when we talk of sunrise and sunset. Copernicus overthrew that notion and taught that our earth and all the other bodies move around the sun as a center and that the moon revolves around our earth, and that other planets have their moons.

La Place holds that the planets were thrown off into space from the sun when it was in a gaseous or fluid state from the effect of a vast internal

heat, and, although they went flying off into space, they never got beyond the influence of their great source but continue to revolve around him. These planets through the effect of extreme heat or internal convulsion threw off fragments, which have continued to revolve around them, and so they got their moons.

Prof. Percival Lowell, a Harvard astronomer, has figured elaborately concerning our moon, and he finds that it was thrown off by some tremendous explosion in the heart of our globe, and the big chunk went spinning away into the ether until it reached a distance of about 240,000 miles, and then it took up an orbit of revolution around its old mother earth. Of course, when we lost the big fragment that made the moon, it left a corresponding hole behind, and Prof. Lowell says that is how we came by the Pacific Ocean, as the water rushed into the hole left by the moon.

Our satellite is something over 2,000 miles in diameter, while our earth is four times as great, or has a diameter of 8,000 miles. When the moon went off on its flying excursion, it doubtless carried away with it the inhabitants living on that side of our globe, and with them the conditions that enable them to live just as it left our ancestors. They doubtless see our earth as a big moon, much greater than is theirs to us, and while they probably do not live in the mountainous, volcanic desert that is always turned to us, they climb up on the mountains that fringe it, and, looking over, see our, to them, great earth making for them a mighty moon, but shining only by the reflected light of the sun.

These remarks are suggested by an announcement by Prof. T. J. J. See, a Pacific coast astronomer, who has made up a different theory of the origin of the moon. He derives the moon from the sun and allows it no connection with our earth save to revolve around it. According to Mr. See, the sun has a protuberance like the neck of the bottle, and that bottle captures all the smaller bodies loafing around in the skies and converts them into moons for other planets.

Knowing as we do the influence of a bottle to attract and gather in loafers, there is some sort of analogy in the idea, but it does not work out properly. Why the sky loafers should go away from the sun's bottle to circle around distant planets is far from being reasonable. They would be much more likely to stay by the bottle as long as it lasts.

We refuse to accept Mr. See's notion, for it is only a notion, and shall continue to hold on to our interest in our moon and our kinship to the man in the moon, of

whom we have heard so much. We stick to our old belief and can not be persuaded to see things as Mr. See sees them.

BOGUS PATRIOTISM.

Down in Indianapolis the other day Mayor Bookwalter, of that city, told the members of the Indiana Retail Furniture Dealers' Association to keep out of politics, that "politics is mean and dirty" and that after his first term as mayor expires he will "get back in the rank and file. It will be business for me—not politics—no, never."

It is probable that there is not a city in Michigan, or anywhere else in the United States for that matter, where merchants and manufacturers by the score can not be found who will cheerfully endorse everything that Mayor Bookwalter says.

And it is because of this fact that Bishop Williams, of the Eastern Episcopal Diocese of Michigan, is justified in saying, as he did in New York City last Sunday, that the American people "make a great show of patriotism but refuse to take up the simplest obligations of their citizenship. They would not soil their dainty fingers with dirty politics, even in the effort to make them clean."

Our youngsters are permitted to arise before daylight on the Fourth of July just for the fun of the thing; not because the day has any national significance, and for the same reason they are given wide license in the burning of gunpowder.

Parents thoughtlessly deride politics in the presence of their children and hold up to their scorn and contempt the men who consent to run for office, national, state or municipal.

A member of the Grand Rapids Common Council recently declared to the Tradesman: "I wouldn't think of accepting a nomination to office if all nominations were tendered to and accepted by me known to all our citizens as upright and of superior ability; but when I see men no more able than myself and perhaps not my superiors in any other respect, why I don't see any sense in declining such opportunities."

As Bishop Williams says: "The greatest need of America to-day is a line of prophets to convince us of our sins—sins that are manifest to all who are not wilfully blind, sins which have invariably throughout the whole course of history brought in their train the decline and fall of nations."

No man ever saw his Father by climbing over his brother.

The great are those who can bear discipline.

A NEW REGIME BEGUN.

Down in the little city of Grand Haven a for-sure old fashioned Fourth of July celebration was given last Saturday, and it was so genuine and so successful that it was a revelation as to what our ancestors used to do.

Puffed up as we are by our very own originality and up-to-dateness, it is a good thing once in a while to find out, as was learned at Grand Haven, that we are not so much. Fortunately, also, there were hundreds of citizens of Grand Rapids who were shown how by the people of the "Haven."

There was a connected, rational and interesting programme, which was not tedious or tiresome and which provided an unimpeachable display of enthusiastic, patriotic, neighborly good fellowship. The parade was a good one, the reading of the Declaration of Independence and the orations were appropriate and well rendered and the fire department and the military company made very creditable showings. The cornet band was a decidedly satisfactory feature and the Noisy Bunch or Calithumpians, otherwise Antiques and Horribles, were highly amusing.

All in all, fireworks included, the event was a marked credit, and not the least factor in the revelation was the ornate and very convenient launch slip which the ladies of Grand Haven have caused to be built at the foot of Washington street.

With such a showing to its credit, with such a precedent established, it would seem that a new era has been inaugurated for our neighbor; that hereafter it will be unity of purpose, co-operative action on the part of all citizens and a solid, progressive regime for Grand Haven is assured for the future.

Secretary Wilson believes that the main reliance of the agricultural industry in the future must be the American boy, educated for practical work on the farm. "The country is as healthy and prosperous as ever it was," says Mr. Wilson, "but thousands of acres of valuable and fertile land in the Western States are lying idle because the owners can not hire labor, although wages paid farm hands in these states are the equal of those paid to the laborers in our large cities. The immigrants who land on our shores all flock to the larger cities, and those of them who have done farming in their own countries are incompetent and nearly useless to the American farmer, because they do not understand the modern machinery used on the farms in this country."

MEN OF MARK.

L. Winternitz, Superintendent Agencies Fleischmann Yeast Co.

Twenty-five years ago the writer met a gentleman who was introduced to him as the new agent of the Fermentum Compressed Yeast Co., succeeding the late P. Spitz, who was the pioneer in introducing compressed yeast to the grocers and bakers of this city. The newcomer was a handsome appearing young fellow, but his English vocabulary was so meager and his knowledge of American methods was so limited that even the most casual observer would note the fact that he was sadly hampered at the inception of a business career in competition with native Americans more favored in these respects. Judging by the rapid manner in which he had forged his way to the front, however, the apparent disadvantages under which he labored at the beginning of his career served only to spur him on to more energetic endeavor, for in the short space of ten years he rose from the position of local agent in charge of a retail distributing point to that of General Manager of the entire business, with full control of half a hundred agencies in as many cities and towns. His further advancement was gradual and substantial. The history of Mr. Winternitz' life is best told in his own words:

"It was in the city of Prague, in Bohemia, on April 29, 1854, that I spoiled the full dozen and made my appearance as No. 13, the last one among the Winternitz and Spitz company of boys and girls. My father was a celebrated school teacher and, like most all school teachers, very rich. I can not say much about my early youth. My father died when I was only 11 years old, leaving us a good honest name and the fortune of six gulden. At the age of 13 I started my commercial career as office boy in a grain establishment, remaining in it about three years and attending an evening commercial college, with good results. I remember that I did not then have two kinds of pie daily on my bill of fare—was glad to get meat once or twice a week. This I remark to show the comparison between the nourishment of the young American and that of the average foreign youth. At 'sweet 16' I went into the cotton and yarn business of Ignatz Gerstel, of Prague, where I remained for about fifteen years. I started as clerk and wound up as head book-keeper and traveling representative of the house. My dear mother stayed with me as long as she lived. First she took care of me and then I tried to make her old age as happy as possible. She died in 1883.

"In 1884 I gave up my good position in Prague and followed a magnet which drew me to America. Very few knew the real cause of my leaving Europe. My boss was one of them, and, as he was the only one who knew my financial condition, he proposed to give me 600 gulden to take with me. He said, 'You may need that money. If you can, pay it

back in a year; if you can not it won't be much of a loss to me. I am willing to help you any time.'

"On my way to America I learned a little English, and the moment I stepped on Uncle Sam's ground I had to undergo the first examination. I had to make a custom house affidavit and the officer asked me to swear to it, so I uttered the worst oath I had ever heard. The crowd burst out laughing and an old lady said, 'Poor greenhorn! He meant no harm. He will be all right in a few years from now.' I am still hunting after that old lady. Want to ask her if I am now 'all right.'

"A few days after that I visited my friends at Chicago and was the happiest man in the world—I was near

to rise with the sun and sometimes I beat the sun. How often did I drive up and down Canal street at 4:30 of a winter's morning, waiting until Tom Wasson opened his bakery, so as to be the first one to sell him his half pound of Fermentum, taking a cup of coffee with him for early breakfast! With the increase of our yeast business the population of Grand Rapids increased also, and we put out one wagon after another. Well do I remember when E. Bleyer, of the Paul Bechtner Vinegar Co., came to me and induced me to sell his vinegar. I started at it and the second and third seasons many carloads of Star brand vinegar did I sell. Then came pickle and mustard agencies, and finally I was



Ludwig Winternitz

my sweetheart. But when I asked the old folks, pa and ma wanted to know how the green cousin would make an honest dollar. Well, for a few days I worked in Chicago and then my half brother in Grand Rapids, Mr. Spitz, got sick and I had to go there. For a while I felt kind of lost, but that feeling did not last long, as several Grand Rapids friends came to my assistance. It seemed rather strange to me when the late Moses May told me to take a broom and sweep my office and clean my windows.

"I will never forget those first impressions of American life. Very soon I got acquainted with the mode of 'treating' and spent more money than I earned introducing myself and Fermentum to the trade. New opposition came into market and that was life to trade. They made it pretty lively for me, but I learned

lucky enough to get the agency for the Woolson Spice Co.'s Lion coffee, and that I made a success for them in Grand Rapids is a certain fact.

"But all this was not to be credited to me alone, for in April, 1885, I married my dear Clara (born Kadish). She assisted me a great deal in my business. I used to call her my 'living dictionary,' for when I got stuck and my Dutch tongue wouldn't twist in the right direction she would help me out.

"The Fermentum Company called me to Chicago in 1892 to act as traveling agent and in June, 1894, I was made manager of the company. In 1895 I returned to Grand Rapids to take the management of the Michigan Spice Co., which was a position entirely to my liking, because it enabled me to live among the friends I loved and the merchants I knew so well. In

August, 1896, I attended the National convention of the Elks at Cincinnati and naturally called at the office of the Fleischmann Company to pay my respects. To my surprise the manager offered me the position of Superintendent of Agencies at a salary nearly double what I was receiving from the Michigan Spice Co. To say the least, I was stunned. I wanted to stay in Grand Rapids, the city of my adoption and the place where I had made my first stand in the New World, but opportunity to earn and save more money and, perhaps, be of greater service in the larger field influenced me to make the change. I have never had occasion to regret my choice, although my mind continually reverts to Grand Rapids and the many pleasant days I spent in the beautiful city on Grand River. My territory now includes the West and Northwest, including the wonderful cities of Spokane, Seattle and Portland and the principal cities of the Canadian Northwest, in which I also introduced Fleischmann's yeast. When I went with the house it had no trade west of Denver. I have developed business in every city this side of Alaska, and some time I suppose I will be going up there, the same as I now visit the Coast cities.

"I have few hobbies. I am an amateur photographer—some of my friends are kind enough to refer to me as an expert—and enjoy making pictures for my friends and the magazines. I am also a lover of the piscatorial life and am an active member of the Stoney Lake Fishing Club, which owns a fine summer home and forty acres of land at Hackensack, Minn. My home in Chicago was my greatest hobby, however, but that is gone now because my dear Clara died Jan. 8, 1909, so I am now a wanderer, making my home wherever night overtakes me. My nominal headquarters are, of course, in Cincinnati, but when I am in Chicago I get my mail at the Illinois Athletic Club. No married people ever lived in greater harmony than Clara and I. We were one in mind and one in heart and but for the business I have built up and the additional work I see ahead of me life would have few charms for me.

"I paid my old employer in Prague the 600 gulden before the first year expired, and own to-day in Grand Rapids some property. I hold a membership there in several societies. Have been an officer in Doric Lodge, F. & A. M. and am a member of Grand Rapids Chapter and have gone up as high as the 32d degree. I also owe allegiance to the Shrine and B. P. O. E., No. 48. I shall never forget what Grand Rapids was to me and may yet make it my resting place."

The Tradesman can add little to Mr. Winternitz' modest recital of the events of his own life except to say that his career in this country furnishes an admirable example of the effectiveness of honesty of purpose and constant application to business, properly combined. Mr. Winternitz has a faculty of making friends wher-

ever he goes, and to this faculty is due in no small degree the remarkable success he has achieved. Generous to a fault, loyal to friends and employer, persistent in effort, happy in disposition, prosperous in business, Mr. Winternitz has every reason to regard his future with complacency, as it is pregnant with even greater achievements, so far as he is concerned, than the past has been.

Furniture of Palmetto Wood.

Although the wood of the cabbage palmetto, with its beautiful dotted cream and black appearance, is delightful to look upon, very little of it has been used in the manufacture of furniture and novelties, because no way had been found to preserve it against time and its warping tendencies. Now, however, a process of treating the wood has been discovered that, it is claimed, will make possible its utilization for certain lines of furniture, and make its markings stand out all alone, as does the birch or bird's-eye.

Stands, cabinets, mission furniture, walking canes, brush backs and paper cutters made of the wood as specially treated have been turned out as samples. The cabbage palmetto abounds in the lowland sections of Florida, and the process of treatment is the discovery of a company in Datona.

There must be earnestness and sincerity in all you do and say in making a sale.

What Other States Are Doing.

Written for the Tradesman.

Wheat harvest is on in Oklahoma and Kansas and good yields are reported.

When the Iowa delegates to the National G. A. R. Encampment leave for Salt Lake City in August each man will carry slung over his shoulder a monster ear of real Iowa corn. No ears less than 14 inches long will be eligible as badges.

Ohio has passed a law which provides that a portion of the earnings of workhouse prisoners sentenced by a Juvenile Court shall be used for the support of their families.

New York is letting contracts for converting the Erie Canal into a barge canal. The lowest bid for constructing fourteen miles of the canal, from Little Falls to Sterling Creek, was over two and a half million dollars, which indicates that the total cost of this improvement will run high.

The Rock Island Railroad will conduct an educational campaign for the benefit of the dry farmers in Eastern Colorado this summer. Farmers in that section who suffered from drouth last year were supplied with seed grain by the railroad and their crops are looking fine this season. They will send an exhibit to the Dry Farming Congress which meets in Billings, Mont., in October.

Wisconsin has passed a law making it a penal offense for anyone in a bank or trust company, or acting as trustee or guardian, to speculate

in shares, grain, cotton or any other commodity on a margin.

Owing to severe weather in January and late spring frosts Kansas will have a short fruit crop. Pears, peaches and plums were badly hurt, while apples show quite a falling off as compared with last year.

The National Corn Association, which was formed a year ago and has a membership of 6,000 farmers in twenty-two states, has opened offices in Omaha. The object is to encourage the growing of corn and the use and manufacture of corn products.

Work has begun on the Cape Cod Canal, which will shorten the water route between Boston and the Coast cities south by seventy-four miles. Philadelphia now asks that the little neck of territory across the Delaware Peninsula be cut through, bringing Baltimore and Philadelphia into easy water communication without traversing the long route between Cape Charles or Cape May into the open ocean.

After experiments for a year in Georgia a company has been formed at Macon for the manufacture of paper out of the okra stalk.

Two young men from the North, who went to Florida a year ago with 15 cents capital, have just returned home after dividing \$7,000, all made by raising tomatoes.

Missouri and the Federal Government will jointly make a soil survey of the State. It is thought that the work will require about two years

and will prove of great value to the farmers, letting them know what crops and fertilizers are best suited to their lands. A special chapter will be devoted to the possibilities of fruit production in the Ozarks.

One of the bills being considered by the Georgia Legislature is to require hotel proprietors charging more than \$1.50 per day to provide mosquito bars for every bed from May 1 to Nov. 1. Another bill seeks to prohibit intoxicated persons from operating automobiles, while another would do away with "pistol toting," making it unlawful for a person to carry a revolver without a license.

Almond Griffen.

French Device Diminishes Tire Punctures.

Road authorities are interested in a novel machine now being tested out on race courses in France. The machine is a two-wheel vehicle with electro magnets suspended close to the ground from the axle, which picks up nails and small bits of metal sometimes so costly to owners of racing stock. They look to a general use of the device on American automobile thoroughfares in this country to diminish the number of tire punctures.

Reason For It.

"Why is Maude so angry with the photographer?"

"She found a label on the back of her picture saying, 'The original of this photograph is carefully preserved.'"

Mr. Grocer---

Who Is Supplying the Buttermakers With Dandelion Brand Butter Color in Your Vicinity?

Some One Is---

for a large majority of buttermakers are using it. "Dandelion" is in demand because it gives the butter just the **right shade always**.

It never interferes with the taste, goes the farthest and never wastes. Tell this to your buttermakers—who don't know. Keep a good stock on hand—for those who do.

Dandelion Brand Butter Color is endorsed by all authorities

Dandelion Brand
Purely



Dandelion Brand is the safe and sure Vegetable Butter Color

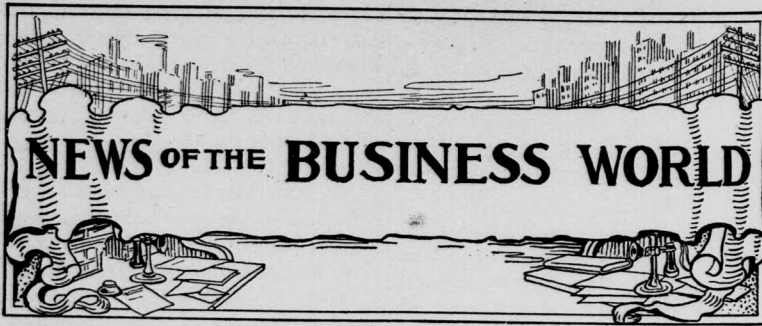
Butter Color
Vegetable

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

Wells & Richardson Co.

Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Armada—A bakery has been opened by Thomas Davis & Son.

St. Joseph—Kenroy & Benning have opened a bakery at 611 Broad street.

Owosso—William Morton is succeeded in the bakery business by L. Loudon.

Carson City—Combs & Gilbert are succeeded in the harness business by M. Hutting.

Allegan—Griffith & Co., implement dealers, will add a harness shop to their business.

Manistee—A drug store has been opened in the Maryland building by Frank Adamski.

Middleville—W. W. Watson intends to engage in the meat business in his building about Aug. 1.

Hastings—The Hastings Restaurant & Baking Co. is succeeded in business by Samuel A. Holt.

Sidney—Burgess & Blumberg are erecting a new elevator, the work of building having already begun.

Chesterfield—The capital stock of the Chesterfield Creamery Co. has been increased from \$5,100 to \$45,000.

Frankfort—Wm. R. Thomas has opened a furniture store here, which will be in charge of Miss Mamie Love.

Marshall—C. E. Corey, of Battle Creek, is removing his shoe stock from that place here to the Perrett building.

Quincy—Allen J. Talant has purchased the grocery stock of Geo. P. Comstock & Co. and will continue the business.

Stockbridge—F. C. Mapes, of Chelsea, succeeds R. H. Mapes & Co., dealers in confectionery, cigars and groceries.

Woodland—Devere England succeeds his father, D. S. England, in the furniture business, having purchased the stock.

Lansing—J. A. Smith, of Grand Rapids, has purchased the M. J. Palmer stock of groceries and drugs in East Lansing.

Lansing—J. G. Reutter is succeeded in the meat business by August C. Roller after having been engaged in trade for fifteen years.

St. Joseph—Mrs. Dana Phillips, formerly of Battle Creek, will soon open a women's exchange and home bakery at 319 Main street.

Owosso—E. M. Bergey, dealer in baking powder, will soon remove from this place to Oklahoma, where he will continue in the same business.

Saranac—Geo. W. Potter has purchased the A. W. Burnett & Co. drug stock at chattel mortgage sale, placing Benj. F. Whitmore in charge.

Vermontville—Will Moore is succeeded as manager of the local creamery by James Knowles, who has been identified with the creamery at Vassar.

Eaton Rapids—F. W. Godding and Vern Abby have formed a copartnership and will engage in the clothing and men's furnishing business about July 15.

Saginaw—Wm. Knippel has decided to discontinue the grocery business which he has conducted at 1721 Janes avenue for thirty years and is closing out his stock.

Big Rapids—J. H. Yeo, for the past nineteen years cutter and salesman for F. W. Joslin, clothier, will open a clothing and merchant tailoring shop about Sept. 1.

Frankfort—The Paul Mercantile Co. is remodeling its double store known as the Waters building and will occupy it with its stock of groceries and furniture.

Grand Haven—R. W. Culver, who has been engaged in the drug business at Detroit several years, has opened a drug store in the Juistema building on Third street.

Maple Rapids—William Sickles becomes a member of the implement firm of Casterline, Redfern & Sickles. The business was formerly conducted by Casterline & Redfern.

Ely—The general stock of Cobe & McKennon at this place has been purchased by E. R. Burnett, of Cross Village, who will continue the business.

Detroit—The Kawkawlin Coal & Mining Co. has been incorporated to conduct a general coal mining business with an authorized capital stock of \$30,000 common and \$30,000 preferred.

Morley—Four of Morley's merchants have started to rebuild. J. B. Pettie, C. E. Hawley, A. M. Fredrick and Patrick O'Neil have their foundations up. F. A. Hunter & Co. will not rebuild.

Laurium—Edward Eggen and Sivert Høyen have purchased the interest of John Eggen in the bakery firm of Eggen Bros. & Co. Mr. Eggen has been in business for the past nine years. The new firm name will be Eggen & Høyen.

Saginaw—The Saginaw Ice & Coal Co. has merged its business into a stock company under the same style with an authorized capital stock of \$75,000, all of which has been subscribed, \$5,000 being paid in in cash and \$70,000 in property.

Grand Ledge—T. W. Astley has purchased the interest of Mr. Hixson in the firm of Sickles & Hixson, and the business to be managed in the fu-

ture by J. W. Sickles. Mr. Hixson retires on account of failing health and has gone to Alberta.

Adrian—Hilberg & Doerr, who conduct a dry goods, shoe and hardware business at Pontiac, will open a branch store at this place the first of August. The Adrian branch will be managed by E. J. Doerr and Geo. Hilberg will look after the company's interests in Pontiac.

Port Huron—John C. O'Brien, who formerly managed the Port Huron store of Partridge & Blackwell, and has been in Ionia recently, will embark in the dry goods business here for himself in the store formerly occupied by Partridge & Blackwell, at 222 and 224 Huron avenue.

Lapeer—The general merchandise business formerly conducted by Eva Z. Henderson has been merged into a stock company under the style of the Henderson Department Store, with an authorized capital stock of \$15,000, all of which has been subscribed, \$50 being paid in in cash and \$14,950 in property.

Detroit—Alonzo L. Hart, formerly engaged in the butter and egg business, has merged his business into a corporation under the style of the Hart Table Supply Co., to deal in food to the consumer, with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Mackinac Island—Wood Brothers, consisting of Albert Parker Wood and Leland Stanford Wood, both of Flint, have opened a summer store here, involving a capital of some \$5,000. They will handle books, stationery, souvenirs and tourists' supplies. The young men are sons of Ed. O. Wood, of Flint, and are reported to be "chips of the old block." If so, their success is assured.

Manufacturing Matters.

Detroit—The Grand Upholstering & Furniture Co. has increased its capital stock from \$15,000 to \$25,000.

Detroit—The Detroit Hat Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$3,000 being paid in in cash.

Dewitt—The elevator which is being erected here by the Christian Breisch Milling Co., of Lansing, is to have a capacity of 15,000 bushels. It is intended to have the structure finished by fall.

Union City—A corporation has been formed under the style of the Union City Canning Co., with an authorized capital stock of \$22,000, of which \$12,000 has been subscribed and paid in in cash.

Escanaba—James R. Andrews, who is engaged in the lumber commission business with headquarters at this place, has bought the stock of James Kessler, at Daggett, consisting wholly of hardwood lumber in various grades.

Detroit—The Currie Machine Co. has merged its manufacturing business into a stock company under the same style with an authorized capital stock of \$10,000, of which \$5,800

has been subscribed and paid in in property.

Bay City—A Canadian concern, capitalized at \$300,000, has bought sixty-five acres of land and will erect a factory at this place for the manufacture of the MacLean cream separator, with a capacity for 10,000 machines a year.

Adrian—The Withington Machine & Fence Co. has been incorporated with an authorized capital stock of \$45,000 common and \$30,000 preferred, of which \$57,500 has been subscribed, \$6,000 being paid in in cash and \$51,500 in property.

Detroit—A corporation has been formed under the style of the Gulley Walker Co. to manufacture automobile parts and other machinery with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed, \$4,010 being paid in in cash.

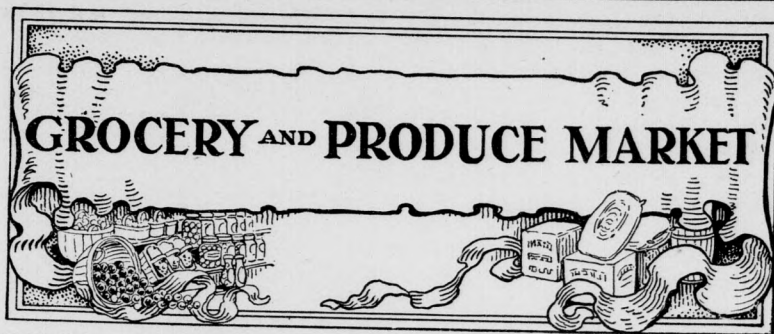
Black River—MacDonald, Davidson & Co. operate a small sawmill here which is being overhauled and repaired. This firm will build a shingle and lath mill. It owns some timber tributary to the mill and has bought stock north of Alpena. It will operate its plant all winter.

Jackson—The A. J. Callaghan Co., which manufactures belt cutting compounds and other articles of a similar nature, has merged its business into a stock company under the style of the Advance Grease & Chemical Co., with an authorized capital stock of \$15,000.

Bay City—The box business is becoming active and new business is offering much more freely than since October, 1907. The manufacturers are buying stocks of pine for box stuff at Lake Superior and over in Georgian Bay. Hemlock and hardwood lumber is also being utilized so far to the extent of several million feet.

Sagola—The Sagola Lumber Co. will soon enter Marquette county with a railroad for extensive logging operations. The road will be eleven miles long, of standard gauge and of substantial construction. It will extend in an easterly direction from Witbeck, where it will connect with the St. Paul lines. The latter railroad will haul the logs to the company's mill at this place. This new logging road will tap a tract of pine timber owned by the Sagola company estimated to contain 20,000,000 feet of pine, being one of the finest tracts of timber remaining in the Upper Peninsula.

Gaylord—Jackson, Wylie & Co., proprietors of the Gaylord hoop and stave mill, have recently purchased all the elm timber belonging to the Johannesburg Manufacturing Co., east of town, and that means with this added supply of raw material the mill will be kept in operation in Gaylord for a number of years longer in converting it into the finished product. The firm is also negotiating with the Ward estate looking toward the purchase of the valuable elm timber it contains. Should this deal be consummated, and the prospect is favorable, the plant will be good for twenty years yet as a fixed and valuable industry of this place.



The Produce Market.

Asparagus—90c per doz. for home grown.

Bananas—50c for small bunches, \$1 for Jumbos and \$1.50 for Extra Jumbos.

Beans—String beans and wax beans command \$1.50 per bu.

Beets—35c per doz.

Blackberries—Southern command \$3 for 24 qts.

Butter—The market is firm and active at $\frac{1}{2}$ c per pound above a week ago. The recent hot spell curtailed the supply of milk and for that reason reduced the make of butter considerably. Both the consumptive and the speculative demand shows an increase and the market is firm on the present basis. If there is any change it seems more likely to be an advance. Local dealers hold factory creamery at 26c for tubs and 26 $\frac{1}{2}$ c for prints. Dairy ranges from 15c for packing stock to 19c for No. 1.

Cabbage—Virginia commands \$1.25 per crate. Texas fetches \$1.35 per crate. Tennessee ranges around \$1 per crate.

Cantaloupes—Georgia, \$2@2.50 per crate. Rockyfords, \$3 for 54s and \$3.50 for 45s.

Carrots—25c per doz.

Cauliflower—\$1.20 per doz.

Celery—Home grown is coming in more freely and is finding ready sale on the basis of 25c per bunch.

Cherries—Sweet, \$1.75 per crate; sour, \$1.25 per crate. Small and inferior stock finds an outlet at 50c@\$1 per bu.

Cucumbers—40c per doz. for home grown hot house.

Eggs—There is an active consumptive demand for everything in the egg line, and the market for fancy eggs is strong. A large per cent. of the receipts now shows some heat, and have to be sold at lower prices. The hot spell has both reduced the quantity and quality of the production. A continued firm market is looked for. Local dealers pay 19c f. o. b., holding case count at 20c and selected candled at 21c.

Egg Plant—\$1.50 per hamper.

Gooseberries—\$1.25 per crate.

Grape Fruit—California stock is still in market on the basis of \$1.75 per box.

Green Onions—15c for Silver Skins.

Green Peas—\$1 per bu. for Telephones and 75c for Marrowfats.

Green Peppers—\$1 per $\frac{1}{2}$ bu. box.

Honey—14c per lb. for white clover and 12c for dark.

Lemons—The market is still strong on the basis of \$7 per box for both Messinas and Californias. If the weather should become intensely hot

again the price will probably go still higher.

Lettuce—Leaf, 7c per lb.; home grown head, 60c per box.

Onions—Texas Bermuda's are in strong demand at \$1.25 for yellow and \$1.40 for white; Louisville, \$1 per sack.

Oranges—Navels are in fair demand at \$3.50@3.75 per box. Mediterranean weets are moving freely on the basis of \$3@3.25. Late Valencias command \$3.50@4.

Parsley—25c per doz. bunches.

Pieplant—75c per 40 lb. box of outdoor grown.

Pineapples—Florida fetch \$2.75 for 24s, \$2.60 for 30s, \$2.50 for 36s, \$2.25 for 42s.

Potatoes—65c for old and 90c for Triumphs from Texas. Virginia command \$2.85 per bbl.

Poultry—Paying prices for live are as follows: Fowls, 11@12c; broilers, 18@20c; ducks, 9@10c; geese, 11@12c; turkeys, 13@14c.

Radishes—15c per doz. bunches.

Strawberries—Home grown are about all marketed. Some receipts command as high as \$1.60 per 16 qt. crate.

Tomatoes—Tennessee, \$1 per 4 basket crate. Home grown hot house command 90c per 8 lb. basket.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9 $\frac{1}{2}$ c for good white kidney.

Watermelons—Georgia are moving freely on the basis of \$3 per bbl. of 8 to 10.

There is some friction between the produce and butter and egg merchants and the retail grocers of the city over the recent adoption of the rule by the former to the effect that all bills contracted during any week shall be paid for on or before Thursday night of the following week. The parties to this agreement claim that such an arrangement is necessary in order to enable them to meet their obligations, while the retail grocers insist that, inasmuch as they have to pay cash for the goods they buy on the market, they can not afford to pay for the other goods so promptly. One or two conferences have been held, but as yet no modifications of the rule have been secured. It is understood that this action of the produce men is in line with the policy pursued by produce dealers in nearly every other market of importance in the country. Such an arrangement has been in force among the meat dealers here for many years and is said to have worked well.

The Grocery Market.

Sugar—The market is without change from a week ago. The refiners hinted last week that quotations would be marked up this week, but they failed to make good up to Wednesday noon.

Tea—The market is very quiet and there is little doing. Prices remain the same as last reported. New Japans are coming in early and the quality seems fully up to the average, with prices advanced from 1@2c over last year. It is too early yet for permanent quotations to be made for low grades. The Ceylon market is firm and the demand is good. The settlement of the tariff bill on the basis of free tea meets with general approval and will aid in settling the markets.

Coffee—Rio goods are weak and dull. Santos grades are scarce and firm. The general market for Brazil coffees is still in a waiting condition, due in part to the holidays of the past week. Mild coffees are steady, unchanged and only moderately active. Java and Mocha are quiet at ruling quotations.

Canned Goods—There is no particular change in tomatoes. Packers seem to have a good deal of old stock left and are willing to make the lowest price to get rid of them. Both spot and future corn is on a firm basis and futures can not be bought within 5c per dozen of opening prices. The situation is very strong and advances are looked for. Peas continue steady to firm. New pack strawberries have arrived and the quality is very firm and prices considerably under those of last year. Gooseberries and blackberries are ready for shipment and prices are very low this year. The fact that the demand for gallon apples is surprisingly light, compared with previous years, is responsible for the inability of the market to improve. The low opening prices named on California canned fruits does not seem to have stimulated buying to any extent, but, on the other hand, the market is rather quiet. On account of the high prices for high grade salmon, pinks are in very good demand at the present time and a firmer tone is in evidence. Red Alaska Columbia River chinooks and Puget Sound sockeyes are all very firm, and there is a scarcity of supplies in all these grades. Competition among sardine packers has caused some very low prices on sardines. In fact, it is said they are being sold below the cost of packing, but advances are expected in a short time.

Dried Fruits—Apricots are unchanged and in light demand. Raisins show no improvement and only very light demand. Currants are firm, but quiet. Other dried fruits dull and unchanged. The market for old crop prunes is unchanged and dull. New prunes are very unsettled. There have been offers as low as 2 $\frac{1}{2}$ c basis, and quite large offerings, it is reported, at 2 $\frac{3}{4}$ c. Other packers decline to sell good Santa Claras for less than 3c basis; outside brands 2 $\frac{3}{4}$ c. The demand is fair. Peaches are dull and unchanged.

Syrups and Molasses—Compound

syrup is likewise unchanged and in dull demand. Sugar syrup is not wanted and rules unchanged. Molasses is in fair demand for the season at ruling prices.

Cheese—The price has advanced $\frac{1}{4}$ c since a week ago. There is an active consumptive demand, and the bulk of the receipts is showing fine quality and meets with ready sale. The heat has cut down the supply of milk in some localities and a general shortage in the make is reported in consequence. The trade look for a continued good consumptive demand and a firm market for some time to come.

Rice—The situation continues very strong and, while the very strong reports from the South have not as yet influenced higher prices in this market, there is every indication that higher prices will prevail before the new crop arrives, and the continued heavy demand is cutting deeply into what stocks are left.

Rolled Oats—Jobbers anticipate a continuance of the present high prices until the new crop arrives. Good quality oats for milling purposes are still very scarce and there is no chance for any decline in the market until the situation is materially relieved by a very favorable crop during the coming season.

Provisions—No change has occurred this week in smoked meats. Pure and compound lard are firm at unchanged prices, and there is a good consumptive demand for both. Barrel pork of all grades shows an advance of 25 to 50 cents per barrel. Dried beef is unchanged and in good consumptive demand.

Fish—Cod, hake and haddock are unchanged and quiet. Domestic sardines are unchanged at the last quotation, but buyers are bidding about 10c off, and there is no certainty that some packer won't accept it. The demand is fair. Imported sardines are unchanged and in fair demand. Red Alaska salmon is becoming very scarce and prices have advanced 5@7 $\frac{1}{2}$ c during the week. Nowhere in the country is there much stock, and prices will likely be considerably higher before standard new salmon comes in in the fall. Sockeye salmon is even scarcer than red Alaska. The demand for salmon is good. Mackerel is unchanged for the week. This includes Norway fish, new Irish and new Shores. The demand is only moderate and the price fairly steady.

C. B. Hamilton, who has been in charge of the advertising and selling department of the Fox Typewriter Co., for several years, will retire from that position August 1 to take charge of the publicity department of the Berkey & Gay Furniture Co.

The Flexible Belt Lacing Co., 220 Ashton building, has changed its name to the J. B. Stone Co.

Where every one has an ax to grind there will be little hewing to the line.

The luxury of good business becomes a necessity after you get used to it.

THE CREATIVE FORCE.

Fate Is Only Another Name For God.

Evansville, Ind., July 6—My sympathy is forever going out to those poor, unfortunate people who are made to believe that the devil, fate or irresistible conditions are against them. I am real sure that the business world, as well as people in all walks of life, are allowing their minds to fill up on such thoughts. I am really sorry for the good, hard working business man who believes that he is subject to an influence which he himself can not control.

In my opinion it is an awful thing to teach children that there is an evil influence in and around them which they can not understand or control. We must not believe, nor should we teach, that we are not competent to solve the question of how we should live and how to control the so-called evil influences in and around us.

We are all fired with a hope and we all speculate and we sometimes elect our own course, but not until many experiments are made do we find the right road to travel on.

Let us educate ourselves softly and intelligently in the unity of all things.

Every law in Nature is a necessity, and if we are not afraid of the elements called the devil, fate and irresistible conditions and will crush every rock in the human development we are bound to live in a more successful and happy mode.

Nature never did intend that we should be afraid of her. Let us stop building altars of worship and build temples of living gods.

Freedom and foreknowledge exists, my dear brother, but we can never attain these beautiful principles if we are going to believe in the devil, fate and irresistible conditions. There is a creative force within each and every human being, and that force must be awakened in the minds that wish to be successful.

It was written, once upon a time, that man was created a perfect human being, but was tempted and he fell, and for this he must accept punishment. Not only he himself is made to suffer, but all who descend from him. All of the educated people of to-day know that our ancestors were very ignorant of the laws of Nature. They all know that we are more intelligent than the writers of two, four or six thousand years ago. Thousands of years ago people wrote about "the beginning." To-day every mind that is filled with thoughts of Nature is telling the people that there was no beginning and there will not be an end to creation."

The creative force, which most all of us call God, is a universal principle. Centuries ago the great writers in Athens called God "the Spirit of the Universe." For us to get the fear of the devil, fate and irresistible influences out of our minds we must first get out of our minds the idea that God is in the likeness of man. Since we are the children of Nature and our fathers were taught that we were made after the image of our

Creator, we made a God after our likeness. This is the only reason why so many people worship Jesus Christ, instead of going out and doing the things He told them.

No man need fear the devil if he will take the time to study the teaching of Jesus.

There is no devil and fate is against no man. The only thing that is working against any man is the ignorant thoughts he allows to control him.

There is nothing evil in this universe. Everything is good for something. The reason we think there is evil is we have failed to learn how to mix matters. I am glad there is a so-called devil. If we would not have had this so-called evil we would never have had any experience with the beautiful things we now enjoy so well.

What we need is unity in human thought. We must have unity in principle. We as a human race are very much divided. Most of us love darkness. We like to get out at night. Let us get out in the light and let the All-seeing eye guide us.

Every wise man knows that there is something in and around him that can not be taken away. He does not feel as if the whole weight of the universe is holding him down. He feels light flowing through him from all sides. He feels the unity of thought and man in his own mind and he works to the right end most every time.

Most of us have just enough intelligence to know how to do things after we are taught to do them and that's all.

If we never try to be anything else but imitators we shall always be afraid to trust ourselves in business and everything else.

We are all personal expressions of the impersonal principle, which is Nature, and we should learn more about these things before we express ourselves, for every word spoken builds something. If you express a fear of doubt, doubt you will receive. On the other hand, if your mind is filled to overflowing with hope and everlasting faith within yourself success is yours and it will come so easy that you will be surprised more than anyone else.

It is all right to go to the large cities to see what other people are doing, but what's the use if you do not have the faith that you can do just what any other man can do?

It is a great sin against your own intelligence to go anywhere for advice. My dear brother, God is with you. Have faith in Him. If you can not believe this then I guess you had better go to Chicago.

It is true that I must look into your face to see myself, but I do not need your ears in order that I might hear.

