

IF I WERE A VOICE

If I were a Voice—a persuasive Voice—
That could travel the wide world through,
I would fly on the beams of the morning light
And speak to men with a gentle might
And tell them to be true.
I'd fly, I'd fly o'er land and sea,
Where'er a human heart might be,
Telling a tale or singing a song
In praise of the Right, in blame of the Wrong.

If I were a Voice—a consoling Voice—
I'd fly on the wings of the air;
The home of Sorrow and Guilt I'd seek
And calm and truthful words I'd speak
To save them from Despair.
I'd fly, I'd fly o'er the crowded town
And drop, like the happy sunlight, down
Into the hearts of suffering men
And teach them to rejoice again.

If I were a Voice—a controlling Voice—
I'd travel with the wind,
And, whenever I saw the nations torn
By warfare, jealousy or scorn
Or hatred of their kind,
I'd fly, I'd fly on the thunder crash
And into their blinded bosoms flash
And, all their evil thoughts subdued,
I'd teach them a Christian Brotherhood.

If I were a Voice—an immortal Voice—
I'd speak in the people's ear;
And, whenever they shouted "Liberty"
Without deserving to be free,
I'd make their error clear.
I'd fly, I'd fly on the wings of day,
Rebuking wrong on my world-wide way
And making all the earth rejoice—
If I were a Voice—an immortal Voice.

If I were a Voice—a pervading Voice—
I'd seek the kings of Earth;
I'd find them alone on their beds at night
And whisper words that should guide them right,
Lessons of priceless worth.
I'd fly more swift than the swiftest bird
And tell them things they'd never heard —
Truths which the ages for aye repeat,
Unknown to the statesmen at their feet.

Charles Mackay.



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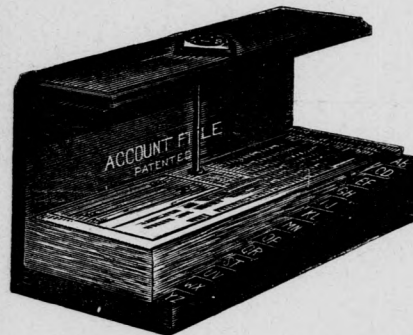
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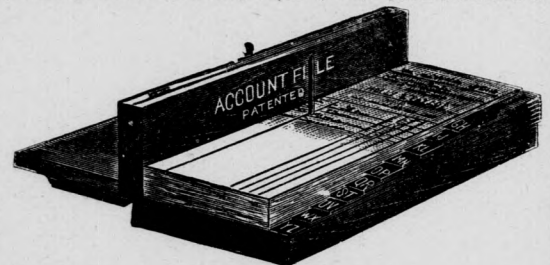
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Simple Account File



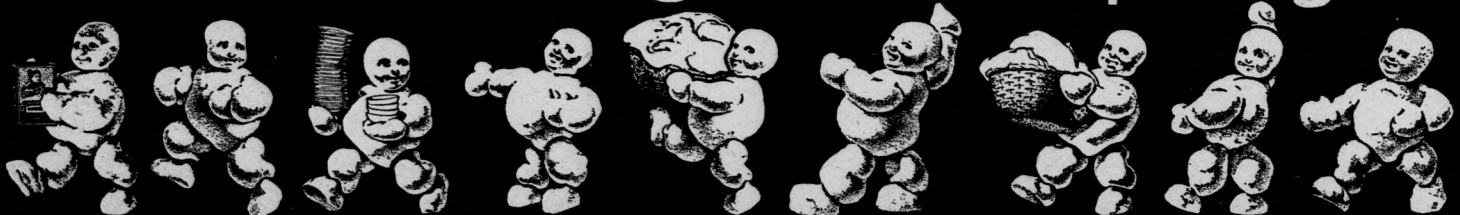
A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping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



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**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 28, 1909

Number 1349

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TIME TO GET BUSY.

A just, effective and direct distribution of the burden of loss by accidents to employes is a fundamental problem which is certain to come before the people of Michigan for a solution very shortly.

And should Michigan go at the matter intelligently, broadly and fairly as soon as possible she would be a pioneer in a movement already in embryo in Minnesota, Wisconsin and New York.

It is a problem which must be ironed out sooner or later and is the equal of any other economic proposition possible to develop.

It is a problem which has already been solved in Germany, Belgium and all of the Scandinavian countries, and in each case the solution operates with satisfactory results.

The trouble with the United States and with Michigan in particular is a lack of foresight, a proneness to sit around and waiting for somebody else to get busy and then, when the need is so insistent that it can not longer be delayed, going at the thing in a flurry, finding out what someone else is doing and then imitating.

And when someone—as was the case with the good roads law copied from Connecticut and the forestry law copied from Wisconsin—asks: "Will it work?" the reply is: "Well, it works in Wisconsin and we can not go far wrong in trying the same thing."

New York, Wisconsin and Minnesota have created commissions which are charged with the duty of formulating statutes which shall provide for the enforcement of some form of industrial insurance; some plan which shall make loss of limb or life a charge against the industry; some method which will to a very large extent do away with the pitiful poverty resulting from such accident.

Michigan has gone as far as any state in its employers' liability and fellow servant laws, but results are not satisfactory nor fair, because the

proceedings which may throw the burden on the negligent may do many other things which precipitate poverty and suffering and crime.

There must be some other than the common law form for distributing the loss by the negligent.

And how?

Go to the employer and he says, "Make it a charge against the negligent."

Go to the employes and they plead, "Make it a charge against the industry."

Go to the unscrupulous lawyer with the problem and he says: "Let it alone. Things are all right as they are."

Go to the sociologists and they will moralize, cite incidents that are tragic, experiences that are cruel and practices that are next to barbarism and then—relying upon sources of information not always accurate or fair—they will theorize, denounce and plead, sometimes even to tears.

Shall the State of Michigan sit idly by, knowing that the problem, involved as it is, can be fairly solved, until somebody else formulates a plan for us to pick up in a hurry and adopt in a moment of superficial wisdom and bogus humanitarianism, only to regret and suffer humiliation thereby?

Now is a good time to be first. There are men who are not employers, men who are not workmen, men and women, too, who are not self-seeking philanthropists or half baked reformers, who are competent to take up this matter.

And it is a matter which should be analyzed by actuaries who can give facts as to death and accident percentages; by financiers who are experts in the matters of costs, expenses and profits, and who know thoroughly the value of savings and insurance provisions and by lawyers and legislators, who are not essentially politicians and who would give of their ability.

Such a combination of men whose rectitude and patriotism are beyond question and whose abilities are of the highest order can be found in Michigan and it is time that our Governor should take steps toward providing a Commission to handle the situation which is a fact and not a delusion.

DEFENDED HIS LIFE.

When the masters, mates, engineers and firemen who are members of the marine workers' labor union decided that they would not concede to the terms of the Lake Carriers' Association this season, they promised to remain law abiding and decent as citizens.

In turn the Lake Carriers busied themselves fitting out their ships with

men not tied down by the ignorance, prejudice and foolishness of the unionists. And the ships went into commission and began doing business.

Then the desperate, unscrupulous and pretentious rascals who control the marine workers' union gave the word and assaults began—assaults upon longshoremen, engineers, firemen, pilots, lookouts, mates and masters who elected to work for whom they saw fit and at the wages offered.

Last Saturday in Cleveland an assault was made upon James Purvis, non-union engineer of the Steamer Centurion, and Purvis, in defending himself, shot and killed two sailors, Richard Brown and William Woods, whom he had reason to believe were threatening his life.

Of course there was great excitement over the affray and Mr. Purvis was placed under arrest, the strikers vowing all sorts of vengeance. Purvis is charged at the police court with murder, and, confident that he acted entirely within his rights as a reputable citizen, he has employed J. P. Dawley, attorney, to defend him.

Now comes Chief of Police Kohler, of Cleveland, before even an examination has been held, and says that the prisoner was justified in his action and expresses the opinion that no just judge can do otherwise than to discharge him.

Indicative of the nomadic, irresponsible character of the men who were killed is the fact that, although word of their deaths was sent to relatives of the deceased on Saturday, no word had been received from the kinfolk up to Sunday evening.

MERELY HEREDITARY.

Way down on the line between Washtenaw, Lenawee and Monroe counties—a section fairly steeped with knowledge of the show business—George Arnot has formed an odd business combination in the village of Milan. He has erected a single building in which he conducts a grocery store, a livery stable and farmers' team-shelter barn and a theater.

For nearly forty years there has been a somewhat similar combination in the very center of business in Kalamazoo—the Ranney grocery and team-shelter—and it has been an invariable profit producer.

Just how Mr. Arnot conceived adding a theater to the combination it is not hard to guess, for forty years ago down in that section—Milan, Blissfield and Adrian are the salient centers—Mr. and Mrs. A. O. Miller conducted a dramatic school, where during the farming months they boarded their pupils on their farm

and taught them how to study their parts, how to "make up," how to make entrances and exits, how to stand and sit and walk, how to play on an instrument "in the band"—and, incidentally, how to groom horses, milk cows, cultivate crops and feed the pigs and chickens.

It was under such tutelage that the late Lloyd Brezee became an actor and it was under such conditions that Adrian, Blissfield, Milan and all the countryside became intimately acquainted with "Hamlet," "Don Caesar," "Wool" and a score or more of standard dramatic characters.

Then, too, the Stair boys, Ed. and Orrin, lived down in that neighborhood. Indeed, Ed. Stair—at present the millionaire theatrical manager, newspaper owner and dilettante politician—has donated to the village of Blissfield, his old home, an ornate and complete theater.

So it is not at all strange that Mr. Arnot has developed his quadruple combination and that it is received with favor.

PERILS OF SUMMER OUTINGS.

Every Monday morning at this season of the year the press dispatches are full of details of fatal accidents to pleasure seekers, who, on the preceding Sunday, sought various forms of outdoor amusement. Every Sunday during the summer lives are lost in various parts of the country through swimming accidents, capsizing of sailboats, collisions or explosions of motor-boats and the fatal ending of reckless automobiling. There seems no possible way of avoiding these accidents, but the total number of fatalities is small in proportion to the great outpouring of people every Sunday during the summer season. At the same time, every effort should be made to diminish the casualty list if possible.

The advent of the motor-boat and the automobile has made it more necessary than formerly to dissociate carousing from the Sunday outing. Machinery is inexorable, and makes no allowance for a muddled brain or an unsteady hand. Accidents may happen to the most careful, but they are pretty certain to happen to the foolish people whose brains have been muddled by indulgence in too much drink. The man who investigates a gasoline tank with a lighted match is pretty sure to cause an explosion, yet many a poor unfortunate who has enjoyed his outing overmuch has done just that thing.

While accidents can not be altogether avoided during the summer outings, they would certainly be somewhat less frequent if the merry-makers would content themselves with less liquid refreshment while on the water or automobiling.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 24—We have a better week's trade in coffee to report and more than one jobber tells of very good sales of Rio and Santos. Roasters seem to have taken a new lease of life and altogether the situation is more favorable than for some time. At the close Rio No. 7 is worth $7\frac{1}{2}$ @ $7\frac{3}{8}$ c in an invoice way. In store and afloat there are 3,453,613 bags, against 3,389,167 bags at the same time last year. Mild coffees seem to be in sympathy with Brazil sorts and the markets are well sustained with a good demand reported from different sources. Good Cucu-
ra, $10\frac{1}{4}$ c.

While buyers of teas in individual cases are not taking supplies much, if any, ahead of current requirements, there is a steady run of business and quotations are firmly maintained. New Formosa samples indicate a desirable quality and quotations are about 1c higher than last year.

Some new business has developed in sugar and, upon the whole, the week has shown improvement over previous ones. While quotations have not been advanced it is thought there will be an upward movement next week—say about 10 points.

Orders for rice have come by mail and wire with frequency and from almost all parts of the country. Domestic and Japans are in request and quotations are very firmly maintained. Good to prime domestic, $5\frac{3}{4}$ @ $6\frac{1}{8}$ c.

Spices are active. Some comparatively large sales have been reported, including fifty tons each of black and white pepper, and the whole list is firmly maintained. Singapore black pepper, $6\frac{1}{2}$ @ $6\frac{3}{4}$ c; Zanzibar cloves, 10 @ $10\frac{3}{8}$ c.

Molasses and syrups are quiet and sales are simply of small lots to tide over from week to week. Quotations are without noticeable change.

The drought of almost a month—since June 28—has been broken, but undoubtedly the pack of many things in the canned goods line will be greatly lessened. Peas, especially, have been hard hit and it is thought that if a 50 per cent. pack be put up it is all that can possibly be hoped for. Really desirable No. 3 tomatoes of Maryland pack are hard to find under $67\frac{1}{2}$ c and goods below this are not apt to stand the necessary test. Inasmuch as buyers and sellers seem unable to reach an agreement, the business at the moment is rather quiet. Corn is firm. Other goods show about the same range of values previously given and the general rule is that of quietude.

Butter presents rather a dull appearance and creamery specials are not quoted at more than $27\frac{1}{2}$ c; extras, 27c; Western factory, finest, $21\frac{1}{2}$ @ 22 c; firsts, 21c; process, 23 @ $24\frac{1}{2}$ c.

Eggs are firm, with Western extra firsts, 23 @ 24 c; firsts, $21\frac{1}{2}$ @ $22\frac{1}{2}$ c. A large proportion of the arrivals shows

the effect of heat and such stock works out at very low rates.

Cheese is fairly well held and prices show little, if any, change. New York State full cream, $14\frac{1}{4}$ @ $15\frac{1}{4}$ c. Receipts have shown some falling off, owing to the dry weather, but the prevalent rains will cause some improvement.

Haunted Houses Championed.

Haunted houses are championed by Sir Oliver Lodge, who supposes he discovers a piece of paper with scrawls on it. "I may guess they are intended for something," he says. "I carry it to one person after another. One man to whom I show it begins to sing. The other can now appreciate the meaning. The piece of paper was a lost manuscript by Beethoven. Here is a room where a tragedy occurred, where the human spirit was strung to intensest anguish. Is there any trace of that agony present still and able to be appreciated by an attuned and receptive mind?"

I assert nothing, except that it is not inconceivable. I do not regard the evidence for these things as so conclusive as for some of the other phenomena I have dealt with, but the belief in such facts may be forced upon us and the garment of superstition is already dropping from them. They will take their place, if true, in an orderly universe, along with other not wholly unallied and already well known occurrences—phantasms, and dreams, and ghosts, crystal gazing, premonitions, and clairvoyance; the region of superstition; yes, but possibly also the region of fact. As taxes on credulity they are trifles compared to the things we are already familiar with, stupidly and inanely inappreciative of."

Not Entirely Undisputed.

The case before the court was one involving the ownership of a tract of land, and the attorney for one of the parties to the suit was cross-examining a witness. "Now, Mr. Grimshaw," he said, "the property on which you live was originally a part of the twenty acres in dispute, was it not?"

"Yes sir."

"And your title is based on the original title to that land, I presume?"

"Yes, sir."

"How long have you resided there?"

"Over twenty-one years."

"Have you had—now, mark me—have you had twenty-one years' undisputed possession of that property?"

The witness hesitated a moment.

"Remember, Mr. Grimshaw," said the lawyer, raising his voice, "that you are under oath. Have you had twenty-one years' undisputed possession of that property?"

"It has been disputed once, and only once," answered the witness. "I found a nest of bumble bees in my back yard one day last summer."

In the general laugh that followed this answer the lawyer subsided.

When a young married man gets sick his mother always imagines it is due to his wife's cooking.

GONE BEYOND.

Death of Charles W. Granger, the Clothing Salesman.

Charles W. Granger was born Sept. 30, 1850, on a farm near Pike, New York, being the third child in a family of four. He attended school until he was 14 years of age, when he began working at the carpenter trade with his father. In 1875 he went to Fairport, N. Y., where he entered the contracting business with his brother-in-law, J. D. McCartney. In 1880 he removed to Nashville, Michigan, and with his uncle, Lyman Griffith, engaged in the clothing business. He sold his interest to his partner in 1882 and went to Middleville, where he entered the employment of the late George Luther, one of the pioneer general merchants of Western Michigan. He remained with Mr. Luther until 1883, when Keeler Bros.



became his employers. In 1892 M. S. Keeler and Mr. Granger opened a clothing store in Otsego under the name of Keeler & Granger, which co-partnership was dissolved in 1893, when Mr. Granger sold his interest to Mr. Keeler and entered the employ of the Ideal Clothing Co., then of Otsego. He began traveling for this house on a commission basis, which arrangement was continued for a number of years. He was given Western Michigan as his territory, in which district he has since represented his house. He has been Vice-President of the Ideal Clothing Co. for the past six or seven years.

Mr. Granger was married July 9, 1873, to Emma McCartney. They had but one child, O. C. Granger, now of New York.

Deceased was a member of the Knights of Pythias, D. O. K. K. and U. C. T., having instituted the Knights of Pythias Lodge at Middleville, of which he has been Past Chancellor Commander. He had also been a delegate to the Supreme Lodge Knights of Pythias.

Mr. Granger was stricken with apoplexy June 17, but in two weeks' time was able to go on the road. Last Friday he went to Cedar Springs in the morning, where he sold a bill of goods, and returned to Grand Rapids about 11 o'clock. A second stroke overtook him at 3:30 that afternoon,

after which he lived but an hour and a half. The funeral was held Tuesday afternoon at 2 o'clock at the residence, 209 South Lafayette street, Dr. Cunningham officiating. Interment took place in Valley City cemetery.

Mr. Granger was in many respects the ideal salesman. In the earlier days of his career on the road he put in many hours every day and many days every week, but, as he came to know his trade better and they came to understand him as well he managed to keep up his ratio of sales by going out Tuesday morning and returning Thursday evening. It was a very unusual week when his sales did not amount to \$1,000 in three days, and for several years his annual sales have not fallen below \$50,000. He was well liked by the trade and he seemed to have a faculty for making and keeping friends which served him to good purpose, both in a business and social way. He was the soul of honor and was very punctilious in keeping all of his engagements. He was proud of his house and of his relations with the house and nothing would cause him more pain than to have someone speak slightly of the establishment, its product or any of its officers. He was something of a scout in business, picking up the trade that the other men dropped or were unable to control. There have been times when he did not go out on the road for a year, but his sales did not drop off, because of the friendship of his customers and the steadfastness with which they sent him their orders.

In the District Court of the United States for the Western District of Michigan—Southern Division—in Bankruptcy.

In the matter of Anthony B. Zierleyn, bankrupt, notice is hereby given that the stock of merchandise, consisting of jewelry, silverware and other articles usually kept in a jewelry store, together with store furniture and fixtures and book accounts belonging to said bankrupt, will be offered by me for sale at public auction to the highest bidder, according to the order of said court, on Tuesday, the 3rd day of August, 1909, at 10 a. m. at the store building lately occupied by said bankrupt, 85 Monroe street, Grand Rapids, Mich. The sale will be subject to confirmation by the court. All of said property is now in said store, and the inventory and appraisal thereof may be seen at the office of Hon. Kirk E. Wicks, referee in bankruptcy, 212 Houseman building, Grand Rapids, Mich., or at the office of the receiver, 103 N. Ottawa street, Grand Rapids, Mich.

James B. McInnes, Receiver.

Peter Doran,

Attorney for Receiver.

Let your religion make good and you will not need to worry about making others good.

A great man never has time to wait for an audience and he never needs to.

THE SQUARE DEAL SIGN.

Hang It Up When Starting a New Business.

One of the great commercial reporting agencies of the country is the authority for the statement that only about 1 per cent. of the business ventures of the whole country succeed.

Why is it that out of every 100 new businesses established ninety-nine of them go to the wall before the end of the first year? It is an enormously large proportion of loss on the face of it, though actually the money loss may be inconsiderable in comparison. John Smith may rent a store building, stock it with goods on sixty or ninety days' time, and under stress of the blues close out the stock and the lease with a cash loss of 20 per cent. on his investment.

At the same time that greatest loss affecting the general public is the loss of Smith's nerve and initiative. Almost without exception this typical failure retires, sore and disheartened, blaming almost everybody and everything except himself, when of all things he himself is the negligible quantity.

What does Grocer Smith, who has opened up for business on the corner nearest you, know about the grocery business? You have not the slightest way of discovering short of enrolling yourself among his new customers. If it be a drug store, you may take it for granted that he employs a registered pharmacist under the law; if it be a saloon, you may be certain that he has taken out a liquor license. But in the matter of groceries, dry goods, boots and shoes, hardware and notions, there is nothing to indicate to you that he knows anything about the business in which he has invested.

You have no knowledge of his honesty of purpose and in view of this Smith may hope for your custom largely on the chance that the store at which you have been buying has been wholly unsatisfactory for one or more reasons. To the extent that Smith banks upon this reason for your trade, it is likely that he counts upon taking a reasonable advantage of you himself as occasion offers. Which of all things promises to be the undoing of Smith.

I say this, not in conventional preaching tone and inflection. Within a week I was talking with a man who has made millions in business. He has been close to the people in his business, always, and his name mentioned here would be recognized anywhere in the United States. He isn't posing as anything but a successful business man and the extent of this posturing may be embraced in a single quoted paragraph:

"I'm not a preacher nor a moralist," he said bluntly. "Business isn't a thing to preach or grow sentimental over. But it is so simple in principle that only a fool mistakes it—and fails. Twenty-five years ago I discovered for myself that honesty was the easiest graft known to business. It can't fail in the hands of a man with common horse sense. Once let it get abroad that every customer

coming into your place gets the square deal and you can't keep them out with a club."

This is a strong statement, but how did this man prove it? He decided to start up in a small business which had become discredited because of the class of men engaged in it. He decided that if he were to make a success at all his only hope lay in adopting just the opposite policy pursued by a dozen or more adventurers who to his own knowledge had failed in it. Friends told him he was a fool, but he didn't believe it. He started in advertising the fact that the goods in which he dealt were not the things they seemed, but he told just what they were and what the public might expect of them. And in case of dissatisfaction on the part of the customer with these goods on this basis, he agreed to make good every unsatisfactory purchase.

What was "making good?" He set about to define this accurately and satisfactorily. His definition was made on the basis of what would satisfy him in case he were the dissatisfied customer and in planning to satisfy himself he brought up every possible ground of dissatisfaction in the given case. The result was that in a few years he had brought credit to a former discredited business venture, besides reaping a small fortune out of it.

It is right here that so many adventurers into business lay the foundation of their failures. Ignoring the practical side of honesty and failing to define it as it needs to be defined for the public upon whose good will he must be dependent, the man new to business goes upon the rocks.

When John Smith opens a business house that one first consideration should be community good will. Without it he can not hope to succeed. But how stupidly does he often set about to acquire that indispensable and yet intangible asset?

His first thought most frequently is to open with a flourish. He wants to fling his doors open on that first morning early, hold a crowd there all day long buying, and perhaps late in the evening close with a record day's sales.

But how often, however, does it turn out that in proportion to the number of sales he has succeeded merely in making a maximum of dissatisfied customers. He looks at the days' sales over the counter as the sole gauge of his prospects, while from the customer's point of view the prompt delivery of the goods, of good quality, and in good condition, is the true measure of the day's work.

How absurd if on that opening day his bargain sales have attracted 500 customers who purchase \$1,500 worth of goods, of which only \$1,000 worth, or less, has been delivered promptly on time, of good quality, and in good condition? Such a possibility will have spoiled everything which his advertising might have gained for him. Overreaching his capacity for doing business, this net result has been harmful publicity which may require weeks and months to live down in a neighborhood.

With new salesmen and new men on delivery routes, the character of the dissatisfactions among customers may be almost endless. What does the new proprietor propose to do in correcting them? How little or how much in redress is he willing to offer?

In such a circumstance as this the new business house may expect to find a large percentage of hypercritical people. That person most open to his invitations to trade is the person who may have proved himself more or less undesirable elsewhere as a customer. He may be in debt to other business men of the neighborhood beyond any further credit. He may have been unreasonable and cranky past toleration. For a dozen good reasons resting wholly within himself he may have been waiting the opportunity to buy somewhere else. In this sense the new business man, for an opening day's rush sales, shoulders a handicap. Were he to count upon the most conservative citizenship for his first day's opening he would have his hands full, but with the antithesis of this class baited to his place, this first day's business may seal his fate.