Here is the point, and I read it in the Tradesman: "The wisdom of the world has always come from the people who did not fear being called fools." If we will listen to the true wisdom of our own intelligence we are sure to grow in faith—faith within ourselves—and if a man can de-

velop this he can attract thoughts from the great minds all over the world and he will not have to go to Chicago to get "pointers" on how to run his business.

Each and every man, woman and child can be an inventive genius, can attract inexhaustible influences from the storehouse of knowledge. If this is not true then I wonder how in the world any man can be a genius of any kind. We have no so-called inspired men. No man has a special gift from the All-Wise and Intelligent Infinite Power of Life and Wisdom.

There are people all around us who are continually giving out blessings and comfort—persons whose mere presence seems to change sorrow into joy, fear into courage, despair into hope, weakness into power, but these very people are not the chosen ones by the power that made them so. They simply have learned how to live with the creative force that makes them what they are.

If you want to be a great man or a successful man—a man without fear—get into the great power-house of the universe where there is a strong, positive and constructive force of thought continually working for the success of every living being on earth.

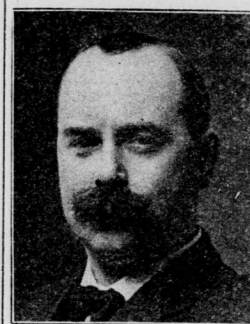
Remember, you are not left out of this by Nature itself. The only trouble is you allow yourself to stay out. Fear and all thoughts of failure never get anywhere near this great power-house we are talking about. They go to places where there is nothing but foolishness going on.

Edward Miller, Jr.

Love's Change of Costume.

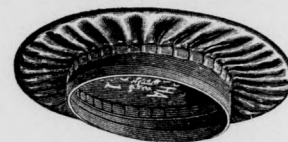
He—In olden times women disappointed in love used to don nuns' garbs.

She—Yes, but the styles have changed. Nowadays they go into breach of promise suits.

Reduction Sales—Closing Out Sales
W. A. ANNING, The Sale Specialist

Known for 7 years as America's leading Sale Promoter. Conducts every sale in person. My methods and unique plan never fail to bring desired results. References from hundreds of merchants and Wholesale houses. Wire or write today.

Address
W. A. ANNING
Aurora, Illinois

Bathing Caps
Bathing Shoes

Learn to Swim by One Trial.

Water Wings
Life Preservers

Send for Catalogue

GOODYEAR RUBBER CO.

Milwaukee, Wis.

W. W. Wallis, Manager

IF MADE OF RUBBER WE HAVE IT



ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
SINGLY OR IN QUANTITY
TRADE-NAME CO. CHICAGO, ILL.

Announcement

Announcement is made that we have purchased the entire assets of the M. B. Wheeler Electric Co., and will continue the business. We thank our many friends and patrons for past favors and solicit a continuance thereof.

ROSEBERRY-HENRY ELECTRIC CO., 93 Pearl St.

H. A. ROSEBERRY
Formerly Supt. M. B. Wheeler Electric Co.

LOREN L. HENRY
Formerly Supt. G. R. Electric Co.

McIntyre Motor Wagons

Open and Covered

If you use even one delivery horse, we can prove to you that a McIntyre Wagon will save you money and make you trade. If you use two horses, the McIntyre will be a gold mine. Cost no more than a good team and will do more than two teams. Will save the cost of one team, the wages of one driver, and the whole cost of keeping the second team. Saves time. Will deliver twice as many times in the same period. Cover twice the area in the same time as a horse-drawn wagon. Write for Catalog No. 182.

W. H. McIntyre Company
Auburn, Indiana



256 Broadway, New York
1730 Grand Ave., Kansas City
418 Third Ave., S. Minneapolis
Tudhope-McIntyre Co.
Orillia, Canada

Doings in Other Cities.

Written for the Tradesman.

The plan of establishing a municipal abattoir, to take the place of seventy-five private slaughter houses, is being considered by Pittsburg. There are several public abattoirs in European cities, but only two in operation in the United States. The latter are at Montgomery and New Orleans. In each city the abattoir is owned by the municipality, and all butchers are compelled by ordinance to slaughter exclusively at these plants.

Davenport, Iowa, will appoint a commission to look after the improvement of its river front.

The Commercial Club of Des Moines has secured seventy-four conventions to be held in that city during 1910.

Toledo seeks some legal way to authorize the creation of a city purchasing agent, to look after securing all supplies for the various departments. Experience has shown that a great saving may be effected by purchasing supplies in large quantities.

The second annual trade extension excursion of the Wholesalers and Manufacturers' Association of Saginaw will start Sept. 13, the week being spent in Eastern Michigan. There will be thirty concerns represented this year.

Kalamazoo is attempting to raise \$500 to provide four playgrounds, with a director at each one, for all the city children who wish to come.

One of the means used is to enclose a letter asking for assistance in the pay envelopes of the 5,000 factory employees.

According to the new directory of Kalamazoo that city has a population of 41,031.

The banks of Flint have adopted the plan of keeping open Saturday evenings from 6:30 until 8 o'clock.

The newly-organized Florida Citrus Fruit Exchange will have its headquarters in Tampa.

Barges loaded with enough steel pipe to make four ordinary freight trains left Pittsburg recently bound for New Orleans. This is the largest shipment ever made by water from the Pittsburg district, and if successful there will be a big saving in the cost of transportation.

Almond Griffen.

A Too Modern Improvement.

Mr. Martin—Mr. Miller is after findin' out why his cow went dry.
Miss Hogan—An' phwat was it?
Mr. Martin—His bye, Willie, milked the poor creature wid wan of thim newfangled, dust-suckin' machines!

He Passed.

Judge—You are a freeholder?
Talesman—Yes, sir; I am.
"Married or single?"
"Married three years last June."
"Have you formed or expressed any opinion?"
"Not for three years, your honor."

The man who is only marking time is most likely to be singing about marching to Zion.

The Republic of the South.

The countries that are in the temperate zones of our globe are those which attract the greatest amount of immigration from the old countries.

The United States and Canada in North America and Argentina and Chile in South America are the countries most attractive to those who go abroad from Europe to seek their fortunes. Argentina and Chile are in the south temperate zone, while Brazil and the other countries north of them are in the tropics. Chile, being on the Pacific coast, is not easily in reach of emigrants from Europe, but Argentina, being on the Atlantic side, catches the greatest numbers. Compared with the emigration to the United States, the movement to Argentina is not so far behind. The figures given in the Statesman's Yearbook (English) are always reliable.

In 1908 Argentina received 255,750 strangers. This was about one-third the number we received that year, but as we outclass Argentina in population fifteen to one, it is evident that in proportion to population she is far ahead of us as a promised land for Europeans who leave home. A glance at the reference books in which these figures appear shows, however, that the rest of South America must not be judged by Argentina. Brazil's immigration is falling off and Chile's is insignificant. From the 76,292 foreigners who settled in Brazil in 1901 the number of annual additions to the population has dwindled until the last census, in 1904, gives

but 12,447. In the five years including 1901 and 1905 Chile records a total of only 14,000 immigrants.

In addition to the attractions of climate, one of the main reasons why Argentina is so eagerly picked out for settlement lies doubtless in the determined efforts of the government to populate the inland districts. The government makes special preparation for the newcomers. As soon as the immigrants land they are provided with good food and comfortable shelter free for five days. The National Bureau of Labor finds places for them, if they are laborers or mechanics, and they are dispatched to their destination and supported for ten days free of charge under the direction of an agent of the bureau. Argentina received in 1865 11,767 immigrants; in 1875, 42,066; in 1885, 108,722; in 1897, 135,205; in 1905, 221,622; in 1907, 209,108, and in 1908, 255,750 immigrants.

Buenos Aires, the great seaport and metropolis of Argentina, is a well-built city with a million and a quarter inhabitants, with a great shipping trade. Immigrants are from all the European countries, but Italy furnishes the greatest number. Argentina can produce wheat and cattle to an almost unlimited amount and has the greatest future of all the South American countries.

A good way to keep from becoming poor is not to get rich too quick.

Duty has a stern face only when viewed askance.

Post Toasties Window Displays

Attract Attention

Increase Trade

Easily Put In

We are always pleased to furnish the advertising matter. A postal will fetch it—just say, "I want to make a Window Display."

Crisp, Flavoury, Golden Brown

Post Toasties

A Steady Seller, Grocer's Profit is Pleasing, and Sale Guaranteed

POSTUM CEREAL COMPANY, LTD., Battle Creek, Mich., U. S. A.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

Subscription Price.
Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.
Canadian subscriptions, \$3.04 per year, payable in advance.
No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.
Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.
Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 7, 1909

THE IMPENDING STRUGGLE.

The constant talk of possible war between Great Britain and Germany, and the incessant agitation as to which of the two nations is to have the most powerful navy is being much joked at, as it is regarded as a sort of spur used on both sides to get money voted for government purposes rather than any real danger of or desire for war between the two nations.

But the simple fact is that all the war talk means something dreadfully serious, and it is doubtful if peace can be maintained much longer.

The Roman nation, which subsisted first as a republic and afterwards as an empire for nearly a thousand years, conquered and plundered all the nations that had anything to lose. Rome preyed and grew fat on the spoils of other nations. All of Europe as far west as Spain and the British Isles and as far north as Germany was under the Roman dominion, which included Egypt and Mediterranean States of Africa and all of Asia eastward to Persia. Wherever there were prospects of spoils there the Roman eagles were seen.

After the mightiest empire the world had ever known was overwhelmed and destroyed by the barbarian hordes from northern Europe and northwestern Asia and from the Arabian peninsula, what are known as the Dark Ages settled down upon Europe. The invaders, who ruled every country that had been a part of the great empire, were being slowly civilized. There were internecine wars everywhere and but little commerce. All the activities of the conquest and the plundering of nations were transferred to Asia, while Europe remained in gloom.

In the beginning of the fourteenth century the discovery of Central and South America, with their rich mines of gold and silver, placed Spain, into whose hands they had fallen, at the summit of power in Europe, and then began a great revival of civilization and all its activities. England, which up to that time had never occupied any prominent place in the world's history, undertook the role of ancient

Rome, first by plundering the Spaniards of their treasure, and next by colonizing and conquering first in America and subsequently in Asia and Africa.

It is the boast to-day of England that the sun never sets on her dominions, stretched, as they are, around the world, and with the enormous spoils of conquest and the still greater prizes of commerce, Great Britain has become the wealthiest of all the old nations.

It is worth while to mention that at the time of the discovery of America the stock of the precious metals in Europe had dwindled to £35,000,000, or \$175,000,000, while at that time the population of Europe was estimated at 50,000,000. At the beginning of the nineteenth century the population of Europe was about 175,000,000 and that of North America about 5,308,000. The populations of these continents at the beginning of the twentieth century are for Europe 380,000,000 and for America 100,000,000, while the gold and silver owned by the population to-day amounts to many billions of dollars.

Germany has always been a poor country, divided as it was for centuries among the various tribes into many small States, and it was neither rich in agriculture nor in minerals, and being in the interior of a continent was poorly situated for commerce. But the union of the German States into an empire, and three successful wars conducted under the genius of Bismarck, in our own time, secured for Germany a favorable position on the North Sea and an immense indemnity sum from France, by both of which the empire was put on the way to power and progress.

But Germany is still hemmed in from all but northern seas, and she has no field for conquest and colonies. When the Germans leave their own homeland they go to foreign countries, and their energies, activities and allegiance are lost forever to the fatherland. Therefore, Germany must have colonies and a vast commerce, and apparently these are only to be got by taking them away from England.

Here, then, is the real ground for the danger of almost immediate war between the two nations. It is a real reason and a real cause, and the war may break out at any time. England knows all this, but the present government does not want to take the responsibility that such recognition might entail.

The present administration of Great Britain is very timid and avoids as much as possible any act that would seem to give credence to the idea that there is any possible danger of trouble with Germany, but the leading statesmen and military leaders are fully sensible to the risk. Unless Great Britain's supremacy on the sea is beyond all question, the perils that beset a country whose dominions are spread over a great part of the globe, and whose wealth is largely invested in commerce, and whose people must be fed by foreign countries, will overwhelm her.

According to the London Fort-

nightly Review, Sir Robert Giffen, a high British authority on commercial statistics, on the figures of the year 1906, estimated that the value of British trade and shipping exposed to capture in the course of twelve months would be above £2,000,000,000. Imports to the value of 608,000,000 sterling, and exports of £461,000,000, gave a total of £1,069,000,000. Add the transshipment trade, of which the figures in the year 1906 were about £33,000,000, imports and exports; bullion and specie, £125,000,000; the value of the goods carried in the coasting trade, which Sir Robert Giffen put at £100,000,000. Further, add the produce of the sea fisheries, say £12,000,000; also diamonds (not included in exports and imports) estimated at £10,000,000, and the value of British ships.

British owners possessed in 1906 9,000,000 tons of steamers, which at an average of £20 per ton represent a total of £180,000,000, and 1,600,000 tons of sailing ships, which at an average of £7 10s per tons represent £12,000,000. With £20,000,000 for bunker coal and provisions, the figures reach a total of £212,000,000 for the floating value of the shipping. But there must be added the value of cargoes in British ships trading between foreign countries and British possessions. Sir Robert Giffen estimated this at about £600,000,000, or the figures of 1906, and this estimate may stand for the general purpose of argument. This brings the grand total to over £2,000,000,000 as the approximate annual value of the maritime trade and vessels of Great Britain, which would have to be insured against war risks in case of war with a naval power.

In order to reduce these amounts to dollars, they must be multiplied by 5, and thus it is seen that British property afloat on the ocean in a single year is equal in value to ten thousand millions, or ten billions of our money.

But not only would these immense values be at stake, but there are the prowess and power of the British Empire also thrown in the balance. Germany wants all this, and the German people, who make up in large part a frugal and hardworking population, want it. It is said that the great body of the German population are in full harmony with the Emperor's desire and determination to strike for a big share of British commerce, wealth and prestige, and the blow can not be delivered too soon. It will be done sooner than many expect.

GRAND RAPIDS SECURE.

"It makes me smile every time I hear some near expert on furniture voice dire predictions as to the stability of Grand Rapids as the pivotal center for high grade furniture," said one of the most able and most widely known of furniture buyers in the country.

"And each time," he continued, "my first impulse is to develop a discussion of the subject; but I have learned by long experience and wide observation that there is nothing to be

gained by argument with men who will know more a few years hence as to the leading characteristics of the furniture trade in America."

"What are those leading characteristics?" was asked.

The gentleman placed the growth of the country in population, industrial and commercial development and wealth as the chief factor and a continually increasing knowledge and appreciation of appropriateness and real worth in the production of furniture as the second and nearly as important factor. "And," he added, "I say it without prejudice, the credit of disclosing this knowledge and appreciation belongs, beyond any question, to the furniture manufacturers of Grand Rapids."

Then he went into an analysis, so to speak, of the growth of the country in its relation to the furniture business, showing that with Grand Rapids as the high grade head center for the best styles, the best workmanship and the best treatment of buyers it is possible and probable that other important furniture trade centers may be established.

"Distances, new communities, the limitations of transportation facilities and convenience and expedition in handling must, with our population increasing at the rate of approximately a million a year, force the development of such centers; but by virtue of a twenty year unbroken record of elementary excellence and rectitude in the field it has created Grand Rapids is bound to retain its leadership."

"Of course," he concluded, "I base my opinion upon my faith that the twenty year record I alluded to will not be interrupted. And one reason I have for such faith is that all the youngsters holding important executive positions in the Grand Rapids establishments show a deeply founded loyalty to and pride in the reputation that has been won for your city by their predecessors. It has the savor of genuine local patriotism, a sort of family fealty in the maintenance of which there is no sacrifice too great for them to make."

"I have just come over from Chicago and I am in that market and this one as well as others twice a year. The experience has become a habit, a second nature, so to speak. And in no other market do I see the Grand Rapids spirit. And it is this spirit that is certain to keep Grand Rapids distinctive and individual as the fountain head of the best there is in furniture, just as Amsterdam has for a century or more maintained her reputation as the European center for diamond cutting or as Leipsig has remained for eight centuries the home of the chief fair held in Germany."

Look well to your credit and reputation. They are the most precious possessions a business man can have.

There is a lot of difference between believing a thing and believing that you believe it.

Marriage is an egotism divided by two.

BUSINESS BUILDERS.

How Personal Letters Create and Retain Trade.*

The merchants who are successful to-day are those who go after the business. The time is long past when the successful or growing business could be carried on with no other advertising than the sign board over the door. The merchant to-day in order to gain and hold his customers must induce them to trade with him. In order that a business may grow, new customers must constantly be gotten into the store and the advertising means which is to bring them in must be square and honest, for the time is certainly here when straightforward truth, with no exaggeration or deception, is to form the best subject of advertising matter. The customer who comes into the store for the first time must leave bearing a feeling of satisfaction and confidence that will impel him to repeat his visit when goods in the line are desired.

A discussion of one method of inducing prospective customers to enter the store for the first time is to form the subject matter of this paper, particularly a certain kind of mailing scheme which has been in operation in our store for about four years with marked success.

It is unnecessary to discuss the value of the mailing list as the business bringer in general. We have only to think of the countless great enterprises built up entirely by this means to understand that this form of advertising can be made to pay well. The grocer knows it, the dry goods merchant, the hardware man and possibly men in every other line of business make use of mailing schemes and let Uncle Sam carry their messages of profit.

We pharmacists are interested in the scheme as it might be made of value in our business as retail merchants, and I shall briefly touch upon a few points of the subject, hoping to bring out some discussion and ideas from those who have had experience in the various ways of advertising by mail.

A list of physicians can be used to good advantage, whether or not the practice is made of calling upon these gentlemen regularly in the interests of the store. I believe the plan of calling occasionally on the doctor is the best means of keeping him informed of the changes in stock, new goods added, new preparations of U. S. P., N. F. or your own formulas and, besides, it affords the opportunity of becoming better acquainted personally with the doctor and tends to show him that you are really and truly a pharmacist interested in the progress of your profession.

So far as we are concerned, there are two classes of physicians—the prescribing physician and dispensing physician—and we can improve our business with at least one class by going after it.

It is the prescribing physician who, if properly approached, is to give us

the best business. It is a fact that most physicians keep themselves posted by subscribing to half a dozen or more medical journals and keep abreast of the times. Most stores try to keep pace with the doctor by stocking preparations he is liable to prescribe, but what good does it do you if your neighbor gets the prescription and makes the sale. Send a card once in a while with a list of new goods, and he will many times be surprised to find in your store an article that he had not expected to find in the city. In times of epidemics of various diseases, such as diphtheria, smallpox and typhoid, it is well to mail each physician a card reminding him that you keep in stock the various antitoxins, serums, vaccines, and that they are always fresh and potent. Very likely the other stores keep the same goods, but I believe that this Association is composed of merchants who are in business for themselves.

The indirect benefit to the druggist from customers sent in by the physicians is greater than can be estimated. The patient feels the confidence of the physician, learns of the completeness of the stock, all of which will mean future business from him. Besides, we must remember that a person induced to trade even once is a possible regular customer, all depending upon the way he is treated and the satisfaction he feels in his purchase.

The dispensing physician is apt to be a hard proposition. There are plenty of physicians who will furnish their customers with the highest grade of pharmaceuticals, but compared with the number who will pass out most any sort of stuff, as long as the price is low enough, they are sadly in the minority and talk about substitution. The worst substituting druggist who ever lived can't hold a candle beside some of these fellows. If they don't happen to have exactly what they want to use they will substitute upon themselves and possibly use a product of an entirely different formula. And what about the man who wants his prescription refilled? It's all guess work, then, for not one out of ten of these doctors keeps a prescription file. Nevertheless, these men use goods in our line and it is our business to try and get their trade. Some of you gentlemen have had experience in getting this trade and I would like to know how you do it. Our experience with many of them is that all arguments fall flat when the question of price is raised.

If the store is located in one of the smaller cities, good use can be made of a list of the rural route patrons. In the spring the farmers are interested in corrosive sublimate, formaldehyde, paris green, arsenate of lead and bug killers in general. Most of the stores in the smaller towns and cities carry a line of paints and oils and, altogether, there is material for quite a sizeable little booklet on supplies used by the farmer. We make a practice of sending to every patron of every rural route, once or twice during the year, a little 8 page paper. We send out an issue shortly

before the holidays, largely given up to Christmas goods, perfumes, kodaks, and generally a page or two devoted to the Larkin idea. Don't you know that 75 per cent. at least of the farmers' wives belong to Larkin clubs and really think they are getting goods cheaper than they can procure the same at home? The only reason the Larkin Co. has grown to such enormous proportions is the lack of competition from the local retail stores. We publish on one page of this paper a list of the goods in our line sent out by these people, with comparative columns of the prices charged by them and by ourselves. This, together with a little talk on the quality of the goods, is generally enough to show them that they are paying for their premiums and more, too.

About the first of the year we mail to each of these persons a copy of our own town and country almanac. The main purpose, besides furnishing a good complete almanac, less the patent medicine advertising features and testimonials, is to put in their hands a piece of advertising matter that will work a whole year for us. The main advertising feature is the development of our mail order business. We show the advantage of ordering by telephone or mail such goods as we can send out by the rural carrier.

I next came to the discussion of a mailing and advertising scheme which we have developed and which will, no doubt, prove of interest especially to the retailers in the smaller cities and towns. This is a list of the parents in the city and surrounding country and, although it may seem somewhat extensive and cumbersome, it has proven in our experience to be the best advertising scheme we have ever worked out.

We watch the newspapers closely for notices of births. Those not published we get from the health officer the first of each month, as it is very important not to miss a single one of them. First, we send a little letter congratulating the parents upon their good fortune and expressing our best wishes to the mother and babe, informing them that we are sending a small present with our compliments, and the same day we deliver personally a neatly wrapped package containing a rattle and a package of baby talcum powder. A week or so later—before the mother has become able to care for the child herself—we send a book on the Care of Infants. The manufacturers of the different infant foods get out elaborate and expensive books on this subject, and I feel like expressing here a word of appreciation for the willingness with which these firms co-operate with us in the entire plan. With this book is a personal letter presenting the same with the compliments of the manufacturers and the store informing the mother that should she wish to try the food at any time we will gladly send her a sample package free.

We next send a souvenir card and ask if the powder was not found to be a mighty good one, informing the mother of the price at which she can procure more of the same. Returns

on this one card alone go a great ways towards paying the expense of the entire scheme.

Then follow at regular intervals, sample packages of our tasteless castor oil and Hand's colic cure, both of which bring in good business on these articles.

Our next effort is in the form of a letter which goes out about three or four months after the birth. This letter is devoted to infant foods and reaches the home at a time when many mothers are beginning to think of artificial feeding. In this we offer to send samples of any infant food the mother wishes to try. A stamped card is enclosed, addressed ready for mailing, the mother simply signing her name and checking thereon the food she wishes to use. When one of these cards comes in we deliver at once two or three sample packages of the food—enough so that she can give it a good fair trial. We make it just as easy as possible for her to drop that card into the letter box, for good business is to come from it.

When baby's teeth begin to appear, the parents receive a sample of Hand's teething lotion, which is sure to bring in sales for many months.

By this time baby has reached his first birthday and you may be sure that the parents are very agreeably surprised to receive on that morning, a handsome birthday card, addressed, of course, to the child. We send a birthday card each year as long as we can keep track of the child. Of course, there are some families to whom sorrow is bound to come, for there are some babies who do not survive the troubles incident to childhood, and we are of necessity extremely careful not to wound the afflicted parents by sending more of the matter to them.

The most important outcome of the whole plan is that customers are induced to enter the store. They came to feel a great deal of confidence in us as pharmacists and really seem glad to bring their wants to us. We notice as the years go by, that these new customers stay with us and, compared with the business we develop by it, the expense of carrying on the plan is hardly worth consideration.

In different localities the scheme would need some modification which is easily accomplished. However, I hope that some points have been brought out that will prove of value to the members of this Association. As an advertising scheme of the very highest class it has certainly wrought wonders in our business and contributes largely to our feeling that "Life is worth living in Coldwater."

Different Now.

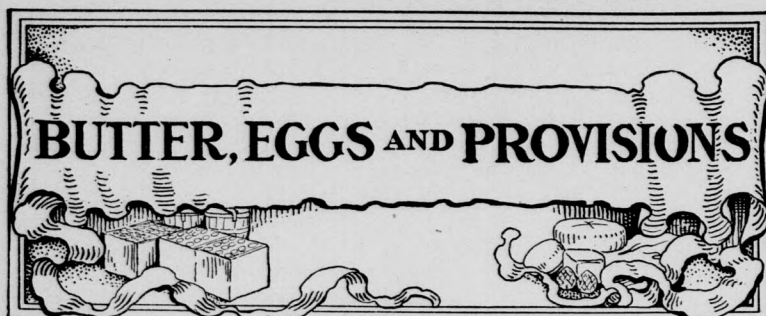
The captain was receiving the new middy.

"Well, boy, the old story, I suppose—fool of the family sent to sea?" "Oh, no, sir," piped the boy, "that's all altered since your day."

A Correct Diagnosis.

Many a girl thinks she has broken her heart when she has only sprained her imagination.

*Paper read by Arthur G. Lyon, of Coldwater, at annual convention of the Michigan State Pharmaceutical Association.



Observations of a Gotham Egg Man.

The excessive heat prevailing during the past ten days has had a considerable effect upon the temper of the egg market. It has increased the waste, caused an increase in the proportion of secondary qualities, and reduced considerably the supply of high grade eggs, fit for the best class of trade. The production of eggs as a whole is still doubtless greater than the consumption, but the supply of really fine, strong bodied stock is getting down to a point where some dealers are inclined to draw upon the finer earlier packings held in storage. The market for fine fresh eggs has advanced somewhat owing to the shortened supply of such; present prices are not yet high enough to afford a profitable outlet for the higher priced early storages, but they afford a profit on some of the earliest storage eggs and a few of these—a very few—have been taken out. Up to this time, however, there have been more eggs going to storage than have been removed and there is little doubt that the total accumulations at the close of June will be found to be closer to last year's figures than was the case at the close of May.

Naturally the present decline in receipts and the scarcity of high grade eggs is giving the market a stronger tone and an increased confidence in the outcome of the high cost storage packings previously accumulated, and yet the present situation can not be reasonably regarded as assuring a profitable outcome of the early storage as a whole. It is to be expected that during the normal summer shortage of high grade eggs values will be controlled by the high cost of the early storage packings which must be used to some extent to supply the deficiency. The real test of the situation will come later in the season when the rate of reduction in held stock will determine the attitude of holders.

It is impossible at this writing to give any accurate line on the scale of trade output for June as compared with last year; this can only be estimated when we get accurate reports of the amount of June receipts accumulated in storage. It may be confidently expected that our June wholesale market will prove to be considerably less than it was last year when it averaged about 86,000 cases a week. It is also probable that the count of stock here on June 30 will prove to be fully as great—and probably somewhat in excess of—the quantity held at the same date last year. Thus, while the summer

conditions are likely to force prices to a parity with the early cost of storage stock there is no assurance that a similar parity can be sustained when we reach the fall season and when holders of storage stocks begin to feel the need of a relatively liberal outlet.

A reliable statement from San Francisco reports egg holdings there at 48,274 cases, against 40,921 cases last year, but advises that Los Angeles is probably a little short. This does not look like as much Pacific Coast increase as earlier reports indicated.

We hear continuous complaints of concealed damage by breakage in a good many lots of eggs arriving. Under the present rulings of the Trunk Line Association—which seems to be a combination of the railroad freight lines for the purpose of evading a full responsibility for damage to goods in transit—receivers can only obtain goods consigned to them by giving a receipt "in apparent good order," or, if any damage is visible, by specifying the exact number of broken eggs, when giving a receipt on dock. Often the cases give no evidence of damage when receipted for on dock while when the goods are opened at store more or less serious breakage is disclosed. Under the present arbitrary rulings of the Trunk Line Association no claims for damage of this character are entertained and the loss falls upon the owner of the eggs. This is a most outrageous state of affairs and the "wheels of the gods" seem to grind very slowly in correction of the injustice. Counsel of N. Y. Mercantile Exchange are working on the matter, together with other phases of the freight claim controversy, but it seems to be a work of time.—N. Y. Produce Review.

Fortunate.

Cook—Taylor was always a fortunate man, but doesn't it seem wonderful that his luck should stay with him to the very last?

Raleigh—How was that?

Cook—He was operated on for the removal of a pearl which he had accidentally swallowed while eating oysters, and when the pearl was examined it was found to be valuable enough to pay for both operation and the funeral.

The Usual Amount.

Tommy—I want some taffy.

Clerk—How much shall I give him, sir?

His Father (absently)—Enough to make him sick.

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

BUTTER AND EGGS

are what we want and will pay top prices for. Drop us a card or call 2052, either phone, and find out.

We want shipments of potatoes, onions, beans, pork and veal.

T. H. CONDRA & CO.

Mfrs. Process Butter 10 So. Ionia St. Grand Rapids, Mich.

We Want Eggs

We have a good outlet for all the eggs you can ship us. We pay the highest market price.

Burns Creamery Co.

Grand Rapids, Mich.

Michigan Butter and Michigan Eggs

Are recognized as the best products of the cow and hen that come from any section of the United States. We have always been the leading handlers of Michigan products in the Philadelphia market, and today are handling many of the leading creameries in Michigan. We have room for more, and can handle your goods to your entire satisfaction.

Many of our regular creameries are trial shippers in the start. Get in the procession and ship your butter and eggs to Philadelphia's leading commission merchants.

Yours for business,

W. R. Brice & Company.

P. S.—Ask Stowe of the Tradesman about us.

Egg Cases and Egg Case Fillers

Excelsior, Cement Coated Nails, Extra Flats and extra parts for Cases, always on hand.

We would be pleased to receive your inquiries and believe we can please you in prices as well as quality.

Can make prompt shipments.

L. J. SMITH & CO.

EATON RAPIDS, MICH.

Shipments Wanted of

Butter, eggs, veal, poultry, berries.

Orders Wanted for

Home grown and Southern fruits and vegetables, egg crates, berry boxes.

F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Written for the Tradesman.

New York, July 3—The Fourth began yesterday in business circles, and from Friday night until Tuesday morning the exchanges are closed and everybody who can get away has gone. The piles of trunks at the stations are larger than ever this year and the exodus of many thousands of consumers has a direct effect on the trade of many retailers, and, in turn, is reflected in the diminished orders sent to jobbers.

The week in coffee seems to have shown a little improvement over previous ones, so far as spot stocks are concerned, and quotations are said to be well sustained. In store and afloat there are 3,262,804 bags, against 3,208,978 bags at the same time last year. At the close Rio No. 7 is quoted at 7½@7¾c in an invoice way. Mild coffees show a slight decline and the market is quiet. Good Cucuta, 10¼c.

Refined sugar, under a decline, has put on a greater degree of activity and orders have come from all sections. When the offices are opened on Tuesday there will likely be enough orders on hand to cause quite a little boom. Some refiners are oversold, Arbuckles especially, and others, like the Warner, say shipments are all made with promptness.

The business in teas has been of fairly satisfactory volume and, while orders singly have been for moderate amounts, the aggregate has been quite satisfactory. Quotations are unchanged unless in a few minor cases.

Rice has had a good run and probably the heated term has been of benefit in this line. Good enquiry has existed all the week and rates are very firm for practically all sorts. Receipts are light and stocks are in strong control.

Not an item of interest can be found in the spice market, as most concerns are taking stock and neither buyer nor seller seems to be particularly interested. Cloves are reported as very firm abroad and an advance of quite a fraction may be expected.

Molasses is without change in any respect. There is simply a day-by-day trade and the weather has not been conducive to activity. Quotations are unchanged. The same is true of syrups.

The canned goods men are pretty much all away on vacations. Little business is being done, either in spots or futures, and no change in present conditions is looked for in the near future. Maybe by the 15th there will be some animation, but at this writing everything is allowed to "run loose" and no changes are to be noted. Maryland No. 3s seem to sell with some freedom at 65c; but holders part with stock under protest at this figure. California fruits are firm and on some lines an advance before long will cause no surprise. Old stocks will be pretty well cleaned up

within a month. Salmon is very firm and inclined to advance.

Butter is doing rather better in the way of demand. There is a big and increasing call for stock from out-of-town resorts and arrivals are pretty well taken up. Creamery specials, 26@26½c; extras, 25½@25¾c; firsts, 24½@25c; imitation creamery firsts, 22c; Western factory firsts, 21c; seconds, 19½@20c.

Cheese is without change. The demand is fair. Full cream New York State, 13½@14½c.

Eggs are firm for desirable stock. A large part of arrivals is showing the effects of heat. Western extra firsts, 23@23¼c; firsts, 21½@22½c.

Poultry Terms.

A cockerel is a male bird less than a year old.

A cock is a male bird over a year old.

A pullet is a female bird less than a year old.

A hen is a female bird over a year old.

A yearling is generally one counted as having laid twelve months.

A setting of eggs is thirteen, although many poultrymen have increased it to fifteen.

A broiler is a bird weighing two pounds or less and from six to twelve weeks old.

A spring chicken is a young bird weighing over two pounds.

A capon is the male bird deprived of its generative organs for the purpose of improving the weight and delicacy of its carcass.

A stewing chicken weighs about three pounds.

A roaster weighs four or more pounds.

A poult is a turkey in its first year.

A poularde is a pullet deprived of the power of producing eggs, with the object of great size.

A trio is a male and two females.

A breeding-pen is generally made up of from six to fourteen females and a male.

The male chick is called a cock, the male goose a gander, the male duck a drake and the male turkey a tom.

Substitution.

"Good morning, madam!" voiced the cheery salesman.

"Good morning!" echoed the quiet-looking matron, "have you something very choice in Irish lace?"

"Well—er—no; but here's something just as good at 75 cents a yard."

"Just as good?" doubtingly.

"Yes yes; in fact, confidentially, superior to the real article. How much do you wish, please?"

"Just a yard," sweetly. "Here's your money."

"But, madam!" in confusion "you've made a mistake—this isn't money."

"No?" agreeably.

"Why, no! It's a matinee ticket."

"So it is!" sweetly. "But it represents 75 cents, and while it isn't actual money, it's just as good. Adios."

The clerk fainted.

Of all the devil's disguises the worst is that which lust steals from love.

GOOD ADS—MAKE GOOD

I will write an ad. for your business that will "stick out" of your paper and make a "direct appeal" to your prospective customer. Send \$1.00 and data for trial ad. and watch the results.

RUDOLPH KERN, Advertising
507 Chamber of Commerce Detroit, Mich.

CONSIGN YOUR EGGS TO
GEORGE E. CUTLER
22 HARRISON ST. NEW YORK
OUR QUALITY UNEXCELLED
COMMISSION EXCLUSIVELY

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

The Best Market in the Country for
BUTTER AND EGGS
Is New York City
Its quotations on these articles practically regulate the dairy business of the entire United States
Ship to **FITCH, CORNELL & CO., 10 Harrison St., New York City**
The Great Butter and Egg House of the East. Annual Sales \$4,000,000.
We refer to the Editor of the Michigan Tradesman or either of the five banks with whom we have accounts in New York.

Our first car of

Georgia Cantaloupes

is in, also have more cars rolling. Price much lower and quality as good as Californias.

The Vinkemulder Company

14-16 Ottawa Street

Grand Rapids, Michigan

From Celery Grounds to Retailer

We ship direct from celery bed to dealer, thus assuring the consumer fine stock in fresh condition and giving the dealer an increased profit on his sales. Quotations furnished on request.

Muskegon Celery Co.

Growers and Shippers

Muskegon, Mich.

SEEDS

for Summer Planting: Millet, Fodder Corn, Cow Peas, Dwarf Essex Rape, Turnip and Rutabaga.

"All orders filled promptly."

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

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

Millet, Buckwheat

All kinds Field Seeds. Orders filled promptly

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

THE COMMERCIAL TRAVELER.

He Has Revolutionized the World of Trade.

He is everywhere—this modern nomadic missionary of commerce—everywhere, yet elusive. You see him in the store talking with the proprietor; he glances out at you from the front window as you pass by; you meet him at the station looking after his grips and sample cases; you watch him in the car seat, across the aisle from you, intently turning the pages of his order book. On every highway of life he crosses your path—and still remains a bit inscrutable, wearing at least a suspicion of mystery, although in a very businesslike way. For all his unfailing presence as part of the public landscape, few of those who touch elbows with him know the manner of man he is, or read the riddle of his existence.

Passing the grocery of our town, the other day, on my way to the post-office, I saw a typical traveling man leave his sample cases inside the store and pass on to the postoffice to mail the letter which he held in his hand.

"Gee! but he sees a lot of the world," enviously remarked the delivery boy to an older lad who was sweeping the sidewalk.

"You bet," came the quick answer, "an' gets paid big for it, too! I heard th' boss say that Burley gets five thousand dollars a year! That's more'n th' ol' man himself makes in two years. Watch me; I'm goin' t' get on th' road th' first show I get."

At that moment two high school girls passed, arm in arm, and I caught these stray words:

"Perfectly splendid * * * going everywhere and always so well dressed!"

When I reached the postoffice, which the commercial traveler had just left, the local pastor was standing at the delivery window and gravely shaking his head as he remarked:

"Yes; I fear they are a very worldly class and know more about billiard and pool rooms than of home and church. Their influence can hardly be helpful to the young men with whom they come in contact in the stores."

"Drifters!" responded the postmaster. "Here to-day and there to-morrow. Don't belong any place in particular. Not much notion of any ties or responsibilities, I guess!"

Here, in this trail of village comment, were illustrated the conflicting impressions of the modern courier of commerce held by most of the smaller communities. Undoubtedly most of these impressions are survivals of the old days when the traveling man was commonly known as a "drummer;" they are portraits which the laggard but persistent hand of tradition has perpetuated, and they bear as little likeness to the typical traveler of this day as the figures in the old daguerreotypes bear to the men and women who walk the streets of a modern city in the sunlight of 1909.

A commercial traveler whose salary is expressed in five figures and

whose name is down on the "crack" list of men in his line of trade, draws this distinction between the men of the present and those of the past in his calling:

"Always the task of the traveling man has been to give the trade what it wanted. The old-time merchant was never in a hurry; sociability was a large side of his business practice and he would not stand for hurried treatment from the drummer; he wanted to be jollied along. Consequently, the drummer gave him what he wanted—what the merchant gave his own customers because they demanded it of him—agreeable sociability served with leisure.

"To-day the life of the traveling salesman is a series of quick commercial contacts, a panorama of hustle, a touch-and-go proposition in which he must impress his personality upon the trade with almost the quickness of an 'instantaneous exposure' of a kodak."

Here is a moving picture of a few days in the life of a commercial traveler; its details are real, and they are paralleled in the lives of tens of thousands of other hustlers of the road, every week in the year:

This salesman left Chicagoo for Wauwatosa, Wisconsin, on a Friday night and arrived there, bag and baggage, Saturday evening. Quick hustling gained a number of important appointments for Sunday and Monday. The Sunday appointment alone resulted in two good orders in the late afternoon. This was followed by several more substantial sales on Monday. Quickly packing his samples, after selling to four out of six customers, the salesman left on the next train for Oconomowoc, arriving there at 3 p. m. He made several appointments while his samples were being hauled from the station. Then rapidly, but with careful regard for an attractive effect, his samples were put on display in the sample room of the hotel, and one bill of goods was sold. Judgment showed the salesman that a longer stay would result in little better than nothing, so the samples were again packed and sent to the station. This matter of sizing up a town and its merchants is one of the great problems of the traveling man. In one case, for example, a traveling man judged a town and did it wrongly. "No trade here," he said to himself. But by 2 o'clock the next morning another man whose judgment was better had sold a bill of goods amounting to \$700.

Immediately after supper the salesman left for Milwaukee and spent the time en route in copying his orders. The train was late into the city, so he retired soon after arriving.

At 6 a. m. Tuesday the samples were unpacked and breakfast was eaten by 8 o'clock. With six telescopes full of specially selected samples the salesman hired a livery rig and called upon fifteen merchants within two days.

He left for Hurley Wednesday evening, arriving there at 8, and sat down to a late and cold supper. Before retiring at 10, the salesman vis-

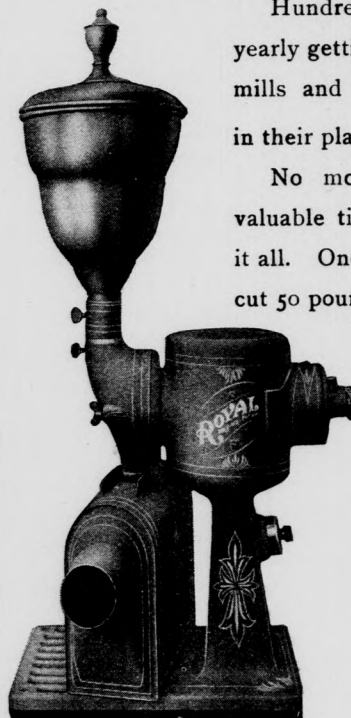
No More Drudgery

Hundreds of progressive merchants are yearly getting rid of their old hand coffee mills and purchasing ROYAL Electrics in their places.

No more drudgery and wasting of valuable time now. The ROYAL does it all. One cent's worth of electricity will cut 50 pounds of coffee on the ROYAL.

Merchants find the guaranteed ROYAL to be the best and hardest working salesman in their stores. They find them the cheapest, too. Ask any dealer who owns a ROYAL.

Send today for a copy of our latest catalog that tells all about the ROYAL.



The Best Mill in the World
At the Least Cost to You

THE A. J. DEER COMPANY

1046 West Street

Hornell, N. Y.

The Only Breakfast Cereal

now recognized as a

"Staple Breadstuff"

Shredded Wheat

For proof of this look at the steady, unwavering increase in sales from year to year, the record for May showing an increase of over 7,000 cases (nearly five million Biscuits) over the sales of May, 1908.

Tell your customers who eat Shredded Wheat for breakfast how delicious it is for any meal when combined with berries or other fresh fruits.

Heat the Biscuits in oven, cover over with berries and serve with milk or cream and sugar.

The Shredded Wheat Company, Niagara Falls, N. Y.

ited several of his customers, made appointments for the next day and copied his orders.

The next day he started work at 6.30 a. m., selling several orders. Then he packed a special line of samples and at 4 p. m. drove to call on a country merchant fourteen miles away. Here a sale was made, and the long drive back to town was ended by a supper served at 10.30 p. m.

The second half of this week was like the first, and the week was a typical one. At its end the traveling man's sales aggregated more than \$6,000.

With this modern, rapid-fire system of handling goods it will be seen that the present-day commercial traveler has little or no chance for pleasure, and limited opportunity for writing letters to the folks at home. Yet it is true that the salesman who is away on the road for months at a time does write frequently, sometimes as often as a line or two a day, to his family. The home ties are strong in the traveling man, and it is the habit of many to use the long-distance telephone when they are within a hundred miles or less of their homes.

No more graphic view of the routine of the modern commercial traveler's life is obtainable from any source than that presented by the following letter, sent out to its salesmen by one of the largest and most thoroughly organized shoe houses in America:

Keep in a convenient place for reference.

1. Read carefully all communications from the house.

2. No collections to be made unless instructed to do so by the House.

3. Positively no drafts be drawn on the House. To secure funds return expense sheet at the end of every week with address where check is to be sent. Make proper entries, footings and extensions. Always state amount of cash on hand and enter dates.

4. All orders are to be numbered consecutively, beginning each season with number one, orders for late shipments to be entered on separate sheets and to have different numbers from those for immediate shipment. The total amount of each shipment is to be entered at the bottom of front sheet, omitting cents, and keeping rubber accounts separate from leather. Freight-paid rubber goods orders are to be entered on a separate sheet. We do not pay freight on tennis goods. Enter express orders on separate sheets.

5. Never write anything on sheet containing order except that which refers to filling that order; all directions pertaining to the making of goods and filling of orders to be entered on order sheet and not on letter. Invariably leave a duplicate of the order with the customer.

6. Print the name and address of firm and shipping directions. Sell regular sizes whenever possible. Give correct stock numbers and descriptions of items entered, using such abbreviations as Ms., Lds., Yths., Ltl.,

Gts., Bals., Blu., Butt., Cong., Oxfs., Pat. Cf.

7. Be exceedingly careful to give correct and detailed address and shipping directions. If necessary use part of the body of order sheet for this purpose. Where customers are located in inland towns, on R. F. D. route, enter thus:

H. H. Shoemaker, Store at Deanville, Pa., P. O. R. F. D. No. 5, New Bethlehem, Pa. Ship by P. R. R. to Mahoning, Pa.

Invariably give the location of customer's store, R. F. D., P. O., and shipping point.

8. When using the firm's letterheads in your correspondence with us, enter the name of the town and state whence you are writing. Don't write about more than one firm or subject on any one sheet, and always give the location of the concern mentioned.

9. All communications for the credit department are to be written on blanks for that purpose.

10. Be sure to mail Route List for the following week every Wednesday. We must know where you are every day. Have your mail directed to the most accessible points along your route. Before starting on your season's trip, give us your home address, and advise us should you change it. Sign and date your lists of routes and enter abbreviated names of states in which towns are located.

11. Mail daily report cards every day or two and follow instructions on the same explicitly, entering

amounts sold in their respective columns, omitting cents and prefixing L or R to same, according as they are leather or rubber. Use a separate card for every town and be sure to report for every day. Be sure to write legibly, or preferably print, the names of towns and states, and firms called upon.

A strict compliance with these instructions will prevent many mistakes and save us a great deal of time. What is worth doing at all is worth doing well.

Even a casual glance at these instructions is enough to impress the fact that the modern traveling salesman must be a man of business exactness. He is, in fact, a part of a great system, one wheel of a big machine, and must conform to the routine of that system or become a disturbing and rebellious element in the organization. Occasionally a salesman with a little of the old-time drummer spirit in him does not fall in with this system of exact accountability for every detail of his commercial existence. He feels that so long as he "gets the business" he is privileged to account for it in very much his own way.

Whenever traveling men meet the conversation sooner or later turns to a discussion of their "territory." The entire force of traveling men in any house are, in a sense, competitors for certain "territory" prizes which they regard as especially rich and desirable, and when the holder of one of these good selling domains leaves it,

How About Your Pickle Department?

If you're not doing the Biggest Pickle Business in town it's because you're not selling

"Williams" Sweet Pickles

IN AIR-TIGHT GLASS TOP BOTTLES

Our pickles are prepared from fresh, sound fruit, pure granulated sugar and the best spices we can buy. We even make the vinegar for them to be sure of purity. By such care we obtain the flavor, quality and delicious crispness.

We pack them in the glass top bottles to prevent rust, leakage or spoilage. The bottles also make a most attractive display. As a natural result of such care and quality they have a lively sale.

**"Williams" Sweet Pickles and all other "Williams" Products
Conform to the National Pure Food Law**

The Williams Brothers Company

Picklers and Preservers

Detroit, Michigan

there is keen anxiety as to the inheritance of the kingdom.

The present-day tendency is to divide the larger and richer territories. Often a traveling man who has just attended the annual "house roundup" is heard to say: "Oh, I drew a garden patch! They cut up the prize territory and parceled out the pieces."

Only a few years ago a good salesman in Central Iowa retired. His territory was a large one and was looked upon with envious eyes by the other salesmen for the house. In keeping with the latter-day tendency toward "intensive cultivation" it was divided, on the basis of population, between two new men from smaller houses. They were given a week's coaching with the samples and were furnished a list of the trade in their territories, together with the cipher code indicating the standing of the men they were to call upon. Then they went out to try their mettle.

The first year these two men sold a little larger volume of goods than their predecessor, and the second year they delivered nearly \$100,000 worth more goods than he had in the last year of his connection with the house. The results since have been steadily progressive to such a degree that the house has adopted the words "intensive cultivation" as a watchword. The sales manager of this institution declares:

"The man who will smile when he's handed a garden patch is the one who makes a hit with the house. Why? Because only the man who has the ability to make that patch produce intensively could smile under the circumstances. He's a fighter and an optimist and will make two orders grow where only one grew before."

There is an increasing tendency on the part of big wholesale and jobbing houses to introduce variations of the profit-sharing plan. Here is the system by which one of the largest shoe houses in America gives a special incentive to its traveling salesmen. The force is classified according to the volume of sales delivered, as follows:

Salesmen shipping \$50,000 to \$75,000, Class "C."

Salesmen shipping \$75,000 to \$100,000, Class "B."

Salesmen shipping \$100,000 to \$125,000, Class "A."

Salesmen shipping \$125,000 to \$150,000, Class "A1."

Salesmen shipping \$150,000 to \$200,000, Class "AA1."

Salesmen shipping \$200,000 to \$300,000, Class "AA11."

Salesmen shipping above \$300,000, "Diamond."

When a salesman lifts himself by increased sales from one class to another, he is awarded a bonus according to the following schedule:

Class "C"—\$750; Class "B"—\$1,500; Class "A"—\$2,000; Class "A1"—\$2,500; Class "AA1," Classes "AA11" and "Diamond"—\$5,000 each.

Under this stimulus one man made \$5,000 in bonus money for two years in succession. In those same two years the house paid to four men, in

the same state, \$22,500 in obnoxious awards. The house claims it is the only one which made an advance in sales during the panic months beginning with October, 1907, and attributes this progress under the financial depression almost wholly to its system of indirect profit-sharing.

As indicating the possible earnings of a commercial traveler in a staple line, it may be said that the "Diamond" salesmen of this house each made, in 1907, a net earning of \$15,000. There are probably more big earners among clothing salesmen than in any other line; here the man who does not end the year with a \$5,000 clean-up is not accounted a success; there are scores of clothing salesmen who receive \$10,000 net a year; a very respectable number are in the \$15,000 class, and there is said to be at least one—and perhaps there are three or four—whose earning capacity is measured by the formidable figure of \$20,000.

Other salesmen of staples whose earnings are of almost sensational dimensions are the "star" men in the teas and fine silks. It is said that some of these earn \$25,000 and even \$30,000 a year, but this is not given as authentic.

In spite of these figures, it is true that the average earnings of the drummer of former days—especially when reduced to their relative purchasing power—were higher than the average earnings of the traveling salesmen now. This is because most of the old-time drummers made good salaries and were comparatively few in number, while there are legions of commercial travelers on the road today, and although many of them earn very large incomes, there are also thousands whose earnings are no better than those of skilled mechanics; thousands who do not make above \$1,000. The representative of a small jobbing house, in a staple line, who makes \$1,800 is regarded as doing well.

There is a saying among traveling men that in the old days the drummer talked, but that now the goods and the prices do the talking. There is more than a grain of truth in this observation. The course of the commercial current has shifted to the hard and cold rocks of a stern business basis. The merchant has learned that he must handle goods which sell and which pay him a good margin of profit—and he eliminates to a far greater degree than ever before the personality of the salesman.

The movements of men and trade are set to a livelier pace, and the spur of multiplied competition and closer margins is keenly felt. The merchant's customers are busier and have less time and inclination for sociability and a sharper eye for bargains; they have learned that their time is more profitably spent in "shopping round" than in listening to the gossip of the storekeeper and his clerks or the stories of the visiting traveling man. The storekeeper has caught the spirit of the day; and so, where the old-time drummer knew that his customers would feel slighted

if he did not entertain them with stories and other personal accomplishments that he might be fortunate enough to possess, the modern commercial traveler is "up to the times" and realizes that the slighter the demand he makes upon the merchant's time the brighter will be his welcome.

"But," declared the traveling salesman who is a leader in his line, "the man who thinks that personality does not count to-day in the work of a commercial traveler makes a mistake."

Now individual contact is shorter, but in those few minutes that are given him in which to win a customer, the traveling man must accomplish all that the drummer did in a day's siege. And he has a sharp incentive for making his quick engagement a decisive one, for comparatively few men on the road to-day own the trade of any customer in the absolute and proprietary sense in which the drummer of yesterday owned it. Trade is on the wing, and the quick and sure shot bags it. Of course he must have the right ammunition—right goods and prices—but his personality is the weapon employed in sending the charges home to the mark. If this is of superior kind he will bring down the game all along the line.

Sometimes the really commercial traveler is quick enough to turn calamity into success. The hustler for a grocery house was scouring the prairies of Minnesota for orders when the grasshopper plague struck the State. He had been forehanded and had a little money in the bank. Besides he had a practical knowledge of the crop resources of the lands in his territory. When the settlers saw their crops stripped by the grasshoppers they were in a panic and cared for nothing so much as to get out of the country. One farmer offered his section at a dollar an acre. The salesman knew it to be as productive land as the State of Minnesota contained, and he bought it outright. Later he bought five more farms, some of them "on time, part down." He has since sold some of those farms at \$100 an acre, quitting the road with \$200,000 worth of good property. Since then, by investments directly resulting from his road experience, he has increased his fortune to \$500,000.

There are other opportunities for the alert commercial traveler to make something "on the side" which are more intimately connected with his calling and which are, therefore, more apparent and easily recognized. One grocery salesman, traveling out of Chicago, has for years made a specialty of picking up "the right goods in the wrong place." Towns have their own trade peculiarities, and goods which sell readily in one place may prove to be dead stock in a town twenty miles distant.

Cigars afford a good example of this peculiarity. The merchant buys a certain brand of cigars because he likes it, perhaps, or because it contains superior stock for the price and

he thinks he can make a "leader" of it. The stock is good, but it does not hit the taste of the town and it will not sell. The alert commercial traveler who has an eye for bargains on the shelves of his customers buys the entire stock at a "knockdown price"—say, 25 per cent. of what the merchant paid. He then takes it to another town, where the public taste is different, and sells it for a little under the regular price.

Perhaps groceries and drugs offer the best opportunities to the shrewd traveling man for this traffic in "dead stocks," but there is scarcely a line of trade which is devoid of these chances for the turning of an honest penny. One salesman, traveling out of Chicago, received a regular salary of \$1,800 a year, but made double that amount in the rehandling of misfit goods. He is now worth \$65,000.

Instead of buying from a merchant only his stock of a certain brand of cigars or canned goods, the trading commercial traveler often buys the entire store and puts it in charge of some energetic and capable clerk whose abilities have attracted his notice. There are hundreds of instances in which this has been done with great success, the "silent partner" still continuing to "follow the road" and pick up goods adapted to his own trade from the dead stock of the merchants whom he visits in the capacity of commercial traveler. A man whose business brings him into intimate contact with several thousand traveling men declares:

"There is not a big wholesale house in any important city to-day that does not have among its road men some who have put away good solid competencies—comfortable little fortunes. I could go through the travelers' list of one house after another and pick out man after man who has \$50,000 to the good and who has accumulated that surplus on the road. Some have done this by steady and consistent saving, but most have made their pile by taking advantage of the incidental opportunities with which their routine work has brought them in contact."

One feature of the traveling man's work must not be overlooked; his influence upon the merchant. It can not be denied that the traveling man is the tutor of the retailer; the giving of suggestions which help the storekeeper to move his goods becomes second nature to the traveling salesman. A certain retail merchant bought a hogshead of New Orleans sugar from a wide-awake commercial traveler. When that salesman called next time he saw a sign in the store of this merchant offering the sugar at a cut price and urging customers to buy it for melting into fine table syrup. Pointing to the sign the traveling salesman said:

"Mr. Smith, will you let a traveling man give you a pointer on how you are cutting your own throat as a storekeeper? Sugar, at best, is one of the least profitable things you handle—table syrup is one of the most



THE
DEPENDON
 TRADE MARK
 ON UNDERWEAR
 SIGNIFIES QUALITY

LOOK FOR THE LABEL

DEPENDON
 TRADE MARK

DEPENDON **UNDERWEAR**
 TRADE MARK
 IN YOUR UNDERWEAR DEPARTMENT

means satisfied customers, increased sales, more profits.

BECAUSE

high quality and low price combine in every garment bearing this label. The excellence of **DEPENDON** UNDERWEAR is due to these facts.

- | | |
|----------------------|--|
| Perfect Knitting | { All garments are made by experts on the best machines. |
| Selected Yarns | { Only the very best long fibre yarns are used in the making. |
| Non-Irritating Seams | { The seams are finished flat, leaving no chance of irritation to the tenderest skin. |
| Standard Sizes | { All garments in each size measure standard width and length, and standard length sleeves are in every size. |
| Low Prices | { Our connection with Mills where it is our plan to control the output, enables us to offer quality garments at the lowest possible price. |

There are other good makes of underwear, but **DEPENDON** is the best underwear for you. To prove our statement, send us a mail order for the numbers listed here:

DEPENDON
 TRADE MARK

No. 7450—Ladies' Full Combed Vests and Pants, Bleached and Peeler colors, sizes 4-5-6, \$4.25 dozen. Sizes 7-8-9, \$4.50 dozen.

Terms—Net, 30 Days. No Discount.

DEPENDON
 TRADE MARK

No. 8438—Men's 14½-pound Fleece Shirts and Drawers, colors Cadet, Silver, Jaeger and Ecru, all sizes, \$4.50 dozen, less 5% trade in case lots.

Terms—Net, 30 Days. No Discount.

JOHN V. FARWELL COMPANY

Sole Distributors **DEPENDON** Dry Goods
 TRADE MARK

CHICAGO, The Great Central Market

profitable. Now, in order to move a lot of cheap sugar you are instructing your customers in the art of making fine table syrup from cheap sugar on which your profit is only a fraction of a cent. In other words, you are killing one of your biggest profits in order to make one of your poorest. More than that, in so doing you are teaching your customers to do this permanently. Some of them, of course, are wise and thrifty enough to do it anyway; but many of them wouldn't have thought of it unless you had put them up to it. You could better afford to dump that hoghead of New Orleans sugar into the street than to ruin your fancy syrup trade for time to come." The merchant saw the point, and took down the sugar sign. This educational work is being done every day by the commercial traveler.

Besides, the intelligent and successful traveling man furnishes to the merchant not only the goods but also the "talking points" and the enthusiasm which will move the goods from his shelves into the hands of his customers. Tea is a good illustration in point. The manager of the tea department instructs the traveling man in the superior points of the particular tea on which the house is making a strong run. If the work of the department manager has been well done, the salesman believes in the merits of that tea; and if he is a good salesman he passes on to the merchant the impression that here is a tea which he can recommend to his trade for specific qualities. Perhaps the merchant may have on his shelves a tea of the same price to which a tea expert would give a higher grading; but the merchant catches the talking points of the new tea and the zeal of the salesman, and he feels a genuine interest in talking it to his trade. Commercially, then, the new tea is better and of greater value to the merchant than the old—for to its merits have been added the talking points and the enthusiasm gained from the salesman.

When it comes to the merchant's relations with the house from which he buys, the traveling man is his intimate adviser and mediator. One of the ablest commercial travelers in the country said to the writer: "A large per cent. of the successful retail merchants of the country have been made successful because of the sound and sensible coaching they have received at the hands of capable traveling men."

Of course there is generally one goal ahead of the traveling man: To become a member of the house or to organize a competitive house with picked associates. But he must be a man of high abilities to accomplish this in these days when the wholesale and jobbing business requires heavy capital, even at the start. However, there are comparatively few established jobbing or wholesale houses which can say: "Not a member of this firm came off the road." More of them could declare: "A majority of our principals

were practical commercial travelers."

One great wholesale dry goods house of St. Louis has a man in charge of its Texas territory who began "drumming" that State when he was in his teens and carried a line of hats. Often he carried his sample trunks from town to town in an open wagon and sometimes was forced to camp out by the roadside. He not only learned his line, but, what is more important, he learned men. This is why the dry goods house offered him a block of stock and a three-year contract at a total of \$25,000 if he would "run the State of Texas" for them without leaving the house. He deals in human nature rather than in dry goods, and he gets results from the salesmen who go into the Lone Star State. Some days he remains at his home, if he specially desires, and does not come to the office unless summoned by telephone; again, he is free to take a three months' vacation each year if he likes. All this because he has the capacity to act as a salesman general! His case is not exceptional; it is typical of the present and will become common in the near future.

As a last paragraph in closing this study of the traveling man I can not do better than repeat the words of a grocery salesman who was talking informally of his associates on the road:

"They are better than their general reputation, and when a weak member of the calling takes a moral tumble a hundred steady and upright brothers of the road lament his fall and try to help him up. They're not a bunch of heathen, either. Why, only last week six of the dozen traveling men who met by chance at a hotel table drifted into a talk about 'their' churches. * * * The good ones want to make every train that whistles and stick to the road as long as they can wiggle. I know a commercial traveler who became crippled after he had saved a comfortable competency. Did he quit? No; he asked for the privilege of covering his territory on half pay, and he is one of the happiest men I meet. Another veteran of the road whose trail I cross is about 70 years old and he is the principal owner of a prosperous bank. He could be its President and live in luxury without doing another day's work—but you could not shake him from the road with dynamite; he is a real commercial traveler and will die on the train with a fat order book in his hand. One of my road friends owns two big farms and was persuaded to give up his position. In six months he was back again and declared that he had succeeded in making himself and his family more miserable in that time than in all his life before. We like the game for its own sake; the most profitable goods are the hardest to sell and the best customers are the most difficult to land. That brings out the best salesmanship in any man and develops the top-notchers in every line. I can not recall a single one of the boys who has been divorced from his

wife, and most of them are married. About the first thing the traveling man does when he puts his grip down in his room, out on the road, is to set up his family altar in the shape of the photographs of the wife and kids at home."—Forest Crissey in Everybody's Magazine.

Benefit by Observation.

Some may say, "We want to be original and not imitators." That is true; we do not wish you to become an imitator of your neighbor's articles, or prices, especially when he is selling below cost. But it would be to your benefit if you would learn from him, and imitate his business ways, if they are better than yours. Imitate your neighbor's superiority, his friendly manner, his politeness, his kindness, his strict attention to business and you will share with him in the profits.

One trouble with the habitually crooked man is that he never knows which way he is turning.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.



Brilliant Gas Lamp Co.
Manufacturers of the famous
Brilliant Gas Lamps and Climax
and other Gasoline Lighting
Systems. Write for estimates
or catalog M-T.
42 State St. Chicago, Ill.



"State Seal" Brand Vinegar

Just a word about its quality, it is par-excellence. For Pickling and Preserving it will do anything that Cider Vinegar will do, and its excellent flavor makes it superior for the Table. Mr. Grocer, it will

pay you to investigate. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

Jennings' Extracts

Goods of Proven Merit

The satisfaction of your customers is the foundation of the best and surest profit in your business—it is permanent.

You can't afford the risk of selling untried and perhaps impure extracts. You would be risking your best profit—the confidence of your customers.

You take no risk with goods of proven merit—for thirty-six years Jennings' Extracts have proven their trade-holding quality. Are you getting full benefit?

Jennings Flavoring Extract Co.
Grand Rapids, Michigan

Established 1872



ADVERTISING A GROCERY.

The Right and Wrong Way To Do It.

Written for the Tradesman.

Judicious advertising by the retail grocer is one of the very best investments he can make.

There are no set rules that will apply to every one. Each will have to determine this for himself, according to his surroundings.

Your advertising should be two-fold in character: First, and most important, is to establish the reputation of your store, and when you have done this you have reached one of the goals of success.

There are very few people who like to trade at a grocery that has no established reputation for good, pure, wholesome foodstuffs.

It may be true that bargain prices offered at times to catch the trade will be appealing, but there is always a suspicion that all is not as represented.

You will find it much easier to keep an old customer than to secure a new one, and you should always make it a rule of your store to see that every customer is satisfied. One displeased customer can do more harm in a week than all the profit you can make out of him in a year.

Confidence is one of the chief assets of every well established grocery. Destroy this by selling your customer something below your regular high-grade articles and your road to success will be rocky.

You can not afford to make misleading statements in your advertisements or circulars, for you must come face to face with your customer. It is an excellent rule to make a confidant of your customer, and if you will do this you will find out a good many things of interest which will be of value to you in connection with your business.

Now, as to how you advertise:

The man who believes he can get business without expense or effort is sure to be disappointed, as well as he who sells his goods without profit in order to meet competition.

Quality and not price is the best medium to use in getting trade. Those who buy groceries because they are cheap wake up to this fact soon enough, with no benefit to the grocer who sold them.

Be honest in all your statements. Tell your customer all about the goods you are advertising.

Courteous treatment is another good way to advertise. See that everyone is kindly treated and don't be afraid to use the little words "thank you" with the man who spends his money with you.

Make it a duty to give any information you can when called upon to do so regarding the goods you handle. None of us know it all and have to secure our information from others. Many a time "a word fitly spoken" will prove to be "apples of gold in pictures of silver."

The three vital features in retailing groceries are first, your goods and your prices; second, your customer; third, yourself.

To get results it is necessary that

all three harmonize. Your customer you have to accept as you find him, but you can influence your goods and you certainly ought to be able to control yourself. You are in business to satisfy the public and your success depends upon your ability to do so.

When you know you are right, that your store is of real value to the public (as it should be) you can get enthusiastic over its many strong features and are on the way to become a good, strong advertiser.

There is no secret about good, effective newspaper advertising; it is the easiest possible process to get business if you use the papers right and in the right way. The right way is to tell the public what you have to offer, and why they should buy of you. Convince them that you perfectly understand your goods and that you can serve them the best and quote prices. Do this day in and day out and you can not keep goods on your shelves.

Your advertisements should be real live store news, changed with every issue of the paper. Above all they should be seasonable and the description appetizing—so appetizing, in fact, that it will leave the flavor of the article in the mouth of your reader.

An advertisement allowed to run several issues is worse than no advertisement, as it tells the public in plain words that you are not attending to business, because you are paying for space and not using it.

All food advertising should be carefully and tastefully prepared.

A grocery advertisement which connects a food product with sickness is not conducive to a good appetite.

William H. Myers.

His Favorite.

The man from Wayback was wandering aimlessly along a city street when sweet strains of music, unfamiliar to him, caused him to gaze around wondering in search of their source. "Where's that there music a-comin' from anyway?" he asked a policeman.

"From that church across the way—finest chimes in town," said the policeman.

"Well, well! I heard the city churches wuz addin' show features as special attractions, but I didn't believe it till now!" said the ruralite; "ain't any uv 'em equipped with a steam calliope yet, is they?"

One Objection Overcome.

"Isn't that perfectly awful!" exclaimed Mrs. Meeker, with the evening paper.

"Some woman's hat?" said Mr. Meeker, slyly.

"No—some man's wit," said the lady, cuttingly. "I'm referring to this proposed church in Atlantic City in which smoking is to be allowed."

"No harm in that," said Meeker; "there won't be any lace curtains on the windows to get smoked up, will there?"

Some folks think they are resting in their faith because they always fall asleep in church.



There's a good profit for you in Karo—

There's satisfaction for every customer in Karo.

It is good down to the final drop. Unequalled for table use and cooking—fine for griddle cakes—dandy for candy.

Karo

on your shelves is as good as gold itself—doesn't tie up your money any length of time, for the steady demand, induced by its quality and by our persistent, widespread advertising keeps it moving.

Develop the Karo end of your business—it will pay you handsomely.

Your jobber will tell you all about it.

**CORN
PRODUCTS
REFINING CO.
NEW YORK.**

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added.

The best Porch and Cottage Furniture and where to get it.

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.
Entrance to retail store 76 N. Ionia St.

WILLS

Making your will is often delayed.

Our blank form sent on request and you can have it made at once. We also send our pamphlet defining the laws on the disposition of real and personal property.

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

STRICTLY FRESH GOODS.

The Delivery Boy Sympathizes With the Lady.

Written for the Tradesman.

Cholly, the delivery boy for Walker's provision store, had a longer run than usual that morning, and there were angry faces at the back doors before he got to the end of his route.

It was 11 o'clock when he reached the last house, and the customer sat out on the front porch watching for him as he drove up. She was a keen-eyed woman with a sharp-pointed nose and a face done up in the highest toilet-table art. She arose from a willow rocking-chair stuffed with pale pink cushions as Cholly drew up, and stood leaning against a round post at the front.

"Say, boy," she shouted, as Cholly dropped off the seat, "don't you hitch that horse to any of those shade trees."

"And don't you wind that leather strap around any of them, either. We had a sugar maple pulled up by the roots last year."

"No, m'm," said Cholly, taking a well-filled bushel basket from the back of the wagon and starting for the house, lugging it along with both hands.

"And don't you walk on that lawn, either. You ought to come in by the alley gate."

"Yes, m'm," replied Cholly, who had been ordered to be perfectly respectful to customers. A gang of men was digging a sewer trench in the alley, but he didn't think it necessary to refer to the fact.

"You bring that stuff up here," added the woman, motioning toward the steps leading up to the porch. "I want to see what it looks like."

"Yes, m'm," replied Cholly, placing the basket on the lower step. He was half an hour late, and the boss would roast him, but there seemed to be no other way but to obey the woman.

The woman came down from the porch and bent over the basket.

"The cook says," she began, "that she can't make anything fit to eat out of the trash you leave here."

"Yes, m'm," faltered the boy.

The woman poked at a box of berries with a long finger.

"I guess you've made a mistake in the place," she said, in a moment. "This isn't the place where garbage is incinerated."

The woman paused to note the effect of the word on the delivery boy. "What's that?"

"No, m'm," replied Cholly. "I meant no, m'm."

"The neighbors would complain to the Board of Health if I threw this stuff out into the alley," continued the customer. "These radishes are like strings, and the berries look as if they had used up a thousand-mile mileage book in getting here. I do not believe I'll take any of it."

"Mr. Walker got it in this morning," hesitated the boy. The fruit and vegetables were away above the average, and the woman wouldn't

have said a word against them to the merchant himself. She was one of those persons who swell up only when they think the auditor will stand for it.

"Don't you dare talk back to me!" said the woman, with a cold stare. "This stuff might have been very good when you left the store, although that must have been so long ago that you can hardly trust your memory."

Cholly was the son of a wealthy man. He didn't have to drive Walker's wagon. He did it because it was vacation time, and he didn't want to loaf about with a cigarette in his mouth, or wander about some summer resort with a funny little summer girl on each arm, and, besides he wanted to be a wholesale grocer when he came to man's size. And so he began at the bottom, on the delivery wagon of a retail grocer. He was angry enough now to bite nails and refused to hold in any longer. If he lost his job he could, perhaps, get another of the family provision man.

"Shall I take them back?" he asked.

"Why, I don't see how I can use them—at least all of them," was the reply. "You can see for yourself that they aren't fresh."

"Best in the market," quoth Cholly.

"I think you're a saucy boy, talking back to me like that."

"There may be fresher fruit and vegetables out in the country," replied Cholly. "How would you like to have me tote a couple of market farms in here on a wheelbarrow and let you have your pick of them? Then you could have the vegetables right out of the ground, and the berries with dew on. We're in trade to please customers."

The woman glared at Cholly, and Cholly was the picture of a bashful youth.

"You're positively impudent!" she cried.

"You might break half a dozen of those eggs," continued the boy, "just to see if they're the right complexion on the inside. I can take them back if they don't match your china. Suppose I bring in a couple of loads of chickens to-morrow and have a few eggs laid on your diningroom rug? We'll do it if you say so."

The woman gasped and stared at Cholly as if she wanted to consume him with fire where he stood.

"Oh," she said, presently, "you might plant a few radishes in the soil at the store. It looks as if it might raise good crops. Do you get up early in the morning and fish your fruit out of the garbage cans along the alleys? Seems to me that they don't throw out as good fruit as they used to."

"Oh, no," replied Cholly, "we have our own fruit farm, and it is disinfected and sterilized, and vaccinated and the clouds above strained before they are permitted to rain on it. We bring a ten-acre field down to the store at a time and pull the vegetables out in the dewy morning. When you get five cents for three bunches of radishes you've got to deliver pretty

5c Car Fare

THE
SIGN
OF
GOOD
SHOWS



When in our town don't forget to sample the

RAMONA

delights.

Besides—NORTH PARK has an exquisitely cool Ballroom and JOHN BALL PARK was designed as a "rest cure."



THE BALANCE-SHEET

The Balance Sheet and the Statement of Earnings are to the corporation what the Chart and Compass are to the mariner. Both of these financial statements are necessary to the Management for the intelligent direction of a business.

Equally necessary are both of these statements to the investor and to the telephone-using public.

With both of these statements, the public is in a position to know whether the Company is on a sound financial basis, and whether the rates charged for telephone service are reasonable.

For these reasons we are making public each month these figures, in line with our policy of full publicity.

Statements will be furnished upon application to the company's secretary.

So far as we are able to learn, no other telephone company in Michigan keeps the public so informed month by month, and, so far as we are able to learn, we are the only telephone company in Michigan which makes public at any time a complete Balance Sheet.

MICHIGAN STATE TELEPHONE CO.

Executive Offices: Detroit, Mich.



good goods. If you've lost time sitting out here to bombard me with your Solomon, I'll turn in this fruit and pay you the difference in cash. A lady that has to elaborate the scenery on her face as you do ought not to lose any time."

"If you don't leave the place instantly," said the woman, "I'll call the policeman."

"We usually have a policeman go with the delivery wagon," replied the boy, "as that saves the customers trouble. Sometimes you can't always catch a policeman at this hour of the day. Did you notice this butter? We had this made out of blue milk, crossed with hog grease. We sell it only to the first families. That is to the first families we sue and put into jail when they don't pay their bills. The boss said I'd better bring some out to you. Next fall we are going to put a green fringe on the rolls. Anything you want goes at our store."

The woman sank back in her willow chair. Cholly picked up his basket and started for the wagon.

"Say," called the woman, "if you carry all that stuff away how are we ever going to get dinner?"

"I've been thinking of that," replied Cholly. "I'll stop down here at the corner and have the butcher send up a link of frankfurter sausage. That makes a pretty good substitute for everything. If you knead it up right you can make it into bread, and if you fry it for meat you can make yourself think you're eating liver. Suppose you take these berries and make a shortcake a la pig's feet? That is when they fry them with pork chops. I've heard such things were popular among the working classes. What did you say, lady? Oh, yes! If I bring out a berry patch to-morrow and pick the ripened fruit right before your eyes, shall I bring a hillside with wild roses in the fence corners or a June meadow with buttercups nodding in the clover? Anything goes when you do business with my boss."

"Why don't you go, then?" asked the woman. "You talk as if you had just seeped out of a padded room. When you're back there do you ever use the North Pole for a walking stick? You take that basket of garbage around to the back door and I'll have the cook fumigate it."

"All right," replied Cholly, "only be careful when you fumigate the eggs. If you go and give the little chicks which are in 'em any unnecessary pain or alarm I'll have the agent of the Humane Society here. I intended to take the chicks out and sell 'em by the pound, but I forgot it. Is that your dog back there? The one with the end of his ears chewed off! Nice dog he seems to be, perfect gentleman, and all that. He is eating the steak the butcher just left, but I suppose you fed it to him."

The woman flounced out of her chair and headed for the back yard.

"As a matter of fact," said Cholly, "you are doing the work of two women, so you ought not to be blamed for the loss of the meat. It takes

a pretty lively lady to sit on the porch in a four-act make-up and also beat a bull dog with a club in the back yard. I'll come a little earlier to-morrow, so you can tell me whether you want the radishes boiled or stewed. We serve vegetables to order. Next week we're going to have broiled strawberries or bacon. Ta-ta!"

Cholly dropped the basket on the back porch and shot for the street, just about an inch and a half ahead of a bull dog, which the lady had pried loose from a round of beefsteak. While she was thus directing the efforts of the dog toward the boy, the cat strolled up and took the meat, and the last thing the boy saw of the painted lady she was chasing the cat up a cherry tree with a broom in her hand.

Then Cholly drove on to the store and told the boss there was a complaint out at the insane asylum, and that one of the patients was trying to set the dinner table in a cherry tree.

Alfred B. Tozer.

Stub Ends of Thought.

Failure lays the egg of success and effort hatches it.

Too many of us try to do only that most easy to accomplish.

Frequently doing the best we can means only the best we will.

Much of our strength comes from a weakness we have outgrown.

As we endeavor to influence or direct others, so we go up or down with them.

Occupation lifts the curtain of despondency and lets in the sunshine of hope.

Love breaks down the barriers of hate and stands firmly on the foundation of duty.

Let us deal as gently with the son's shortcomings as we did with his father's weakness.

True philosophy is well illustrated by the graceful acceptance of inevitable limitations.

Ignorance is never quite absolute until we are unwilling to admit our lack of knowledge.

Nobility of birth may prove an incentive for doing right, but it is not a preventative of doing wrong.

The most effective prayer for the support of another's belief is a practical example of our own faith.

The morbid confession of impulsive wrong creates more pain than a well-defined silence upon the subject.

What many of us call contentment is often merely a condition of self-satisfaction largely flavored with conceit.

Let us put all our strength under some failure and lift some obstacle out of the path of progress.

Arthur G. Lewis.

Touching.

"I feel so sorry for you," said the kind lady to the one-legged hobo; "I suppose you feel the loss of your limb very keenly?"

"I does, indeed, lady," answered the hobo dolefully. "Seldom a year passes dat I don't make a pilgrimage to its last restin' place!"

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Free Traffic Information

Kindly submit any question pertaining to any Freight Transportation subject in which you may be interested or a brief statement of the facts surrounding any Freight Claim, unpaid or declined, the present status of which is unsatisfactory to you and we will afford an immediate and practical illustration of the nature, value and scope of our traffic information and service.

By complying with this request you incur no expense and you do not obligate yourself to employ us in any capacity. We desire an opportunity to demonstrate our ability to handle traffic matters of every description and we hope same will be granted at once

Yours very truly,

EWING & ALEXANDER,

304-305 Board of Trade Bldg.
Both Telephones 2811.

Grand Rapids, Michigan.



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



These superfine goods bring the customer back for more and pay a fair profit to the dealer too

The Walter M. Lowney Company
BOSTON

THE NATIONAL
CITY BANK
GRAND RAPIDS

WE CAN PAY YOU

3% to 3½%

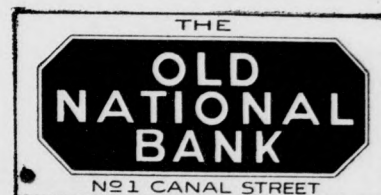
On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

Capital
\$800,000



Assets
\$7,000,000

Banking By Mail

Is a special feature of this bank. This practically means bringing all the advantages of a large bank right to your door.

THE FIRST STEP.**An Important Period in Any Man's Career.**

The success or failure of a man to a great extent depends upon the first step. Hence it is of the utmost importance to the youth about to engage in life's struggle to consider earnestly before he makes his first move.

The young man must read his own character and measure his own attainments by a correct standard in order to find out what he is best suited for and what will suit him the best.

Every one has talent in some direction, but it is imperative to seek the kind of profession or vocation which will draw out his talent to the best advantage and enable him to make the most of opportunity.

Many fail because they try to climb too high and reach too far that which is beyond their grasp. Horace advises an author, in selecting a subject for his muse, to be careful that it does not lie beyond his measure, that he does not attempt to bend the bow of Ulysses or carry on his shoulders a burden fit only for an Ajax.

Some, like Atlas, imagine they are strong enough to hold up the world on their shoulders, but when they make the attempt they discover their weakness and are crushed down beneath the burden never to rise again.

Geniuses are few. England produced only one Shakespeare, Scotland only one Burns, Germany only one Heine and America only one Poe.

Don't depreciate your own value, don't lose confidence in yourself. Have faith in your capacity and go ahead.

Sir Walter Raleigh on one occasion expressed himself thus: "Fain would I climb, but that I fear to fall,"

to which Elizabeth promptly retorted:

"If thy heart fail thee do not climb at all,"

which was indifferent poetry, but good advice.

The heart is the great prompter of human action, and it can almost always be relied upon to prompt in the right direction.