"A new broom sweeps clean" is an old aphorism which misses this particular application. Only when such a commercial new broom does sweep absolutely clean and efficiently can it prove satisfactory; where it fails, the disposition of the public is against ever giving it a second chance. In such event an unquestioned service to 100 customers in a day must be immeasurably wiser as a policy than to attract 500 customers, half of whom may be disappointed.

One of the most insistent of mistakes of the business man is that which prompts him to settle with his dissatisfied customer on the cheapest possible basis of time and money. To look upon the average complaining customer as a nuisance and a bore, to be got rid of as easily as possible, is a policy which inevitably strikes hardest that asset, good will. Yet it is within the experience of almost every reader to come in touch with just this mistaken policy.

I was a customer in a grocery and market a short time ago, witnessing a most uncalled for incident which I feel must have reacted upon the business which allowed of it. A woman, quiet and of manifestly gentle breeding, was talking with a salesman, son of the proprietor. The young man was argumentative and attracted the attention of the father on the other side of the store. The father called across the room, in the presence of a dozen other customers, to know what was the matter.

"Ah, she's kicking about the eggs," was the rude rejoinder, at which the woman's face colored scarlet with indignation which she suppressed.

But before the incident was settled it came out that this particular woman was the sixth complainant of the day, finding that a certain brand of eggs for which she had been paying a premium of 5 cents a dozen were intolerably bad. To this complainant the attitude of the son was one of resentment, literally because the

customer hadn't been satisfied to pay 5 cents more a dozen for eggs that were too bad for any use whatever.

What was the situation from the viewpoint of the customer? In the first place, she had expressed the desire to buy better eggs than those afforded by the regular market. The merchant, in putting on sale a brand of eggs under private seal at 5 cents more a dozen, had entered into a contract with this customer to supply her with such eggs. But the customer, along with others, had been disappointed. It was more than likely that in using those eggs she had destroyed other foodstuffs, had been inconvenienced in her household regime, and, finally, in the one recourse she had of making complaint of the goods, had been embarrassed publicly.

Yet under the best possible interpretation of the trouble, the woman customer was entitled to protest. She had paid the merchant's price for something which the merchant, as agent, had recommended to her; she didn't get value received; as said, she might have spoiled other foodstuffs in the attempt to use the goods; at least she had dressed for the street and carried the remaining eggs back to the store, there to be humiliated for her pains.

Doubtless the narrow merchant figured that her troubles were no fault of his. But they were. He was a poor merchant in that he had not contracted with the egg farmer on a basis which would make satisfied customers in all cases. What reasonably might satisfy such a customer? Suppose that in each dozen eggs in such a case one egg was bad. Would it be satisfactory for the merchant to offer a good egg in place of it upon complaint?

Distinctly not. In the first place the one bad egg might have spoiled half a dozen others into which it was broken. To make the complaint would necessitate the customer appearing at the store. The element of annoyance entering into the circumstance and the 5 cents premium paid as a guaranty against just that circumstance, all entail irritations which would be difficult for the most willing of merchants to allay. But when the merchant shows not the least disposition to make good in such a circumstance what can he hope for his business?

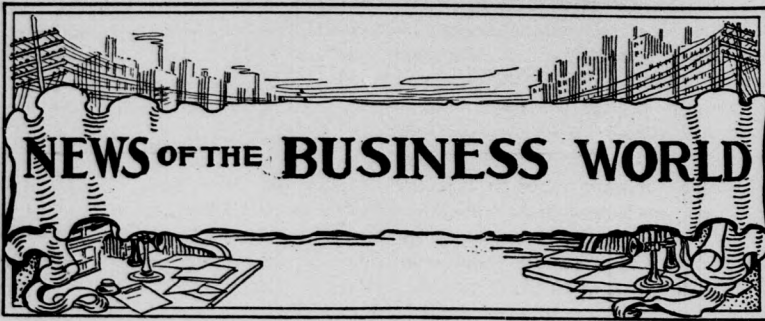
Knowledge of merchandise and of merchandising is necessary in the conduct of any business, but without knowledge of human nature the merchant must always be at sea. It is an element of entanglement that ordinarily that customer most disposed to crooked actions himself may be loudest in protest at anything which suggests to him that he has been worsted in the trade.

John A. Howland.

Topical Talk.

Mrs. Galey (timidly) — George, what did you do with the dressmaker's bill I handed you a week ago?

Galey (warmly)—Vetoed it! It's got to undergo a substantial downward revision before it passes me!



Bentley—S. E. Walker has opened a grocery store here.

Stanton—Chas. Prevette has engaged in the picture framing business.

Bessemer—L. H. Truettner, who conducted a general store and meat market, is dead.

Hartford—H. A. Doten is succeeded in the bakery business by Otto Reith, of Chicago.

Bay City—A grocery store will soon be opened here by Fred W. Rauhut, of this city.

Sylvester—Charles W. Slade is succeeded in the general merchandise business by F. C. Hafey.

Pontiac—The Rapid Motor Vehicle Co. has increased its capital stock from \$250,000 to \$500,000.

Traverse City—Frank Madison is succeeded in the meat business by Elmer Oster, of South Boardman.

Cone—G. W. Auten is succeeded in general trade by Fred Brown and Chas. Dawson, both of Petersburg.

Mancelona—J. A. Jackson is succeeded in the jewelry business by J. M. Hollinger, formerly of Suttons Bay.

Sand Lake—S. H. Stacey, formerly with the T. Frank Ireland Co., of Belding, will soon open a hardware store here.

Battle Creek—A 5 and 10 cent store is to be opened here by S. S. Kresge, of Detroit, who conducts several branch stores.

Bannister—Nial A. Brown is succeeded here in the clothing and boot and shoe business by Edgar Clark, of Laingsburg.

Kent City—The W. F. Broman hardware and grocery stock has been purchased by Fonger & Fuller and will be removed to their store.

Boyer City—The remainder of the S. Edelstein dry goods stock has been purchased by I. Nurko, general merchant, at 50 cents on the dollar.

Sparta—W. H. Christy, who was succeeded in the meat business several months ago by Oscar Lundquist is now Mr. Lundquist's successor.

Whitehall—W. B. Vorkeller, of Peoria, Ill., succeeds the Erickson-Steffee Co. in the planing mill business and will manufacture sash, doors, frames and mouldings.

Cadillac—The Alma Grain & Lumber Co. has given instructions to its local agent, John Kneeland, to procure temporary quarters preparatory to making this city a distributing point.

Jonesville—The Jonesville Lumber Co. has been formed to engage in the lumber and coal business with an authorized capital stock of \$20,000, of which \$18,000 has been subscribed and paid in in cash.

Tecumseh—T. C. Harris, dealer in dry goods, boots and shoes and variety goods, has sold his stock to I. Hurwitz & Co., of Cleveland, Ohio, who also conduct stores at Cleveland, Tiffin and Belleville.

Freeport—Fred Brunner has retired from the firm of W. Fox & Co., who conducted a sawmill and lumber business, Ray Fox taking his place. The business will now be conducted under the style of Fox & Son.

Albion—The business formerly conducted by the Perry Tire Protector Co., of Lansing, will be continued by the Union Steel Screen Co., Ltd., of this place. This business comprises the manufacture of chain protectors for automobile tires.

Flint—Cook & Shepner are succeeded in the jewelry business at 314 South Saginaw street by John P. Ryan, formerly traveling salesman for the Stein & Ellbogen Co., wholesale jewelers of Chicago. William Shepner will remain with Mr. Ryan.

North Adams—Eber C. Williams succeeds his father in the coal and grain firm of F. I. & A. Williams. The new member of the firm has been traveling for the past three years for the Mueller, Platt & Wheeland Co., wholesale grocery firm of Decatur, Illinois.

Reed City—Gingrich Brothers, who have been engaged in the grocery business at Reed City for a number of years, have dissolved partnership. Gideon J. Gingrich will continue the grocery business, while Emanuel has purchased the Reed City creamery and has taken possession.

Muskegon—A combination of Muskegon-Lumber interests has been effected in the organization of the Edwards Lumber Co. J. E. Montgomery is president and W. H. Edwards, formerly interested in the Mann-Watson Lumber Company, is Treasurer and Manager. The Secretary is J. W. Ferdon, of Grand Rapids.

Traverse City—B. L. Reams, who formerly conducted the general store of C. S. McLachlan at Sault Ste. Marie, has become the partner of W. R. Foote, dry goods and shoe merchant. The business will now be conducted under the style of Foote & Reams. Hardware, flour, feed, hay, wood and farm produce will be handled in addition to the stocks formerly carried.

Fremont—Joseph Hoare is succeeded in the bakery business here by Fred M. Horton, of Bronson.

Ithaca—The hardware firm of Lane & Alverson has been dissolved, A. P. Lane having sold his interest to Edward Hannah, formerly of the firm of Tinker & Hannah, who con-

ducted a planing mill at Alma. Business will be conducted under the style of Alverson & Hannah.

Eaton Rapids—The proprietors of the grocery stores here have decided that both themselves and their clerks are deserving of a little recreation and rest from the busy grind of business life, and to get it they have entered into an agreement to close their places of business three nights in the week in the future. This means that the grocery stores in Eaton Rapids will be open for active business after 6:30 in the evening, only on Monday, Wednesday and Saturday in the future. The new arrangements in the matter of closing evenings gives general satisfaction.

Detroit—The Royal Cheese Company has increased its capital stock from \$25,000 to \$50,000.

Zeeland—A new warehouse is to be erected by the Ver Hage Milling Co. at a cost of about \$4,000, work on same to be commenced at once.

Kalamazoo—The Kalamazoo Corset Co. will make additions to the north and east wings of its factory, making the entire plant four stories high. It is estimated that these additions will cost about \$10,000.

Muskegon—A corporation has been formed under the style of the Gary Motor Car Co., for the purpose of conducting a manufacturing business, with an authorized capital stock of \$200,000, of which \$100,000 has been subscribed, \$20,000 being paid in in cash.

Lansing—The Geyer & Dail Manufacturing Co. has merged its display fixture manufacturing business into a corporation under the same style, with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed, \$2,197.20 being paid in in cash and \$12,802.80 in property.

Detroit—John J. Gorman, John C. Garvey and Henry S. Doran have incorporated the Detroit Hat Manufacturing Co. The capital stock is \$10,000, of which \$3,000 is paid in. Gorman has 150 shares, Garvey 75 and Doran 75. Two hundred shares are in the hands of Gorman as trustee.

Owosso—Trustee L. A. Sanderhoff is sending out checks to-day to the creditors of E. F. Dudley and the Dudley Butter Co., the first dividend having been declared. The creditors of E. F. Dudley are receiving 5 per cent. and those of the Dudley Butter Co. 8½ per cent. in this dividend.

Oxford—The Standard Pure Food Co. has purchased the food factory at this place and will manufacture both wheat and corn products for wholesale grocers under private brands. H. P. Davies, who was formerly manager of the Malta Vita Co., at Battle Creek, has taken the management.

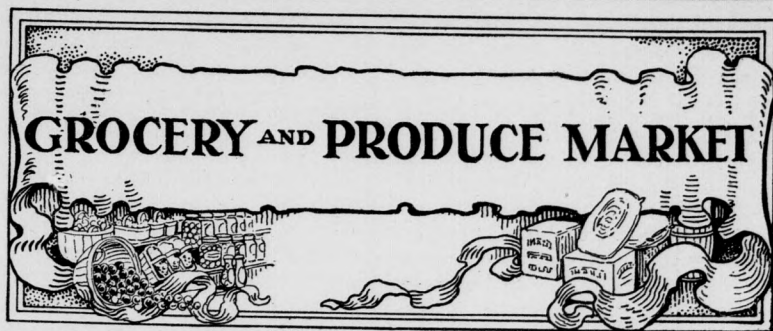
Elk Rapids—General Manager Smith of the Lake Superior Iron & Chemical company, has received instructions to push matters in the way of repairs at the chemical plant preparatory to as early resumption of operations as possible. It will probably take from two to three weeks to get everything in shape for business, the repairs at the furnace already being practically completed. When

work is resumed at these plants the outlook is for a long and prosperous run, and Mr. Smith says the life of the furnace, from timber in hand, is considerable more than it was one year ago. This season the company has bought the wood from 2,000 acres of cut over land, and there is other timber in sight which can in all probability be secured and will increase the life of these industries indefinitely.