If you know you are fit for a certain career, that your qualifications are suitable for it and your heart tells you that such a career is the right one for you to adopt, you may be sure you are on the high road to success.

Many good mechanics have been spoiled by the efforts of ambitious parents to educate them into preachers, doctors and lawyers. The firmament of literature, science and art would be without some of its brightest stars had the choice of careers been left to outsiders.

Goldsmith's father wanted Oliver to be a preacher, but he followed his own bent and English letters gained one of its brightest ornaments. Watt's people wanted him to learn the trade of a stone mason, but the boy watched the kettle simmering and invented the steam engine. Joshua Reynolds, although frowned upon,

would not give up drawing and became the greatest painter of his time. Hogarth's father had so little conception of his son's faculties that he placed him under a silversmith. The parents of Claude Lorraine would have made him a pastry cook. John Jacob Astor's father would have his boy a butcher.

All these left imperishable impressions in the arena of their respective endeavors because they chose the right fields in which nature had equipped them to labor.

Beware of the mistake of confounding your liking for certain work with your ability to perform it. Liking is not talent. You may be fond of drawing, but that does not imply that you can become a Raphael or a Rubens.

In the adoption of a profession or trade another important fact not to be overlooked is the end to which your selection will lead. Let high ideals be your guide, lofty motives your ambition. A man may profitably work for money, but money and social position are the lowest imaginable ideals. When you have fixed upon your purpose go fearlessly onward. Don't mind sneers and taunts and calumnies. Weave your crown with the garlands of obstacles conquered and difficulties overcome.

Make up your mind to be a success at something, no matter what that something may be. Failure does not lie in the choice of a lowly calling. It is no disgrace to be a shoemaker, but it is a shame to make bad shoes.

The infatuation which induces some parents to make their sons clerks instead of mechanics, thinking the former vocation more respectable, is provocative of much evil. He is a poor mechanic who can not earn twice as much as a good clerk and the one calling is as decent as the other. Work of any kind is noble when performed in the right spirit. Franklin said: "He that hath a trade, hath an estate."

The sorriest of men is he who has nothing better to fall back upon than the wealth or influence of his family connections. An honest plowman is preferable to a genteel idler and does the world benefit, while the other only impoverishes it by his existence.

Success in any pursuit depends upon the spirit in which it is embraced. Without Mozart's passionate love of music he never could have produced "Don Giovanni." Handel wrote "The Messiah" not because he wished to become a great musician but because he gave himself up heart and soul to the study of the art he loved, hence the great masterpiece.

It does not matter whether you are a plowman or a statesman. The one is as necessary to the world as the other. And the former when entered upon with the right spirit and pursued with honest intent can be made a shining success, while the latter may degenerate into a dismal failure if it has not character, integrity and determination to succeed at the back of it. Madison C. Peters.

Marketed on the Square Deal Policy

Kellogg's Toasted Corn Flakes

No Direct Sales to Retailers

The average grocer buys on just as favorable terms as Department Stores, Chain Stores, Buying Exchanges, Mail-order Houses, etc. How about other brands of Corn Flakes?

No Quantity Prices

You don't have to buy five or ten cases of Kellogg's to get the bottom price. The single case price is the bottom price, and retailers can buy in small quantities as needed, and move the goods fresh to the consumer. How about other brands of Corn Flakes?

No Free Deals

A free deal on a perishable article, such as a package of cereal, is intended only to overload the retail merchant and generally results in stale goods going to the consumers to the injury of both merchant and manufacturer. How about other brands of Corn Flakes?

No Premiums

to deceive the public. No crockery in the packages, just a good ten cents' worth for ten cents. How about other brands of Corn Flakes?

Sold On Its Merits

to a discriminating public, who buy Kellogg's because it's the best of all the Breakfast Foods—it's the "Call-Again-Food." How about other brands of Corn Flakes?

Isn't It Good Business

to stick to the Cereal that gives you a good profit and a square deal and satisfies your customers?

Kellogg
Toasted Corn Flake Co.
Battle Creek, Mich.

W. K. Kellogg



AN APT STUDENT.

His Aptitude Proved Costly To His House.

Miller & Heinze sell meats and provisions. They take Government contracts and all that sort of thing. They're about the biggest people in their line in the country, and that is what makes this little incident really worth the telling. For the name of Miller & Heinze—which is as far from the real one as we can think of just now—stands for all that is lofty and honorable in business, and fond mothers say to their mischievous sons, "Be good and some day you may be a great man like Mr. Miller or Mr. Heinze." All of which indicates the value of a reputation.

Two clerks who work in the beef cost department of the big firm know that there is another story to tell. They know that Miller is a great man, that Heinze supports two churches, and that generally their two employers are to be looked up to as irreproachable pillars of the community. But they know also that the beef cost department keeps two distinct and separate sets of books, and that the public, the dear, kind public, knows only about one, the set that shows the highest figures and makes people wonder how the firm can sell its product as reasonable as it does.

The other set of books, the one that actually shows what it costs Miller & Heinze to get their goods on the market, is essentially a private matter. Heinze & Miller don't say: "The public be —!" They say: "What they don't know won't hurt us."

So the secret ledgers are in the care of the two old clerks who every so often, or whenever the Government feels inquisitive, go into court and swear that the figures appearing in the firm's reports are, to the best of their knowledge, accurate and that they represent so far as they may know the actual cost of the product under discussion.

Of course this is perjury. The figures are accurate enough, considered merely as figures, but they do not by several cents per hundred pounds represent the true costs in the case. But it is necessary for the profits of Miller & Heinze that somebody go under oath and testify to this effect, and who so fitted for the task as these clerks, the men who handle the books day after day and year after year? They get about \$25 a month more than they would otherwise, these two; and Miller & Heinze wax rich and fat on dividends and keep their high reputation at the same time. And, you will observe, neither Miller nor Heinze personally perjures himself at all.

One of the old clerks was named Davis. He was pretty young to hold such a responsible position, being only 29, but he had been with the house ever since he was 15 years old, and he had proved by many actions and words that he placed its good will toward him high above the value of his own soul. He could be trusted. He knew all about the scheme by which the house deceived the public, the Government and grand juries, and he did all he could to make the scheme more effective. He knew what he was doing every time he swore to the accuracy of the public

set of books, but he never weakened. He seemed enthusiastic over it. He added artistic details to his testimony and generally showed that he was the man for the place.

Of course none of this escaped the heads of the firm, who, following their usual custom of rewarding faithful service on the part of employees, advanced Davis in salary and assured him that his position was secure. They always took care of their good men, did Miller & Heinze, and Davis got \$200 a month for filling a \$150 place.

It was about a year after he had entered into this position of trust that the firm began to lose ground. Although its goods were sold at a figure that often made the dear public wonder how they made a living, it so happened that their chief competitor began to undersell them. They didn't cut much, but just enough to get below the prices of Miller & Heinze. It seemed that they, the competitors, knew just how cheap the old firm could sell. Then they went a little below that figure. And after a while, after much expensive detective work, it was discovered that the competitor in some mysterious manner was obtaining each and every day the true beef cost figures, the ones from the secret set of books. And after that it wasn't much of a task to pin the leak on Davis.

"Sure, I did it," said he when they accused him. "I sold them the real cost figures. What are you going to do about it?"

"Is this," roared Miller, "the way you serve us after we have trusted you so implicitly? Have you no sense of honor?"

Davis nodded grimly. "I had once," said he. "When I came to work for you as a messenger, and for years after, or until I got near enough to the heart of the works to see how things really were run, I had a sense of honor. I was as honest as they make them, believed that honesty was the best policy, and all that. Then you gave me my fancy job, boosted me \$50 a month for lying for you. Then I got next to myself.

"I saw that the honesty system was all bunk. I might have worked forty years and never got over \$100 per if I'd stayed honest. But as soon as I did something crooked, up I went. Well, after that I saw that I could make money by being crooked against you as well as for you. They gave me \$300 a month for those figures. It was all business with me—the kind of business that you taught me."

"We will accept your resignation at once," said Miller stiffly.

Davis went out, laughing. At the door he turned. "Say," he said, as if stricken with an inspiration, "what did I cost you, anyhow? Something over \$100,000, wasn't it? Well, say, honesty would have been the best policy for you, after all, wouldn't it? And who knows how much more I'll cost you in the future; me with my knowledge of the crookedness in your office? No, sir, I don't believe it pays a firm to make crooks out of its employees, not even for its own needs."

Then he went out.

"The dishonesty of the average man is something awful," quoth Mr. Miller. "We'll have to be more careful whom we break into the job after this." Martin Arends.

Tradesman Printing Company

Crotavere

PRINTERS AND PUBLISHERS

GRAND RAPIDS, MICH.

Woo & P.H.O.

TELEPHONE NO. 5095



Workable Ideas on Price Tickets and Window Cards.

Written for the Tradesman.

I am inclined to think the average shoe merchant is too dependent upon the printer and the professional window card and price ticket artist. Is it that the average shoe merchant is too timid, too modest, too dignified to exhibit any of his own handiwork in this line? In some cases possibly; although on general principles we do not think of a shoe dealer as one impressively smitten with modesty and unassertiveness. More likely the reason our average shoe merchant does not do anything in this field is just because he takes it for granted that he can not do anything worth while. In many cases, perhaps, the assumption is well founded. He has not any taste or talent for that sort of thing. Again, his time may be too valuable. In the case of the larger shoe merchant with a dozen or three dozen people working in the various departments of his store, this little talk on price ticket

and window card production does not apply. He can pass it up; or, perhaps better, just blue-pencil and hand it to the advertising manager or the window trimmer.

Redeeming the Time.

The smaller shoe merchants and their clerks have a good many spare moments in the course of the week's grind. A good many of them doubtless are squandered in one way and another. During some of these unoccupied minutes and hours one can work out for himself a good many practical ideas on lettering; and, if he has a little aptitude to start with can often become quite expert in the preparation of things of this sort.

If the proprietor doesn't care to travel the royal road of ink-stains and paint spots—the only royal road that leads to proficiency—he can suggest this ambition to one of his clerks. Many a bright young clerk has gotten himself more firmly entrenched in the good graces of the boss by putting in some idle hours at the store (supplemented in some cas-

es by long hours of faithful practice at home) training his fingers to round out R's and S's and \$-marks that look about right to the critical eye.

Getting the Materials for Practice.

You can begin to master the art of lettering with a very few materials. All you really need for the first lesson is a piece of blank paper or white cardboard, a ruler, a lead pencil and a few correctly-made letters or figures to serve as models.

One of the first things to do is to get the idea of the letter—to know how it ought to look when it is correctly done. The advertising man will doubtless have a book which gives quite a list of specimens of display type, such as Cheltenham, Pabst, Jensen, Schoeffer, Arlington, Quentell, Florentine, Devienne, Post Old Style, Gothic, and the like. (I have mentioned only a few of the more prominent general favorites.) If he does not happen to have a book in which these specimens are named and printed in the various sizes, such as 10 Point, 12 Point, 18 Point, 24 Point, etc., you can find plenty of models in your newspaper or trade journal.

Now, with your lead pencil and ruler practice some of the easy ones, like A, H, L, M, N. You will have so little difficulty with these you will be encouraged to think it's all easy—a fancy that will perhaps disappear when you get to work on the S's and A's and M's and &'s. These letters and symbols with their curves and double curves—which must be done

with a free hand movement—will require to be practiced for a long time.

In this pencil drawing all you need to be concerned about is the outlines of the letters. When you take up your shading pen on your brush and lamp black or wash varnish you can fill in and complete the letters.

Shading Pens and Inks.

The next thing, after you have gotten so you can do some of the more simple letters and figures, will be to provide yourself with some shading pens—and you can get along very well with about three of them, ranging from about one-eighth to one-quarter of an inch in width—and some shading ink. Good shading ink can be had from any first-class stationer. It comes in various colors and dries with a glossy finish, giving the appearance of varnish. It generally costs about 25 cents a bottle. A bottle of it will last a long time. You can do better work and get better results from the dark greens, crimsons, pinks and blacks. You can get along with about two colors.

Writing with a shading pen is quite an art. The only way to acquire the knack is just to keep at it. My greatest difficulty in learning to write with a shading pen was to keep my letters on a line. The tendency is to run them up or down, giving the line either an ambitious tilt or a depressing falling-away at the end. The only way to correct this is to have three well-defined and perfectly parallel lines. The capital letters will extend from the upper line to the lower, while you will exercise all dil-

We have some closing numbers in

OXFORDS

At Special Prices

If you expect to put on a SUMMER SALE you can use some of these numbers to advantage, as they are good values at exceedingly low prices.

BETTER WRITE US

HIRTH-KRAUSE CO. = = Shoe Manufacturers
Grand Rapids, Michigan

igence in keeping the lower case letters between the second and the lower line. When your work is finished and the lines erased, your work will not offend the eye of the critical—at all events in respect of this one feature.

The beauty about working with a shading pen and good shading ink is that you get results rapidly and therefore are encouraged. A shading pen expert does his work rapidly. With one downward stroke of the pen he makes one part of a letter complete; he never takes two strokes to it. That mars the work in that it gives you an unequal distribution of ink. In some parts your letter has two coats of ink, in others one coat. If you are making, say, the letter H you will come down with one stroke, making the first upright, with another stroke making the second upright, then with a third your cross-piece. In making such letters as S the pen is not removed from the paper until the letter is complete. The curved lines on the letter R are made with a single stroke.

With a good shading pen and the right kind of ink you can make price tickets with more individuality than those you buy. And you can prepare placards or window cards, exploiting certain lines of shoes, or setting forth in some facetious way the merits of your displayed footwear.

Water Colors, Paints, Brushes.

If you want to do something a little more elaborate in the price ticket or window card line you may work with water colors. This sort of work is more complicated. Perhaps your artist friend (if you happen to have one handy) will open his heart and tell you how to select your pigment and mix it to the proper constituency, where to buy it and give you many practical tips on the use and limitations of water colors.

I have a friend who is quite expert in getting out window cards, placards and interior signs in water colors. He tells me that the secret of his success lies largely in the selection of good pigment, and in thoroughly pulverizing it so as to get a good, easy-flowing mixture. He also advocates the use of the very best brushes. If you do lettering also in oil paints you will have two sets of brushes, as you can not use the same brush with water colors or wash varnishes and with oil paints. When your brush once gets a dose of turpentine and oil you can not use it with water colors or wash varnishes.

With a small quantity of lamp black or drop black paint and two or three sable hair brushes you can begin to fill up the outline of some of those letters you blocked with pencil.

Learn a lesson from the professional sign painter. And, by the way, you ought to cultivate the acquaintance of that gentleman. He, too, can give you some pointers.

You will notice he has his cardboard, starched muslin, or wooden sign, in an upright position. He doesn't bend over his work; he stands up to it. You will also notice that he uses his left hand as a rest for his right when he is at work. Some-

times he will use a ruler, especially if the letter is large.

He begins in the center of the side of the letter, and near the top, and then he gradually fills out until the outline of the curve or the straight line is symmetrical and clear-cut. He works rapidly. You will have to take it more leisurely until you acquire proficiency in lettering with a brush. You will also find it fascinating.

Use the best of paints and the finest brushes. There is nothing better than the better grade sable hair brushes. They will cost from 20 to 35 cents each, and you will need at least three for your oil paints, and if you use wash varnish or water colors, three for this purpose.

In making the dim outline of the letters you are going to paint you can save time and do a neater job by outlining them with a little charcoal stick which the paint supplies man keeps in stock. After the job is finished and your paint dry you can brush off the outline with a feather duster, thus avoiding the smear incident to the use of an eraser vainly striving to eliminate the mark of a lead pencil.

Hand-Made Price Tickets and Cards.

The chief advantage of hand-made price tickets, window cards, placards, and the like, lies in the fact that they have an individuality that can not be had where you purchase them in job lots.

There is a sameness in shoe store window cards or placards. They look as if they had been done by the same man—and maybe they have. You can introduce the individuality-feature into your shoe store window by getting out your own tickets and cards.

For another thing, you do not have to keep the same old cards or tickets until they become fly-bespeckled and yellow with age. From your improvised paint shop in the rear of the stock room you can turn out new price tickets, new window cards, new placards and new posters for inside use whenever the need arises or the inclination strikes you.

When you want a placard to put on the bargain counter in which you have placed a miscellaneous assortment of women's footgear to sell at \$1.23 per pair you don't have to call your sign painter or the professional window card writer, you can take a piece of white cardboard the proper size and meander confidently to your studio in the rear; and, presto! you have a sign all your own—one quite as effective (perhaps more so) than your professional could have supplied for a consideration.

Some of Tom Murrays best advertising stunts were done with a piece of white paper and a crayon—plus, to be sure, some fruitful advertising ideas. In getting out your shoe store price tickets, placards, window cards, and the like, you will have to incorporate bright ideas with your ink, or water color, or paint, in order to make it effective.

Some men who have achieved success in getting out bright and fetching things in this line to boost with-

al their shoe retailing game have kept a little book on advertising ideas in which they jot down from time to time catchy words, phrases and telling ways of exploiting their shoes. Thus they never lack for an idea.

I commend this scheme to the shoe merchant who can spare the time or to some ambitious clerk who ought to take the time.

Get out of the old, stereotyped lines. Don't depend on the professional card writer and sign painter. Develop your own latent talents. Be in a position to use local coloring matter in your appeals of this nature. Prepare to be seasonable and down-to-the-tick-of-the-clock.

A boy recently threw a base ball bat through a large plate glass in a shoe store window. It was an unfortunate accident that scared the boy to a frazzle. A few minutes later the shoe merchant emerged from his studio with a big piece of white cardboard 28 inches long and 18 inches broad, on which he said:

No; we haven't been burglarized, although you might think it from this Tempting and Alluring line of Footgear.

A small boy broke this glass with a base ball bat.

But he didn't injure a shoe in the store.

Let us show you our line of Ankle Strap Pumps for modishly dressed women.

It will pay the shoe merchant to prepare himself for local and timely incidents in featuring his wares. He

can do this if he or his clerk knows how to work with brush, ink and cardboard. Cid McKay.

A Phrenologist.

"Pa, what do they call a person that reads heads?"

"A phrenologist, my boy."

"Gee! Then ma must be one of those things. She felt of my head this afternoon and said right away, 'You've been swimming.'"

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING IN BANK AND INDUSTRIAL STOCKS AND BONDS OF WESTERN MICHIGAN. ORDERS EXECUTED FOR LISTED SECURITIES.

CITIZENS 1999

BELL 424

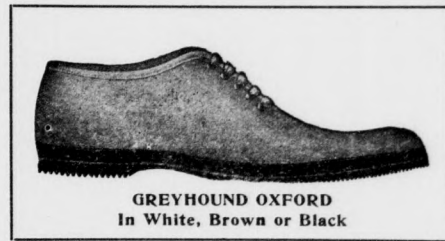
823 MICHIGAN TRUST BUILDING, GRAND RAPIDS

MAYER Special Merit

School Shoes Are Winners

Greyhound Tennis Shoes

Are universal favorites. They are not only stylish in appearance, but have the fit and wearing qualities necessary for the best service.



GREYHOUND OXFORD
In White, Brown or Black

We also have Greyhound Tennis Shoes in Blucher Oxford and Balmoral Shape in white, brown or black.

These shoes have been on the market for several years and the demand for them is so great that a separate factory has had to be constructed for their manufacture.

No shoe stock is complete without a full line of this shoe. It is the best seller on the market and is a BUSINESS BRINGER and TRADE PULLER.

Grand Rapids Shoe and Rubber Co., Inc.

Grand Rapids, Mich.

State Agents for HOOD RUBBER COMPANY, Boston

Board of Directors and Officers

M. D. KOPPLE, President
Counsellor at Law

N. LONDON, First Vice Pres.
Metal Merchant

H. V. ST. GEORGE, Second Vice Pres.
Printer and Publisher

A. C. FERGUSON, Treasurer

C. H. TORREY, Secretary

R. A. FREEMAN, Superintendent
Formerly with
Harper Brothers, Publishers
Miehle Press Company

A. L. PAYNTER, Director

THE AUTOPRESS COMPANY

(N. Y. STATE CORPORATION)

Paid In Capital Stock \$3,000,000

Factory, College Point, L. I.

New York Office—Suite 301-305, 299 Broadway

Boston Office—Suite 207, 176 Federal Street

Manufacturers of "THE AUTOPRESS"

Advisory Board

JAMES RASCOVAR
President A. Frank & Company
President New York News Bureau
Director of United Press Associations

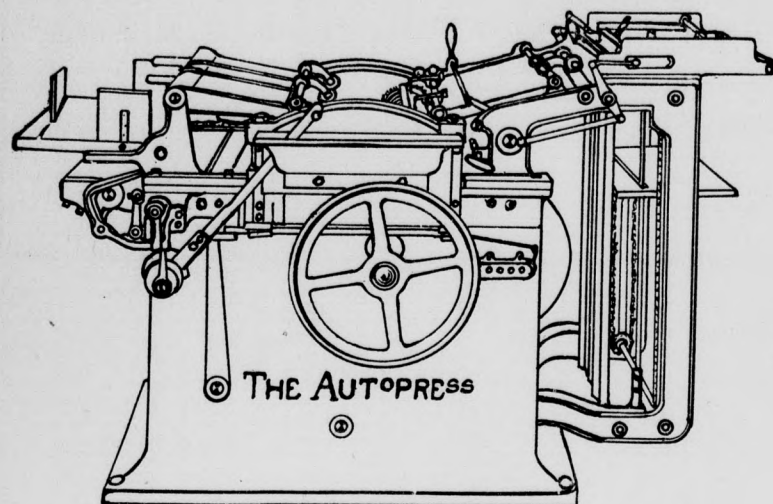
CHARLES B. STRECKER
President Commercial Financial Press
Association
President Commercial Financial
Printing Company
Publishers Boston Financial News

A. E. SMYLLIE

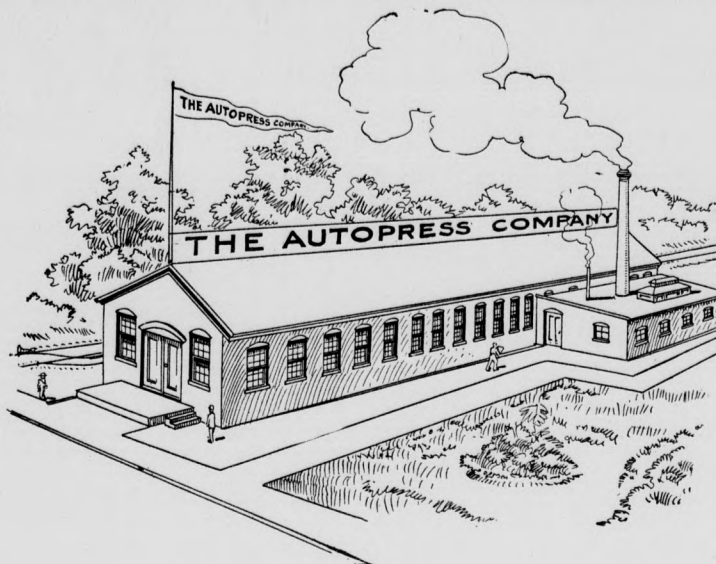
G. L. KESSLER

L. F. TELLENE
Diamond Dealer

J. H. FREEMAN, Patent Attorney



THE NEW WAY



THE OLD WAY:—
Hand Feeding

The Greatest of Money Making Machines

An Automatic Printing Press that Does the Work of Five Presses and Five or Six Men

OFFERS FOR PUBLIC SUBSCRIPTION

The Autopress 7% Preferred Shares (equals 10% on \$7), full paid and non-assessable. A safe and sane investment whose dividends may equal those of the Air Brake, Telephone or Linotype—which paid \$127,000 in seven years on every \$100 invested

JOHN E. STEWART, GOOD PRINTING
213 WORTHINGTON ST.

The Autopress Co., New York.
Gentlemen: It seems to me that the Autopress marks a new era in the printing business. We all have to keep our eyes open that we may observe the various evolutions of our trade, and while many improvements come under our observation, this new press seems a remarkable advance, and the up-to-date printer should certainly have one or more of them. While we expected to use it only for long runs, we think it well adapted for shorter ones. Our record yesterday was 24,500 impressions in 8 1/4 hours, and this was with a thin and flimsy paper.
Very truly yours, JOHN E. STEWART.

\$7.00 Per Share
Par Value \$10.00
Soon \$8 and Higher

FRANK LIER, PRINTER AND PUBLISHER
410 EAST 71ST ST.

The Autopress Co.,
299 Broadway, New York City.

New York, May 19, 1909.

Gentlemen: After careful examination and thorough investigation I have decided to invest considerable money in the manufacture of the Autopress. During the 34 years of my experience in the printing business I have learned of nothing in the line of presses possessing greater merit or earning possibilities.
Respectfully, FRANK LIER.

The price will be advanced to \$8 per share. It may go above par. (You may remember that Bell Telephone and Linotype stocks were sold in a similar way.) The Autopress Company is only about two years in existence, but within the short time an addition to its factory was built last year, doubling the capacity, and the demand for Autopresses today is twenty times the factory's present capacity. A new addition to the present plant (size about 200 x 100) is to be erected within the next two or three months. The cost of this building will be about \$100,000.

Only \$660,000 of stock is left in the treasury out of the \$3,000,000 capital stock. The The seven per cent. preferred shares offered are a lien upon all the assets. It is almost

in a similar way.) The Autopress Company is only about two years in existence, but within the short time an addition to its factory was built last year, doubling the capacity, and the demand for Autopresses today is twenty times the factory's present capacity. A new addition to the present plant (size about 200 x 100) is to be erected within the next two or three months. The cost of this building will be about \$100,000.

Only \$660,000 of stock is left in the treasury out of the \$3,000,000 capital stock. The increased plant will necessitate additional working capital and hence the reason for the sale of the balance of treasury stock.

The organization of the European Autopress Company is under way in Germany. It is in charge of Mr. Ernst Eppner, of Munchen, and Adolph Bernstein, of Hamburg, Germany.

We have an offer now which may be closed at any moment that would make it beneficial to the interest of the stockholders. We are holding at \$1,000,000 our German patent rights.

The autopress makes it possible for the printer to do the work better, cheaper and quicker. The benefits are equally divided between the customer and the printer, so, while the customer will be getting printing for less money than heretofore, the printer will be making more money than before.

Comparative Earnings of the Autopress

The average printing office now employing 20 presses and 30 men, with an annual pay roll of \$18,000 and a rental of \$2,500, can produce the same output with four or five Autopresses and five or six men.

In other words, the salaries of twenty-five men and the space occupied by fifteen presses can be absolutely saved, the net saving in dollars being \$15,000 in salaries and \$1,500 to \$2,000 rent.

The seven per cent. preferred shares offered are a lien upon all the assets. It is almost like a mortgage.

The \$2,400,000 of Autopress stock at present is held by over 200 stockholders, composed of bankers, lawyers, physicians, public officers, clergymen, engineers, officers of some of the largest corporations in the United States and men almost in every line of business or profession. It is strictly a "people's corporation," no one man owning a majority of the entire stock.

By virtue of letters patent the Autopress Company absolutely controls the manufacture and output of the Autopresses all over the world.

Autopresses Cost Less to Build

but on even terms the printer could not afford to use any other.

About 4,000 presses are now sold yearly to the 45,000 printing offices in this country alone—and there are many more in foreign countries.

It is not a question of demand at all; it is a question of how to supply that demand fast enough—which even now is insistent, persistent and impatient.

The present demand for Autopresses will keep our factory busy for the next two or three years at least.

Read What Our Customers Say About the Autopress:

The Prudential Insurance Company of America NEWARK, N. J.

The Autopress Co., March 5, 1909.
299 Broadway, New York City.

Gentlemen:—In response to your request for an opinion in regard to the Autopresses which we purchased from you a few weeks ago.

We cannot express ourselves in a more definite manner than sending our check for \$3,500, which covers your invoice for two machines.

You will note, also, that they were installed in our factory building with the understanding that we would have sixty days' trial. Long before the expiration of this time we were perfectly satisfied and pleased with our presses, and we pay for the machines, as stated above, after we had operated about one month.

This transaction has been very satisfactory. The payment of our bill before the time specified in your contract will convey to you, and to any others, our opinion of the machines.

We gave you an order for two and regret that order was not made out for four.

You will be pleased to know that our output on the two machines for the week, six working days, would be over 400,000 pieces. Some being printed 1, 2, 3, 4, 6, 8 on, with an average of two makereadies per day on each one.

We are operating the machines for 25 per cent. less than your estimate figure that it would cost us, and we find the machines capable of doing any commercial job that is printed and at high speed of the autopresses. Have become known as the machines to fall back on when we are behind or have been delayed and we desire to make up for lost time.

Trusting that this will give you an idea of what is thought of your press, and wishing you all the success that you are justly entitled to for the production of such a machine. I am

Very truly yours,
JOS. J. RAFTER,
Manager Printing Department.

Charles Francis Press

30 and 32 West Thirteenth St., New York
New York, May 10, 1909.

The Autopress Co.,
299 Broadway, New York City.

Gentlemen:—The Autopress is filling a place that no other press in this house fills so well.

With the right kind of work we have made as high as twenty-five thousand (25,000) impressions in a day. Enclosed please find our settlement, after a very exhaustive trial.

Yours truly,
CHARLES FRANCIS PRESS,
Charles Francis.

Louis F. Eggers The Calumet Press PRINTING AND BINDING

1 West 19th St., New York
Telephone 3778—Chelsea

The Autopress Co., December 18, 1908.
299 Broadway, New York.

Gentlemen: Referring to your letter asking us to give you our opinion of the Autopress would say that we have run considerable work on your press since its installation on September 11, 1908, and the results have been such as to cause us to recommend it to all the printers who have called to see it in operation. What more can we say?

Very truly yours,
LOUIS F. EGGERS.

Equitable Printing Company Engraving, Lithography, Stationery, 48-50 Duane St. Tel. 2196 Worth.

The Autopress Co., January 21, 1909.
299 Broadway, New York City.

Gentlemen:—In answer to your request for our opinion of the Autopress we can say that since the installation, which is about two months ago, we have run different jobs on the Autopress. We have cylinder and job presses in our plant and none of these can turn out the work accomplished on the Autopress anywhere as cheap. Since the installation we have reduced our help by one and done away with two job presses.

The inking distribution is perfect and the impression better than we can obtain on either cylinder or job presses. We print small and long runs on it, finding it easy to operate. We hope in the near future to do away with our job presses.

Very truly yours,
THE EQUITABLE PRINTING COMPANY
Eugene Huss, Proprietor.

Auguste Giraldi, Printer

36 East Twenty-Second St., New York
Telephone, 945—Gramercy.

The Autopress Co., Jan. 13, 1909.
299 Broadway, N. Y.

Gentlemen:—Having installed an Autopress last May, we have had occasion to use it on a great many orders since. Every job put on has been turned out at a cheaper cost than on any other press in our establishment.

It is certainly a "money maker," and do not regret the purchase.
Very truly,
AUGUSTE GIRALDI.

Chas. E. Fitchett, Printer 57 Warren Street New York, March 15, 1909.

The Autopress Co.,
299 Broadway, New York City.

Gentlemen:—I have given the Autopress a thorough test and feel more than satisfied with the results obtained from it. I had expected that it would be necessary to employ an automatic press operator, but its simplicity was so apparent that I tried one of my job pressmen on it who even had no knowledge of any cylinder nor automatic press. He mastered the machine in a few days, and has since been doing nicely. Any job pressman of ordinary intelligence can readily learn to operate an Autopress, which is a decided point in its favor, since the services of a machinist operator are not required.

A trial of the Autopress gives every reason to believe that its purchase would represent a safe and sane, not to say very profitable, investment, and I am pleased therefore to enclose settlement herewith in payment of the press.

With best wishes, I am,
Very truly yours,
CHAS. E. FITCHETT.

New Star Press PRINTERS, ENGRAVERS

90 East 10th St., New York
Phone, 6344—Gramercy

The Autopress Co., March 8, 1909.
299 Broadway, New York City.

Gentlemen:—We have not the slightest hesitancy in recommending the Autopress for the general run of job work. In our case its installation saved the salaries of two men, besides enabling us to turn out a far greater volume of work than we had previously been able to do with three jobbers.

When we installed the Autopress it was with the intention of employing it on long runs solely, but experience has taught us that it is a money maker on small runs as well as long ones. When work demands that our press room facilities be increased we will most certainly make room for another Autopress.

Wishing the machine the success it must of necessity meet with when printers come to know its merits and capabilities, we are,

Very truly yours,
NEW STAR PRESS,
S. Marlow, Pres.

Telephone 3772—John. A Strauss Printing Company PRINTERS

Commercial Work a Specialty
77 John St., New York

The Autopress Co., May 18, 1909.
299 Broadway, New York City.

Gentlemen:—It is a pleasure to state that the Autopress more than made good in my plant. The hand-fed job or pony cylinder cannot do anywhere near the volume of work the Autopress can on the general run of job work. Two of my jobbers have been out of business since I have operated the Autopress, which fact alone represents a saving of one hundred dollars or more a month.

I am satisfied with my purchase and hope some day to run a battery of Autopresses, instead of the slow hand-fed jobbers.

With very best wishes I beg to remain,
Very truly yours,
A. STRAUSS PRINTING COMPANY,
A. Strauss, Treasurer.

Established 1865

Moore & Warren 57 John St.

New York, May 19, 1909.
The Autopress Co., 299 Broadway, City.

Gentlemen:—It appears to me that the Autopress has before it a wonderful future. It is a generally conceded fact among members of the printing craft that the ancient platen or hand-fed press must eventually go out of date by reason of its slowness under any condition and even greater slowness where work of even fair quality is demanded.

I would not be surprised but that the Autopress, by reason of its many advantages over any other job press, will soon be in universal use. It seems to me that the Autopress will revolutionize the printing trade industry.

The builders of the Autopress are to be congratulated for the way they have advanced the press to date.

Yours truly,
MOORE & WARREN.

F. Williams Printing Co. 39 Vesey St., New York

The Autopress Co., May 17, 1909.
299 Broadway, New York City.

Gentlemen:—With reference to the Autopress you installed in my plant about two months ago I am glad to be able to say that the press has done all that you claimed for it. It registers perfectly, the ink distribution is as good as that of any machine I know of, and these, together with its remarkably high speed, make it a very valuable press for any job printer.

With best wishes, I am,
Very truly yours,
F. WILLIAMS PRINTING CO.
B. Frank Williams, Pres.

John A. Phillips, Fine Printer 17 and 19 Rose Street, New York City Telephone, 4323—Beekman

The Autopress Co., Oct. 19, 1908.
299 Broadway, City.

Mr. M. D. Kopple, President
Dear Sir:—Believing that a word of praise would be appreciated and perhaps helpful, we write to say that the Autopress which you have installed in our office is giving great satisfaction.

We find that it is adapted for the better as well as the cheaper grades of printing and registers perfectly running at high speed.

The fact that it does not require curved plates makes it a boon to the printer, as he can run type or linotype forms when he hasn't time to wait for electros.

The press is certainly making good in our office and we are well pleased with our purchase.

Yours truly,
JOHN A. PHILLIPS.

"The Trade Press"

General Printers
105 John Street, New York

New York, May 15, 1909.
The Autopress Co., 299 Broadway, City.

Gentlemen:—I am glad to testify to the merits of the Autopress. I have had the press now over two months and the results were such as to warrant my buying the machine.

Doesn't this fact show better faith in the Autopress than anything I could say about it?

Very truly yours,
THE TRADE PRESS,
S. Lipsius, Prop.

THE AUTOPRESS CAN BE SEEN AT THE COMPANY'S OFFICE, 299 BROADWAY

Mail or Telegraph Subscription to

The Autopress Company, N. Y. Office, 299 Broadway

European Subscriptions to A. Bernstein, Rodingsmarkt 32, Hamburg, Germany

THE COMPANY RESERVES THE RIGHT TO REJECT ANY SUBSCRIPTION

Depository

THE NASSAU BANK

Transfer Agents

TRUST CO. OF AMERICA

LEARNING THE BUSINESS.

He Objected To Stamping Wool in July.

Written for the Tradesman.

Just as David Lathrop settled with Mark Powell for eighty-two fleeces of wool he had bought from the farmer, a young man of fine physique, barefooted and bareheaded and clad only in a pair of blue overalls and a thin undershirt, pushed his sweaty face above the top of a long burlap sack which hung suspended in a frame back of the store and called: "Mr. Lathrop, come out here, please."

Lathrop heard the call and, wondering what was the cause, hurried to the back door with an enquiry on the tip of his tongue, but the sight of the dripping locks and the shining forehead and cheeks of the youngster above the swaying sack caused him to shout with laughter.

"I don't wonder you laugh," said the young man as reaching upward and gaining a grip on the timbers above his head he lifted himself to a seat on the frame; "it makes me laugh, too."

"What's up, Tom?" asked the merchant and wool buyer, who had not noticed that his farmer friend, Powell, had followed him.

"I've made up my mind that I don't care to go any farther learning how to become a merchant," replied the young man as, drawing his bare hand across his forehead, he snapped a shower of sweat toward the earth.

"Why, Tom Everett, I thought you were made of better stuff," responded Lathrop.

"I am. I'm made of better stuff than to waste it stamping greasy fleeces of wool into an eight-foot sack on a hot July day, trying to deceive myself into a belief that I am learning how to conduct a merchandise business by so doing," said Everett, "so if you want this wool packed get someone else to do it, or do it yourself."

"But, Tom—" began the merchant. "There is no 'but' about it, Mr. Lathrop," Tom interrupted. "I am through with this job," and with this he leaped from the frame across to the door, and as he did so Farmer Powell observed: "Don't you think you're a little suddenlike, son?"

Lathrop looked around surprised and a trifle embarrassed and Tom faced the farmer squarely with: "No, I don't, Uncle. Fortunately you're not my uncle, for if you were I wouldn't stand for your buttin' in in this way."

"Oh, let him go, there are others; I can get plenty of men," said Lathrop, losing his temper.

Thus it happened that when Mr. Powell started for his home, three miles west of the city, he carried Tom Everett's promise to be on hand at 7 o'clock the following morning to begin work on the farm. "I like the boy's independence and his looks," mused the farmer, "and if he shows up on time to-morrow morning I'll know I've got a prize."

For three years Tom Everett stay-

ed on the Powell place, and from being merely "a hand" through the fruit season and the later harvest time he had developed as an excellent handler of men and as a thrifty, hard-working man himself, so that in Mr. Powell's frequent absences he was in charge of the farm. Moreover, he had saved a major portion of his wages, until, much to Farmer Powell's satisfaction, he had close to \$800 in the bank.

And he had not lost sight of Lathrop and his store meanwhile. At least once each week he had during the three years dropped in to call on the merchant, with whom he was on good terms and who usually greeted him with, "Hello, farmer," or, "How's the farmer?"

Accepting these good natured jibes in a spirit of jollity Tom would respond with "Hello, wool-buyer," or, "How's wool to-day?" and on several occasions Tom had helped out on special days—county fair time, Fourth of July, and the like—by acting as salesman in Lathrop's store.

"How did you happen to let Mr. Everett go?" was a question put to Lathrop one day by Miss Maher, who had charge of the millinery and dress-making department of the store.

"Oh, he didn't want to become a merchant, and anyway he's a better farmer than he would be as a merchant," was Lathrop's reply.

"He's a splendid salesman," said the young lady.

"Yes, he knows how to sell goods," said Lathrop as he turned away and walked to another part of the store.

"How did you happen to secure a farm hand so competent and reliable as is Mr. Everett?" asked Miss Maher of Farmer Powell, who chanced to address her shortly after her interview with Lathrop.

"Farm hand?" repeated Powell pointedly. "I want to tell you that Tom Powell is not only a good all 'round farmer, but he's an A-1 business man and Lathrop made a mistake when he let him go."

"Why?" asked the lady.