Ann Arbor—The new artificial ice plant is nearly completed. The tank which holds the solution of salt and water is 50x22 feet and will contain 480 cans, each with a capacity of a 300 pound cake of ice. Twenty tons of salt are used in a single solution. It is expected that the plant will be in operation before the supply of stored ice is exhausted.

Lansing—At a stockholders' meeting of the Olds Gas Power Co., held Monday, a dividend of 15 per cent. was declared, the capital stock of the company was increased from \$612,000 to \$1,500,000 and the name of the company changed to the Seager Engine Works. The officers of the company are James H. Seager, President; F. L. Smith, Vice-President; S. F. Seager, Secretary and Treasurer; James B. Seager, General Manager. Soon after closing the contract that is to make Lansing the greatest gas engine producing center in the country, the gas power concern made an addition to its foundry, erected a storage house and an auxiliary machine shop. With these additions they have been able almost to double their capacity, and in getting their machinery into operation they were enabled to add to their force.

Ypsilanti—This city has begun to get new industries in a quiet way without giving bonuses or a flourish of trumpets. During the past six months seven new industries, practically, have been launched and are proving advantageous to their owners: The Lewis & Geer Co., which manufactures lawn furniture and swings, and when it gets the new building will make also mission furniture; the J. B. Colvan Co., which makes silk underwear; the Pearl Laundry; the C. W. Powell Co., which makes excellent children's garments, the Ypsilanti Milling Company, which practically did not get fully at work until this year; the Northard, Edmunds & Kice Company, which is now running the southern Deubel mill, and the U. S. Whiffletree Company, which while long established had dwindled to employing only one man, passed into new hands and is now employing a good force, so that it is really a new concern. These factories are employing nearly ninety hands, and with the additional hands used by the Peninsular Paper Co. and those that the Pressed Steel Co. will soon have use for will make a decided difference from last year in the number of people employed. Last year there were many unemployed and the Home Association was taxed to care for their families, but this year there is much less demand for aid. Times are certainly better than they were last year.



The Produce Market.

Bananas—75c for small bunches, \$1.25 for Jumbos and \$1.75 for Extra Jumbos.

Beans—String and wax command 75c per bu.

Beets—25c per doz.

Blackberries—\$1.50 per 10 qt. crate.

Butter—The market is firm at an advance of 1/2c on creamery. The receipts of fine butter are very light and meet with ready sale at top quotations. The larger percentage of the receipts show summer flavor and are selling a shade below the market for fancy stock. The market on all grades of prints and solids is very healthy and a continued good demand is looked for at about unchanged prices. Local dealers hold factory creamery at 27c for tubs and 27 1/2c for prints. Dairy ranges from 15c for packing stock to 19c for No. 1.

Cabbage—Home grown, 75c per doz. Louisville, \$1.50 per crate.

Cantaloupes—Georgia, \$1.75 per crate. Standard California Rockfords, \$2.50 for 54s and \$3 for 45s.

Carrots—20c per doz.

Cauliflower—\$1.20 per doz.

Celery—Home grown, 25c per bunch.

Cherries—Sour, \$1.35 per crate; White Sweet, \$1.50 per crate; Black Sweet, \$1.75 per crate.

Cucumbers—35c per doz. for home grown hot house.

Currants—\$1.35 per crate of 16 qts.

Eggs—The market is strong at an advance of 2c over a week ago. The bulk of the receipts shop heat and to make sales prices have to be cut. Fancy eggs are scarce and meet with ready sale at outside prices. Present conditions are likely to exist for some time and the market is likely to remain very firm on account of the strong demand from the resort regions. Local dealers pay 22c f. o. b., holding selected candled at 24@25c.

Egg Plant—\$1.50 per hamper.

Gooseberries—\$1.25 per crate.

Green Onions—15c for Silver Skins.

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

Green Peppers—\$2 per bu.

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

Lemons—The market is still strong on the basis of \$6 per box for both Messinas and Californias.

Lettuce—50c per bu. for leaf, 75c per bu. for head.

Onions—Louisville, 90c per sack; new crop Spanish, \$1.75 per crate.

Oranges—Navels are out of market except the large sizes, which command \$2.50 per crate. Mediterranean Sweets 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.

Potatoes—35@40c per bu. for old; \$2.75 per bbl. for new from Virginia or Ohio; \$2.75 for Louisville in 2 1/2 bu. sacks.

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.

Raspberries—\$1.25@1.50 for black and \$1.60@2 for red.

Tomatoes—Tennessee, 90c per 4 basket crate. Home grown hot house command 75c per 8 lb. basket.

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

Watermelons—Georgia are moving freely on the basis of \$2.75 per bbl. of 8 to 10.

Whortleberries—Scarce and not extra as to quality, selling at \$1.50@1.75 per 16 qt. crate.

In Trouble With Uncle Sam.

A warrant, charging the Kneipp Malt Food Co., of Manitowoc, Wis., with violating the Federal Pure Food Act of June 30, 1906, was served on the company during the past week. The warrant against the company strikes a blow at all manufacturers of substitutes for coffee in the United States who call their preparation "coffee." The Kneipp product is composed of roasted and ground grain, according to the information on which the warrant was issued, and to call it "coffee" is a violation of the law, it is claimed.

The officers of the Worden Grocer Co., together with fifteen of its traveling representatives and their wives, left Grand Rapids last Saturday morning at 7:40, the objective point being Fremont, where the party spent three very educational and enjoyable hours at the plant of the Fremont Canning Co., noting the method of canning peas, the careful scrutiny with which peas are inspected being the most remarkable part of the process. Automobiles were then brought into service to convey the guests to the lake, three miles distant from the town, where a picnic dinner was served, the entire party returning to Grand Rapids late in the afternoon.

During a recent parade in Washington the coachman made a bad blunder by calling for "two congressmen and two gentlemen, please!"

Ralph Perkey has opened a shoe store at 44 North Ionia street, under the style of the Perkey Shoe Co.

The Grocery Market.

Sugar—The refiners made an advance of 10 points Monday. The market is strong at the advance.

Tea—The movement from jobbers' stocks is fair and prices for the better qualities are firmly maintained. The Japan crop is about 10 per cent. over last season and practically every pound of first crop tea has been cleaned up and rushed to the United States. The quality is excellent. Second crops are now being offered with quality and prices about the same as last year. The demand for low grades, which has sprung up in the last few years from Korea and Manchuria, will undoubtedly have much to do with keeping the prices firm on those grades. Cables received from Colombo report the Ceylon market firm and advancing for both blacks and greens, with the quality improving. The supplies of greens are limited.

Coffee—Prices remain steady and unchanged. Advices have been received that the coming crop of Brazil coffee will show relatively poor quality. Mild coffees are steady to firm and in fair demand. Good grades of Maracaibo are scarce and wanted.

Syrups and Molasses—Manufacturers have reduced glucose 5 points and compound syrup 1/2c per gal. Tinned syrup has sustained a similar decline. The demand is light. Sugar syrup is quiet and unchanged. Molasses is dull and unchanged in price.

Canned Goods—A somewhat better tone is shown on canned tomatoes, both spots and futures. The large amount of poor stock in packers' hands gives a false idea of the market. This stuff can be bought pretty cheap, but Michigan jobbers do not buy it, and as good quality tomatoes are commanding good prices, the retailer is liable to get a wrong impression of the market. Corn continues on a firm basis. From present indications there will be a comparatively small acreage this year and it is probable that high prices will rule the coming season. Peas are unchanged and steady. A very good movement is noted on all kinds of canned fruits, due to the exceedingly low prices which prevail. Peaches and apricots are the cheapest ever known, with no prospects of any higher prices this season. Pears and plums are also cheap and selling readily. Gallon apples are improving, a much firmer tone being shown this week, due to the fact that the cheap goods are nearly all cleaned up.

Rice—A somewhat easier tone is shown on domestic Jap rice, as it has been learned that stocks at primary points are larger than were at first expected. Head rices are very scarce and the market is firm. Some foreign rice is coming in to take their place, but not in large enough quantity to affect the market.

Cheese—The market is the strongest and highest it has ever been at this season of the year at this market. Local dealers are compelled to pay 14@14 1/2c for cheese at the factory, while Chicago cold storages are holding it at 14 1/2@15c. The make is lighter than usual for this season

and the consumptive demand very good. The receipts clean up every day and a continued good demand is looked for at firm prices. The quality of the current receipts of cheese is running about as usual for the season, the bulk of the receipts showing fine flavor.

Dried Fruits—Apricots are quiet at ruling prices. The outlook is rather strong. Raisins are dull and unchanged in price. Currants are quiet on spot, but fairly active for future delivery, at a shade above spot quotations. Other dried fruits are dull and unchanged. Prunes, though in fair demand, are weak and uncertain. Future Santa Clara prunes can be bought on a 2 3/4c basis, and outside brands at 2 1/2c. Old prunes are about cleaned up. Peaches are selling moderately at unchanged prices. Future peaches are cheap, but in light demand.

Woodenware—The feature of the week has been the dissolution of the Veneer Products Co., which was composed of nearly all of the manufacturers of wood dishes in the country. Whether the dissolution is due to dissatisfaction among the members of the combination or whether it is to be attributed to the activity of the legal department of the Government in warning the officers that the organization is illegal is unknown. The immediate effect of the dissolution is the reduction of the price of butter dishes about 10 cents a crate. Reduced prices are set forth in full in the grocery price current of this week's issue.

Fish—Cod, hake and haddock are unchanged and dull. Domestic sardines are unchanged, still in the dumps and still in light demand. Imported sardines are unchanged and firm; demand fair. No change has occurred in salmon, which on spot is in good demand. Prices have not as yet been named on any other grade of future salmon, but Alaska prices should be along soon. It is expected that they will open about on last year's basis, which is about 10c per dozen less than spot prices. Norway mackerel are scarce on spot and firmer. Holders on the other side want from \$1.50@2 per barrel more for their holdings, but nobody has agreed to pay that much yet. A slight advance, however, has been paid on this side, and the outlook is fairly strong. No shore mackerel are being obtained, and this grade of fish is therefore not now a factor. Irish mackerel are being offered at \$10.50@11, which is a low price, but the demand is small.

Provisions—All lines are active in demand and firm in price. All cuts of smoked meats meet with ready sale at unchanged prices. Both pure and compound lard are firm at unchanged prices. Barrel pork and dried beef are firm and unchanged. Canned meats are unchanged and fairly active.

W. P. Carroll, of Carroll, Luthy & Locher, Peoria, Ill., wholesale fruits and produce dealers, of Peoria, Ill., is in the city buying peach orchards.



Window Dressers Get Many Ideas from Advertisements.

Window trimmers tell me that they often get ideas for their work from the illustrations used in advertisements in trade magazines and daily papers.

Red Goose School Shoes advertisements are often, if not invariably, accompanied with a picture of a mammoth red goose or geese. It is or they are always out of all proportion to the landscape in which they are placed.

Usually there is a little girl running alongside if there is but one of these feathered animals in the picture. If there is a flock of them they are generally depicted as waddling along a country road.

Often there is a bridge somewhere in the scene.

One window dresser lately used one of the spring advertisements of the Red Goose School Shoes as the motif of what turned out to be a very attractive window.

He covered the whole floor of the window with black dirt (gotten from an accommodating farmer of his acquaintance, who didn't charge him anything for the Mother Earth he had carted away.) This called for a tin tray with a 6 inch tin band all around it to keep the moisture from the floor.

Sand was procured for a winding road leading to and crossing a rustic bridge.

A rivulet ran under the bridge, a hose at one end of the window furnishing the water, which was carried out of doors by a tin spout at the other end of the window, the inlet and outlet being cunningly concealed with small clumps of bushes at either end of the brooklet overhanging its banks.

The biggest stuffed goose in the town belonged to a saloon, the proprietor of which had no insurmountable objections to his gooseship's being painted a lurid vermilion, as he could afterward quite appropriately use the flamboyant fowl in his window to advertise his own business, the color being the one customarily chosen by the bibulously inclined when doing a nice job of "painting the town."

In this Red Goose School Shoes window this enterprising windowman put a lot of pretty spruce trees, arranging them as they are found in their natural environment.

A big and beautiful jointed dollie was borrowed from a friendly department store. The doll was dressed in white embroidery, with a wide

and bright red ribbon sash. A red muslin sunbonnet protected its flaxen curls from the (supposedly) too fierce kisses of Old Sol or too frisky handling of Old Borias. The doll was posed as if walking contentedly by the side of the goose, one arm resting on the latter's neck as if in affectionate camaraderie, the other outstretched as if accentuating speech with gesticulations.

Well! Don't you think for a minute that everybody and all their relation didn't stop to have a look at this interesting, handsome and altogether extraordinary exhibit. Red always acquires notice and this cute pair at the front end of the bridge got their full quota of curiosity and favorable comment.

Red Goose School Shoes were not too much in evidence. A pair stood on each of the four posts supporting the rustic rails of the bridge.

A small sign concerning their good-wearing qualities was attached to the center window at average eye-level.

A Bruin Window.
Another idea for a window gotten (last winter) from an advertisement of a fur manufacturer called for two stuffed black bears postured as if in the act of walking. These were made to lock arms and were supposed to have just been married.

The bride had on a voluminous tulle veil and the conventional orange flowers and carried a large bouquet of artificial swansonia ending in a shower of knotted narrow white ribbon.

The bridegroom was decked out in a dress shirt (cut off at the waistline), collar and tie and cuffs and dress coat and he looked as proud as such a quadruped is capable of looking.

A dummy man, in regulation canonical robe, with a flat book in his hand, had conjecturally just "tied the nuptial knot."

The floor was entirely covered with white wool rugs of splendid quality, which made a striking contrast to the jetty coats of the bruins.

The card that went with this unique matrimonial alliance read something like the advertisement of the fur manufacturer who used these carnivora (minus the clergyman):

Are You Married
If
So
We Can't Help You
If
Not
Come In and Tie Up
To
Some of Our
Magnificent Furs

Chug Wagon Clothes.

Sales of automobile clothes may be helped by the introduction in the window of a "lifesize" picture of a four or five seated auto.

The "shover" could be fixed to appear on his back under the machine, as so frequently happens under actual conditions. He should have on the correct garb of a chauffeur, except that his goggles and gloves are resting on the hood, where he is presumed carelessly to have tossed them.

Three young men in classy auto togs can be standing around expectantly (or perhaps impatiently) or two could be sitting on the grassy floor of the window, lazily leaning against trees.

If the window space is large enough there would be more animation if a papier mache horse, large enough to hold a grown person, were obtained from some saddlery establishment and mounted with a handsome-faced dummy in all the latest "glad rags" of equestrianism.

A placard could say:

"He Laughs Best
Who Laughs Last"
The Auto Boys Will Be
On Their Way
Presentlee
While They're Waiting
Have a Look
At Their Perfect Liveree
Fringed Bath Robes.

Bath robes are wanted by everybody the year round. The best way to sell them is to have a window arranged as an ideal modern bathroom, with everything pertaining to the necessities of a bath—Turkish towels and face cloths, fine soap, bath mat folded evenly over the rail of the tub, slipper chair, etc., etc.

On the slipper chair have the fluffy undergarments of a fashionable young lady. These should be lovely with quantities of lace, skirts run with pink satin ribbon ending in long bows, etc.

The dummy should have her dainty lingerie white dress depending from a nickel hook on the wall, while her Oxfords and lace hosiery must not be "hiding their light under a bushel."

Let the dummy (who should be pretty of feature) be standing against the bath tub rail, enveloped in a light-colored bath robe, sandals peeping from under its edge.

A placard might state:

A Bath
Is
Not
a
Bath
If Minus the Comfort
Of
a
Nice Bath Robe

Such a window could not fail to make a hit for bath robes.

Dummies Almost Indispensable.
Nowadays there are few goods whose sale may not be enhanced by the presence in the window of a comely feminine or good-looking masculine dummy. I never saw one in a jewelry window, but there is no

reason in the world why one could not be employed to show off the use of resplendent gems.

Uncommon Finishes Given To Common Skins.

Written for the Tradesman.

Some uncommon finishes are now being given to common skins, as, for instance, a hippopotamus grain and a tortoise grain to ordinary sheepskin.

These come in various colors, among which are, for the former, brown, green, slate and taupe, and, for the latter, all these colors and, besides, pearl gray.

This new process of transforming the cheapest of familiar skins into excellent imitations of expensive leathers is going to bring fine looking bags within the reach of those who want a nice appearing article without being obliged to pay a big price.

The variety of fancy grains possible to be produced by this new process is practically unlimited. The durability of the skins is greatly increased and the leathers are rendered moisture proof.

Manufacturers of bags are not as yet able to obtain this new leather, but within the near future it will probably be in their hands, and their manipulation thereof will likely work a revolution in bags. M. W.

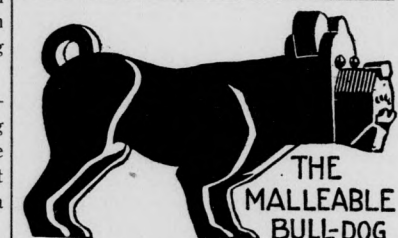
Officers of Charles A. Coye.

At the first meeting of the directors of Charles A. Coye (incorporated) the following officers were elected:

President—Charles A. Coye.
Secretary—Ernest W. Lampert.
Treasurer—Charles A. Coye.

These gentlemen, together with Arthur W. Rinn, comprise the board of directors.

The aim of all living is living for all.



Faultless Malleable Ranges have the FIVE ESSENTIALS: Design, Finish, Materials, Workmanship and Durability. Write for new catalog. "Range Reasons."

Faultless Malleable Iron Range Co. St. Charles, Illinois

Hot Graham Muffins

A delicious morsel that confers an added charm to any meal. In them are combined the exquisite lightness and flavor demanded by the epicurean and the productive tissue building qualities so necessary to the worker.

Wizard Graham Flour

There is something delightfully refreshing about Graham Muffins or Gems—light, brown and flaky—just as palatable as they look. If you have a longing for something different for breakfast, luncheon or dinner, try "Wizard" Graham Gems, Muffins, Puffs, Waffles or Biscuits. AT ALL GROCERS.

Wizard Graham is Made by
Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

Distance Sense the Sight of Blind.

The blind see with a distance sense. Half a century ago Spallanzini discovered that bats can steer clear of obstacles in total darkness. In order to make sure that the sense of sight was not employed he blinded some bats and found that they flew as confidently and safely as before. This experiment proved that warning of the presence of objects is received through some part of the surface of the body other than the eyes. In the case of blind persons it was thought at one time that this warning was given by sound waves reflected by the objects, but this theory is disproved by a simple experiment:

When a blind man's ears are stopped completely the sense of distance remains, although it is greatly diminished. This shows that the sense of distance is not identical with the sense of hearing, and that a distinction must be made between the hearing and the directional power of the blind.

This power depends chiefly on the sense of distance, but involves also hearing, smell, the temperature sense, and perhaps still other factors. It is a noteworthy fact that the sense of distance is not possessed by all blind persons, but is found only in a few and in differing degrees in these.

The blind possessors of this sense locate it in and near the forehead, and say that the sensation is vague and somewhat resembles a light touch. From the experiments of Kunz, Woelfflin, and others it appears probable that the distance sense is a function of the sensory fibers of the first branch of a nerve which ramifies through the face. It is still unknown whether the distance sense is served by special nerves or by fibers which also serve the pressure and other senses.

An investigation of the conditions which favor this sense would be valuable, practically as well as theoretically, for thorough development of the distance sense would make the lives of the blind far safer and more independent than they are at present.

The Other Side.

Mrs. Sparlington's old classmate, still unmarried, was making her first call after a long trip abroad. Little Ralph Sparlington, 6 years of age, was playing with a woolly horse on the drawingroom floor.

"Ah, my dear Frances," sighed Mrs. Sparlington, "I have often envied you while you were away. You are indeed fortunate not to have the worry, the strain, the fatigue, the heavy burden of bringing up a child."

"Won't you please say the rest of that in French, mamma?" asked Ralph.

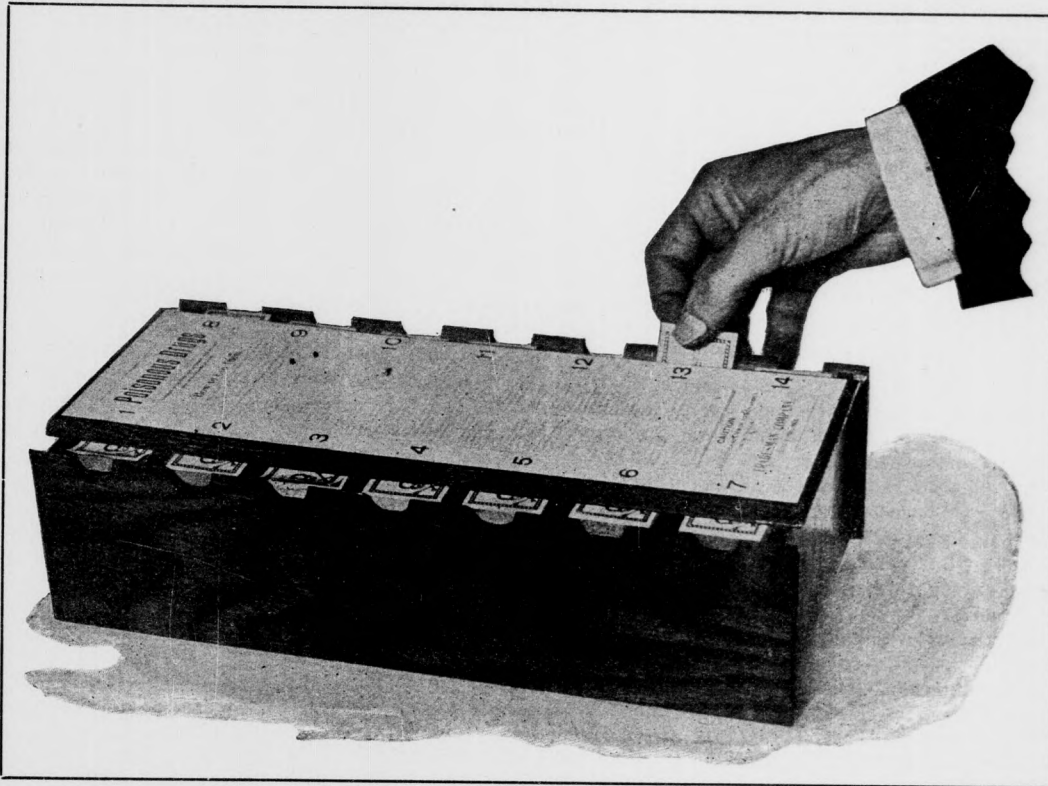
"Were you listening, Rafey?" enquired the mother.

"Yes, mamma," replied the child, "and I'll tell you this—it ain't any cinch to be brought up."

When a man is waiting on the Lord he is most likely to be working for some of his children.

He who carries his idol before him usually blames it for leading him astray.

Tradesman Company's Classified List of Poisonous Drugs

**THE LAW**

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and they do not curl.

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Canadian subscriptions, \$3.04 per year, payable in advance.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

H. A. STOWE, Editor.

July 28, 1909

VACATIONTIME LOGIC.

"Your system is depleted and needs a fillip," once said a famous London physician to an impoverished patient. "Try Brighton for a month, with plenty of champagne and oysters."

"But, Doctor," demurred the patient, "I can not afford such indulgence. Brighton, champagne and oysters are quite beyond my means."

"Then go to Bournemouth," was the great man's sage and simple verdict, "and feast on cockles and pop."

We who are on this side of the "stormy Atlantic" are not as a general thing familiar with "fillip," and while "cockle" is not so common among us as buttermilk, it is easy to glean from the general trend of the physician's fun that we must cut our garment according to the cloth and make the most of it.

It is proper to remark in the first place that the American public are just now busy with the vacation problem and that there is just now a careful contemplation of the garment to be cut from the full piece. There is no doubt that it will be champagne and oysters—did the doctor forget the legend about the months having no r in them?—to the favored few, but there is also no doubt that the cockles and pop class will have their much needed outing and that on their return the change they sought and found was the one thing needed to make them equal to the exacting requirements of the coming year.