"Well, you see Tom had been with him nigh on to a year learning to buy and sell goods. That is to say, he built fires, washed windows, swept out and dusted, took care of the team, delivered goods, looked after the packing and shipping of produce and—"

"Yes, that's all part of the business in a town of this size," was the interested comment of the girl.

"I know it is. I know it," said Powell, "but not forever. Lathrop ought to have found out in three months that Everett was cut out for something better. But he didn't, and one time in July, an awfully hot July it was, too, he set Tom at work packing wool. And the boy stood it for about a week when, one day, he made up his mind to quit."

"And Lathrop didn't try to keep him?" asked Miss Maher.

"'Twouldn't have been any use to try, 'cause when Tom Everett makes up his mind it is after he has gone all over the problem, whatever it may be, and he knows just exactly what

he is doing. He doesn't change his mind," said Powell.

* * *

So far as the town at large was concerned Tom Everett's wool-packing crisis was not generally known. But, on the other hand, his success as a farmer was widely known and his best promoter socially and as to publicity was Farmer Powell, who, one of the wealthiest and most prosperous agriculturists in the county, exercised an important and valuable influence in the community.

Miss Maher was aware of this fact and—well, the wiles and ways of women are mysterious; women do not accomplish anything enduring; they are not constructive, temperamentally; they are shallow, frivolous, secretive and sometimes deceptive. Women are all right as homemakers; they are all right as mothers and as supporters of the church they are unequaled.

It was in this fashion that Lathrop was fond of preaching and it was in a sort of contemptuous silence and with well governed patience that Miss Maher was frequently required to listen to her employer's conventional bloviations.

It was after such an experience that Farmer Powell said to her: "Well, Miss Maher, I'm going to lose my boy. He's given me notice that he is going to quit in June."

"And having made up his mind he won't change it?" asked Miss Maher.

"Sure, he won't change it. And I wouldn't have him change it," was the farmer's answer.

"You are certain he is making no mistake?"

"Dead certain, girl. He's told me all about it and the wedding is to be at my house and I'll see that it will be a whopper, cords of June roses, strawberries by the bushel and everybody welcome. Moreover, the plans are being drawn for a new store building right across from Lathrop's place, the goods with which to stock the store are ordered and the sign, 'Thomas Everett & Co.'—that's me—is to be in gold letters on a black background."

"I know it," said the girl as she put her arms around Farmer Powell's neck and kissed him.

Charles S. Hathaway.

Explaining Mistakes a Most Dangerous Habit.

How was it that you chanced to make such a mistake the other day? It was embarrassing and almost inexcusable, only that something or somebody brought it about. How did it happen?

Probably more ingenuity and mental effort are expended in explaining the causes leading up to mistakes than are required for the task out of which the mistake itself arises. Unconsciously the young man at large is led to feel a necessity for explanations in such emergencies. After a few experiences of being held up himself as the cause of others' failures, it becomes easy to adopt the policy of "standing from under"—if he can.

At the same time it remains unchallenged that in this effort to shift



No Night Work Posting Accounts

Are you obliged to spend your time at night posting accounts?

Would you not like to be at liberty to leave the store when your clerks do and know that all the accounts were posted right up to the minute and everything about your store was in a systematic condition?

Would you care to spend your evenings driving, automobiling, trolley riding, visiting the theatre, or swinging in a hammock on your front porch?

If you were using the McCASKEY ACCOUNT REGISTER you would not be obliged to swelter in a hot, stuffy office after supper, but you would be free to enjoy some of the pleasures that mankind is entitled to.

The McCASKEY does the work, saves you money, earns money for you and gives you leisure time for thought and recreation.

Let us give you further information—free for the asking.

The McCaskey Register Company Alliance, Ohio

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

Detroit Office, 1014 Chamber of Commerce Bldg.

Agencies in all Principal Cities

the burdens of blame in the business world, one of the most destructive and wasteful of all organization evils is involved. When every detail of the whys and wherefores of the circumstance has been canvassed and accepted, it is no more than an explanation. There is nothing constructive in it. It is no more to the point than is the proverbial "crying over split milk." At the same time business methods may demand the explanation. The question is, "Where are you going to place the blame?"

For this question of placing the blame is of more concern to the young man making the mistake than he is likely to suspect.

Mistakes always have characterized the human agent. A machine which operates to turn out a product distorted and out of proportion is "out of order." The man who does a thing short of his purpose simply has "made a mistake." But just as frequently in the man, as in the machine, he is out of order—incapable, ineffective. One mistake may be a mental or physical lapse of a moment in the man, but anything which minimizes this one mistake to the man making it must serve as an encouragement to other shortcomings. As he finds excuse for himself he is the less prepared for the next chance at error.

In two ways this search for excuse in the man making the mistake operates in subtle manner against him. To the extent that he is able to clear himself, he is led to mistake effect for cause; and, still worse, he may reach that state of unconscious egotism which prompts him to believe that—except for explanatory causes at his tongue's end—he is infallible.

That man who always is searching for excuses for his shortcomings is a bugbear in business life. To find an excuse almost always involves some one or more of his fellows. To have his excuses accepted tends to place his fellows more or less under censure, and whether the censure be just or unjust, friction results inevitably.

It is out of this subtle growth of a disposition to put mistakes upon others that so many men find themselves finally self-confessed failures. This habit of trying to shift responsibility from themselves leads the man away from the thought of introspection. He loses his sense of proportions as between himself and other men and things. He neglects to take stock of himself with relation to these men and things. They are the necessary admixtures which must enter into any success which he may hope to attain. To accomplish anything he must be able to make sure of himself.

Instead of that, however, he begins to look upon these necessary men and things as the elements that have made for his failures. They are associated with his failures, necessarily. In his mind, therefore, they have caused them. Had it not been for Jones, or Smith, or Brown, and this and that, everything would have been all right.

Anywhere and everywhere one may find, in the older men especially, that winning type of failure which persists in recounting to any one and every one who will listen just what was the train of circumstances and conditions which brought him where he is. Years ago he ceased to look upon himself as in any way involved in the circumstance save as an innocent, hard luck victim. As his story ordinarily runs, just at that point in his career when everything was at its brightest, this man or that thing, or all men and all things combined, suddenly appeared in his path—and ruin overwhelmed him.

Trace this typical man back far enough and you will discover that somewhere he began his training as a framer of excuses. You will discover in all probability that the only cover in all probability that the only thing that he ever trained for, methodically or thoroughly, was for the business of the quitter. In this you may find that his self-schooling has been perfect. Working to discover where, and when, and why he failed in something he set to do, he has labored far harder than he needed to have done to succeed merely to show why he didn't succeed.

Could anything be more absurd?

The truth is that in so many circumstances involving mistakes the man who is called upon for the explanations so rarely does more than involve himself a little more deeply.

"I took Jones' word for it," he says. "I took it for granted that he knew what he was talking about."

Yet in using Jones' name for clearing himself, he is willing to leave the inference that Jones is one of the least dependable men in the world. Why, then, did he make such a mistake as to depend upon Jones in the first place? It would have been a piece of constructive genius if, suspecting Jones' knowledge and authority, he had questioned both to the end of saving the mistake and turning the possibility into a best possible result.

I was talking with a business man the other day who had made a success of his work. He told me a little of the history of the business. Years before it had been necessary to split the work of the house—to drop one line or the other.

"And we dropped the wrong line," said he, cheerfully. "We could have made five times the money and twice as easy if we hadn't made that error in judgment."

But he had no excuse to offer for his bad judgment. And he had made more than an average success with the other. John A. Howland.

A Touching Grievance.

Temperance Advocate—Would you mind telling me, my good man, what your sentiments are toward the saloon?

The Hobo—I'm strong agin it fer one thing.

"I'm so glad! And why are you against it?"

"Dey never has no bargain days!"

The battle without goes as goes the battle within.



Buy It; It Will Sell Itself

THE BUSIEST GROCER

If "Brevity IS the soul of wit," then Dwinell-Wright Co.'s admonition above is laconic enough to appeal to the busiest grocer. We have a shrewd suspicion that the "busiest" grocer is the kind of a grocer this big coffee-roasting firm is after—for busiest really means the most enterprising; and "most enterprising" means **most desirable**. Now if you will all "get busy," you can all appropriate this appeal as pointing straight at you.

Symons Bros. & Co.

Wholesale Distributors

Saginaw

Of Course It Costs More

Difference in price is more easily seen than difference in quality, but it is the difference in quality that makes the difference in price.

FANCHON

"The Flour of Quality"

costs more because it's better.
Unbleached and unexcelled.

JUDSON GROCER CO.

Distributors

CHEAP LABOR.

It Is Invariably the Costliest in the End.

That most difficult of all problems for the employer of men is to determine accurately what the labor of his employes is costing him.

Almost without exception the employer is disposed to lay stress upon the cost of labor in one or more departments of a large business and to shade and gloss over the showing of cost in other departments. In the proportion that a department of itself shows direct return of profit, the employes in that department either individually or collectively may depend upon favorable countenance of the management.

"Oh, well," is a common form of comment, "that department isn't costing us much; we are paying only \$1.50 a day for labor."

This is one of the most common of all the errors which afflict the employer. He looks out over a group of 100 men engaged in laborers' work. They are moving steadily under direction to a definite accomplishment. Without the hands of these men at labor his shops would turn out nothing. One hundred of these men work the eight or nine hour day at a cost of only \$150.

But a short distance away in an office building the employer realizes that a little group of a dozen men, none of whom has a direct hand in the products of his concern, are costing him \$120 a day. Especially if this employer shall have grown up from the ranks of the worker, this point of view will be emphasized in his mind.

Yet every little while some one who has made a study of labor in all its phases rises up with the assertion that the ordinary \$1.50 a day laborer is the costliest in the world.

The contention is that while \$1.50 a day is small wages to pay in the modern city for a day's labor, the percentage of return for that \$1.50 is so low that if it obtained through all the salary rolls of an institution it would be impossible to escape bankruptcy. These students of day labor have taken up the individual worker upon an investment basis. This worker at \$1.50 a day represents 6 per cent. upon an investment of \$7,700. One hundred of them show an investment of \$770,000 a year upon which 6 per cent. must be paid.

Practically this money invested in the laborer is not an investment. Were the laborers represented by machinery, too, the cost of fuel and directing care and upkeep of the plant would be imposed. But somewhere the 6 per cent. interest upon \$770,000 must be available to meet this laborers' pay roll. What is the employer getting in return for these human forces?

It will not be challenged as a statement when one says that in proportion as individual heads in any establishment draw large salaries, their work calls for closer scrutiny as to returns. In general a man's position in modern business is menaced just in proportion to his salary. Yet in the

perfected organization it is admitted that a man's usefulness increases in the ratio of his earning capacity as measured by his salary.

I recall the complaint once made to me by a general superintendent of a business which employed a large proportion of laboring men ranging from \$1.50 to \$2 a day. In the judgment of this general superintendent he had divided these workers into groups of twenty-five men each, putting a foreman at \$5 a day to superintend each of these gangs.

At a directors' meeting this item of foremanship was called up for discussion and sharp criticism. It was decided that the pay rolls showed too high a per cent. of "non-productive labor." It must be reduced. The result was that half the foremen were discharged and fifty men apportioned to each of those remaining.

"Do you know what they've done?" asked this friend of mine. "Simply by putting fifty men in a group they have weakened the efficiency of these men at least 25 per cent. It is a work which needs direction and the foreman with twice too many men under him can not do justice to his \$5 a day job."

"These twenty-five men in a group at an average of \$1.75 a day wages are paid a daily wage of \$43.75. The directors felt that \$5 a day was too much for the superintendence of \$43.75 and abolished the system in order to save this \$5 a day item. But in doing so they have cut results 25 per cent. Twenty-five per cent. of \$43.75 is \$10.90 a day. There you are—saving \$5 a day on the pay roll and losing \$10.90 in total efficiency."

On this one point of supervision of \$43.75 worth of labor a day there is an interesting question. On the basis of investment at 6 per cent. these groups of twenty-five laborers each represented more than \$190,000 a year to the concern. Had these labor results come through machinery plants, working almost automatically in production, no one ever would have questioned that an engineer at \$5 a day was employed to care for and direct each of these stations. Yet one man might have cared for two such machinery stations far more effectively than he could direct two groups of human laborers.

Wherever the human element enters into consideration as a force, it is subject to a hundred incidental conditions which mar its effectiveness. The human machine is subject to physical, mental and temperamental influences from a thousand sources. Thereafter knowledge and skill and willingness to accomplish must be reckoned with. That machine which fails to turn out its full work is conceded to be out of order; that human machine which fails may need only competent supervision.

But failure of the \$1.50 a day man to make adequate return in quantitative labor not alone is to be considered. What of its quality? In many lines of work this \$1.50 labor, through lack of intelligence, is enormously destructive of material. One minute of carelessness on the part of a \$1.50 man may subject the employer

to action for thousands of dollars damages. His bad judgment as to his own work, undirected, may be a never ending source of loss.

Not long ago while passing a city flat building under construction, my attention was attracted to a man who had riven up to the curbstone, alighted, and who, a moment later, disappeared around the corner of the building from which came quick cries of alarm and command. Following the man, the cause of his actions was clear in a moment:

The brick and stone workers were at the level of the fourth floor and two laborers were stationed there at a block and tackle device by which they had been pulling up the heavy stone window sills ready for placing. In the operation two men on the ground lifted the stone and made the ends of two ropes fast to the sill. Boards had been made into a gangway slanting up to the base of the tackle, and the stones, sliding upon the ropes up these boards, had worn almost through.

Sight of these ropes had caused the contractor, coming up, to scatter the men from the bottom of the chute, after which he had to insist emphatically that the stone sill, already almost ready to be landed, be lowered to the starting point.

"Don't try to land that!" he shouted. "Easy, now, and lower away! Easy, I say; you'll smash something or somebody!"

And while the speech was on his tongue one of the ropes parted and the heavy sill slid out of the other loop, sinking several inches into the ground, although it had fallen only a few feet. But what if the contractor had not come just when he did? The ignorant men at the bottom might have been killed or injured and a jury might have made him all sorts of trouble.

If the average person wishes to gain some insight into the possibilities of \$1.50 labor, let him stop some time and watch a gang of track men making the small repairs to a railroad's right of way. Unless an exceptional type of boss worker be in active charge, the movements of such a gang are insufficient to make even a good moving picture.

In railroad track work in general the \$1.50 a day laborer has the opportunity of his life at shirking and killing time. No farmer operating a farm on the right of way would board the track worker a week for the expenditure of such efforts. But the railroad company can do no better.

In this connection, talking with a chief engineer of maintenance for a big railroad, he pointed out another phase of this track labor. A heavy mileage of this particular system is in the extreme Southern States. This makes negro labor necessary.

"I've been jumped on because of the conditions in labor camps and the rate of pay for the negro laborer," said this official. "But the Northern man has no conception of what negro labor is and means. This type of Souther negro is a child, mentally. He can not see a yard beyond his

present. Money to him is something to spend the moment that he gets it.

"We have discovered down there that the negro will work steadily only through pressure of his necessities. When food and clothing must be had for his family he'll work, and because of this fact he tries to keep family needs down to the minimum. If he were to get \$2 a day for his labor and discover that \$6 a week is sufficient for him to live on he won't work but the necessary three days in the week. He's got to be kept to the line of his necessities if any regular work is got out of him."

In some such degree something of the same condition holds all through the ranks of unskilled labor. This fact in itself constitutes a labor problem of no mean importance to society at large.

John A. Howland.

The Ear Trumpets Replace "Water Witch."

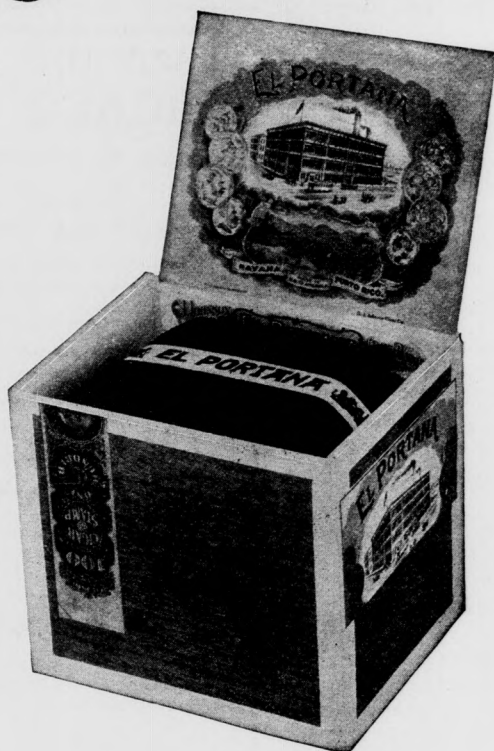
Ear trumpets have new uses. They are set mouth downwards on the earth to find underground streams. Experiments in one series of tests made in the suburbs of Paris proved the presence of underground water by the noise which was heard in the trumpet. At a point near Vancresson there is an underground reservoir which lies at a depth of 230 feet below the surface of the ground. Over this reservoir four different experiments were made and the presence of the water was indicated by a rumbling noise heard in the instrument and caused by the water flowing through the piping. The effect was observed even when the instrument was removed to a distance of 530 feet from a spot directly over the flowing water.

To show that the sound was actually caused by the water and not due to any effect coming from the outside, the instrument was taken a much greater distance from the spot, and the noise could no longer be perceived. To use the instrument a hole is dug in the ground about eighteen inches square and from ten to twelve inches in depth, and the surface is well flattened off so that the trumpet can be fitted tightly upon the ground, and it is placed as flat as possible. The base of the instrument is then sealed with earth to a depth of four inches, but without packing it down. The two tubes are placed in the ears and the observer remains in this position for about five minutes.

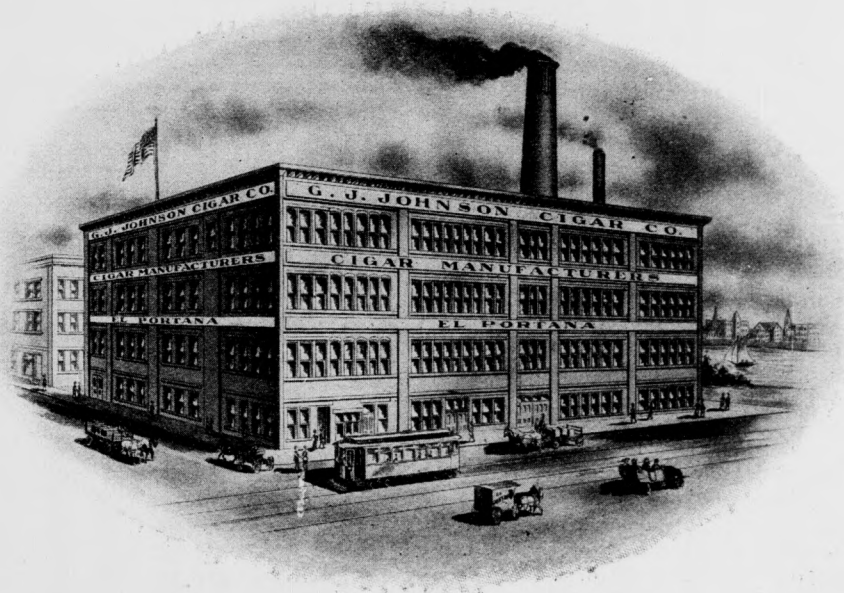
Mr. Tempus Fugit.

Prof. Wiley, chief of the Bureau of Chemistry of the Department of Agriculture, recently went to a Washington store for the purpose of purchasing a fountain pen. The obliging young man at the counter furnished the professor with a sheet of paper, a bottle of ink and several fountain pens, so that he might try each kind. In doing so the professor soon covered the sheet with the words "tempus fugit," the clerk looking on the while with kindly interest. "If you should buy one and it doesn't suit you, Mr. Fugit," said he, "you can bring it back and take another."

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

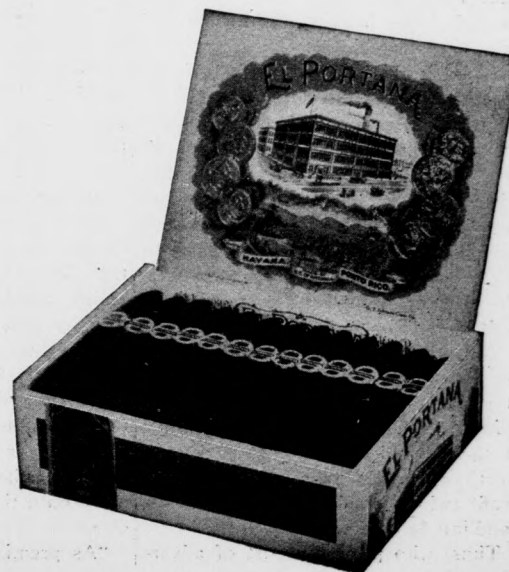
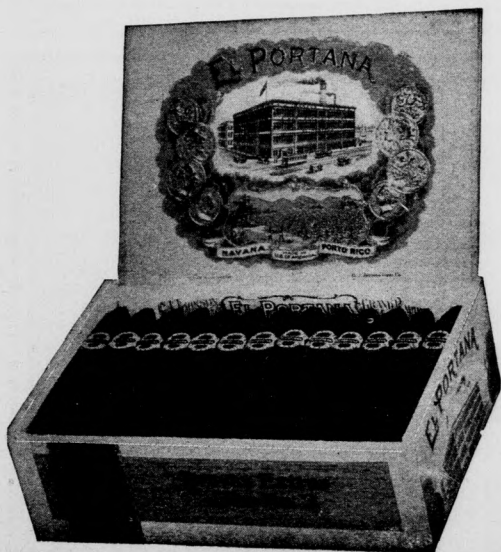
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



COST OF ADVERTISING.**It Comes Out of the Non-Advertising Merchant.**

Written for the Tradesman.

The man who does not advertise says that the cost of advertising is added to the price of the goods and is, therefore, a tax on the purchaser. But is it so?

The old-fashioned merchant says: "Those fellows pay three or four times as much rent as I do. Their store equipment is correspondingly expensive, as is their salary list, and on top of this they spend two, three, four, five—yes, ten—times their rental on advertising. It stands to reason that their customers must recoup them. They simply can not undersell me."

But the advertising merchant manages, nevertheless, to undersell the virtuous non-advertiser.

By their co-operation and concentration of purchasing capacity the customers of an advertising store unconsciously, but nevertheless effectively, manage to spread out wide and thin the added cost of maintenance, advertising and distribution.

In other words, the pro rata contribution of each customer to the dealer's expense tends to diminish in direct ratio to the number of sales.

Just to the extent that the advertising is successful—no matter what its cost—does it pay for itself to the profit alike of both merchant and customer.

What is one man's gain is not another's loss in this instance, for in a fair swap both parties to the deal are benefited to the extent that the need of one balances the want of the other. Each comes to his own through advertising.

A simple illustration of this will show the soundness of the theory.

If a merchant sells \$1,000 worth of goods in a year at a profit of 10 per cent., the margin of \$100 will not even pay store rent. If his sales are \$10,000, the profit of \$1,000 will pay rent and leave something for living expenses.

Now if this merchant by judicious advertising—say to the amount of \$2,000—builds up a trade of \$100,000, he will be \$8,000 to the good, and can well afford to put the most of that back into advertising the next year for the benefit of himself and his customers.

If he is doing business in a large enough town and spends \$10,000 for advertising, and sells \$1,000,000 worth of goods, it is clear that he can afford to make a cut in prices that will reduce his profit to 5 per cent., or \$50,000. Deducting the \$10,000 paid for advertising, he has \$40,000 to the good for rent, running expenses, his cost of living and a surplus to "salt down."

Thus the cost of advertising by being distributed among a great number of customers, operates to the advantage of each one through the ability of the advertiser to sell \$1,000,000 worth of goods at a percentage of profit, which would not pay him for handling \$10,000 worth.

Thus, who pays the cost of adver-

tising? is answered by these plain figures and common sense reasons.

The logic of this is borne out every day in the commercial activities of the country. Successful business men are not advertising for the mere pleasure of seeing their names in print.

They are seeking customers and are getting and holding them through their advertising. They could not get them without advertising, nor without making good their advertised promises regarding the quality and price of their wares. In other words, through their advertising they must show why it is to the advantage of the public to go to their places to trade.

Now some doubting merchant has asked, "Who pays the cost of free premiums?" He wants the mysteries of the premium game solved. This non-premium merchant says that the consumer must pay the cost of premiums.

But does the customer pay it? Isn't it true that the giving of premiums is just as much advertising as the inserting of an advertisement in the newspapers?

Out of the thousands of merchants who are using premiums to increase their business not one has ever increased the prices on his merchandise because of the "something for nothing" plan. Therefore, it is absolutely certain that the cost of the premiums does not come out of the pockets of the buying public.

The merchant himself does not pay the cost of the premiums either. His net profits at the end of a year are far in excess of what they would have been if he had not used premiums as extra inducements to compel buying. This increase in net profits is always many times the cost of the premiums. Therefore, after deducting the cost of the premiums from the amount of the excess profits, there is still a large balance in favor of the merchant.

Because of the use of premiums in drawing trade the dealer has a great deal more money in the bank than he would have had if he had not given away premiums. Then it is certain that the cost of the premiums did not come out of the merchant's pocket.

But here is what one non-premium man has to say about it:

"You can not get something for nothing. The popular craze of beggar's favors, hand-me-outs, prizes and premiums and lottery gifts as a means of drawing trade is costing the customer something."

But the merchants who make money out of premiums come back with this line of argument: "There are some merchants who are constitutionally opposed to separating themselves from a piece of money, and they justify themselves by saying that every time they give something away for the public good, for charities and churches or to advertise for more business, they are putting so much more onto the price of their merchandise."

"As premium merchants we do not

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

DAILY TO CHICAGO \$2
Graham & Morton Line
Steamers
"Puritan" and "Holland"
Holland Interurban Steamboat
Car Leaves 8 p. m.
Baggage Checked Through

Kent State Bank
Grand Rapids, Mich.

Capital . . . \$500,000
Surplus and Profits . . . 180,000

Deposits
5½ Million Dollars

HENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier

3½ %
Paid on Certificates

You can do your banking business with us easily by mail. Write us about it if interested.

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.

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

Punches, Dies
Press and Novelty Work

We also make any part or repair broken parts of automobiles.

West Michigan Machine & Tool Co., Ltd.
Grand Rapids, Mich.
FOOT OF LYON STREET

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

B. & S. Co.
SUN-BEAM
TRADE-MARK.

"Sun-Beam" Brand
When you buy
Horse Collars

See that they
Have the "Sun-Beam" label
"They are made to wear"

MFD ONLY BY
Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

Quick Meal
WICKLESS
OIL STOVES

NO SOOT SMOKE DIRT
OR
ASHES.

QUICK CLEAN SAFE
AND SIMPLE.

FOSTER, STEVENS & CO. Grand Rapids, Mich.
Exclusive Agents for Michigan. Write for Catalog.

believe that kind of logic holds good. And we want to call your attention to our views on the subject. If every merchant in a town was exactly like every other merchant competition would die in twenty-four hours.

"Fortunately they are not all alike. We all have different views about the best way to build up a trade.

"The premium merchant's way is to make prices to suit himself, to make them a little lower than the other fellow, and then show his appreciation for the increase in trade and profits by loosening up once in awhile by making a gift to the people for advertising purposes.

"These gifts never cost the customers one cent in any way, directly or indirectly, and in the long run they do not cost the merchant anything. Why not? Because the increased business, the profits coming from the large volume of trade, not only pays all the expenses of the premium feature, but nets the merchant at the end of the year a very reasonable profit."

One premium merchant has said: "Since I began doing business on this modern liberal principle I have sold goods at lower prices, spent more money for advertising, put out double the quantity of goods, pleased more people and reaped a better harvest for myself. Consequently, I am going to keep on regulating prices, spending a little money to attract the people and show them that I have a live store chockful of bargains and that I am not afraid to give away every month some useful article to show that I appreciate the favors of my regular customers."

All this goes to show that the giving of premiums is just another form of advertising.

The question, "Who pays for the premiums?" is answered in the same way as "Who pays for the advertising?"

The real truth of the matter is that advertising and premiums are paid for by the merchants who do not advertise.

Premiums do not cost the consumer anything, neither do they cost the progressive dealer anything, but they take patronage away from the "back number." He pays the cost, yet he can not be made to realize that he does.

The profit which goes to pay for the advertising, no matter what kind it may be, whether newspaper, magazine, bill board, street car or premiums, is made from the increase of the live merchant's trade, and the falling off of the "back number's" trade.

H. Franklin Thomas.

Yankee Invention Aid To Mexicans.

A Yankee in Mexico, B. A. Elder, has invented a machine for hulling the nut which supplies the Mexican palm oil, and then breaking the hard shell without disturbing the kernel, and at the same time automatically extracting the oil from the outside pulp, and in general to separate the refuse matter and to secure the greatest possible oil extraction from the nut.

A hopper receives and feeds the nuts through a set of rolls, which by simple friction effectually removes the outside pulp or husk. The hulled nuts are automatically ejected and the oil extracted from the pulp by pressure, the refuse or waste pulp being then ejected in a similar manner.

In another machine the hard nut is automatically grasped and held in position while the shell is neatly cut in half without in the least disturbing the kernel, making it possible to remove the kernel in one piece and eliminate the shell with no danger of the latter getting into the press later, which would break the mechanism used for expressing the oil.

Palm oil not only in Mexico but also in Africa and other tropical countries is an important industry. During the year 1907 the gross product of Sierra Leone was valued at about \$2,500,000.

Business Is Business.

Drummer—And so our friend, your husband, is gone! He dealt with me for twenty years.

Weeping Widow—Yes, and if you had come a fortnight earlier you would have found him still among the living!

Drummer—Do you think he left any order for me?

The Difficulty.

"Oh, dear!" sighed her husband's wife. "I can't find a pin anywhere. I wonder where all the pins go to, anyway."

"That's a difficult question to answer," replied his wife's husband, "because they are always pointed in one direction and headed another."

Some are interested deeply in cross bearing, but only as long as some one else is doing it.

F. Letellier & Co.

Grand Rapids, Michigan

Manufacture to Order

Hardwood Doors, Special Mantels

Stairs, Cabinets

Cases and Fine Interior Finish

For the Home, Store and Office

High grade work that will be a satisfaction in years to come

Estimates Furnished

Correspondence Solicited

A HOME INVESTMENT

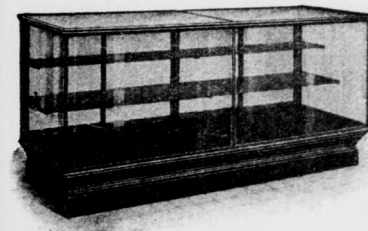
Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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



GOOD FIXTURES Versus POOR FIXTURES

The important point for you to consider is that we can give you

Good Fixtures at the Cost of Poor Fixtures

If you only knew what quality means in buying store fixtures you would never consider any but the best. Write for catalogue.

GRAND RAPIDS SHOW CASE CO.

585 N. Ottawa St. Grand Rapids, Mich.
The Largest Show Case Plant in the World

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.

COUNTER QUESTION

Which Has Troubled Many Business Men.

Barnum himself probably had no idea of the extent to which "the public likes to be humbugged."

In a certain office in a big concern having half a million dollars invested a certain general manager awoke to some conception of this possibility some time ago.

The big corporation in its business suddenly came upon a physical snag in the way of its development. A piece of machinery to accomplish a certain purpose needed to be obtained—not one piece, but hundreds of them. Two or three inventions designed for the general field were on the market, but the price was prohibitive.

The general manager had a young assistant in his office who was of an inventive turn of mind and the two of them set to work to produce an apparatus for the needs of the company. They were not bound by any precedent. No new principle was involved in producing the work. The result was surprisingly easy and simple. It accomplished all that the most intricate of mechanisms had done and even more.

It chanced that just after the invention was perfected an exposition of such mechanisms was given for the interested public. In the exhibition half a dozen of expensive, complicated mechanisms for the purpose were displayed and operated in miniature. But when the show was over the general manager had a bad case of the blues.

Aside from supplying his own company this general manager had decided to appear in the general market for the work. In the exhibition was no machine which would accomplish as much as his, while his machine did things which others could not do. More than ever he was a believer in his apparatus, but suddenly he had run up against a great truth—it was entirely too simple!

In those like machines on show, they stood five times as large and three times as complex as the machine which he had turned out. These larger complex machines averaged \$1,500 each, while the general manager's appliance accomplished more work in less space and could be sold

at a profit for \$100 each. But the general manager had no idea of turning them out at any such figure when competing machines were selling from \$750 to \$3,000.

"What did I do?" asked the manager in reply to a query. "Come back here in the next room and I will show you."

In one part of the room was the original small mechanism, electrically operated, which had accomplished more than it was required to do. Ten feet away stood a much larger machine built along the same general lines, but of much more intricate makeup.

"Do you see what we have done?" asked the manager, smiling. "Simply we've built a larger machine of larger framework. Then you'll notice that we have merely duplicated the parts of the original machine. We have put two mechanisms in place where one would have been better. The trouble is, however, that the original better mechanism is so simple and so unimposing compared to those others in competition that we could not hope to sell the machine. We had to give it size and complexity in order to attract the attention of even the more or less technically trained people who invest in the thing. They wouldn't look at it if we hadn't done so."

No, for the people like to be humbugged. But on this particular point of simplicity there is another angle which must be considered by the inventor of any new thing which is to displace something long accepted as necessary to business operations. The salesman for the modern auto truck finds himself up against this condition.

The salesman for the gasoline freight carrier approaches the business man who employs many wagons and teams. Instantly the question following that answer as to first price is, "Well, what does it cost to run it?"

Taking the word of the truck salesman for it, not one business man in a hundred ever did know what his horse delivery service cost him. He had bought horses and wagons because his competitors have used them. He takes it for granted that his wagon service must be kept up and he keeps up his wagons and his horses to a decent, competitive standard. He employs a barn superintendent

and animals and wagons are looked after, but always with the feeling that no matter what they cost in investment and for upkeep, they are inevitable.

But instantly that it is proposed to sell him a gasoline truck, he wants to know just how much it will cost him to drive that machine one mile!

The argument of the auto truck man is that the truck and the horse vehicle are not comparable. The truck is designed to do for the horse wagon that which the locomotive did for the old stage coach lines, which was to put the stage lines out of business altogether.

"Don't compare this with your horse and wagon," says the salesman. "This gasoline truck can load up with 3,000 or 5,000 pounds and run all day at eight or ten miles an hour. If you haven't work for it, the machine can not pay you. You couldn't afford to buy a typewriter and hire a stenographer if you need to write only two or three letters a day! You don't need a three ton truck if a one horse wagon will deliver 1,000 pounds a day for you and on time."

The point of the truck salesman and manufacturer is that the investor first shall have business in hand or in prospect which shall justify the investment. The time element in an express service must be regarded as worth something to the business. He must know how to use the larger, more powerful vehicle; he must understand that a ten gauge shotgun is a poor thing with which to hunt humming birds for mounting in glass cases. If a stage coach line should offer the public a fare of \$5 from Chicago to New York, how many passengers would it have in a year?

A man shipping an indestructible commodity between Chicago and New York has no fear of consigning it by freight unless the time element shall be such that he requires an express service. In that event he has no protest against an express charge three times as great as the freight bill.

But in the case of local conditions and ways and means the man of business often shows his narrowness of vision. The Illinois Tunnel Co., in its operation under Chicago streets, has met with this query of cost for local freight transportation to and from railroad freight houses:

"Won't it cost us more than it is costing us by horse wagon?"

"Certainly it will," has been the answer, "but aren't you willing to pay for an express service?"

Which is a counter question that has troubled a good many business men to decide. Yet by the slow horse wagon it may require more time to get a freight shipment to a Chicago railroad terminal than is required to send it 150 miles in an express car.

Simplicity and directness are good things in business, only if the innovation be too simple and too direct it may queer the game of its promoter.

Hollis W. Field.

Only a putty life is afraid of being worn out.



FLI-STIKON THE FLY RIBBON

The Greatest Fly Catcher in the World
Retail at 5c. \$4.80 per gross
The Fly Ribbon Mfg. Co., New York
ORDER FROM YOUR JOBBER

General Investment Co.
Stocks, Bonds, Real Estate and
Loans
Citz. 5275. 225-6 Houseman Bldg.
GRAND RAPIDS

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



Registered,
U. S. Pat. Off.

52
HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

Ceresota Flour

Made in Minneapolis and Sold Everywhere

Judson Grocer Company

Wholesale Distributors

Grand Rapids, Michigan

THE CIGAR CASE.

Its Value As An Asset To the Druggist.*

In looking over the cigar business and after visiting the majority of the drug stores of the city, I would say that the conspicuous weakness of the druggist in selling cigars is his inattention to display, coupled with imperfect and careless methods of preserving stock.

Out of fifty stores visited, thirty-six were found that had cases ranging from four to six feet in length. Only six showed a hygrometer and many of them had the crudest methods of moistening. In some cases there were no moisteners whatever.

The attitude of a great many druggists toward their cigar trade seems to be one of indolent satisfaction in taking whatever comes their way, rather than one of ambitions willingness to go after their share of a business that amounts to \$350,000,000 a year. Add to this the smokers' consumption of tobacco and cigarettes and the result is so stupendous as to be almost incredible. This fact demonstrates conclusively that no neighborhood exists, no matter how poor or remote it may be, that does not carry with it a tobacco trade well worth looking after.

The druggist controls the soda business, because he furnishes the patrons of his fountain with better quality and service than they obtain elsewhere. He gives them, too, a cleaner and more attractive place in which to enjoy it.

The same rule may be applied to the average smoker. He naturally prefers to buy his cigars in a good clean drug store, rather than in the ordinary cigar store.

Three years ago I purchased a drug store with a six-foot case and was doing a cigar business equal to that of the average outside drug store. On looking over the trade I noticed a fair demand for 5 and 10 cent straight cigars, with an occasional request for better goods, even as high priced as three for a half dollar. Of course, we who sell cigars are familiar with this oft-repeated request for something better than a good 10 cent cigar by men who neither appreciate nor really desire a higher-priced cigar, but to whom there is a certain satisfaction in knowing they have asked for something the average druggist can not supply. But for all this, I decided there might be a sincere demand for such quality goods by smokers who do not know and appreciate merit, and the fact that nothing tends to add more to a case than a few boxes of 15 cent., three for 50 cents or 20 cents straight cigars, led me to make the experiment, which has proved a delight to my customers and a profit to me.

To display my cigars, I first rented and then bought a twelve-foot, all-glass humidor case, with a hygrometer, prominently displayed. Speaking from the experience of six years in using a hygrometer, I believe it to be the best investment a merchant

can make as a talking point in building up a cigar business. It attracts a great deal of attention and presents an opening to tell customers of its use—how sensitive it is to moisture and how it makes possible the keeping of cigars with exactly the same amount of moisture as they had when made or as they should have to insure a perfectly cool and deliciously flavored smoke. A cigar that is allowed to dry out and is then remoistened has certainly lost its original aroma. A well-known Woodward avenue sign reads: "Fine Cigars Kept Fine." Let this be a watchword to all who would build up a cigar trade. It is the real secret of one's success, as a dealer—Keep your cigar "right."

Certain set rules can not be adhered to in the buying and keeping up a cigar stock any more than in other lines of goods. The individual conditions under which a man does business should alone govern his purchases. Suffice it to say, he must keep up his stock. This, in itself, is an advertisement that works, and works wonders the whole store over, every minute of the day without one cent spent that you can charge to expense. This also enables the purchaser, especially if he handles brands of his own, to buy in quantities, thus obtaining the best prices and discounts.

I mention here one rule that I have followed consistently at all times, and that is, an original purchase of any brand of cigars in my case has always consisted of at least two boxes. This enables me to supply a box, if called for by a customer who probably finds the cigar particularly to his liking. This also gives the advantage of assorting the colors—a feature that carries considerable weight with many smokers.