It is generally conceded that change—the greater the better—is what the vacation is expected to furnish. "If I could only exchange routes with some other fellow in the office I should get all I want. After a fellow has gone over his beat until he knows every landmark on it and by sight and sound every man, woman and child in it, it does get wearisome after a while, especially when the after a while covers years. The old man, though, wouldn't listen to it and it's easy to understand why. So what I'm going to try to do is to get into a new pasture, where the huckleberries are good and plenty, the eggs fresh and the cows furnish nothing but cream, and eat and sleep and

get up when I darn please and let the world wag. I don't want to wear or see a collar or a cuff or anything that looks like a boiled shirt. I'm going to hibernate, or, if that is confined to cold weather, then I'm going to 'summerate' during my two weeks and, when I get through, I'm coming home rested and ready for another year's eleven and a half months of fight on the road."

One class of person whom many are ready to condemn is the young fellow who works faithfully for a year and saves his salary to "blow it all in" during his two weeks at some summer resort. He is always some kind of a fool, hyphenated or the reverse, according to the speaker's church standing; but does the "fool" differ very widely from the rest of his human brotherhood? If a single instance will refute the charge against his kind, here it is:

The boy, bright-eyed and quick-witted, had been humbly born with an intense desire to see something of the world outside the obscure corner where Fate had fixed his birthplace. Without knowing it his school geography had made him a wanderer or a desire to be one, and from that time he lived only to carry out that idea. His first move was to get away from the farm where the work was hard and the returns were few; and one happy morning he began the long journey as a clerk in the nearest country store. He had got tired of the old farm and its never ending, never changing duties; he wanted to come in contact with men, to know them and to see where they lived, and that first move, unpretending as it was, gave him his chance. It is only necessary here to say that his stay in the country store was short. A traveling man, attracted by him, remembered him, and in due time a Denver department store found its force enriched by the farm boy who years ago on the hard bench of the country schoolhouse made up his mind that he was going to see the world and those that dwell therein. He left the Denver Union Station one day in June handsomely attired and he came back in September with barely a nickel in his pocket, but he had verified "a good bit" of the geography pertaining to his native land and he declared that his value received more than paid for the longing that had haunted him for years. It was his way of spending his long planned for vacation; he was satisfied because he had received what he had worked for and he is no more to be criticised for it than the man who declares his intention to "summerate" for a fortnight if he so desires.

If this savors somewhat of each one's being a law unto himself, the savor with all that belongs to it is readily conceded. It is the only logic that vacationtime can tolerate or wants to tolerate. Its premise is at once admitted and the conclusion, far fetched or the reverse, resents every challenge; and whether the outing be given up to champagne and oysters at Brighton or to cockles and pop at Bournemouth, it is exactly what each one planned for and got and is ex-

pected to be satisfied with—a beginning, a middle and end which all logic insists on irrespective of the time or the season of the year.

SYSTEM vs. RIVALRY.

Recently Right Rev. Charles D. Williams, D. D., L. L. D., Bishop of the Protestant Episcopal Diocese of Michigan, speaking from the pulpit of St. Bartholomew's church, New York, said: "The philosophy of the sacrifice of the inefficient in nature for the perfection of a type is justifiable, has been applied with unmitigated consistency to our economic and industrial development. A young scion of greed and wealth, possessed of more dollars than ideas, not long ago used this very figure of the culture of the American Beauty rose to justify the policy of commercial assassination which had won him his millions. It was done, too, not in a commercial office before a board of directors, but in a Christian church before a Bible class. I wonder if the young man had ever read the gospels which he was supposed to be teaching. They say that 'A rose by any other name would smell as sweet.' To my mind that particular rose has the odor of crude petroleum."

Bishop Williams did not use the name of John D. Rockefeller, Jr., but the inference was potent.

Comes Rev. George Thomas Dowling, rector emeritus of St. James Episcopal church in Brooklyn, and formerly for twelve years the pastor of the Euclid Avenue Baptist church in Cleveland—during which time he officiated at the baptism of young Rockefeller—and in an open letter calls upon the Bishop to apologize to the gentleman to whom he undoubtedly alluded.

In doing this Rev. Dowling declares that the simile, "American Beauty rose," was not used to "justify" any "policy of commercial assassination;" that it was not used "not long ago" and that it was not used "before his Bible class," but in an address on "Christianity in Business" before the students at the Wednesday night meeting of the college Y. M. C. A.

Rev. Dowling asserts that business combination the world over is taking the place of competition and for beneficent reasons; that it is a fact for which neither John D. Rockefeller, Sr., nor his son nor any man living or dead is responsible; a fact which is the result of modern machinery and changing methods of civilization, and which can no more be hindered by any human decree than we can hinder the flight of time by stopping the clock."

He instanced the department store "which came because it had to come, which was as certain to appear as the turning of the earth on its axis, even although it absorbs a dozen smaller stores. The substitution of combination for competition secures the greatest good to the greatest number. You know it and so do I, and so does every man who will read this letter. The great trunk line, for example, which carries us to Chicago for \$35 in eighteen hours instead of compelling us to spend \$150 and to

waste in travel the greater part of a week, is the 'beauty rose,' which is what it is because of the ten budding roads which it absorbed. Every one of us is richer because of it. Every one of us is getting more for our money because competition has given place to combination. We can buy in railroad rides, in trolley rides and in unnumbered commodities for an utterly insignificant sum what formerly we could not buy at all. So that the poor man to-day is in many respects richer than King Solomon. And combination did it."

Rev. Dowling presents the original notes of the junior Rockefeller's speech upon the occasion in question to show that the speaker "was defending history; an impersonal principle in social economics which is as infallible in its workings as is gravitation; a trend in history for which no one is responsible except the God who is making history, to the final betterment of us all."

And the letter closes: "If ever one good man owed an apology to another good man, you, my dear Bishop, owe an apology to John D. Rockefeller, Jr."

WELCOME HOME.

There are many for whom the name "Old Home Week" strikes no responsive chord. There are memories, beautiful ones, but the members of the immediate household are gone; there is seemingly no call, no excuse for treading on the old grounds. A stranger feels nowhere else on earth his extreme loneliness so much as amid familiar scenes yet unfamiliar faces. With the feeling that this and the raking over of embers of the family circle are all that are offered, many a one reluctantly shuts his ears to the call of the annual reunion.

After being away many years from childhood scenes one is apt to feel that he is forgotten by his old acquaintances. Very rarely is this the case. On the old home grounds there is less of activity, less to think about; and you may be assured that if your busy city life has not blotted out old remembrances they will be reciprocated by the other side, where simple duties and quiet life reign supreme.

They are equally certain to feel that you have forgotten them, and will be more than pleased on your personal assurance that such is not the case. They will enjoy going over the old scenes with you, hunting for old landmarks, which in the daily routine of life have been unnoticed or forgotten. The old chestnut tree under which you played may be still bearing fruit. The orchard will contain birds which sing as sweetly as of yore. In the faces of the younger generation you will catch reflections of childhood friends. It pleases old comrades even more than you yourself are pleased that some of childhood's friendships cling through life.

Great men don't seem to have a habit of running in families. That's why we are usually disappointed in the sons of the great.

HIS WORK LAID OUT.

Very shortly after Congress adjourns President Taft is to begin a tour of the country and—not like Andy Johnson and his invention of "swinging around the circle"—Mr. Taft is going to travel by invitation; indeed, by most urgent solicitation. Were he a private citizen called upon, as a lawyer, for example, to make such a journey as is proposed his fee would be, perhaps, a hundred thousand dollars and "keep." And he wouldn't jump at the prospect. He is too much of a traveler and too good at it not to know about what is involved in such an experience.

He will visit a lot of cities and make a lot of speeches en route to Seattle; at that place he will tell the Alaskans how grieved he is over his inability to visit their country, he will tell the people of Washington and Oregon all about the irrigation problem and its exigencies; he will enlighten the Pacific Coast lumbermen on the duty on lumber and tell how hard it was to keep Mr. Fordney in the traces, and so on down the Coast around to New Orleans, where he will repeat what he said at Chicago last October, that he "would do all in his power to carry forward the projects of improved inland waterways."

In fact, he will have something to say wherever he goes and speaks about the general Federal plan of conserving the natural resources of the country. But will he tell them all he knows on these topics? He knows a lot and knows it intimately and painfully.

Will he tell everywhere that he speaks to lumbermen, irrigation men, river improvement advocates, oil men, miners and all that he has accurate and reliable information as to the existence of an organized and powerful opposition to the conservation plan as a whole? Will he point out that this organized power sets up that there is no constitutional authority for the wholesale creation of forestry reserves, for the withdrawal of laws for the preservation of the waterflow and the tying up of public resources in any manner in the so-called interest of conservation?

Will he tell those people of both slopes of the Rockies that certain of their Senators are leaders in this "unconstitutional" faction?

Will he have anything to say relative to the restoration to entry by Secretary of the Interior Ballinger of thousands of acres of land withdrawn by the Roosevelt administration for the purpose of consuming the water flow of the streams valuable for navigation and irrigation?

And what will he have to say about the alleged clash between Secretary Wilson and Secretary Ballinger anent the withdrawal of lands within the national forests, suitable for forestry stations, and how is he, in view of his own declarations on the subject of conservation in general, going to be able to mention Speaker Cannon's name at the New Orleans convention of the Deep Waterways Association?

In brief, the President has his

"work cut out for him" on his proposed tour and his greatest achievement as an enlightened, public spirited citizen will be recorded if he succeeds in convincing a large proportion of those he addresses that individual and personal rights are not over and above public and social rights; that the slogan, "Grab, keep, appropriate," of the cohorts of individualism is a delusion and a snare; that the land barons, the timber monopolists, the mineral king, the water grabber and the oil potentate owe something to the general welfare.

A PRETTY WORMY LOT.

After the Pittsburg cesspool had been cleansed and aired and the temporarily insane murderer had been shut up at Matteawan, the outraged public welcomed the calm that followed the storm, foolishly believing that after cleansing and fumigating it might again begin to feel respectable. The wind has veered, however, into the same unsavory quarter and brings the intelligence that the unchanged he is not insane and that the disreputable she accounts for her infamous and criminal conduct on the ground that "from present day ideals" she is "unmoral."

With the passing remark that there has never been any doubt in regard to the sanity of the one or the depravity of the other of this unnamable pair, it does begin to look as if, bad as they are, they will serve fairly well for a type of human animalism which, if we can at all rely upon the reports of the morning paper, is getting to be altogether too common. The fact of the case is we are making too much use of "co-respondent" in our everyday vernacular. It is beginning to mean too much. Rarely, if ever, does it stand alone and just as rarely in good company. A by-product of the divorce courts, it drags into the newspapers and into our common talk thoughts and ideas which home life can get along without, and it has reached such prominence in speech that it stands ready to take the place of a better word and crowds itself in without the slightest provocation.

That is not all; the idea it tries to cover is unclean. Family discord springs up. At once the neighborhood resolves itself into a pack of human sleuth hounds and with nose in the air or close to the ground follows up the scent until the co-respondent is discovered and exposed. Only a week ago a boat half submerged was found adrift with a woman's hat and wrap inside. It was found later that accident drowned the young couple who had gone on a boat ride; but not until the young man's remains were recovered was the newspaper sleuth willing to write of the affair without calling it a mystery and without wondering who the co-respondent in the case could be.

A church somewhere in the Middle West has been "shocked" to learn that the pastor, after a visit from a detective, has resigned. The clergyman has been meeting with more than fair success in his field of la-

bor. "His reputation is beyond suspicion;" but we are informed that "certain disclosures have been made" by the detectives, probably, who, it may be easily inferred, is seeking with all the scent that is in him for the "co-respondent" in the case that the minds of the parties mostly interested may be at rest.

A case of stealing, vigorously followed up, has developed in a perfect hornet's nest of the rankest disclosures. Women and men alike are entangled. Crimination and recrimination have rapidly followed each other and the courts have declared the innocence of the alleged thief, a young woman lately come from the Emerald Isle, and her accuser disgustingly connected, it is said, with the White Slave market, was allowed to go on her way unmolested with the charges made against her pronounced unfounded and untrue.

Finally, a certain Illinois banker has been killed by a certain physician of the town because he was hardly in harmony with certain relations existing between his wife and the medical adviser of the family, as it is supposed. It is an affair probably where the co-respondent business will forge to the front and possibly prove to be another instance where some form of law, written or unwritten, may receive ample illustration.

The conclusion easily reached and widespread is that from first to last in the instances cited the whole lot is a pretty wormy one, and the conditions are not at all improved by the generally conceded fact that each can be looked upon as only one of many. In the whole broad sweep of American territory it seems that hardly a community exists which can not furnish its instance; and what awakens comment is that the co-respondent is not often heard of afterward, and everybody is wondering why. "Duncan is in his grave. After life's fitful fever he sleeps well;" but the murderer, temporarily insane, has high hopes of an early coming freedom, while the female, calmly announcing her "unmorality," as calmly informs the public that she has been outraged: "I have my own code of ethics and I live up to them."

Is there anything to be done with the whole wormy lot? With the code and the living up to it thus announced, is society, whose sense of decency and patience has been "worn to a frazzle," to put up with such treatment a great while longer? Is it not time for the end to be in sight? How would it do for the co-respondents to be held responsible—both of them—for the violation of the law? Why not treat the temporarily insane at Matteawan, for instance, with temporary treatment in the electric chair and why not see to it that the Delilahs of the present day go down in the crash that takes good care of their all-killing Samsons? This periodical is not infallible; but it is ready to venture the statement that, if the co-respondent were morally certain of the punishment his misconduct deserves and that, too, without any delay of the law, it would be but a short time

before the social world, cleansed and purified, would congratulate itself on being rid of the whole wormy lot.

INTERURBAN PROJECTS.

While statistical experts and those amiable gentlemen who spend much of their time dallying with the intricacies of economics are trying to figure out a forecast as to the general business future, the Secretary of State for Michigan has sent out a list of thirty-one new business corporations placed on record at his office in Lansing during the past week, representing a million and a quarter of dollars of capital. He also records that five institutions have increased their capital to the aggregate amount of \$400,000.

Merely statistical although this exhibit is, it makes a strong showing that Michigan people are by no means discouraged and are alive to opportunities. One of the most interesting items specified by the Secretary is the incorporation of the Detroit, Lansing and Grand Rapids Railway, with a capital of \$25,000.

The amount stated might go a long way toward meeting the cost of a preliminary survey for such a road, but such a survey is not necessary because twenty years or more ago the route for an electric line from Detroit to Lansing was surveyed and located.

It has already been built out to Farmington, the home of Governor Warner, but there it was diverted to the north to Orchard Lake and Pontiac. As originally planned it was to extend from Farmington to Lansing via Milford, Howell and Mason.

From Lansing west to this city several reconnaissances have been made by electric railway promoters and invariably they have kept closely parallel to the Pere Marquette route; only one diverging a trifle by going to Portland and Ionia and thence parallel to the Grand Trunk route into Grand Rapids.

Because of these facts the surmise is raised that the Jackson & Lansing and the Lansing & St. Johns railway companies—otherwise the Commonwealth Power Co.—are at the back of the newly incorporated organization.

With the proposed electric road from Detroit to Grand Rapids following the route of the Grand Trunk Railway and with two routes from Battle Creek to Grand Rapids and two routes from Kalamazoo to Grand Rapids already located, there is an abundance of food for thought on the part of Grand Rapids business men.

Our city needs additional interurban railway communication to the south, southeast, east, northeast and north, and if those people who make a business of constructing such railways are awakening to action it will be at least wise that Grand Rapids interests ascertain as promptly and as accurately as possible just how much of stability and good business there is to the various propositions at present.

Publish not men's secret faults, for by disgracing them you make yourself of no repute.

CARLOT SHIPMENTS.**How Furniture Buyers Manage To Secure Low Rates.**

This week will close the semi-annual furniture season opening. It has been a very satisfactory opening for the Grand Rapids manufacturers, and this means much for the city and its business interests. The number of buyers to visit the market has been greater than in any former season. The total will exceed 1,100, as compared with 803 in the summer season of 1908, 1,012 in 1907 and 969 in 1906. The buyers have not been as free with their orders as might be. The volume of business has not been as large as in other seasons; but the dominating spirit has been optimistic. Buyers have been conservative, but with hardly an exception they have been confident that they will need more goods later. The summer sales in 1907 reached high water mark, but when the panic struck the country the manufacturers were flooded with countermands. The sales this season it is estimated will average about 80 per cent. of those of 1907, but instead of October and November cancellations the manufacturers will be looking for duplicate and supplemental orders.

The shipment of goods has already begun, many of the orders being for immediate delivery. The freight movement will gain in strength as the season advances and will reach high tide in September, when the daily shipments in all directions will represent a good sized train. What the total shipment for the season, in carloads, will amount to can hardly be estimated, but some idea of the volume of this traffic may be gained from the fact that just the samples sent here semi-annually by the outside exhibitors make about 200 carloads. The Grand Rapids manufacturers will show probably twice as many samples, measured by the car capacity, as the outsiders bring in. This gives us a total of 600 carloads of samples alone; and 600 cars make quite a train. The sample train would make but a small section of the train carrying the goods shipped to fill orders.

When a buyer places an order at one factory large enough to fill a car the shipment is simple. The manufacturer fills the car and sends it on its way, and the consignee gets the carload freight rate. When the orders are less than a carload then some figuring is necessary to obtain from the buyer the benefit of the carload rate. If the buyer has placed small orders with several manufacturers these manufacturers may combine to fill a car. Another method is to fill the car with goods intended for the different buyers in the same town. Until recent years when a manufacturer had a l. c. l. shipment to make he would telephone to other manufacturers until he found one who would go in snooks with him in filling a car. The accepted method now is to send the goods to the carloading company as soon as they are

ready and the carloading company does the combining. There is a substantial difference between the carlot and less than carlot rate and the carloading company takes a percentage of this difference as payment for its service. The company is virtually a clearing house in small lot shipments and it saves the individual shippers much time and annoyance.

This season marks two interesting anniversaries in furniture circles: It was just fifty years ago this summer that what is now the Berkey & Gay Company was started and twenty-five years ago this summer Chas. W. Black brought out his first line as manager of the Oriol. The Oriol had been started three or four years earlier and had not been a success financially. Mr. Black pulled it out of the hole, and was pushing on to prosperity when in June, 1890, the entire plant was wiped out by fire. He rebuilt on a scale that would provide for future needs for many years and had hardly completed the building and equipped it when the panic of 1903 struck the country. The company had building equipment and material debts outstanding to the amount of \$293,000, and in panicky times creditors are quite prone to want their money. The situation was met by issuing bonds in half payment and paying half cash. The bonds were retired within five years, and since then the Oriol has had uninterrupted prosperity. As for Berkey & Gay its history is in a sense a history of the city's furniture industry. It is easily the oldest concern in the city that has been under one continuous management, with policies and ideals unchanged except as conditions have made change necessary.

The Sligh Furniture Co. will build a large addition to its present plant this fall, and with this completed the Sligh will be one of the largest factories in the country producing bedroom furniture exclusively. This recalls how the Sligh has grown, and it may be added the evidences of this growth can be read on the factory front. The company began operations in 1880 in a frame factory building on the present site. As its business increased a brick addition was erected and then a second addition of brick. The old frame factory was torn down and a brick building was put up in its place. Three more additions were built, and now the big annex on the west side of the site is to be put up. The Sligh front if examined closely shows six sections and each section represents an expansion. Chas. R. Sligh has been at the head of the company since its inception, and its success has been due very largely to his management.

The manufacturers in this country are prone to boast of the superiority of American factory machinery, but John Widdicomb, who spent a couple of days in the Lebus factory in London on his recent vacation trip to England, says the American machinery does not compare with the English and German machinery with

which the London factory is equipped. This machinery, he says, is superior to the American in construction, durability and efficiency, and but for the heavy duty on foreign machinery he believes many American factories would be equipped with it. This country has a few specialties, such as the Dodd's dovetailer, which the foreigners can not beat, but the comparison applies to general machinery.

Mr. Widdicomb brought home one of the catalogues issued by the Lebus Company, and it is certainly of interest to those familiar with American furniture. The catalogue is of about 500 pages and shows probably 3,000 patterns of all kinds of furniture from the cheapest to the highest priced for every room in the house from the kitchen to the parlor and also for the office. The bedroom suits comprise dresser, washstand, wardrobe and chairs. Metal beds are used in England and are not shown. The cheap and medium grade goods recall the styles that were in vogue in this country thirty or forty years ago, and the materials used are satin walnut, as they call American gum, black walnut and oak. In the higher grades the period designs are affected, and the materials are mahogany, oak and some satinwood. The Sheraton designs seem to lead in popularity, and there are liberal sprinklings of Louis XV. and Louis XVI. and some Chippendale, Hepplewhite and Adams. These goods, judging from the catalogue illustrations, will compare with the Grand Rapids product. Some of the Early English designs are shown in oak. A period not known in this country is Georgian, and one of our periods not known in England is Colonial. The American Mission is also lacking. The finish of the English furniture is not with varnish as in this country, but is known as French polish. Shellac and umber are the finishing materials, and the workers in the finishing department are mostly women. In the Lebus factory 300 or 400 women are employed in the finishing room, and they do good work, at wages less than men will work for.

In diningroom furniture the English have one piece that is not known in this country. It is called the food

wagon, and is a small table, with a shelf beneath, on casters. Instead of bringing the dishes and food in on trays they are placed on this serving table or wagon and rolled in. Another new feature is the over mantel, which is a mirror on a shelf base and intended either to be hung on the wall or placed as a top for the mantel.

The washstand for the bedroom is usually with marble top and marble or tile splash boards. The wardrobes are tall and ungainly. The mirror plates on the dressers or bureaus are smaller than will be found on American goods.

Of chairs the company produces a wide variety, and in design many of them are of great beauty. This no doubt is due to the fact that ancient models have been followed more closely in chairs than in any other furniture.

The English are producing roll and flat top office desks, sectional bookcases and office filing cases that will compare favorably with the American goods. For a long time the English manufacturers left this branch of furniture to the Americans, but they have now taken it up and are said to be making serious inroads on the American trade.

The goods shown in the catalogue are priced and Mr. Widdicomb says that similar furniture could not be produced at any such figures in this country. The wage scales for factory hands are much lower in England than in this country, and this makes the difference.

A larger number than usual of the Southern manufacturers, those of the Carolinas, Georgia, Tennessee and Kentucky, made exhibits at the opening this season. Most of the Southern product was in cheap grades. Only one or two lines attained to the medium. Twenty-five years ago there were only two or three furniture factories on the other side of the Ohio. Now they are numbered by the score



Mail orders to W. F. McLAUGHLIN & CO, Chicago

WORDEN GROCER COMPANY**The Prompt Shippers****Grand Rapids, Mich.**

and will be found in Alabama and Mississippi as well as in the more northern tier of states. But how many of these factories will survive? The Southerners have a present advantage in their proximity to the lumber piles, but in some sections they are already under the necessity of shipping in their supplies, and as this necessity arises the Southerner's sole advantage disappears. As an offset to the cheaper lumber is the labor problem. Even the best Southern labor lacks the skill of Northern labor, and it also lacks Northern discipline and efficiency, and the climate will stand in the way of much improvement. The disadvantage under which the Southern manufacturer labors is shown in the goods they produce. With a very few notable exceptions the Southern lines are showy, but are poorly constructed, poorly finished and totally devoid of style. The furniture industry in the South, it may be predicted, can not look forward to a longer life than the era of cheap lumber, and very cheap lumber at that. That so many factories should have been started in the South and that careers should be short will not be regarded as surprising by those familiar with the history of the furniture industry in the North. Michigan is fairly dotted with factories once used for making furniture, or their ruins. Nearly every city, village and hamlet in the State at some time has had its furniture enterprise. In Grand Rapids had all the companies survived that have been started there would be three or four

times as many to-day as now exist. The furniture industry is not one of easy success, and the concerns that lacked proper management and favorable conditions failed. In Michigan there have been many more failures than successes. And history will repeat itself in the South. Some of the Southern concerns will survive, but even a greater proportion than in the North will die young.

Advertising That Created a Temporary Demand.