Our 12 foot case gives us room to display a good line of 5 and 10 cent cigars and those of higher prices and makes a showing large enough to attract the attention of a customer, whether he wishes a cigar at the time or not. We remove the covers of all the boxes and tack them on the backs, so a little more than half the cover shows above the box. In this way it is possible to display four, instead of three rows in the case. Hence every cigar is in plain view of the customer, showing shape and color. It helps us greatly, too, in our effort to keep our case from having a mussed-up or ragged appearance.

We keep all boxes in the case as inviting as possible and avoid leaving them in the case after all but the last row has been sold, as our experience has shown that the easiest possible way to kill a cigar is to leave just four or five of them in a box, that should originally contain fifty or 100. Leave in a little broken wrapper and about one dead fly and the job is done.

The bottom of our case is used for opened packages of cigars from which none are removed for lesser sales than a full box. This allows customers to see the colors and so forth, and cigars thus displayed are most attractive and inviting to the smoker. Our

No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it.

CHAMPION 70 TO 72 GRAVITY

Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

Grand Rapids Oil Company

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

When You Want to Buy

School Furniture
School Apparatus
Church Furniture
Opera Chairs
Portable Folding Chairs
Settees of All Kinds



Chandler Adjustable Desk and Chair



Send for Catalogue and Prices covering any line in Which you Are Interested

Remember that we are the foremost manufacturers of such equipment, and can offer especially attractive inducements in the way of prices as well as choice of styles—from the least expensive to the most elaborate.

We have thirty-five years of experience in this business. As a result our product is the best possible.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

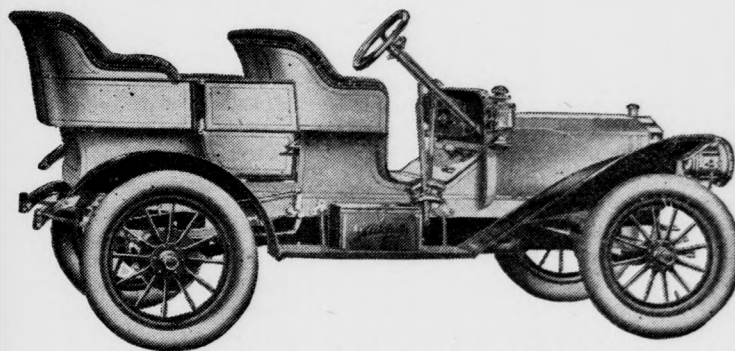
NEW YORK

BOSTON

PHILADELPHIA

The Mitchell "30"

The Greatest \$1,500 Car Yet Shown



1909 Mitchell Touring Car, 30 H. P., Model K

Compare the specifications with other cars around the \$1,500 price—any car.

Motor 4¼ x 4½—30 H. P.

Transmission, Selective Type—3 Speed.

Wheels—32 x 4.

Wheel base—105 inches.

Color—French gray with red running gear and red upholstering or Mitchell blue with black upholstering.

Body—Metal. Tonneau roomy, seats 3 comfortably and is detachable; options in place of tonneau are surry body, runabout deck or single rumble seat.

Ignition—Battery and \$150 splitdorf magneto.

In addition to the Model K Touring Car there are a \$1,000 Mitchell Runabout and a 40 H. P. seven passenger Touring Car at \$2,000.

Over \$11,000,000 of Mitchell cars have been made and sold in the last seven years. Ask for catalogue.

The Mitchell Agency, Grand Rapids

At the Adams & Hart Garage

47-49 No. Division St.

Baker's Ovens, Dough Mixers

and bake shop appliances of all kinds on easy terms.

ROY BAKER, Wm. Alden Smith Bldg., Grand Rapids, Mich.

*Paper read by C. A. Weaver, of Detroit, at annual convention Michigan State Pharmaceutical Association.

box trade is an item of no small size in our cigar sales to-day.

We feature certain cigars on different days, using old priced goods, such as 5 cent, four for 15 cents, seven for 25 cents, 6 cents straight, 7 cents and four for 25c. We make a special each Saturday and Sunday only of a three for a quarter cigar at 5 cents straight. Personally, I do not believe these cigars are of a full three-for-a-quarter quality, but I do believe they are an exceptionally good value at 5 cents straight. There are any number of good 5 cent straight cigars on the market that can be bought in various shapes and sizes, hence it is an easy matter for any druggists to run such specials under his own labels.

The cigar we feature is always placed on top of the case with a sign attached to the box calling attention to its price, etc. This prominence invariably arouses the interest of the smoker, with the result that our sales have always proven several times greater than when the same cigar was left unfeatured in the case.

Undoubtedly summer constitutes the best months for cigar trade. More people walking about add additional transients to your regular customers. There is also the advantage of displaying cigars as above during the summer, inasmuch as the air at this season usually contains enough moisture to keep the cigars thus exposed in nearly as perfect condition as the humid case.

We carry most of the popular brands and give a good display to all well-advertised cigars, provided the price is protected. This is true of such well-known brands as the New Bachelor, Contract, Black and White, Pastoras and Seminola, all of which occupy conspicuous positions in our case. If they are price-protected, the cigars get the display. If not, we carry them only to supply their demand, but keep them out of sight as much as possible. We feel this is the least we can do to discourage their sale.

For advertising we use our windows, about once a month, to display cigars and, as a rule, show but one brand at a time. The passing smoker is more apt to remember the name of the one brand. A greater number he would confuse or probably make no effort at all to distinguish the different labels. Naturally, the greater number, too, of the one cigar, impresses the smoker favorably, especially when the goods themselves are shown and not the box alone. We vary from this rule in summer to assortments of vacation cigars and at Christmas time displays of holiday packages.

Furthermore, we use two sets of rubber printing blocks for making signs, some of which are tacked to a "lean-to" in front of the store. This brings results that pay many times over the trouble and labor of producing the signs. I believe everybody who has made a rule of this kind of advertising has encountered more or less trouble with the small boy who delights in any kind of destruction, especially where it involves no more

effort than the tearing of a cardboard sheet. The rain and various other causes also do their share of destroying this work that it probably took valuable time to make. "Believing in signs," as I do, I have naturally experienced the usual amount of trouble since I have spent a great many hours in printing the signs that lasted only a day or so, because of their being exposed to the above mentioned destroyers.

Now I have adopted a scheme and, to make my explanation plainer, have brought the whole fixture with me. I believe this contrivance has solved the problem, or at least simplified it, of getting value for the time spent in printing signs.

The outfit, as you see, consists of a double frame with a sheet of plate glass on each side and with a narrow space between the glass sheets, through which slides a galvanized iron frame that holds the cardboard sign. This makes it a very simple matter to change the sign when desired. I have brought an idea with the present display that I think would attract considerable attention—the display of a sign for every day. You will observe here, one for each of the three days of this convention—June 22, 23 and 24. It would even be possible to have a sign for each day of the year, for, once the signs were printed, they should last a life-time. The signs should be kept in a suitable file in the store when not in use to insure their safety against breakage, dust, etc.

In regard to the result of this inexpensive advertising, would say the first year of our cigar business showed an increase of nearly 200 per cent., the second year a little less than 400 per cent. and this year, notwithstanding the business depression of 1908, we succeeded in increasing our cigar sales of three years ago by five times.

By bitter experience, the druggist has been taught to push his own preparations or at least those he controls. Yet he seems to lack the ability to see that he should apply the same rule to his cigar business. The stores that cut cigars have their own brands that they push in an attempt to switch the smoker's taste. If successful in this attempt, the result is more profit to the dealer, inasmuch as the customer will be a permanent one, since he will be unable to buy the same cigar in any other store. Even the cigar trust, through its widely scattered retail stores, does not push its old-established brands, that it originally bought, but it pushes brands made in these same factories and, in all probability, the same cigars under their own special labels, while we poor retailers hand out these cut and slashed brands as if they were the only cigars in existence. Get your own brands. They are easy to obtain. Buy the best 5 cent cigar on the market and try it out under your own label. It may not bring immediate results, but, in the course of a year or so, you will be surprised to find the quantities you are buying.

I met two Detroit outside druggists who have tried out this scheme. One

is now selling 20,000 to 25,000 and the other about 18,000 a year of their own 5 cent cigars. But don't make a mistake in buying a cheap cigar. Buy a good one. These gentlemen pay from \$33 to \$35 a thousand for their brands, but they get the goods. And the above mentioned statement demonstrates that the customer appreciates values enough to ensure the success of this scheme.

In conclusion I would say that I ventured the offering of this paper only in the possible hope that it might be of benefit to the small outside druggist from whom I have often heard criticisms of papers read before this and other Associations, because the druggist thought the suggestions did not apply to his particular location and that they carried with them more or less advertising expense which the average druggist feels he can not afford, and that, too, the papers along these lines of talk usually applied to locations having a large transient trade. Therefore, I have tried to present here a scheme of advertising involving small expense and reasonable effort, which would be of interest to and applicable by pharmacists, located, as I am, in a strictly residence location, catering to a family business.

A Claimed Cure For Consumption.

A prominent figure in London publishing circles believes he has found a cheap and positive cure for tuberculosis by a treatment that is extremely simple: A poultice, the exact prescription of which has not been given out yet, but containing acite and chloride, is placed on the body of the patient as near as possible to the organ or membrane that is affected. In about a week an ulcer is formed, connected by what is called a ray of inflammation with the diseased organ. This forms a kind of duct through which the muco pus is drawn out of the system. The ulcer must be carefully dressed each day with a special salve.

It is understood that consumption hospital authorities in London are gravely considering whether to submit one of their patients to the new treatment, but before the discovery is officially recognized a final test on a large scale is to be made. Among the cases which the remedy is claimed to have cured is that of a 17-year-old boy, who was afflicted with an advanced case, the lungs and glands of the throat being affected.

The Difficulty.

"What sorter confuses me," said Uncle Eben, "is dat after I gits a lot of advice I's got to go around an' git a lot mo' advice 'bout which advice I's g'ineter take."

STEIMER & MOORE WHIP CO.

WESTFIELD, MASS.

Manufacturers of Good Whips

Try our No. 64 in 6 ft. only. It's like whale-bone. Trim, will not lop when wet. You can not break the top if you whip the wagon wheel. Just wears out. Retail at 50 cents. Write for dozen or gross prices.

GRAHAM ROYS, Agt., Grand Rapids, Mich.



"Best of All Cotton Threads"

Six cord, full measure 200 yards
Stronger than any other
Round, smooth and even

Jobbing Price

55 cents less 10 and 5 per cent., or 47 cents per dozen. Order through your jobber.

Take No Substitute

If your jobber does not handle Charter Oak write us and we will give you the name of a jobber who does.

THE BULLARD THREAD CO.
HOLYOKE, MASS.

Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

These goods are all selected in the very latest coloring, including

Plain Black
Two-tone Effects
Black and White Sets
Regimental Khaki
Cream
Champagne
Gray
White

Write us for samples.



FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.

THE FURNITURE TRADE.

The Success of the Season Is Assured.

The success of the furniture season seems to be assured. The Eastern trade was largely represented during the first week of the season, and the sentiment in this quarter is decidedly optimistic, which is in marked contrast with the conditions that obtained in January and last July. The Eastern buyers did not place large orders. They supplied immediate wants, asked for quick deliveries and will be heard from later if trade opens as they think it will. The crop reports are favorable and it is taken for granted that the Mississippi Valley trade will be good. The coast territory has not been heard from to any great extent, but such reports as have come from that quarter are of an encouraging nature.

The spring business in furniture was about 75 per cent. of that done in the spring of 1907. The panic struck the country in the fall of 1907, and the comparison this fall will be with that of 1906, and it is believed a substantial increase will be shown. This increase will not be in the volume of July orders but in the supplemental mail orders that will come later.

In this connection it is interesting to note that three of the local furniture companies are planning to largely increase their capacity. The Century Furniture Company, manufacturing high grade parlor goods, purchased a factory site last winter and will soon begin the erection of a large building of its own. Mueller & Slack, manufacturing upholstered goods, are having plans prepared and will soon let the contract for an addition to its plant, which will have 50 feet front and be four stories high. The American Seating Company is building a \$6,000 addition this summer and next spring will erect a building that will nearly double the capacity of the plant. The Grand Rapids Upholstering Company is figuring on how to increase its capacity. At least two other concerns are talking of expansion. From which it may be inferred that the Grand Rapids manufacturers are prospering.

The high grade furniture this season, as in January, is all in periods, and it may be added that finer furniture has never been shown in Grand Rapids. The periods most affected are Early English, Colonial, Louis XV. and Louis XVI, in the order named. Other types often seen are Chippendale and Sheraton. Hepple White and Adams, of the English schools, and Empire, of the French, are met with occasionally. The Mission, of course, is still in the market and it continues strong.

The Early English covers the periods known as Flanders, Elizabethan, Jacobean, William and Mary and Queen Ann. These styles are all in oak finished in a rich dark brown, and are based on the art that was developed in the Netherlands in the sixteenth century. The Spanish rulers

of the Netherlands to check the use of the reformation introduced the inquisition. From Holland and Belgium many fled to England rather than remain for the stake and faggot. Among the refugees were many artisans who brought their tools, skill and ideas with them, and also the stern necessity of having to work for a living. These workmen sat up their little shops, and the product was naturally similar to the furniture they had made in Holland. With time and under the influence of environment and demands of trade the original Dutch types were modified and changed as to ornamentation and methods of treatment. The line of demarkation from one early English period to another is difficult to trace and this is especially true of Elizabethan and Jacobean. The term Jacobean, by the way, is from the Latin Jacobus, or James, and it refers to the reign of the Stuarts, covering most of the seventeenth century. The succession of Mary and her Dutch husband, William, of Orange, wrought a reversion to the old Dutch styles. Queen Ann's period was notable for the use of walnut for furniture, and styles were modified to meet the requirements of the material. Mahogany was first brought to England by Sir Walter Raleigh in the days of Queen Elizabeth, but its merits as a cabinet wood were not immediately recognized. When the individual designers and furniture makers whose work gave name to particular styles came upon the scene, mahogany was well known and they worked largely in this wood, making their designs accordingly. They looked to the classic, to the art of Italy for their inspiration and a comparison of their work with that of their contemporaries in France show that the French designers sought the same inspiration. Chippendale in England and the designers for Louis XV. in France were in the same period, and these two styles have many characteristics in common. The same is true of Sheraton in England and Louis XVI. in France. These styles are rarely seen in any other wood than mahogany to-day. A Sheraton or a Chippendale in oak would be a freak. The early English periods are best in oak, but mahogany could be used. The so-called Chinese Chippendale came from the use the great English designer made of the ideas brought to England by an army officer named Chamberlain returning from China. Chamberlain tried to put his ideas into furniture but failed. Chippendale succeeded.

The Grand Rapids Furniture Company pioneered early English in dining room and library furniture. Berkey & Gay were the first to bring out Flanders, of which the Elizabethan is a modification. Both were brought out a year ago in small ways. Both met with great success and this season both concerns strongly feature these periods, and other factories have taken them up. When these periods had won favor both the Grand Rapids and Berkey & Gay sent designers to

England to see if the goods produced were true to type and how their designs could be made more perfect.

The Sligh has two novelties in its line this season. One is a Sheraton suit in Circassian walnut, and the material proves very effective. The other is the use of rosewood in two Louis XVI. and one Colonial suits. The rosewood, of course, is veneer. It is finished in the natural, and has a richer color and greater contrast than mahogany, and in figure is very fine. The Sligh was the first to bring out Circassian walnut, which is now so popular, and may prove to be the pioneer in rosewood. The inspiration for using Circassian came from seeing it in a piano case and the same source gave the suggestion to use rosewood. It was found, however, that to give rosewood furniture a piano finish was not practical and how to find out how to treat it properly was the work of two years' study and experiment.

In high priced and medium goods mahogany holds its own in popularity, and a great deal of solid mahogany instead of the veneer is used. The dark finish is preferred to the natural color, or Tuna, as it is called. Next to mahogany comes Circassian walnut and then oak. In the early English oak is used almost exclusively. Bird's-eye maple is used to a considerable extent, but not in the high grade goods. Gum is plainly gaining in favor for the medium and cheaper grades.

Breaking the News.

Marion, who had been taught to report her misdeeds promptly, came to her mother one day, sobbing penitently.

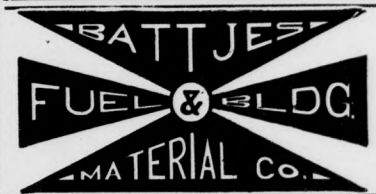
"Mother, I—I—broke a brick in the fireplace."

"Well, that is not very hard to remedy. But how on earth did you do it, child?"

"I pounded it with father's watch."

Grand Rapids Supply Co.

Jobbers
Mill, Steam, Well and Plumbing
Supplies
48-50-52-54-56-58-60-62 Ellsworth Ave.



Mail orders to W. F. McLaughlin & Co., Chicago

All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids

Hart Brand Canned Goods

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Seed Buckwheat

All varieties thoroughly re-cleaned.

Let us furnish you choice seed as we would like your grain this fall.

Send in your orders for Grain and Feed of all kinds—price and quality will please you.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

The Diamond Match Company

PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr case, in 20 gr. lots.....\$4.25
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

TOOK MUCH SPACE.

How the Advertising Sceptic Was Cured.

Written for the Tradesman.

Geo. Marlow, editor and publisher of the Bay State Daily Times, sat in his office gazing at the rain storm raging outside. "Clem," he called, turning around in his office chair to the main office, "come here."

Clem was the circulator for the Times and in whose ability his employer placed much confidence. The Times boasted of the largest city circulation of the two enterprising papers of the town of Troy, but owing to the fact that none of his predecessors had made a specialty of rural circulation it was somewhat lower than that of its contemporary.

"Clem," said Mr. Marlow, "it won't be very pleasant for you to get out to solicit to-day, so I guess you had better see what you can do on advertising. I see that the new man our contemporary has imported is getting some of our advertising away from us and is certainly making good. I saw him talking with Mr. Elliott yesterday, but don't think that he made much impression on him, as an earthquake could not make him take space in the paper; but you can try him and see." And suggesting a few other names to Clem whom he could call on he turned to his work.

Chauncy Leonard came to Troy to fill the position of advertising man for the News. He boasted of vast experience, coupled with an unusual amount of ability, which was duly mentioned in the writeup. His personality also seemed unquestioned, so when Clem was switched over from soliciting to advertising he was up against a hard proposition. However, he determined to show that character goes a long ways in the business world. He first tackled the smaller firms and met with fair success, even regaining some of the lost advertisements and secured substantial contracts for the next month's advertising. He next went to Mr. Elliott, only to find him talking with Leonard. Both were busy, so Clem took a place by the stove. Mr. Elliott looked up and seeing Clem greeted him heartily and asked what he could do for him.

"When you have finished with Mr. Leonard," said Clem, "I would like a few moments of your time."

"Just a half a minute," Mr. Elliott replied. Soon he called to Clem, "We have a sticker here in the line of an example and we have puzzled our heads. See if you can work it?"

"Let him try it if he thinks he can do it," said Chauncy, taking a puff at a cigarette; "it's too much for mine."

After looking the example over a moment Clem was astonished. Where had the two men been educated when they could not do a simple example like that? he thought. It would have been easy for a school boy. It was completed after a few moments.

"Now prove it," sneered Chauncy.

"It is already proven," asserted Clem, as he proceeded to show them the process.

"Well, well, it was funny that we did not tumble to that before," said Mr. Elliott.

"What difference does it make anyway?" replied Cauncy as he lighted another cigarette.

"Well, that done with, what did you want to see me about?" asked Mr. Elliott, looking respectfully at the young man in front of him.

"If you can spare the time I would like to speak with you in regard to advertising, sir," replied Clem. "I am serving the Times along that line now, and I thought perhaps you would be willing to take some space in our paper."

"Young man," returned Mr. Elliott, "it has never been my policy to cry my wares through the local newspapers. They are too expensive, for one thing, and then I never get results from them."

"Look here, Mr. Elliott, let me have my say, and I believe you will modify those statements."

"Well, go ahead, to-day is a dull day anyway and I can spare the time," said the groceryman good naturedly.

"Then I will begin on that point. Your neighbor over there runs the same kind of business you do, doesn't he? See those delivery wagons just starting out? They are not empty, either, and if you will notice there are a large number of packages of that brand of coffee that he mentioned in his advertisement in yesterday's paper. And I have noticed quite a number of people going in his store since I have been in here—something that has not occurred in this place. Now, with your location on the best side of the street, and with the equal line of goods you handle those patrons could easily be yours and you would not be having two idle clerks around here swapping stories." In the meantime Chauncy had left.

"What would I advertise? A grocery line is the hardest line to advertise, for if you put sugar at one dollar for twenty pounds the next day your competitor would be selling it at the same price."

"But wouldn't that be better than not selling it at all? Dawes, across there, is not quoting his sugar or coffee a cent lower than you are, still I'll wager that he is selling all around you to-day, just because he has that ten inch advertisement in the paper."

Here Clem pulled out the last issue of the Times and pointed to a neatly written display advertisement.

"Now, taking those few points into consideration, I want to ask you for at least that amount of space for one month, and see what the results are."

Mr. Elliott thought a moment. "No," he said, "as I said before, it is too expensive for one thing and to-day is an off day anyway."

"Here," spoke up Clem, "here is a proposition I am going to make to you: I am going to give you a four inch space alongside the reading matter if you will let me use my discretion in wording it in connection with your name, and if you don't get results I will not bother you again,

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.

For Dealers in
HIDES AND PELTS

Look to

Crohon & Roden Co., Ltd. Tanners

37 S. Market St.

Grand Rapids, Mich.

Ship us your Hides to be made into Robes

Prices Satisfactory



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$850.00

EASY TERMS.

Catalog Free.

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

Becker, Mayer & Co.

Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES

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.

It's a New One



Our line of hose supporters now includes the Taylor's Form Reducer at \$2.25 per dozen. It is a good seller.

Look us over when in need of garters, arm bands and hose supporters. We offer some good values to sell at popular prices.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

White Goods

All kinds that belong to a complete White Goods Department. India Linons, Persian Lawns, French Lawns, Organdies, Mulls, Swisses, Nainsooks, Mercerized fancies in sheer and medium weight, etc., etc.

If you are in the market for any kind of White Goods write for samples.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

During summer months we close Saturday afternoons.

but it will be at your option whether you will want to try advertising after that time or not."

"You mean to say that you will give me that amount of space for one week free?" he asked.

"On the above terms," said Clem.

"Agreed," said the groceryman. "Ten to one if I get a single call."

"That means forty inches for us then next week alright," said Clem to himself, as he took his leave.

The next issue of the Times came out in due time and a copy came into the hands of Mr. Elliott. He turned curiously to the page where his advertisement was to appear. It was the first thing that caught his eye. There on the local page, in a choice selection of type, were these words: "Ask Elliott, the Grocer, what he is going to do about it."

The next forenoon Clem entered the store to find Mr. Elliott answering the phone. He was saying, "Yes, the quality is fine and we are selling it at twenty pounds for the dollar." This, Clem inferred, related to the sugar about which they talked the day before. "Yes," continued the voice into the receiver, "advertising is going to be a regular factor in the business from now on and a mighty important one at that."

"Good morning, Clemens," was his hearty greeting as he slammed up the phone, "you certainly have woke me up to the usefulness of printers' ink, for by the way those questions have been coming in all the morning I will have to hire an extra man to take the orders. And now that our spring stock is here, I am going to give you that promised forty inch space for awhile and get the goods before the public, and if there isn't a rousing revival in my trade from this time on it will be the fault of the Times. I will bring in the copy at noon for to-morrow's paper, so save me that space. From that time on the name of Elliott was on everyone's tongue and his store was the local shopping headquarters.

Since that time Clem has had his salary raised three times and, what is more in his estimation, he is now the advertising man on the Daily Times. Lawrence Dennis.

Electricity New "Hired Hand" on the Farm.

The little brook goes on forever, and its power can be turned into electrical energy and transmitted any distance to the farms or villages. All through the Eastern States the old mill ponds are being repaired and used to generate electrical power. A little farm plant in New York consists of a nine inch upright turbine of five horse power, running with a fifteen foot head. The dynamo, which is a four horse power machine, takes care of sixty ordinary lights, drives a milk separator, milks the cows, turns a grindstone, fanning mill or feed grinder, cuts the ensilage, or drives a dozen small machines. It can do the work of three hired men and furnish all the comforts of electric heat and light besides. The total cost is about \$300—less than the year's wages of a hired man.

At another farm a small dynamo

and electrical fixtures were bought at a sale for about \$45. The dynamo was installed in the sawmill and the house was wired for electricity. Every night since then this little generator has been producing a continuous current of electricity, with no further attention than occasional oiling, to light the large country home and all the outbuildings. A nearby church is also illuminated, and the streets of the tiny settlement are nightly ablaze with electric lights. The actual cost of this current is practically nothing. Dynamos and turbine paid for themselves over a dozen years ago.

In the Great West, where water is scarce, farmers are utilizing their windmills to generate current for light and power. A storage battery is provided to store away enough electricity to last a day or two in case the wind fails. Wind and water power are combined to fill a hydraulic accumulator, which develops current.

In California the sun is harnessed to develop electrical power for farm work. Huge reflectors follow the course of the sun and focus the rays on the boiler. The steam is conveyed to a small engine which drives the generator. So in South America, Swiss valleys, tea and cotton fields in India, the African veldt, the farmers are beginning to use electricity for agricultural purposes.

In the United States, out of the 5,577 central stations supplying villages and cities, 4,357 exist in towns of less than 5,000 inhabitants. Telephone lines are stretching to nearly every farm all over the country. Things which once were thought extravagant luxuries for the wealthy city people are now deemed proper necessities to be enjoyed by all.

Keeping in Touch With Customers.

Lack of attention to this important matter results speedily in a falling off of trade. A busy tradesman does not observe at once that Mr. So-and-So has gone away to the other man, or is dealing at the stores now. But, put upon his guard, he can notice the first sign, and draw back that wandering sheep before he has gone too far. When you see him jump the fence, it's an easy matter to get him in, but let him be gone a day or so before he's missed, and you may scour the countryside in vain. Talking with and getting among customers is of the utmost importance. Attend shows, markets, feasts, sales, or other gatherings and be conspicuous. Keep your store constantly before the customers by means of circular letters, postcards, etc. A word through the post is nearly as good as a word by mouth—but it should be personal and stylish—and show personal interest and up-to-dateness. Do not forget that your opponent is at least just as wide-awake for new customers as you are yourself.

One day of fret and worry may blight a whole week.

The greatest evil is the misuse, or abuse, of good.



The Pentagon Shoe for Men

Most Modern in Style
Irreproachable Workmanship

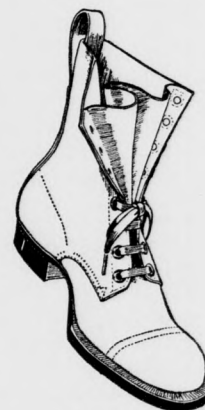
Made in Velour, Gun Metal, Kangaroo, Vici Kid and Box Calf, Blucher or Bal cut.

Our trade mark classes them in the highest grade that's made as to wear and service quality in medium priced Welts.



Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



A High Cut
H. B. HARD PAN
Carried in Stock

Some Shoe Dealers Are Ambitious Others Hope to Exist

and the worst thing about it is that the plodding dealer is just the result of conditions into which he happened.

The result getter is doing what any sensible man will do, he encourages and pushes the sale of

H. B. Hard Pans

"Half Price Because Twice the Wear"

The trade learn to know him and to believe in him and to follow him because he is honest and giving a value for value return for every penny spent in his store for shoes.

Facts have a stubborn way of proving themselves—he is the man that makes the profits.

The quicker you write the quicker you'll begin making money.

Prompt "H. B. Hard Pan" deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



SOMEWHAT INCONSISTENT.

Tariff on Own Products—Free Trade on Others.

Written for the Tradesman.

The only excuse for this communication on such an old subject as the tariff is the fact that the question seems to be getting away from party lines and business men, whether Democrats or Republicans, are fighting for or against the tariff, as their constituents happen to be interested.

Your journal brought up the question of lumber tariff some time ago and, as nine-tenths of the objections to the tariff on lumber comes from the farming community, I thought the following information, culled from a trade paper, might be of interest to your readers. The farmers of Nebraska and other Western States say there should be no tariff on lumber because it is no longer an infant industry, and yet their representatives, in the interest of the farmers, have secured the present tariff in the Payne bill on their infant industries:

Mules, per head\$30.00
Hogs, per head 1.50
Sheep, per head50
Corn, per bushel15
Poultry, per pound03 to .05
Bacon, per pound05
Cows, per cent. ad valorem27½
Wheat, per bushel25
Hay, per ton 4.00

And on the floor of the House, the comment made on this tariff by the Western Congressman was as follows:

"Mules. Great Lord, nobody will contend that the raising of mules is an infant industry. [Great laughter.] People have been engaged in raising mules since and before Balaam rode through Jerusalem on his historic charger of that particular breed.

"Corn, protected by a tariff of 15 cents per bushel. The raising of corn is not an 'infant industry.' People have been raising corn ever since Joseph went down into Egypt and cornered the corn crop in the days when there was no Sherman anti-trust law to stay his hand or interfere with his enterprise.

To show that the farmers' contention that the raise in values is all in favor of the lumberman, the following table will disprove:

Advanced—			
From—	To—	Rise,	
Per M.	Per M.	%	
Yellow pine\$ 8.48	\$15.02	77
Cedar 10.91	18.12	66
Cypress 13.32	21.94	64
Redwood 10.12	16.64	64
Douglas fir 8.67	14.20	64
Poplar 14.03	24.21	73
Values of farm produce and stock at the farm. [Yearbook, Agricultural Department, 1907.]			
Wheat\$ 0.619	\$ 0.874	41.1
Corn357	.516	44.5
Oats258	.443	71.6
Hay 8.89	11.68	31.3
Horses 44.61	93.51	109.4
Mules 53.55	112.16	109.2
Hogs 5.00	7.62	52.4
Sheep 2.93	3.84	31
Potatoes431	.717	43.1
Cotton0724	.104	43.6

When you take into consideration the fact that our forestry laws are not yet effective, the raise in values in lumber, as compared with the raise in values of farm products, is hardly a fair one, because, in addition to the increased consumption, which accounts for the raise in both values, the raise in lumber must take into consideration the fact that it can not be replaced like wheat, corn, horses, etc. If lumber was put on the free list, the farmer would have the following advantage in the way of tariff protection over the lumberman, as per the present Payne bill:

What farmer sells to saw mill man:	
Horses and mules\$30 per head
Cattle 27½ per cent.
Hogs\$1.50 per head
Fresh beef1½ cents per pound
Bacon and hams4 cents per pound
Poultry3 to 5 cents per pound
Flour 25 per cent.
Wheat 25 cents per bushel
Corn15 cents per bushel
Oats15 cents per bushel
Hay \$4 per ton
Potatoes25 cents per bushel
Butter 6 cents per pound
Eggs5 cents per dozen
Onions40 cents per bushel
Apples25 cents per bushel
Cheese6 cents per pound
Honey20 cents per gallon
Wool3 to 36 cents per pound
Cabbages2 cents each

While farmers and farming communities talk a great deal about what the benefit free-trade in stuff they use would be, they take good care that everything they raise is protected by a tariff. The writer believes in the principle of protection. Wherever tried, it has brought prosperity, and he is perfectly willing that the farmer should have a protective tariff on the stuff he raises, but he can not understand the unfairness of his attitude in demanding a tariff for his own products and free trade for the products of others. C. C. Follmer.

Remark That Better Be Left Unsaid.

Written for the Tradesman.

While stopping at the Lake Orion Hotel last summer I was amused in overhearing a conversation between a Detroit couple and the landlady. The latter named worthy was striving to entertain her guests by introducing some of the well-known people from the neighboring small towns stopping at her place. The landlady stepped away for a few minutes and I heard the Detroit lady exclaim:

"George! Did you see that beautiful horse and trap driven by that young man?"

"Yes," her husband responded, "that was a Mr. Cribbins, a merchant over here at the little burg of Summit."

His wife dilated upon what a fine looking couple occupied the rig and praised the beauty of the outfit, when the Detroit rather roughly broke in with, "Oh, well, dearest, all these small town folk can do for enjoyment is to congregate out in some such dump as this."

I knew by the twinkle in the eye of a gentleman across from me that

he, too, had heard the priggish remark and was greatly amused by it.

So I was not surprised when the very plainly dressed gentleman's simple outfit was driven up to see him lean over and say to his wife, plainly heard by all observers: "Well, come on, mother, it's time for us to be going as we have all the cows to milk when we get home."

I could hardly wait to hear the Detroit drawl out an enquiry as to whom the pair were. It was as if he had received an electric shock when he heard the reply: "Why, that's Mr. Shadd, the banker over at Oxford, and wife. Owns more land than anyone else in two counties."

And then the Detroit remembered the name—that of the banker who held the mortgage on his building and also on his home.

James B. Haskins.

A Literary Evening.

As Jones wended his uncertain way homeward he pondered ways of concealing his condition from his wife. "I'll go home and read," he decided. "Whoever heard of a drunken man reading a book?"

Later Mrs. Jones heard a noise in the library. "What in the world are you doing in there?" she asked.

"Reading, my dear," Jones replied cheerfully.

"You old idiot!" she said scornfully, as she looked in at the library door, "shut up that valise and come to bed."

VOIGT'S

The Grocer And the Clerk

Every grocer can become a better grocer by carefully studying the qualities of his goods and the wants of his customers.

Every clerk can become a better clerk by knowing "if" and "why" certain brands are better.

A careful watching of how people ask and how often they ask for "Crescent" flour will convince you that it's well worth knowing about, and well worth recommending to any housewife who asks you "Which is your best flour?"

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Hot Time Candy

Nut Butter Puffs

Made only by

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

The Money Market a Little Less Stagnant.

The bank statements were called about three weeks earlier than usual, and came only two months after the last previous statements. So brief a period is not sufficient to make much difference, and such differences as may be noted can hardly have much significance. The comparisons with Feb. 5, four months, or Nov. 27, seven months back, would be more interesting as showing business tendencies.

The loans and discounts aggregate \$16,713,163.75, compared with \$16,524,324.82 April 28 and \$16,124,205.93, the statement of Feb. 5, which was the low notch. The upward tendency since then will be noted.

The stocks, bonds and mortgages total \$7,423,981.91 against \$7,325,497.17 on April 28 and \$6,856,353.12 Feb. 5. The increase is with the savings banks and probably represents in some degree an increase in the volume of real estate loans.

The commercial deposits, including the savings accounts in the National banks, aggregate \$9,551,535.43, against \$9,907,660.93 on April 28 and \$10,018,538.36. This shrinkage is no doubt due to greater activity in business circles. Business men and manufacturers are putting their money to work instead of carrying such large balances in the bank.

The certificates and savings amount to \$13,468,394.99, against \$13,404,544.55 on April 28, \$12,829,531.21 on Feb. 5 and \$12,477,778.98 a year ago. The total has gone up more than a million dollars in a year.

The bank deposits are \$2,583,930.64, a little less than two months ago, but no more than the usual fluctuations.

The total deposits are \$25,371,035.34, against \$26,340,698.17 on April 28, \$25,665,803.81 on Feb. 5 and \$24,694,257.54 a year ago. All but two of the banks, the City Trust and Savings and the South Grand Rapids, participate in this shrinkage, in amounts ranging from \$9,000 to \$500,000. It can be accounted for partly by the withdrawal of money to put into business and partly to the withdrawal of public funds. The State has reduced its balances in Grand Rapids very materially in the last two months, needing it for State purposes. The city has also reduced its balance in the payment of current bills and in its dealing with the sinking fund. Since Feb. 5 the Government deposits have shrunk nearly \$100,000, and now stand at \$180,000, including the deposit of the United States disbursing offices.

This statement is the first to show the amounts carried in the Grand Rapids banks to the credit of the State of Michigan. The report shows these deposits:

Grand Rapids Savings	\$15,000
Kent State	20,000
Commercial Savings	10,000
Peoples Savings	15,000
	<hr/>
	\$60,000

This can not be regarded as a very big account, but the State just now is not any too well off for ready money.

In the statements of Feb. 5 all the National banks made returns showing their savings deposits. For the statement of April 28 all but one of the National banks made a separate item of their savings deposits. This time only one of the banks separates this account, the others bunching their savings with their deposits subject to check, following the old plan. Apparently the Government has given up the idea of separating the accounts. There may have been no very good reason for calling for this item, but it at least added something to the interest in the statements.

A Contagious Idea.

Imitation may be a nuisance rather than a form of flattery. A writer tells of an incident in a bank which is as amusing as it is probable. The teller was asked by a woman for a new envelope for her bankbook. It was passed out, and the lady behind, noting that her own envelope was a trifle dingy, also asked for a fresh one.

The third woman said, "Me, too," or words to that effect, and so it went down the line. When the teller's patience and his stock of envelopes threatened to give out, he determined to call a halt.

A fastidiously dressed lady appeared at the window, holding out a perfectly gloved hand.

"I should like one, too, please," she said.

"One what, madam?" asked the teller.

The lady flushed and began to look comical.

"Why," she stammered, "what the other ladies had."

Tongue Twisting.

A London paper recently offered a series of prizes for the best "tongue twisting" sentence. The prize-winning contributions are:

The bleak breeze blighted the bright broom blossoms.

Two toads totally tired tried to trot to Tedbury.

Strict, strong Stephen Stringer snared slickly six sickly silky snakes.

Susan shineth shoes and socks; socks and shoes shines Susan. She ceaseth shining shoes and socks, for shoes and socks shock Susan.

A haddock, a haddock, a black spotted haddock; a black spot on the black back of a black spotted haddock.

Oliver Oglethorp ogled an owl and an oyster. Did Oliver Oglethorp ogle an owl and an oyster? If Oliver Oglethorp ogled an owl and an oyster, where are the owl and the oyster Oliver Oglethorp ogled?

Rural Philosophy.

"Ezry," said Farmer Hay, "I see that since ye have come back from college ye wear yer hair spliced right down the middle. Now, hyur's all I have to say: If ye expect ter feed out o' my trough ye got to let your mane fall on one side."

Don't let others interfere with your own prerogative of choice, you know yourself best and what you are capable of doing.

Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100	-	-	-	\$ 3 00
200	-	-	-	4 50
300	-	-	-	5 75
400	-	-	-	7 00
500	-	-	-	8 00
1000	-	-	-	15 00

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

Tradesman Company

Grand Rapids, Mich.

LOCAL OPTION.

Fifteen Months' Experience By a
Birmingham Druggist.*

Mr. Chairman, Members of State Pharmaceutical Association:

Our honorable Secretary has requested me to give my experience, with fifteen months of local option.

The interest a person has in any subject is due to many conditions, such as location, one's profession, social surroundings, etc., yet under the same conditions we arrive at different conclusions, for it is natural for everyone to view a subject from his experience. I doubt if any two druggists in the same town or city and apparently under like conditions have the same experience in regard to local option.

I am located in Birmingham, a town of 1,500 inhabitants, situated in Oakland county, eighteen miles north of Detroit. We have electric car service to Detroit every half hour and in 30 minutes can reach the road houses out Woodward avenue, where liquor is sold. East of us six miles is Macomb county, which is a wet county.

In April, 1908, we were confronted with the question, Wet or Dry? and as you know Oakland county went dry by a small majority.

Local option, of course, brought the druggists under different laws in regard to the handling of liquors. Under former conditions we were required to keep a list of sales which were subject to the inspection of authorized officials. Now we must send to the Prosecuting Attorney each Monday morning our list of sales, which are then open to public inspection. This privilege is abused by temperance cranks who make public use of a matter which does not concern them.

Many say where local option is in force the druggists sell as much liquor as the saloons used to. This is not the case, but I do say as much liquor if not more is used where local option is in effect.

I have not sold as much liquor under the local option laws as I did before, neither have I had the call for it. There were those who kept liquor in the house who needed it for cases of emergency, for the use of old people or for those who through years of using it found it necessary. To some of these who bought in sealed packages or in small quantities, I am frank to say, I sold, using, as my records will show, much caution. These procure the liquor as before, but go to Detroit for it, and with that trade goes also other trade which formerly fell to the drug store. Why do they go elsewhere? Because they do not wish their names sent to the Prosecuting Attorney to be made use of by the public.

Another class of people who wish liquor as a beverage go to the near roadhouses and there they spend more money than formerly spent in the home-town saloon. The conditions under which they drink are worse than any saloon ever run in

Birmingham. They spend more money and get into worse company than they did under the old conditions. Those who can not go during the week send by their friends. I know of hay drawers who daily distribute liquor through the country on their return from Detroit. Then, again, if you will take the trouble to go to the city markets you will be surprised to see the number of jugs of whisky and cases of beer delivered there to the farmers to be distributed along the route home. For the sale of all this liquor, who gets the credit? The druggist, of course, for there are no saloons. Where else could a man get liquor?

The late cars from Detroit are frequently unsafe for ladies to travel on, without escort, unless they risk the liability of insult from the drunken men returning from the city. This class of people also buy clothing, drugs, etc., in the city. This often being a pretext for the trip being made to the city.

East of us is a large farming section which formerly brought us considerable trade, they are good reliable people, mostly Irish and German. They are not drunkards by any means, but are used to their glass of beer. Many of these now go to the towns in Macomb county where they can procure their groceries, drugs, etc., and also their glass of beer.

Then about every 60 days come, the man from Chicago, Cincinnati or Toledo with his order book and then the freight officers and express companies do a land office business for a few days. About a year ago a gentleman from Chicago called on me. He showed me his order book and in it I saw orders for \$780 worth of whisky and wine and this was one day's orders. A few days later some one is drunk. Who gets the blame? The druggist, of course.

Early in the days of local option I started to pay the boys a cent apiece for clean whisky bottles, but I should soon have gone into bankruptcy had I continued. I now know of several boys who each have two or three hundred bottles saved to sell to the ragmen, so as to get money to properly celebrate the glorious fourth. Do the boys finish the contents of the bottles they find? Perhaps.

The Dickinson law, I understand, brings the druggist under some red tape in local option counties. It is my opinion that it would be better for the druggists in local option counties if on Aug. 31, when this law goes into effect, they discontinue the sale of liquor. Then we would not be blamed for what another man does. I do not exempt all druggists from blame. Some are running places worse than saloons, because they are running saloons under a false name. They are dishonoring the profession and should not be upheld by a fellow druggist. Are we at fault in other ways? Do we take sufficient interest in the laws made to govern our profession? It is very easy for anyone to start a drug store? Should not the condition for running a drug store be more strict? Then the druggists who are really professional men

could bring our profession up to a higher standard and better regulate legislation which will effect us. But in numbers there is strength and for such an undertaking no unit short of a state is large enough. A county is much too small a unit to make laws in regard to the liquor question which are effective. That is where local option fails.

Let the state or, better still, the Federal Government take hold of the liquor question and it will be handled with some results for when Uncle Sam speaks all listen.

Stopping a Leak.

Some merchants made all the money they have by saving it. Other merchants made all the money they have by making it faster than they could spend it.

Throughout the United States this latter class is the richer. If you would ask why, it will pay you well to study out the answer for yourself.

"Save the pennies and the dollars will take care of themselves," has become a very popular quotation, but from a moneymaking standpoint we doubt its value. It seems, nowadays, that stores who get there the fastest "grab on to the dollars and let the other fellow have the pennies."

Too much "saving" ability is likely to cause the "saver" to get "saving" mixed up with investment. Consequently when he has an opportunity to make an investment which would make him more money he "saves" and doesn't make the investment. There are hundreds of instances in store life—and many in your store life—where this truth will apply.

Be saving? Certainly, but not too "saving."

Some merchants save the string and paper that come around packages from the wholesale house, and use them again in wrapping packages for their customers. They save all the pasteboard boxes to make price tickets of.

They save the envelopes from correspondents for the cashier to do his figuring on.

The boy who pulls the nails from incoming dry goods cases, hammers them out straight and puts them in a box for future use—the boy's wages come to more than the value of the nails, but that cuts no ice. They must be "saved."

As a rule the store whose proprietor has this saving bug looks cheap and ratty all the way through from the show window to the alley.

It can't help looking that way. And

the store that looks that way is bound to lose business.

Our friends who have this saving bug like to refer to it as "stopping the leak."

It is all right to stop a leak, but it's not all right to use a champagne plug to stop a rain-water leak.

His Little Scheme.

The Bachelor—I'm going to move into a furnished flat.

The Benedict—Do you think you will like it?

The Bachelor—Oh, not necessarily; but it will enable me to get used to doing without a home.

Recollect you can't go down without dragging some one else with you.

It may be a little out of
your way to

Hotel Livingston
Grand Rapids

but we went a little out of
our way to make our Sunday
dinners the meals
"par excellence."

Hotel Cody
Grand Rapids, Mich.

W. P. COX, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

Grocers and General
Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple
Sundries

Large Variety Everyday Sellers

Send for our large catalogue—free

N. SHURE CO.

Wholesale

220-222 Madison St., Chicago

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

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

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

DIRECTORS

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

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

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

We Solicit Accounts of Banks and Individuals

*Paper read at annual convention Michigan State Pharmaceutical Association by James W. Cobb.

Movements of Working Gideons.

Detroit, July 6—John Parker, of Richmond, called on customers at Harrison, Clare and Midland last week.

Frank Vernon was at Clare last week, collecting and insuring. He with his family will enjoy the fresh air of Bay View. They opened up their cottage last week.

Wheaton Smith conducted services in Kercheval M. E. church, morning and evening, last Sunday. Sunday morning, July 18, the Detroit Gideons will conduct a Bible fund service in this church.

Jacob J. Kinsey has just completed a new Michigan Gideon Record Book which shows twenty-two who are holding funds belonging to National headquarters. Every member should notify the National office at once their desire to subscribe for the Gideon.

Lansing and Detroit camps have responded to the expense call to send our State Chaplain and Field Secretary, Samuel P. Todd, to the Con. Con. and National convention, and the cash is now in the hands of the State Treasurer. During the coming week it is expected all camps will be heard from.

The Griswold House service was led by W. D. Van Schaack, with his wife. There were twenty-five present and among these Mr. Jordon, of Boston; Alfred Sieby, who has for some months been unable to attend our meetings on account of lung trouble and general poor health; Mr. and Mrs. M. E. White; Mrs. Williams; Mr. Mitchel; the writer and his wife and daughter; Arlington Smith; Chas. M. Smith and guests of the house. The fifth chapter of Galatians was read, and the subject taken up was the "Two Influences." As every renewed soul loves to enjoy spiritual and heavenly objects, so the unrenewed part, or the flesh, lusts after the things which it is naturally conversant with, and from which it derives its happiness. This is the Christian conflict, hence the necessity of watchfulness. Every renewed man or woman finds a struggle between the old and the new nature, between the reminders of sin and the beginning of grace, and in this conflict we should walk under the guidance and influence of the Holy Spirit.

Aaron B. Gates.

Resolutions of Respect.

At a meeting of Grand Rapids Council, No. 131, United Commercial Travelers, held at the council rooms July 3, the following resolutions were unanimously adopted:

Whereas—Almighty God, the Supreme Counselor of the Universe, in His wisdom has seen fit to take from our midst our much beloved friend and brother, Henry Snitseler; be it

Resolved—That we extend as a Council and as individuals to his beloved wife and daughters our sincere sympathy in this their hour of great bereavement. His life was an open book. His cheery smile and warm hand clasp was a token of the honest heart that beat within his manly breast. A good name is to be more desired than great riches and he has left a monument that will stand long

after earthly things have been forgotten. Those who knew him best loved him most and the world is richer by his having lived. He was a loving husband, a kind father, a good neighbor, exemplifying to the highest degree the teachings of our order. In his death we have lost a friend and brother whose memory will ever be held sacred by us. Be it further

Resolved—That a copy of these resolutions be sent to his sorrowing family and to the Michigan Tradesman and a copy be spread upon our minutes.

William B. Holden,
Jno. G. Kolb,
Wilbur S. Burns.

Twenty-Four Out of One Hundred and Eight.

Grand Rapids, July 6—The Michigan Board of Pharmacy held an examination at Star Island June 14 to 17. There were 108 applicants, seventy-seven for registered pharmacists and twenty-one for registered druggists. Following is a list of those who passed:

Registered pharmacists:
A. U. Axelson, Hancock.
J. M. Breyer, Detroit.
Ben Burkhead, Traverse City.
C. G. Cramer, Saginaw.
T. F. Cronkite, Breckenridge.
C. E. Curley, Bay City.
R. H. Curtiss, Detroit.
H. L. Griffin, Detroit.
B. F. Hartford, Marion.
C. M. Monour, Detroit.
C. J. Renkes, Battle Creek.
O. H. Bauch, Lansing.
Jos. Durand, Detroit.
Clinton Horn, Grawn.
W. A. Kaminski, Detroit.
F. W. Worth, Detroit.
C. L. Williams, Detroit.
Registered druggists:
J. R. Burt, Ada.
F. Goetz, Forestville.
G. F. Gratton, Detroit.
R. Hams, Grand Rapids.
W. J. Moore, Port Huron.
H. E. Mudge, Detroit.
H. VanNorman, Detroit.

The next examination will be held at Sault Ste. Marie, Aug. 17, 18 and 19.
John D. Muir, Sec'y.

Annual Picnic of Muskegon Grocers and Butchers.

Muskegon, July 6—According to custom we will hold our annual picnic on Wednesday, Sept. 1, at Lake Michigan Park, that beautiful summer resort, and all grocers and butchers of this city will close their doors and go to one of Nature's beauty spots for a day's outing. They will throw away all business cares and troubles and enjoy the ball games, racing, jumping, tugs-of-war and other athletic sports and events too numerous to mention.

We will have 1,000 watermelons to give away.

Last year we had a prominent young grocer get married on the grounds as one of the interesting events of the big picnic. This year we expect the same kind of a wedding—only that this year we will give as a grand prize to the young

couple a \$500 piano. This couple will come from some sister city.

This year we are inviting all of the nearby cities to come, bring their baskets and enjoy a day's outing with us. We expect not less than 30,000 people on the grounds.

If this should interest you and if you would like to advertise anything that you have for sale you can get our permission to erect a booth, give away samples or demonstrate, without cost, or if you wish you can send to us your samples or souvenirs and we will distribute them free of cost to you.

Remember, we have the reputation of giving the largest and best picnics in Western Michigan, but this year we will give excursions on all roads entering the city, which will certainly draw from a class that will not only be interested in your goods but will give you a splendid chance to get in touch with them.

We sell nothing on the grounds, but just have a good picnic, where everybody is invited to come, bring their baskets and have a grand good time.

A. R. Bliss,
Chairman Picnic Department.

New Officers in Harness.

Kalamazoo, July 6—At the annual meeting of the Kalamazoo Retail Grocers Association the following officers were elected:

President—A. W. Walsh.

Vice-President—William H. Moerdyk.

Secretary—Frank H. Priddy.

Treasurer—Frank Toonder.

The annual picnic of the grocers and butchers of the city will take place either August 8 or 10, and a committee of three was named to make arrangements for the event.

After the meeting those present became the guests of the retiring President, Walter C. Hipp. At the meeting to be held next Thursday, Henry J. Schaberg, the retiring Secretary, will entertain the members at his home.

Butter, Sggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 30—Creamery, fresh, 24@26c; dairy, fresh, 18@22c; poor to common, 16@18c.

Eggs—Strictly fresh, 21@22c.

Live Poultry—Fowls, 14@15c; ducks, 12@14c; geese, 10c; old cox, 10c; broilers, 20@25c; turkeys, 12@14c.

Dressed Poultry—Fowls, 14@15c; old cox, 11@12c.

Beans—New Marrow, hand-picked, \$2.90@3; medium hand-picked, \$2.80; pea, hand-picked, \$2.80@2.85; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.50@2.65.

Potatoes—Old, 40@50c per bu.; new, \$2.50 per bbl. Rea & Witzi.

Nebraska has just paid the last outstanding warrant against the general fund and for the first time in its history is free from debt. Like most other Western states in their early days, Nebraska incurred a heavy indebtedness for the construction of public buildings and other improvements, for which bonds at high interest were issued. These are now all

wiped out and the state will issue temporary warrants to the extent of \$4,000,000 to meet legislative appropriations planning for their retirement on the receipt of taxes and other state income. These will draw six per cent. interest and will be a popular investment among the prosperous farmers of the state. If Nebraska continues the economy and thrift by which the big debt has been cancelled, it will soon establish a surplus that may make the temporary loans unnecessary.

An Evart correspondent writes: Fred McLachlan, who served apprenticeship with Davy & Company and afterwards traveled for a Detroit wholesale house, and for the past six months in the employ of Carson, Pirie, Scott & Co., of Chicago, as their Northwest Iowa representative, is enjoying a few days vacation with his friends here. Fred is much pleased with the Western country.

A Hancock correspondent writes as follows: Jay Pearce, one of Hancock's popular knight of the grip, has tendered his resignation to Ed. M. Lieblein & Co. and has taken a place on the selling staff of the local branch of Stone, Ordean, Wells Co. Mr. Pearce entered upon his new duties July 1. He is a capable salesman and a maker of business and friends.

It is all right to look out for number one provided it is not at the expense of number two.

If this seems to be a heartless age the only thing to do is to put your own heart into it.

Nowadays most of a brave man's adventures take place in his pocket-book.

The NORTHERN NAVIGATION CO.

OF ONTARIO
LIMITED

GRAND TRUNK ROUTE

Tours of the Great Lakes and Georgian Bay

For S. S. Marie, Port Arthur, Fort William and Duluth. Steamers leave Sarnia 3:30 p. m. May 19, 22, 29, 31, June 5, 9, 12, 15. Sailings May 19, 31, June 5 and 12 through to Duluth.

Summer Service commencing June 19. Sailings every Monday, Wednesday and Saturday.

**A Fresh Water Sea Voyage
1500 Miles of Lake Travel****"THAT GEORGIAN BAY TRIP"**

includes Mackinac Island, S. S. Marie and the 30,000 Islands.

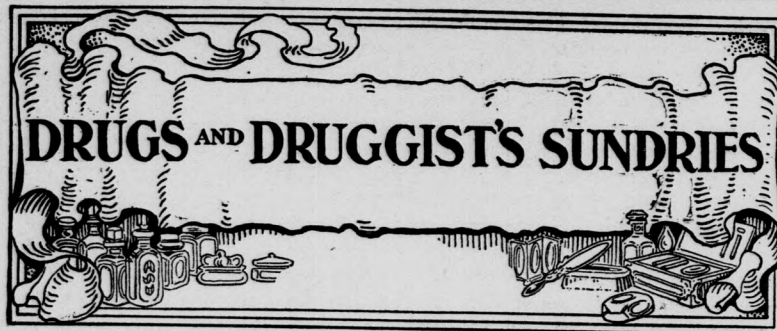
For S. S. Marie and way ports steamers leave Collingwood Wednesdays and Saturdays at 1:30 p. m. Summer service commencing July 1. Steamers leave Collingwood Tuesdays and Fridays at 6:00 p. m., Thursdays and Saturdays 1:30 p. m., going through to Mackinac.

No Better Steamers No Better Service
No Better Camping

Tickets and information from all railway agents, or address

C. H. Nicholson,

Traffic Mgr., Sarnia, Ont.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan State Pharmaceutical Association.
 President—Edw. J. Rodgers, Port Huron.
 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—Willis Leisenring, Pontiac.

Good and Bad Features of the Drug Business.*

After learning that I was expected to prepare this report I wrote a number of my friends, hoping to find out if I could the conditions existing in their several localities as to trade and the cut-rate conditions, and whether or not they considered trade in general as good as it should be. In some instances I find the reports very flattering; in others not so good. However, it is difficult to get a very clear estimate of the conditions existing throughout the different sections of the State unless it is possible to get the opinion of the druggists in various parts. But to speak in a general way I think you will all agree with me that things are pretty good if we hustle and do the best we can for ourselves, always keeping in mind that our neighbor is not the worst fellow, but one whose good ideas might be of great interest to us should we really get to know him.

I find in looking into the conditions of trade throughout the State that there are fewer failures in the drug and hardware business than in any other lines; this is easily accounted for in the first instance as being due to the fact that every druggist gives to his business such careful attention. But in the hardware line it must be due to the fact that the profits are so large that failure is impossible.

Since I have been thinking of this report there is one thing which has been running through my mind which, while it is not exactly along the line of a report, is a thing, I believe, we all need, and that is a stronger State organization, enabling us when we want anything in the way of legislation to get it. As it now is, were we to ask anything from the Legislature which might be of help to the druggist, the legislators would laugh at us and very likely say we asked it only from a selfish standpoint. On the other hand, let the doctors ask for the passage of any bill which will

help them and note the difference. The reason for this is that the doctors are a combined organization which the lawmakers of the country must recognize. Take, for instance, the last bill which has been passed regarding the sale of liquors in local option counties. By this bill the druggist is responsible, not only for his own mistakes but for those of his employees, in selling liquor, even although he does so in perfect good faith and the person falsifies in order to obtain the goods. If, in any other line of business, a person obtains goods under false pretenses, he has to suffer the consequences, but here the poor druggist has to stand the whole burden, and if he chances to step aside or make an error there is no way out of it. I ask you, brother druggists, is this right? You will all agree with me in saying it is not.

Now, if we had an organization sufficiently strong, our lawmakers would not dare legislate against one body in favor of another. I do not want you to think I am not in favor of local option law or that I want liquors sold as they were in wet counties. I do not. I simply want things on an equal basis, making every man responsible for his own acts.

Regarding the condition of business in the local option counties, I can say I am doing business in one of these counties and the cash business is at least 25 per cent. better than it was before. We now have people on our books who formerly could not get trusted for one penny, but who are now good, respectable citizens. Local option is one of the best things that could happen, but the laws which govern it are not right and the remedy can only be brought about through the combined efforts of the druggists throughout the State.

Another thing which affects the drug trade a good deal, especially in the southern part of the State, is the fact that the doctors dispense the greater part of their medicines and are forcing the druggists into handling a general line of goods; in fact, in the smaller towns he has to depend on the sale of side lines to make a living. In the cities these conditions are probably not so bad. Again, since the crusade waged against proprietary medicines, this branch of the business has suffered greatly, as it is difficult to disabuse people's minds of the idea that these preparations contain drugs which are hurtful to them.

I do not think the druggists as a whole co-operate with the manufac-

turers of the various patent medicines as they should. Who made it possible for us to have the call for grip tablets which we have had? It was Grove. Who made it possible for us to have the call for any of the standard remedies? It is the originator of the medicine, the man who has launched it on the market and spent thousands of dollars in advertising it, thus creating a demand—a demand which, too often, we supply with goods of our own manufacture. But is this the right thing to do? I say not, but we all do it. It is not a criminal offense and we do it because we can make more money, but it is not exactly the square thing.

Another point which it might be well to touch on, although not in the line of a report, is a thing of much value to the man in business, and that is the advertising which the average merchant is doing to bring business to his store—business from the outlying community which perhaps goes to some other town or to the mail order houses of the city. Few of us realize the large amounts of money going out of our towns to these same mail order houses for goods which could be as well purchased at home and at no greater expense. We started a campaign along this line, recording the sales which could be directly attributed to this and in one week they amounted to over fifty dollars. We then tried it out on wall paper so successfully that we have since used it on various lines of goods.

In wall paper we mailed to each of our customers on the rural routes a small sample book of wall papers, enclosing with each book a card calling attention to the fact that for all cash sales on wall paper we would allow an extra discount of 5 per cent. It is needless to say they came in to see what we were offering besides samples.

Another fact which ought to be emphasized is the importance of active local associations and co-operative energy, especially in local option counties; promoting not only good fellowship but a better knowledge of drug conditions in our several localities, and affording protection against the malicious assaults of our enemies.

And, finally, an ideal state of things would be a N. A. R. D. man in every drug store in the State of Michigan, yes, in the United States. Think of the good that could be accomplished; the public would soon come to respect the organization and recognize it as a powerful factor in the business world.

We have one type of druggist, the satisfied man who does not feel the need of organization. He has lived long in his own community, has built up a fine business which pays him well; his reputation is above reproach, he is perfectly content with his lot, so why disturb the even tenor of his life by attending State meetings. Is he not a penny wise and pound foolish? If he has made so much of a success by his own efforts what greater heights could he have achieved by becoming a member of our

State Association and imbibing the new and enthusiastic ideas which emanate from such a large gathering? If these same successful ones would only lend us a little of their time and influence how much good it would do us all and what a help it would be to the organization as a whole. In looking into the faces before me I see none of the class of fellows just spoken of. If you were, you would not be here.

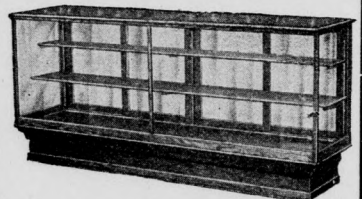
In conclusion, it would be well to dwell for a moment on the matter of educating the people in our employ in the art of salesmanship. We all have good men, but do they know how to handle customers? A few do, I will admit. It pays to have friendly talks with your help, and if it is done in the right way they will not only thank you for it, but will work harder for your interests. Why do the large firms call in their forces and hold schools of instruction along the art of selling goods? It is to compare ideas and to get better acquainted with the goods they are selling. There are many things I could touch upon, but it seems that a general discussion along the line of trade interests in the State will now be in order to bring about a clearer idea of the existing conditions.

It's no use talking about the peace of God if your life is a provocation to your neighbors.

Gifts to God can never make up for thefts from men.

BUICKS LEAD CARS \$1,000 AND UP

BUICK MOTOR COMPANY
 Louis and Ottawa Sts. Grand Rapids Branch



Wilmarth
 THE CASE WITH A CONSCIENCE

When your cases bear the above mark you have a good case—a dependable one. Would you like to know more about this kind? Write

WILMARTH SHOW CASE CO.
 936 Jefferson Ave.
 GRAND RAPIDS, MICH.

COUPON BOOKS

DEFERRED BOOK-KEEPING DISPUTED ACCOUNTS BAD DEBTS

ACCURACY ASSURE PROFIT CONTENTMENT

We make four grades of books in the different denominations.

CIRCULARS SAMPLES ON INQUIRY

TRADESMAN COMPANY.
 GRAND RAPIDS, MICH.

*Annual report of the Committee on Trade Interest presented at annual meeting Michigan State Pharmaceutical Association.

WHOLESALE DRUG PRICE CURRENT

Acidum	60	8	Copaiba	1 75@ 1 85	Scilla	50	Macis	65@ 70	Salacin	4 50@ 4 75	Oils	bbl. gal.
Aceticum, Ger.	70@ 75	7	Cubebae	2 25@ 2 35	Scilla Co.	50	Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Lard, extra	35@ 90
Boracie	12@ 12	12	Erigeron	2 35@ 50	Tolutan	50	Mannia S. F.	60@ 70	Sapo, G	15@ 15	Lard, No. 1	60@ 65
Carbolicum	16@ 23	13	Eveththitos	1 00@ 1 10	Prunus virg	50	Menthol	3 00@ 3 25	Sapo, M	10@ 12	Linseed, pure raw	56@ 56
Citricum	48@ 55	55	Gaultheria	2 50@ 4 00	Zingiber	50	Morphia, SP&W	2 90@ 3 1	Sapo, W	13 1/2@ 16	Linseed, boiled	57@ 60
Hydrochlor	3@ 5	5	Geranium	1 00@ 1 10			Morphia, Mal.	2 90@ 3 15	Seidlitz Mixture	20@ 22	Neat's-foot, w str	65@ 70
Nitricum	8@ 10	10	Gossypii Sem gal	70@ 75	Tinctures		Moschus Canton	40@ 40	Sinapis	18@ 18	Spts. Turpentine	Market
Oxalicum	14@ 15	15	Hedeoma	2 50@ 2 75	Aloes	60	Myristica, No. 1	25@ 25	Sinapis, opt.	30@ 30	Whale, winter	70@ 76
Phosphorium, dil.	44@ 47	15	Junipera	40@ 20	Aloes & Myrrh.	60	Nux Vomica po 15	10@ 10	Snuff, Maccaboy	40@ 40		
Salicylicum	14@ 15	15	Lavendula	90@ 3 60	Anconitum Nap's F	50	Os Sepia	35@ 40	Snuff, DeVos	51@ 51	Paints	bbl. L
Sulphuricum	14@ 15	15	Limons	15@ 1 25	Anconitum Nap's R	50	Pepsin Saac, H &	10@ 10	Soda, Boras	6@ 10	Green, Paris	21@ 26
Tannicum	75@ 85	85	Mentha Piper	1 75@ 1 90	Arnica	50	P D Co	1@ 1 00	Soda, Boras, po.	6@ 10	Green, Peninsular	13@ 16
Tartaricum	38@ 40	40	Menta Verid	80@ 3 00	Asafoetida	50	Picis Liq N N 1/2	2@ 2 00	Soda, et Pot's Tart	25@ 28	Lead, red	7 1/2@ 8
Ammonia			Morhuac, gal.	1 60@ 1 85	Astrophe Belladonna	50	Picis Liq qts	1@ 1 00	Soda, Carb	1 1/2@ 2	Lead, white	7 1/2@ 8
Aqua, 18 deg.	4@ 6	6	Myrica	3 00@ 3 50	Aurant Cortex	50	Pil Alba po 35	30@ 30	Soda, Bi-Carb	3@ 5	Ochre, yel Ber.	1 1/2@ 2
Aqua, 20 deg.	6@ 8	8	Olive	1 00@ 1 00	Barosma	50	Pil Hydrarg po 80	5@ 5	Soda, Ash	3 1/2@ 4	Ochre, yel Mars	1 1/2@ 2
Carbonas	13@ 15	15	Picis Liqida	10@ 12	Benzoin	50	Pil Nigra po 22	13@ 13	Spts. Sulphas	2@ 2	Putty, commer'l	2 1/2@ 2 1/2
Chloridum	12@ 14	14	Picis Liqida gal.	4@ 40	Benzoin Co.	50	Pix Burgum	3@ 3	Spts. Ether Co.	50@ 55	Putty, strict pr	2 1/2@ 2 1/2
Aniline			Ricna	94@ 1 00	Cantharides	50	Plumbi Acet	12@ 15	Spts. Cologne	2@ 2 60	Red Venetian	1 1/2@ 1 1/2
Black	2 00@ 2 25	25	Rosae oz.	6@ 6 00	Capsicum	50	Pulvis Ip'cet Opil 1 30@ 1 50	15@ 15	Spts. Myrcia	2@ 2 50	Shaker Prep'd	1 25@ 1 35
Brown	30@ 31 00	100	Rosmarini	1@ 1 00	Cardamom	50	& P D Co doz.	75@ 75	Spts. Vini Rect bbl	1@ 1	Vermillion, Eng.	75@ 80
Red	45@ 50	50	Sabina	90@ 1 00	Cardamom Co.	50	Pyrethrum, pv.	20@ 25	Spts. Vi'i Rect 1/2 b	1@ 1	Vermillion Prime	75@ 80
Yellow	2 50@ 3 00	300	Sassafras	35@ 3 90	Cassia Acutifol	50	Quassia	8@ 10	Spts. Vi'i R't 10 gl	1@ 1	American	13@ 15
Baccae			Sinapis, ess. oz.	4@ 45	Cassia Aatifol Co	50	Quina, N. Y.	17@ 27	Spts. Vi'i R't 5 gl	1@ 1	Whiting Gilders'	13@ 15
Cubebae	30@ 35	35	Succini	40@ 45	Caster	50	Quina, S. Ger.	17@ 27	Strychnia, Crys'l 1 10@ 1 30	1@ 1	Whit'g Paris Am'r	13@ 15
Juniperus	10@ 12	12	Thyme	40@ 50	Catechu	50	Quina, S P & W	17@ 27	Sulphur Subl	2 1/2@ 4	Whit'g Paris Eng.	13@ 15
Xanthoxylum	30@ 35	35	Thyme, opt.	1@ 1 00	Cinchona	50	Miscellaneous		Sulphur, Roll	2 1/2@ 3 1/2	Whit'g Paris Eng.	13@ 15
Balsamum			Theobromas	15@ 20	Cinchona Co.	50	Aether, Spts Nit 37 30@ 35	35@ 35	Tamarinds	8@ 10	Whit'g Paris Eng.	13@ 15
Copaiba	65@ 75	75	Tigill	1 10@ 1 20	Columbia	50	Aether, Spts Nit 47 34@ 38	38@ 38	Terebenth Venice	28@ 30	Whit'g Paris Eng.	13@ 15
Peru	2 75@ 2 85	85	Potassium		Cubebae	50	Alumen, 6rd po 7 30@ 4	40@ 40	Thebromae	48@ 50	Whit'g Paris Eng.	13@ 15
Terabin, Canada	85@ 90	90	Bi-Carb	15@ 18	Digitalis	50	Annatto	40@ 50			Whit'g Paris Eng.	13@ 15
Tolutan	40@ 45	45	Bichromate	13@ 15	Ergot	50	Antimoni, po	40@ 5			Whit'g Paris Eng.	13@ 15
Cortex			Bromide	25@ 30	Ferri Chloridum	35	Antimoni et po T	40@ 60			Whit'g Paris Eng.	13@ 15
Abies, Canadian.	18	18	Carb	12@ 15	Gentian	50	Antifebrin	20@ 20			Whit'g Paris Eng.	13@ 15
Cassiae	20	20	Chlorate	12@ 14	Gentian Co.	50	Argenti Nitras oz	62@ 62			Whit'g Paris Eng.	13@ 15
Cinchona Flava	18	18	Cyanide	30@ 40	Guaiaca	50	Arsenicum	10@ 12			Whit'g Paris Eng.	13@ 15
Buonymus atro.	20	20	Iodide	50@ 60	Guaiaca ammon.	50	Balm Gilead buds	60@ 65			Whit'g Paris Eng.	13@ 15
Myrica Cerifera	60	60	Potassa, Biltart pr	30@ 32	Iodyscymus	50	Bismuth S N	1 65@ 1 85			Whit'g Paris Eng.	13@ 15
Prunus Virginl.	15	15	Potassa Nitras opt	7@ 10	Iodine	75	Calcium Chlor, 1s	9@ 9			Whit'g Paris Eng.	13@ 15
Quillala, gr'd.	15	15	Potassa Nitras	6@ 8	Iodine, colorless	75	Calcium Chlor, 1/2s	10@ 10			Whit'g Paris Eng.	13@ 15
Sassafras	25	25	Prussiate	23@ 26	Kino	50	Calcium Chlor, 1/4s	12@ 12			Whit'g Paris Eng.	13@ 15
Ulmus	24	24	Sulphate po	15@ 18	Lobelia	50	Cantharides, Rus.	20@ 20			Whit'g Paris Eng.	13@ 15
Extractum			Radix		Myrrh	50	Capsici Fruc's af	20@ 20			Whit'g Paris Eng.	13@ 15
Glycyrrhiza, Gla.	24@ 30	30	Aconitum	20@ 25	Nux Vomica	50	Cap'i Fruc's B po	15@ 15			Whit'g Paris Eng.	13@ 15
Glycyrrhiza, po.	28@ 30	30	Althae	30@ 35	Opil	50	Carminie, N. 40	24@ 25			Whit'g Paris Eng.	13@ 15
Haematox	11@ 12	12	Anchusa	10@ 12	Opil, camphorated	50	Carphylus	20@ 22			Whit'g Paris Eng.	13@ 15
Haematox, 1s	13@ 14	14	Arum po	2@ 25	Opil, deodorized	50	Cassa ructus	20@ 25			Whit'g Paris Eng.	13@ 15
Haematox, 1/2s	14@ 15	15	Calamus	20@ 40	Quassia	50	Catacarm	20@ 25			Whit'g Paris Eng.	13@ 15
Haematox, 1/4s	16@ 17	17	Gentiana po 15	12@ 15	Rhatany	50	Centraria	50@ 50			Whit'g Paris Eng.	13@ 15
Ferru			Glycyrrhiza pv 15	14@ 18	Rhei	50	Cera Alba	40@ 42			Whit'g Paris Eng.	13@ 15
Carbonate Precip.	15	15	Hellebore, Alba	12@ 15	Sanguinaria	50	Cera Flava	30@ 35			Whit'g Paris Eng.	13@ 15
Citrate and Quina	2 00	2 00	Hydrastis, Canada	25@ 30	Serpentaria	50	Crocus	34@ 54			Whit'g Paris Eng.	13@ 15
Citrate Soluble.	55	55	Hydrastis, Can. po	25@ 30	Stromonium	50	Chloroform	20@ 25			Whit'g Paris Eng.	13@ 15
Ferrocyanidum S	40	40	Inula, po	15@ 22	Tolutan	50	Chloral Hyd Ciss 1	20@ 1 45			Whit'g Paris Eng.	13@ 15
Solut. Chloride	15	15	Ipecac, po	2 00@ 2 10	Valerian	50	Chloroform Squal's	20@ 25			Whit'g Paris Eng.	13@ 15
Sulphate, com'l.	2	2	Iris plox	35@ 40	Veratrum Veride	50	Chondrus	20@ 25			Whit'g Paris Eng.	13@ 15
Sulphate, com'l, by	70	70	Jalapa, pr.	65@ 70	Zingiber	50	Cinchonid'e Germ	38@ 48			Whit'g Paris Eng.	13@ 15
Sulphate, pure	7	7	Maranta, 1/2s	35@ 40	Miscellaneous		Cinchonidine P-W	38@ 48			Whit'g Paris Eng.	13@ 15
Flora			Podophyllum po	15@ 18	Aether, Spts Nit 37 30@ 35	35@ 35	Cocaine	2 80@ 3 00			Whit'g Paris Eng.	13@ 15
Arnica	30@ 35	35	Rhei	75@ 1 00	Alumen, 6rd po 7 30@ 4	40@ 40	Corks list, less 75%	45@ 45			Whit'g Paris Eng.	13@ 15
Anthemis	50@ 60	60	Rhei, cut	1 00@ 1 25	Annatto	40@ 50	Creosotum	45@ 45			Whit'g Paris Eng.	13@ 15
Matricaria	30@ 35	35	Rhei, pv.	75@ 1 00	Antimoni, po	40@ 5	Creta	30@ 35			Whit'g Paris Eng.	13@ 15
Folia			Sanguinaria	18@ 15	Antipyrie	35@ 35	Creta, prep.	11@ 11			Whit'g Paris Eng.	13@ 15
Barosma	50@ 60	60	Scilla, po 45	20@ 25	Argenti Nitras oz	62@ 62	Creta, precip	9@ 11			Whit'g Paris Eng.	13@ 15
Cassia Acutifol.	15@ 20	20	Senega	85@ 90	Arsenicum	10@ 12	Cudbear	24@ 24			Whit'g Paris Eng.	13@ 15
Cassia, Acutifol.	25@ 30	30	Serpentaria	50@ 55	Balm Gilead buds	60@ 65	Cupri Sulph	30@ 30			Whit'g Paris Eng.	13@ 15
Salvia officinalis.	18@ 20	20	Smilax, M.	2@ 25	Bismuth S N	1 65@ 1 85	Dextrine	7@ 10			Whit'g Paris Eng.	13@ 15
Uva Ursi	8@ 10	10	Smilax, off's H.	4@ 48	Calcium Chlor, 1s	9@ 9	Emery, all Nos.	8@ 8			Whit'g Paris Eng.	13@ 15
Gummi			Spigella	1 45@ 1 50	Calcium Chlor, 1/2s	10@ 10	Emery, po	8@ 8			Whit'g Paris Eng.	13@ 15
Acacia, 1st pkd.	45@ 50	50	Symplocarpus	2@ 25	Calcium Chlor, 1/4s	12@ 12	Ergota	60@ 65			Whit'g Paris Eng.	13@ 15
Acacia, 2nd pkd.	45@ 50	50	Valeriana Eng.	15@ 20	Cantharides, Rus.	20@ 20	Ether Sulph	35@ 40			Whit'g Paris Eng.	13@ 15
Acacia, 3rd pkd.	45@ 50	50	Valeriana, Ger.	15@ 20	Capsici Fruc's po	15@ 15	Flake White	12@ 15			Whit'g Paris Eng.	13@ 15
Acacia, sifted sts.	45@ 50	50	Zingiber a	12@ 16	Cap'i Fruc's B po	15@ 15	Gala	30@ 30			Whit'g Paris Eng.	13@ 15
Acacia, po	45@ 50	50	Zingiber j	25@ 28	Carminie, N. 40	24@ 25	Gambler	8@ 9			Whit'g Paris Eng.	13@ 15
Aloe, Barb	22@ 25	25	Semen		Carphylus	20@ 22	Gelatn, Cooper.	60@ 60			Whit'g Paris Eng.	13@ 15
Aloe, Cape	22@ 25	25	Anisum po 20	13@ 15	Cassa ructus	20@ 25	Gelatn, Franch.	35@ 60			Whit'g Paris Eng.	13@ 15
Aloe, Socotri	22@ 25	25	Apium (gravel's)	13@ 15	Catacarm	20@ 25	Glassware, ft boo 75%	75@ 75			Whit'g Paris Eng.	13@ 15
Ammoniac	55@ 60	60	Bird, 1s	4@ 6	Centraria	50@ 50	Less than box 70%	11@ 13			Whit'g Paris Eng.	13@ 15
Asafoetida	60@ 65	65	Cannabis Sativa	7@ 8	Cera Alba	40@ 42	Glue, brown	11@ 13			Whit'g Paris Eng.	13@ 15
Benzoinum	50@ 55	55	Cardamon	70@ 90	Cera Flava	30@ 35	Glue, white	15@ 25			Whit'g Paris Eng.	13@ 15
Catechu, 1s	13@ 14	14	Carul po 15	15@ 18	Crocus	34@ 54	Glycerina	20@ 30			Whit'g Paris Eng.	13@ 15
Catechu, 1/2s	13@ 14	14	Chenopodium	25@ 30	Chloroform	20@ 25	Grana Paradisi	25@ 25			Whit'g Paris Eng.	13@ 15
Catechu, 1/4s	13@ 14	14	Coriandrum	12@ 14	Chloral Hyd Ciss 1	20@ 1 45	Humulus	35@ 60			Whit'g Paris Eng.	13@ 15
Comphorae	60@ 65	65	Cydontium	75@ 1 00	Chloroform Squal's	20@ 25	Hydr.	12@ 12			Whit'g Paris Eng.	13@ 15
Euphorbium	60@ 65	65	Dipterix Odorate 2	50@ 2 75	Cinchonid'e Germ	38@ 48	Hydrarg Ch. Mt	87@ 87			Whit'g Paris Eng.	13@ 15
Galbanum	60@ 65	65	Foeniculum	7@ 9	Cinchonidine P-W	38@ 48	Hydrarg Ch Cor.	87@ 87			Whit'g Paris Eng.	13@ 15
Gamboge	1 25@ 1 35	1 35	Foenugreek, po.	7@ 9	Cocaine	2 80@ 3 00	Hydrarg Ox Au'm	91@ 91			Whit'g Paris Eng.	13@ 15
Gaucaicum po 35	35	35	Lini	4@ 6	Creosotum	45@ 45	Hydrarg Ungue'm	50@ 66			Whit'g Paris Eng.	13@ 15
Kino	45@ 50	50	Lini, gr'd. bbl. 2 1/2	3@ 6	Creta	30@ 35	Hydrargyrum	75@ 75			Whit'g Paris Eng.	13@ 15
Mastic	75@ 80	80	Lobelia	75@ 80	Creta, prep.	11@ 11	Ichthyobolla, Am.	90@ 1 00			Whit'g Paris Eng.	13@ 15

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Spring Wheat Flour Cheese		Corn Oats	
Index to Markets			
By Columns			
A		1	
Ammonia		ARCTIC AMMONIA	
Axle Grease		Doz.	
Baked Beans		12 oz. ovals 2 doz. box	
Bath Brick		1 lb. wood boxes, 4 doz.	
Bluing		1 lb. tin boxes, 3 doz.	
Brooms		3 1/2 lb. tin boxes, 2 doz.	
Brushes		10 lb. pails, per doz.	
Butter Color		15 lb. pails, per doz.	
Candles		25 lb. pails, per doz.	
Canned Goods		BAKED BEANS	
Carbon Oils		1 lb. can, per doz.	
Catsup		2 lb. can, per doz.	
Cereals		3 lb. can, per doz.	
Cheese		BATH BRICK	
Chewing Gum		American	
Chloro		English	
Chocolate		BLUING	
Clothes Lines		Arctic	
Cocoa		6 oz. ovals 3 doz. box	
Cocoa Shells		16 oz. round 2 doz. box	
Coffee		Sawyer's Pepper Box	
Confections		Per Gross	
Crackers		No. 3, 3 doz. wood bxs	
Cream Tartar		No. 5, 8 doz. wood bxs	
Dried Fruits		Sawyer Crystal Bag	
Farinaceous Goods		Blue	
Feed		BROOMS	
Fish and Oysters		No. 1 Carpet, 4 sew	
Fishing Tackle		No. 2 Carpet, 4 sew	
Flavoring Extracts		No. 3 Carpet, 3 sew	
Flour		No. 4 Carpet, 3 sew	
Fresh Meats		Parlor Gem	
Gelatine		Common Whisk	
Grain Bags		Fancy Whisk	
Grains		Warehouse	
Herbs		BRUSHES	
Hides and Pelts		Scrub	
Jelly		Solid Back 8 in.	
Licorice		Solid Back, 11 in.	
Matches		Pointed Ends	
Meat Extracts		No. 3 Stove	
Mince Meat		No. 2	
Molasses		No. 1	
Mustard		Shoe	
Nuts		No. 3	
Olives		No. 7	
Pipes		No. 4	
Pickles		No. 3	
Playing Cards		No. 1	
Potash		No. 7	
Provisions		No. 4	
Rice		No. 3	
Salad Dressing		No. 1	
Saleratus		No. 7	
Salt Soda		No. 4	
Salt		No. 3	
Salt Fish		No. 1	
Seeds		No. 7	
Shoe Blacking		No. 4	
Snuff		No. 3	
Soap		No. 1	
Soda		No. 7	
Soups		No. 4	
Spices		No. 3	
Starch		No. 1	
Syrups		No. 7	
Tea		No. 4	
Tobacco		No. 3	
Twine		No. 1	
Vinegar		No. 7	
Wicking		No. 4	
Woodenware		No. 3	
Wrapping Paper		No. 1	
Yeast Cakes		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	
		No. 3	
		No. 1	
		No. 7	
		No. 4	

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family..6 50 Golden Horn, bakers..6 40 Duluth Imperial..6 60 Wisconsin Rye..4 80 Judson Grocer Co.'s Brand Ceresota, 1/2s..7 40 Ceresota, 3/4s..7 30 Ceresota, 1/2s..7 20 Lemon & Wheeler's Brand Wingold, 1/2s..7 25 Wingold, 3/4s..7 15 Wingold, 1/2s..5 05 Worden Grocer Co.'s Brand Laurel, 1/2s cloth..7 20 Laurel, 3/4s cloth..7 10 Laurel, 1/2s cloth..7 00 Laurel, 3/4s cloth..7 00 Voigt Milling Co.'s Brand Voigt's Crescent..7 20 Voigt's Flourloft whole wheat flour) 7 20 Voigt's Hygienic Graham..6 Voigt's Royal..7 Wykes & Co. Sleepy Eye, 1/2s cloth..7 00 Sleepy Eye, 3/4s cloth..6 90 Sleepy Eye, 1/2s cloth..6 80 Sleepy Eye, 3/4s paper..6 80 Sleepy Eye, 1/2s paper..6 80 Meal Bolted..4 30 Golden Granulated..4 00 St. Car Feed screened 33 00 No. 1 Corn and Oats 33 00 Corn, cracked..31 50 Corn Meal, coarse..31 50 Winter Wheat Bran 29 00 Middlings..30 50 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal..34 00 O P Laxo-Cake-Meal 31 50 Cottonseed Meal..33 00 Gluten Feed..29 00 Malt Sprouts..25 00 Brewers Grains..28 00 Hammond Dairy Feed 25 00 Alfalfa Meal..26 00 Oats Michigan carlots..61 Less than carlots..62 Corn Carlots..2 Less than carlots..4 Hay Carlots..0 Less than carlots..0 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 doz..55 30 lb. pails, per doz..98 LICORICE Pure..30 Calabria..25 Sicily..14 Root..11 MATCHES C. D. Crittenden Co. Noiseless Tip..4 50 @ 75 MOLASSES New Orleans Fancy Open Kettle..40 Choice..25 Good..22 Fair..20 Half barrels 2c extra MINE MEAT Per case..2 90 MUSTARD 1/2 lb., 6 lb. box..18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 50 Bulk, 2 gal. kegs 1 35 @ 1 45 Bulk, 6 gal. kegs 1 25 @ 1 40 Mazzoni, 3 oz..75 Queen, pints..2 10 Queen, 19 oz..4 50 Queen, 28 oz..7 00 Stuffed, 5 oz..90 Stuffed, 3 oz..1 45 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob..90 PICKLES Medium Barrels, 1,200 count..6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat..85 No. 15, Rival, assorted 1 25 No. 20 Rover, enam'd 1 50 No. 572, Special..1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle..2 00 No. 632 Tourist whist 2 25 POTASH Babbitt's..4 00 PROVISIONS Barreled Pork Mess, new..19 00 Clear Back..20 00 Short Cut..19 50 Short Cut Clear..19 50 Bean..18 00 Brisket, Clear..18 00 Pig..24 00 Clear Family..16 50 Dry Salt Meats S. P. Bellies..12 Bellies..12 Extra Shorts Clear..11 1/2	Lard Pure in tierces..12 Compound Lard..8 1/2 80 lb. tubs..advance 1/2 50 lb. tubs..advance 1/2 20 lb. tubs..advance 1/2 10 lb. pails..advance 1/2 5 lb. pails..advance 1/2 8 lb. pails..advance 1/2 Smoked Meats Hams, 12 lb. average..12 1/2 Hams, 14 lb. average..12 1/2 Hams, 16 lb. average..12 1/2 Hams, 18 lb. average..12 1/2 Skinned Hams..13 1/2 Ham, dried beef sets..18 California Hams..18 Picnic Boiled Hams..19 Boiled Ham..20 Berlin Ham, pressed..10 Minced Ham..10 Bacon..12 1/2 @ 13 Sausages Bologna..4 Liver..7 Frankfort..9 Pork..9 Veal..7 Tongue..7 Headcheese..7 Beef Boneless..12 00 Rump, new..13 00 Pig's Feet 1/2 bbls., 40 lbs..1 00 1/2 bbls., 40 lbs..1 80 1/2 bbls., 40 lbs..3 80 1 bbl..8 00 Tripe Kits, 15 lbs..1 80 Kits, 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 Roast beef, 1 lb..1 50 Roast beef, 2 lb..2 50 Potted ham, 1/2s..50 Potted ham, 3/4s..50 Deviled ham, 1/2s..50 Deviled ham, 3/4s..50 Potted tongue, 1/2s..50 Potted tongue, 3/4s..50 RICE Fancy..7 @ 7 1/2 Japan..5 1/2 @ 6 1/2 Broken 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 lbs..3 00 SAL SODA Granulated, bbls..85 Granulated, 100 lbs cs. 1 00 Lump, bbls..80 Lump, 145 lb. kegs..95 SALT Common Grades 100 3 lb. sacks..2 25 60 5 lb. sacks..2 15 28 10 1/2 lb. sacks..2 05 56 lb. sacks..2 05 28 lb. sacks..17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks..24 Common Granulated, fine..80 Medium, fine..85 SALT FISH Cod Large whole..@ 7 Small whole..@ 6 1/2 Strips or bricks..7 1/2 @ 10 1/2 Pollock..@ 5 Halibut Strips..14 Chunks..15 Holland Herring Pollock..@ 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop mchs. 60 @ 75 Norwegian Round, 100 lbs..3 75 Round, 40 lbs..1 90 Scaled..13 Trout No. 1, 100 lbs..7 50 No. 1, 40 lbs..3 25 No. 1, 10 lbs..90 No. 1, 8 lbs..75 Mackerel Mess, 100 lbs..14 50 Mess, 40 lbs..6 20 Mess, 10 lbs..1 65 Mess, 8 lbs..1 35 No. 1, 100 lbs..13 00 No. 1, 40 lbs..5 00 No. 1, 10 lbs..1 50 No. 1, 8 lbs..1 25 Whitefish No. 1, No. 2 Fam 100 lbs..9 75 @ 3 50 50 lbs..5 35 @ 1 90	10 lbs..1 12 55 8 lbs..92 48 SEEDS Anise..10 Canary, Smyrna..4 1/2 Caraway..10 Cardamom, Malabar 1 00 Celery..15 Hemp, Russian..4 1/2 Mixed Bird..4 Mustard, white..10 Poppy..9 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small..1 25 Bixby's Royal Polish..85 Miller's Crown Polish..85 SNUFF Scotch, in bladders..37 Maccaboy, in jars..35 French Rappie in jars..43 SOAP J. S. Kirk & Co. American Family..4 00 Dusky Diamond, 50 8oz 2 80 Dusky Dnd, 100 6 oz. 3 80 Jap Rose, 50 bars..3 60 Savon Imperial..3 00 White Russian..3 15 Dome, oval bars..3 00 Satinet, oval..2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox..3 00 Ivory, 6 oz..4 00 Ivory, 10 oz..6 75 Star..3 00 Lautz Bros. & Co. Acme, 70 bars..4 00 Acme, 30 bars..4 00 Acme, 25 bars..4 00 Acme, 100 cakes..3 25 Big Master, 70 bars..2 80 Marseilles, 100 cakes..5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 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 Kirkland, 24 4lb..3 80 Pearline..3 75 Soapine..4 10 Babbitt's 1776..3 75 Roseine..3 50 Armour's..3 70 Wisdom..3 80 Soap Compounds Johnson's Fine..5 10 Johnson's XXX..4 25 Nine O'clock..3 35 Rub-No-More..3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots..9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes..2 25 Sapolio, hand..2 25 Scourine Manufacturing Co. Scourine, 50 cakes..1 80 Scourine, 100 cakes..3 50 SODA Boxes..5 1/2 Kegs, English..4 1/2 SPICES Whole Spices Allspice..10 Cassia, China in mats..12 Cassia, Canton..16 Cassia, Batavia, bund..28 Cassia, Saigon, broken..40 Cassia, Saigon, in rolls..55 Cloves, Amboyina..22 Cloves, Zanzibar..16 Mace..55 Nutmegs, 75-80..35 Nutmegs, 105-10..25 Nutmegs, 115-20..20 Pepper, Singapore, blk..15 Pepper, Singp. white..25 Pepper, shot..17 Pure Ground in Bulk Allspice..14 Cassia, Batavia..28 Cassia, Saigon..55 Cloves, Zanzibar..24 Ginger, African..15 Ginger, Cochin..18 Ginger, Jamaica..25 Mace..65 Mustard..18 Pepper, Singapore, blk..17 Pepper, Singp. white..28 Pepper, Cayenne..20 Sage..20 STARCH Corn Kingsford, 40 lbs..7 1/2 Muzzy, 20 lbs..5 1/2 Muzzy, 40 lbs..5 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 5lb. packages..4 1/2 12 6lb. packages..6 50lb. boxes..4 SYRUPS Corn Barrels..31 Half barrels..33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 1/2 dz. in cs. 2 10 1 1/2 lb. cans 1/2 dz. in cs. 2 10	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..30 Young Hyson Choice..30 Fancy..36 Oolong Formosa, fancy..42 Amoy, medium..25 Amoy, choice..32 English Breakfast Medium..20 Choice..30 Fancy..40 India Ceylon, choice..32 Fancy..42 TOBACCO Fine Cut Cadillac..54 Sweet Loma..54 Hawatha, 5lb. pails..55 Telegram..30 Pay Car..33 Prairie Rose..49 Protection..40 Sweet Burley..41 Tiger..41 Plug Red Cross..31 Palo..35 Hawatha..41 Kyo..35 Battle Ax..37 American Eagle..33 Standard Navy..37 Spear Head, 7 oz..47 Spear Head, 14 1/2 oz. 44 Nobby Twist..55 Jolly Tar..39 Old Honesty..43 Toddy..34 J. T..33 Piper Heidsieck..33 Root Jack..69 Honey Dip Twist..86 Black Standard..40 Cadillac..40 Forge..34 Nickel Twist..52 Mill..32 Great Navy..36 Smoking Sweet Core..34 Flat Car..32 Warpath..26 Bamboo, 16 oz..25 I. X. L., 5lb..27 I. X. L., 16 oz. pails..31 Honey Dew..40 Gold Block..40 Flagman..40 Chips..33 Kiln Dried..21 Duke's Mixture..40 Duke's Cameo..43 Myrtle Navy..44 Yum Yum, 1 1/2 oz..39 Yum Yum, 1lb. pails 40 Cream..38 Corn Cake, 2 1/2 oz..26 Corn Cake, 1lb..22 Plover Boy, 1 1/2 oz..39 Plover Boy, 3 1/2 oz..39 Peerless, 3 1/2 oz..35 Peerless, 1 1/2 oz..39 Air Brake..36 Country Club..32-34 Forex-XXXX..30 Good Indian..25 Self Binder, 16oz. 8oz. 20-22 Silver Foam..24 Sweet Marie..24 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 State Seal..12 Oakland apple cider..14 Barrels free. 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 40 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each..2 40 Barrel, 10 gal., each..2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons..70 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete..40 No. 2 complete..28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in..70 Cork lined, 9 in..80 Cork lined, 10 in..90 Mop Sticks Trojan spring..90 Eclipse patent spring..80 No. 1 common..50 No. 2 pat. brush holder 1 40 12lb. cotton mop heads 1 40 Ideal No. 7..80 Pails 2-hoop Standard..2 15 3-hoop Standard..2 35 2-wire, Cable..2 25 2-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..60 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 Lewey..1 75 Double Acme..2 25 Single Acme..2 25 Double Peerless..3 60 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 Least Foam, 3 doz..1 15 Yeast Cream, 3 doz..1 00 Yeast Foam, 1 1/2 doz..58 FRESH FISH Per lb. Whitefish, Jumbo..18 Whitefish, No. 1..12 1/2 Trout..12 Halibut..10 Herring..7 Bluefish..14 1/2 Live Lobster..29 Boiled Lobster..29 Cod..11 Haddock..8 Pickrel..11 1/2 Pike..8 1/2 Perch..5 1/2 Smoked, White..12 1/2 Chinook Salmon..17 Mackerel..17 Finnan Haddie..17 Roe Shad..17 Shad Roe, each..50 Speckled Bass..9 HIDES AND PELTS Hides Green No. 1..9 1/2 Green No. 2..8 1/2 Cured No. 1..11 Cured No. 2..10 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured, No. 1 13 Calfskin, cured, No. 2 11 1/2	Pelts Old Wool..@ 30 Lambs..15 @ 25 Shearlings..10 @ 15 Tallow No. 1..@ 5 No. 2..@ 4 Wool Unwashed, med..@ 27 Unwashed, fine..@ 22 CONFECTIONS Stick Candy Standard..7 1/2 Standard H H..7 1/2 Standard Twist..8 Cases Jumbo, 32 lb..7 1/2 Extra H H..10 Boston Cream..12 Big stick, 30 lb. case 8 Mixed Candy Grocers..6 1/2 Competition..7 Special..8 Conserve..7 1/2 Royal..12 Ribbon..10 Broken..10 Cut Leaf..8 1/2 Leader..8 1/2 Kindergarten..8 French Cream..9 Star..11 Hand Made Cream..15 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts..14 Coco Bon Bons..14 Fudge Squares..12 Peanut Squares..9 Sugared Peanuts..12 Salted Peanuts..12 Starlight Kisses..11 San Blas Goodies..13 Lozenges, plain..10 Lozenges, printed..12 Champion Chocolate..12 Eclipse Chocolates..14 Eureka Chocolates..15 Peanut Squares..14 Champion Gum Drops..9 Moss Drops..10 Lemon Sours..10 Imperial..1 Ital. Cream Opera..12 Ital. Cream Bon Bons 12 Golden Waffles..12 Red Rose Gum Drops 10 Auto Bubbles..13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies..50 Lemon Sours..60 Old Fashioned Horehound drops..60 Peppermint Drops..60 Champion Choc. Drps 65 H. M. Choc. Drps 1 10 H. M. Choc. Lt. and Dark No. 12..1 10 Bitter Sweets, as'd..1 25 Brilliant Gums, Crs. 60 A. A. Licorice Drops..90 Lozenges, plain..60 Lozenges, printed..65 Imperial..60 Mottos..65 Cream Bar..60 G. M. Peanut Bar..60 Hand Made Crms 80 @ 90 Cream Wafers..65 Straw Rock..60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assmt 3 75 Ten Strike No. 1..6 50 Ten Strike No. 2..6 00 Ten Strike, Summer assortment..6 75 Scientific Ass't..13 00 Pop Corn Cracker Jack..2 25 Giggles, 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 Brazil..12 @ 13 Filberts..12 @ 13 Cal. No. 1..11 Walnuts, soft shell 15 @ 16 Walnuts, Marbot..@ 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med..@ 13 Pecans, ex. large..@ 14 Pecans, Jumbos..@ 16 Hickory Nuts per bu. Ohio new Cocacnuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 @ 7 1/2 Peanut Halves..@ 58 Walnut Halves..30 @ 32 Filbert Meats..@ 27 Alicante Almonds..@ 42 Jordan Almonds..@ 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 Roasted..6 1/2 @ 7 Choice, H. P. Jumbo..@ 6 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

Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass7 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
Rounds7 @ 8 1/2
Chucks6 @ 7 1/2
Plates5 1/2 @ 6 1/2
Livers6 @ 6

Pork

Loins@ 14
Dressed@ 9
Boston Butts@ 12 1/2
Shoulders@ 10 1/2
Leaf Lard@ 12
Pork Trimmings@ 9

Mutton

Carcass@ 10
Lambs@ 15
Spring Lambs@ 15

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

50ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 25
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

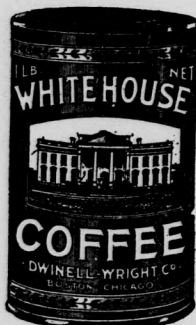
Galvanized Wire

No. 20, each 100ft. long 1 95
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fiebach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

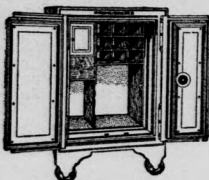
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. ..1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size..6 50
50 cakes, large size..3 15
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large3 75
Halford, small2 25

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

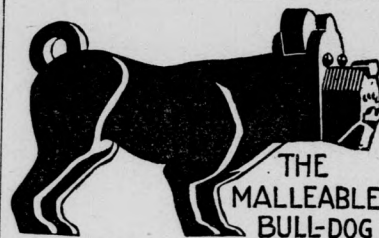
Ask for current cata-
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis



Faultless Malleable Ranges have the FIVE
ESSENTIALS: Design, Finish, Materials,
Workmanship and Durability. Write for new
catalog, "Range Reasons."

Faultless Malleable Range Co. St. Charles, Illinois

FIRE AND
BURGLAR
PROOF

SAFES

Grand Rapids

Safe Co.

Tradesman Building

What Is the Good

Of good printing? You can probably
answer that in a minute when you com-
pare 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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Good bazaar stock in thriving town, good trade. Will sell cheap. Reason for selling, poor health. Address No. 789, care Tradesman. 789

Wanted—To buy good business general stock in the country preferred. W. W. Watson, Middleville, Mich. 788

For Sale—About two carloads of electric street car ties, white oak, 7 feet long. Charles H. Landon, Branch, Mich. 774

Wanted—To buy general stock in good location. State terms, etc., first letter. Address 786, care Tradesman. 786

For Sale—Corner business block and wood yard. Good established flour, feed and wood business, also feed mill. Address The Feed Supply House, Mankato, Minn. 785

Wanted—Haberdasher, boot and shoe dealer or manufacturing confectioner to rent store in the best location in best town in South. Neither of above in city. City 16,000, 54 factories, weekly payroll, \$30,000. Xavier Taylor, New Bern, North Carolina. 784

For Sale—One of the best paying business schools in the State. For information address Box 252, Petoskey, Mich. 783

For Sale—Two paying hotel properties Southern Iowa. Both profitable. Lewis A. Brown, Albert Lea, Minn. 781

Improved farm Iowa corn belt, \$27.50 per acre. Write immediately if interested. Lewis A. Brown, Albert Lea, Minn. 782

Bakery—Doing good business; only one in town of 900. Price \$450. N. J. Williams, Middleville, Mich. 780

For Rent—First floor and basement of five-story fire proof building, 66x132. Steam heat. Good opening for dry goods, clothing or furniture. G. E. & R. J. Hawthorne, Elgin, Ill. 779

For Sale—Retail meat market, including buildings, first-class trade. Good reasons. Isaac Kouw & Co., Holland, Mich. 778

Wanted—A fine opening for a furniture and undertaking establishment at Manchester, Iowa. Write Tirrill & Pierce, 116 Franklin St., Manchester, Iowa. 777

For Sale—Meat market at a bargain. Good location, good town with population of 10,000. Must be sold at once. J. M. Piper, DeKalb, Ill. 776

For Sale—\$3,000 stock of groceries, flour and feed in the best business town in Oklahoma; business established on a cash basis; the best location in town. Write Box 361, for particulars, Okmulgee, Okla. 775

To Trade—160 acre farm 1/2 mile from town. About 25 acres in rye, 10 to potatoes, 15 corn and other crops. Well-watered. Large buildings, for a stock of general merchandise in good location. Address No. 773, care Michigan Tradesman. 773

Are you looking for a business opening? I know of a few splendid locations for new retail stores and I know something about a retail line that will pay large profits on a comparatively small investment. Write me to-day for full particulars. Edward B. Moon, 14 W. Lake St., Chicago. 772

For Sale—Entire stock, consisting of shoes, dry goods, men's furnishings, etc. Established business in best location in city. Stock now being reduced. Retirement of present owner on account of health. Netzorg's Dept. Store, Battle Creek, Mich. 765

For Sale—General repair and jobbing shop, iron and wood, good business. Good town. P. O. Box 344, Woodstock, Ill. 764

For Sale—One of the leading wholesale and retail bakeries in W. Va. town of fifteen thousand population. Coal center of W. Va., including horse, wagon, store and shop fixtures, etc. Long lease, cheap rent, good location, good paying business. Present owner wishes to retire from business on account of poor health. Address Lock Box 15, Fairmont, W. Va. 762

To Exchange—Stock of books, phonographs, etc.; cash, wholesale value \$450. What have you? H. W. Morley, Angola, Ind. 760

For Sale—A well-established and up-to-date electrical supply and contracting business; no old stock; everything new. Andrew King, Bay City, Mich. 706

Wanted—A registered pharmacist to purchase half interest in drug store, invoices \$3,000. Address No. 763, care Tradesman. 763

For Exchange—2640 acres Red River valley lands; three sets of improvements; new land; thoroughly ditched; price \$45; below actual value; new mortgage, five years, 6 per cent.; will take for \$51,100 equity large stock of merchandise, owners or brokers. E. W. Taylor, Kankakee, Ill. 758

For Sale—Oldest established grocery and meat business in town of 1,000 population and good farming country. Doing good business. Reason for selling, ill health and must dispose of same at once. Martin Duffy, Lake City, Mich. 755

To Exchange For Farm—Residence property, bakery, confectionery and ice cream parlor. Good location, doing big business. Want to go West. Address Axe, care Tradesman. 754

Your money is safe and protected when deposited with us. We pay 4% interest on savings and time deposits. The Crowder State Bank, Crowder, Okla. 748

To Rent—Fireproof building, with basement, 42x100, steam heated; good opening for general store. W. H. Stebbins, Hastings, Mich. 747

For Sale—Only grist mill in county, splendid opportunity. Address Bradley & Arbury, Midland, Mich. 746

For Sale—One of best general merchandise businesses in South Dakota. I am going to California at once. Have clean up-to-date stock. Good business. Will give a man good honest deal if he will come at once. \$5,000 stock. I mean business. No trade. Ira B. Vaughan, Northville, S. D. 745

Splendid business opening and real estate investment in Mena, Ark., one of the best towns in Arkansas. Division point K. C. Southern. \$45,000 monthly payroll. Business block, brick buildings. Pays 10% net. Great health resort; 1,400 ft. elevation; 80 miles west of Hot Springs. \$45,000, half down, balance ten years. For full particulars address E. S. Truitt & Co., Kansas City, Mo. 742

For Sale—Clean stock of general merchandise invoicing \$4,000 at liberal discount if taken soon, as I am going South. V. C. Wolcott, Wayland, Mich. 737

For Sale—General store and meat market in bustling manufacturing town of 5,000 inhabitants. Store doing a fine business with possibilities of great improvement. Splendid opening for the right party. Stock and fixtures invoice about \$3,000. Address Dr. Towsley, Lowell, Mich. 744

For Sale—A clean stock of hardware, harness and implements in Eastern Colorado. Will invoice about \$9,000. Well-established business. Owner wishes to retire. Box 385, Yuma, Colo. 697

Drugs and Groceries—Located in best farmers' town north Grand Rapids; inventories about \$1,300. Rent cheap, in corner brick building. At a bargain, as we wish to dissolve partnership. Address No. 685, care Michigan Tradesman. 685

For Sale—Clean stock of drugs, soda fountain in connection, wallpaper, etc. Inventories about \$3,500. Not a registered druggist. Good opening for a live, hustling, druggist. Address W., care Tradesman. 695

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

Splendid opening here for jewelry store, clothing, book and wall paper stores. Chas. L. Hyde, Pierre, S. D. 770

Wanted—Stock general merchandise, clothing or shoes. Give particulars as to size and condition in first letter. W. F. Whipple, Macomb, Ill. 769

For Sale—Practically new stock dry goods, groceries, Central Michigan town, invoices about \$1,800. Doing good business. Address No. 767, Tradesman. 767

For Sale—Drug stock with fine fixtures, with stationery, books and soda fountain, good soda business. Or will sell drug stock and fixtures if a person wishes to transfer to any other locality. The above stock is located in Southern Michigan. For further particulars address No. 752, care Tradesman. 752

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

For Sale—200,000,000 feet original growth yellow pine timber and 99,000 acres of land on west coast of Florida. Apply to Southern Investment Co., Richmond, Va. 761

For Sale—Clean stock of hardware in live town of 3,000 in Central Michigan. Fine farming community. Good factories. Town growing. Stock will invoice about \$5,500. Good competition. Address "Millington," care Tradesman. 645

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

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L., care Tradesman. 609

Wanted—Second-hand refrigerator for meat market. Must have capacity for 1,000 lbs. meat. Address No. 472, care Michigan Tradesman. 472

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

HELP WANTED.

Wanted—Salesmen to handle our attractive, up-to-date line of whips; all grades, bottom prices. Can be handled exclusively or in connection with other goods, big commission. Address Whip Manufacturers, Box 377, Westfield, Mass. 759

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman 747

SITUATIONS WANTED.

Wanted—Situation by a carpet layer with 11 years' experience. Must be steady work. Address Louis J. Fuller, 32 North 7th St., Zanesville, Ohio. 787

Want ads continued on next page

TRADESMAN ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
THREE COLUMNS.

2 Quires, 160 pages... \$3 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

80 double pages, registers 2,880
invoices... \$2 00

Tradesman Company
Grand Rapids, Mich.

**Cold Facts
Served Hot**
with
**Dignified
Design
or
Catchy
Conceit
make
Advertising
Profitable**

Tradesman Company
ENGRAVERS
GRAND RAPIDS, MICH.

Here Is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

LEARN TO SWIM.

Preparation for Accidents the Surest Way To Avoid Them.

Written for the Tradesman.

Can anything be done to lessen the number of accidental drownings in our country? The question comes with appalling force as reports of the sad occurrences are given out with startling frequency. The harrowing details of these tragedies, as recorded in our papers, can not fail to impress the reader with the fact of so many bright, hopeful lives suddenly ended, so many happy homes desolated, so many hearts wrung with sorrow; and the cry goes up: Can nothing be done to diminish the number of these sad events?

Every one can suggest precautions, but how are people to be persuaded to heed them? Every one can suggest something that ought to be done, but who is going to do it?

If danger signs were posted every few rods on the banks of every stream and the shores of every lake it would not avail much. It might be practicable to provide a life saving corps at every prominent pleasure resort, but every lake and stream could not be patrolled so that help might promptly be given in any and every emergency.

The lessons that might be drawn from such events are seldom applied or only in part. The eagerness to learn all the particulars is centered mainly in the day and the hour. It does not follow back to primary causes. And yet ample warnings are suggested by the reports, facts about lakes and streams are stated, conditions which are more or less present in all waters are made known, and risks which every sober, sensible person would naturally avoid are pointed out.

If people could be persuaded to seek recreation in ways that are as healthful and beneficial as boating and bathing and at the same time less dangerous—just as though there existed anything to compare with these sports—anything to fill their places.

If more people could be made to realize the dangers, or if every one could be made to fear more—nay, verily, if there is one thing accomplished by publishing these sad reports it is to inspire or augment fear. Fear alone is not the remedy. Fear has its rightful place; fear is beneficial in its proper relation. In other words, fear is all right when properly balanced. Fear is good to keep the little child away from the lake or river; fear is good to keep the youth or mature person from taking unnecessary risks; but fear in one who suddenly finds himself or herself in deadly peril is the factor which may be the hardest to contend with in order to save that person's life. Fear, augmented by the consciousness that one is helpless to save himself, may beget a frenzy which will defeat all efforts put forth by others for his salvation. But fear coupled with the consciousness that one can keep himself afloat for a time at least will not paralyze his faculties so that he

can not co-operate with efforts in his behalf.

Such confidence can only come by training; can only be attained by experience in the water. To learn to swim, to become familiar with the water; to feel at home in it is the best remedy, the first means, the best preparation for the emergency which may come to any one some time in spite of all precautions—the emergency of finding one's self unexpectedly in deep water with no support within reach.

Learn to swim. There are comparatively few boys who do not want to learn to swim. Then why do not all such learn? Be sure it is not their fault. If they live in the vicinity of a lake or stream it is because they are prevented from going swimming by parents, guardians, teachers, police or other grown people.

And why are they prevented from learning that which may be the means of preserving their own lives and the lives of others in case of accident? Partly because of the impropriety of people bathing at certain times or in certain places; partly because the boys' swimming interferes with somebody's peace or pleasure; partly because some people think the boys are better off at work than at play, but the principal reason is the fear that the boys will get drowned while bathing or in learning to swim.

Who can censure a mother for doing all she can to keep her children away from danger? Who can blame her for being afraid to let a boy go alone or with other small boys to swim? Who could expect her to consent readily when every moment of his absence is filled with anxiety for his safety and every minute he is later than the time set for his return is an age of agony for her? And some fathers feel just the same way when they can not go with the boys. Many a father will go with the boys when he can. He will go into the water and instruct and guard them, or if he can not do that he will remain in a boat and be ready to give assistance if needed.

Every father and mother of boys of swimming age ought to have heard and seen enough to convince them that keeping a boy away from the water and out of danger during his boyhood does not insure his safety from drowning when he becomes a man. When work or business requires him to go where he is liable to this danger which will do him most good, fear of the water and ignorance of the art of swimming or confidence in his ability to swim and an indifference to a ducking?

Can anything be done? Certainly. Every rural community could have a day or a part of a day every week in summer set apart for a general swim, and every small boy could be instructed and encouraged and watched over by older boys or men. No mother need worry about her boy or boys for that day.

Every village and city could have swimming schools with competent men to teach the boys to swim and other capable men in boats to give

aid in case of danger. It ought not to be difficult to raise a fund for such a purpose by popular subscription. There is no reason why enthusiasm could not be worked up for this kind of an undertaking. There ought to be more satisfaction in paying money for this than for the other kind.

There is a good deal of unnecessary anxiety about the boys of 10 to 15 years of age. They are usually quite keen to look out for their own safety—more careful than they are given credit for. And many times they look out for the little brother or sister as well as the older person does. There is more reason to be anxious about the young people who go boating in canoes which are liable to turn turtle unless extreme care is exercised. Why such risky crafts are so popular it is hard to understand unless it be for the sake of romantic suggestions.

One can not help feeling apprehensive when he sees forty or fifty such crafts at a time, each containing two or three students, on a river where drownings are of frequent occurrence. No one can estimate the value of a human life, but when we think of the hopes of parents, teachers and friends centered in each one of these, when we think of the toil and care and expense to educate them; think of the student's own study and exertion and all his or her bright anticipations, all these and much more, we think it is risking too much for a little pleasure.

Again there comes the thought of legal restraint. Boats kept to rent at pleasure resorts should conform to certain specifications and be provided with ample life saving or life preserving apparatus. Dangers might be lessened; many risks could be avoided; precious lives need not be jeopardized as at present. Persons unable to swim and totally incapable of helping themselves should not be permitted to court these dangers; should not be permitted to jeopardize their lives and those of their companions in sail boats, canoes and other unsafe craft. E. E. Whitney.

The Commissions Plan.

Reference is frequently made in all publications which report or discuss municipal matters, to the experiment made successfully in several cities where the office of alderman has been abolished altogether and where government has been by commission. Either they were selected cities or selected commissioners, for it would appear that they have all been very successful. It is now reported that both St. Paul and Minneapolis are anxious to give this plan and system a trial. Memphis is to begin it next January and the twin cities could in they wished get ready very soon after securing popular approval at the polls in November. The scheme has worked so well in so many places that there must be some value and advantage in it. Of course almost any system of government is good if it is in good hands.

It is often said that the greatest problem which confronts the United States is that of the government of its

cities, but cities whose people are alive and alert and elect none but the best mayors, aldermen, supervisors, etc., are well managed. The difficulty is to get them to appreciate the importance of protecting themselves in these respects. If St. Paul and Minneapolis should try the commission system it would be a very thorough test, because the places that have prospered under it thus far have been smaller. They are near enough to each other so that they might profit by each other's mistakes. They have not been especially well managed under the present system and taxes have not been especially low. Probably the people there think that any change will be an improvement and that the commission system can not be worse or more expensive than the one under which they are laboring at the present time. It is to be hoped that there is something more than gossip and rumor about this proposition, because it would be exceedingly interesting to have the experiment made in a couple of large, flourishing cities. If the commission plan will work well in St. Paul and Minneapolis it will work well anywhere in this country.

The British Board of Trade has made an investigation to learn what different nations eat, and the result is interesting. They found that a Frenchman eats horse meat because he likes it. No other people eat horse meat when any other can be had. "The meat dietary of the French working class," says the report, "shows a much greater variety than that of either the English or German family of the same class. Horseflesh appears to be more largely consumed—chiefly for reasons of taste—in France than in Germany, while poultry is much more conspicuous in the food bill of the French than of the English family. The French workman, like the English, eats pure wheaten bread; the breads made of rye, or of rye mixed in various proportions with wheat, so popular in Germany, are little known in France."

The best evidence of loyalty to truth is liberality enough to give all truth a chance.

You can not become one of the tools of the infinite if you flee from his anvil.

The man who always does what he wants is rarely wanted for what he does.

BUSINESS CHANCES.

For Sale—Stock of general merchandise, invoicing about \$10,000, at a bargain. Situated in the best part of Wisconsin. Address Box K, Markesan, Wis. 794

We make it our business to advise and assist our clients in selling their patents. Benjamin & Bassett, Patent Attorneys, 204 Dearborn St., Chicago, Ill. 793

For Sale—First-class shoe business, established 23 years. Southern Michigan town of 7,000 population. Clean stock, invoices about \$5,500. Owner must sell quick on account of health. Address Shoe Man, care tradesman. 792

Well drilling machinery. Modern in every particular. Effective, durable, convenient. Absolutely unequaled. Loomis Machine Works, Box K, Tiffin, Ohio. 791

For Sale or Exchange—For stock general merchandise or choice farm lands, three story solid brick building, good condition. Box C, Cass City, Mich. 790

What we are doing for YOU

Advertising SHREDDED WHEAT

In daily newspapers in 200 cities,
In special preferred positions in eighty-two magazines,
In twenty back covers of illustrated weeklies,
In street cars in sixteen large cities,
Operating four miniature factories showing process of making
Shredded Wheat Biscuit and Triscuit,
Maintaining three lecturers with stereopticon lantern outfits,
Distributing 16,000,000 "sample" Shredded Wheat Biscuits,
Distributing millions of folders, booklets and cook books.

We are doing all this to make business for

YOU

What are you doing to push the sale of the cleanest, purest,
most nourishing cereal food in the world?

THE SHREDDED WHEAT CO., NIAGARA FALLS, N. Y.



"GET SOME"

Dozen It Strike You—

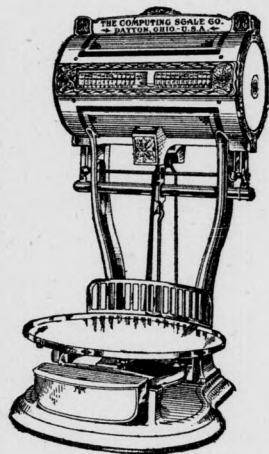
When you sell a dozen cans of **Van Camp's Pork and Beans** with Tomato Sauce at one time, by offering a slight discount, you have a *wholesale outlet* for goods at your *retail profit*? Take this hint, and the next time one of your customers asks for **Van Camp's Pork and Beans**—

"SELL HER A DOZEN CANS"

The Van Camp Packing Co.

Indianapolis, Indiana

A Spiral Spring Can Be Extended



The new low platform
Dayton Scale

It was **examined** each day by the deputy **city sealer** and found **absolutely correct**. This total weight represents from 35 to 40 years of **actual service**.

This is surely proof enough of the exceptional **strength** and **usefulness** of our scales.

CAN YOU SHOW ME A SAVING? is the next question. Our local agent can answer this to your entire satisfaction in a few minutes by showing the scale in actual use on your counter.

The scale is not made that is **just as good**. Let us prove it!
Our **free catalogue** will give you some of the reasons.



Moneyweight Scale Co.

58 State Street, Chicago

Wheeler & McCullough Mgrs., 35 N. Ionia St., Grand Rapids, Citz. 1283, Bell 7 0

to **twice its length** without in any way affecting its power to **return** to its **normal position**.

How Do We Know This?

Seventeen years of practical experience and the experience of other makers of spring scales vouch for this fact; **exhaustive scientific experiments** prove it.

The Springs of a Dayton Moneyweight Scale

are over **five inches** long, therefore, they **could** be stretched until they are **ten inches** long with **absolute safety**. Our scales are so constructed that the springs **cannot** be stretched more than **two inches**, we are, therefore, using **only two-fifths** of their **normal strength**.

How Long Will They Last?

In the many years in which we have built scales we have **never** seen a **spring** which has weakened; we therefore cannot answer this question. In a recent test over **5,000,000** pounds in weighings of 10 pounds each was placed on one of our **spring scales**.

S u c c e s s

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company

Grand Rapids, Michigan

If Somebody Else Made Ketchup

As Good as Blue Label, We Would Make it Better—But
Neither is Possible



Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

There is another reason for telling them to use BLUE LABEL KETCHUP—it pays you a good profit. These are the only things you need think about—pleasing your trade and making money.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.



Protect Yourself

You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

Jimmy and Dark Lantern Out

You must protect yourself and your own property.

A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or a bolt of cotton. There are certain chances you cannot afford to take and going without a safe is one of them.

Write us today and we will quote you prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.