The old-time medicine manufacturers, whose advertisements stared at us from the page of every magazine and paper in the country, were certainly master salesmen of the old anything-to-get-the-money school. We have been told that a man must come to the water and drink because he is thirsty, and not be over-urged to drink because it will do him good. The medicine manufacturers realized the truth of this. They pictured a variety of diseases. They persuaded almost every person foolish enough to read their advertisements that he or she had not one deadly disease but a complication of diseases. After they had made the victim aware of his terrible condition they came forward gallantly with their remedy.

Of course these companies, even although they made millions of dollars, were not truly successful. They are not doing the business to-day that they did a few years ago. Favorable advertising made them wealthy. Truthful advertising sent them out of sight and lost them hundreds

of thousands of dollars. But it must be confessed that they knew how to get business. Their failure to become truly successful lay in not knowing, or at least not practicing, the principles of business building.

There is a difference. The business-getter looks no farther ahead than the profits of a single transaction. The business-builder aims to serve his customers so that they will become repeaters. The business-getter is like our old college chum who killed the goose that laid the golden egg every day. The business-builder gives his goose his best food and the best shelter, in order to keep it satisfied with its job of laying golden eggs.

But this lesson can be learned from the patent medicine men: They knew how to draw pictures that awakened desire to purchase their concoctions on the part of the reader. The business-builder who wants to sell great quantities of goods at a profit must also draw pictures that will arouse desire.

Bargain Hunters Must Take Chances.

Mercantile stores need not put up a guard in front of a stairway during bargain sale rushes, when the crowd of customers is likely to meet with accidents, by falling down stairs, because the stairs are not so protected. So decrees the federal court of appeals.

Furthermore, the court lays down the dictum that people on an upper floor must know that the store has a stairway to the lower floor, and consequently, it is incumbent upon every

person entering such an establishment to keep in mind that fact which may cause broken limbs and not let the mind be too intent on bargain sales.

The decision was given in the case of F. W. Woolworth, the proprietor of the five and ten-cent store in Minneapolis, against Lillian Conboy.

Woolworth advertised a bargain sale of graniteware and the store was packed with bargain-hunters. Among them was Miss Conboy. The young salesman at the counter was standing near the stairway leading to the basement. He called out to the women to come up with the exact change and buy what they wanted. The crowd pressed up to him, and Miss Conboy in the melee (for such it was, since women struggled, fainted and clambered on the counter) was pushed beyond the man. She kept her eyes on him and held out her coin which was to pay for a certain article. She was pushed farther and farther away from him, but still with her eyes on the salesman.

Result: She took a misstep on the stairway and went head first to the basement. The jury in the federal district court gave her \$500 as a balm for her injuries. The court of appeals, however, reversed the judgment of the lower court and granted Woolworth a new trial.

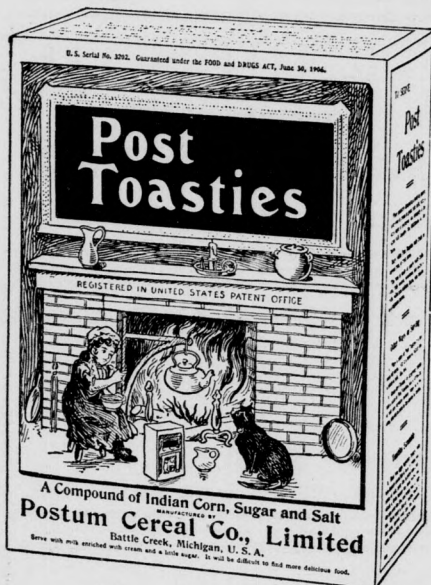
We preach contentment to the fellow who does not get what he deserves.

for perfection in its inner and outer life.

4 Big Reasons

Why Grocers Should "Push"

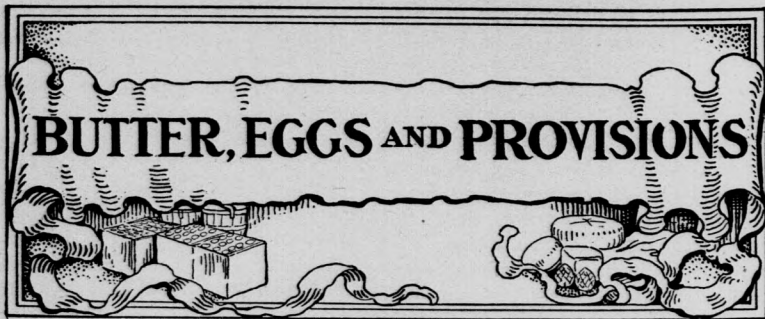
Post Toasties



- 1st—They're the "top notcher" among flaked foods.
- 2nd—Heavy, continuous advertising moves them.
- 3rd—Grocer's profit is good.
- 4th—The sale is guaranteed.

Post Toasties—Eaten with cream or fresh fruit—"The Taste Lingers."

Made at Pure Food Factories of POSTUM CEREAL COMPANY, LIMITED, Battle Creek, Michigan, U. S. A.



New York Egg Holdings Larger Than Year Ago.

The holdings of eggs in the New York and Jersey City coolers exceed the holdings of a year ago fully 75,000 cases. Only a small proportion of this stock is fancy. A great deal of it has been put into the coolers during the past two months because it was impossible to get quotations for the current receipts as they reach the market. These are what are called storage eggs and will probably be taken out first. The quantity of these is such that it may affect the higher grade eggs later, but as a general thing there is confidence in fine eggs put away, even though the price is much higher than it was ever known to be before. Consumption here has dropped off materially. It is estimated to be about 75,000 cases a week, with an excess of receipts of 15,000 to 20,000. There is no shipping demand for these eggs and they naturally go into the coolers.

While the report of the associated warehouses July 1 shows a falling off of 5 per cent. in the holdings of a year ago, there are a number of places like New York, Albany, Buffalo and Boston which are ahead, and it is figured here that the holdings of the entire country will be equal to what they were a year ago. This is no safe criterion to go by because last year showed a shortage of eggs and prices were extremely high. On the whole, the receivers here look upon the egg deal with more favor than they do upon butter.

Current receipts are showing a great many defects. The extreme hot weather has weakened the body of eggs very materially and it is impossible to get sufficient fine eggs out of the current receipts to supply the demand. Jobbers are going to the coolers to get fancy eggs for their particular trade and, while these withdrawals do not equal the amount of poor eggs going in, it is decreasing the holdings of Aprils and making that commodity firmer. The receivers use desperate efforts to clean up their current receipts and for that reason the market at present is slow and in the buyers' favor. They dislike to put the weak stock which arrives in the coolers, because it will never be any better and will cause this winter fine stock to be held off longer and perhaps weaken it in price.

The receipts for June were remarkably heavy and are continuing heavy for July. If these receipts continue, the market must materially weaken. The Hebrew speculators are rather short of stock and they are good buy-

ers and put many eggs into circulation. Prices have been very high for them all season and they have held off, demanding 20c eggs. They have not been able to get a great quantity at that figure, but have put away some. Their holdings are probably not more than 50 per cent. of what they ordinarily are at this season of the year.

The Health Department is watching the spot egg business rather closely and scarcely a week goes by that there are not several arrests for the sale of spot eggs sold for food. This crusade by the Health Department has improved the quality of the eggs coming, as shippers realize that if they send this stock here it is likely to be seized, they will get nothing for it and will be compelled to pay the freight.

Egg receivers here are much wrought up over the fight by the Trunk Line Association, which refuses to pay commissions on eggs damaged in transit. The railroads keep inspectors on the dock all the time and unless the receivers sign for damaged stock in good condition, they are not permitted to take them away from the station. Receivers justly claim that this is working a hardship and it is figured that over \$200,000 is tied up in disputed claims for damaged and lost eggs. W. O. Saxton & Co. have begun a suit to test the railroads' right to refuse to pay the market price on day of arrival of the stock damaged and much interest centers in this suit. The New York Mercantile Exchange is also considering the matter and has employed the best attorneys in New York to make a test case in the courts. A great many eggs are abandoned on the dock by receivers because of the arbitrary manner in which the railroads act regarding claims. One receiver filed as much as \$5,000 in claims in one day. This same receiver has over \$20,000 in claims against the railroads. It is the general opinion that no court will permit the railroads to pay for stock at point of shipment value instead of the value at destination.

Incomprehensible.

At a baseball game in Chicago the gatekeeper hurried to Comisky, leader of the White Sox, and said:

"Umpire Hurst is here with two friends. Shall I pass 'em in?"

"An umpire with two friends!" gasped Comisky. "Sure!"

Some of the meanest men on earth can lie down with their conscience and sleep like a babe until the breakfast bell rings.

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.

Huckleberries Wanted

Also Butter, Eggs, Veal and Poultry

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

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.

Mrs. 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.

Plants Protected By Ants.

A standing army of ants for defensive purposes is kept and provided with food by a sensitive plant of Nicaragua. In this acacia there are two large thorns at the base of each leaf inhabited by colonies of ants which bore into the thorns and make a home for themselves by eating out the soft inner tissue. On the leaf stalks there are honey glands, and at the top of each leaflet there is a sausage shaped body, about as large as a pin's head, consisting of albuminous food. The ants sip the nectar and eat the food bodies, and, being contented with their lot, remain on the plant without doing it any injury.

When the plant is threatened by an invasion of leaf cutting ants which would damage it, the ants composing the plant's army or police force rush out and repel the intruders. Many similar arrangements exist in tropical plants.

In one of the most remarkable of these ant plants the female ant bites a hole in the stem and brings up her brood inside it. The stalk of each leaf is swollen at its base and bears food bodies which are eaten by the ants when they emerge to find for themselves. As the old food bodies are eaten new ones are formed, thus keeping the ants, which are of a fierce disposition, in the plant's employment. Plants of the same species which do not happen to be inhabited by ants fall an easy prey to leaf cutting kinds of ants, which are only too plentiful in the tropics. In other cases the defensive ants are provided only with shelter in cavities of the stem, and various naturalists have observed that these ants pour out in troops whenever leaf cutting enemies attempt to attack the foliage.

The ants which thus defend these plants are small, but sting with extreme virulence, their small size making them the more formidable. The leaf cutting ants cut off the leaves and pile them up in heaps, forming a sort of kitchen garden of leaf mold, upon which they cultivate a fungus belonging to the mushroom family. They sew the sports of the mushroom and make a pure culture of the fungus, nibbling at it to prevent the development of mushroom heads and thus promote the growth of spawn.

Imitation Plants Made by Chemist.

Chemical imitation plants are amusing Prof. Leduc, of Nantes, France. Prof. Leduc introduced a drop of sugar solution with traces of potassium ferrocyanid into a dilute copper sulphate solution. The drop covered itself with a copper ferrocyanid membrane, impervious to sugar but pervious to water. The water percolated through the membrane which the sugar was unable to traverse. The cell thus grew on.

In a few minutes a bud sprang up from some point in the surface. This was surrounded immediately by a copper ferrocyanid membrane. On the top of this bud would be produced another bud, and on this a third one, and so on, each bud constituting a cell, all of which would arrange themselves slowly in a continuous

row, forming a hollow rod, the length of which would exceed more than ten times the diameter of the original cell, of which the others were offsprings. The artificial cells absorbed from the surrounding medium the substance required for their growth and thus produced the bulky growths exhibited.

A droplet sometimes was projected in the course of the experiment, being entirely detached from the original drop, in order afterwards to grow on and give off buds and growing rods, which finally produced a form similar to the original one.

At the recent exhibition of the French Physical Society Prof. Leduc showed a number of examples of the way in which the diffusion of solutions could be made to assume not only plant forms but decorative patterns. The study of these phenomena and the unraveling of their intricate connections are of fundamental importance. More and more the reactions of inorganic substances, whether liquid or solid, are referred to their properties in a state of solution, while every process of life to be examined by the biologist seems capable of interpretation only through attention to the conditions thereby involved.

Viewing the Corpse.

The corpse was neatly composed within a plain coffin, standing in the main room, where were gathered the relatives and such of the neighbors as could find space. The dignified and solemn "funeral air" was over all; they sat hushed in breathing silences. The preacher arose.

It was just at this juncture that there entered a long, lanky Down East native, full-rigged in Sunday clothes and squeaky shoes. The undertaker tried to head him off, the preacher frowned and others made signs and gestures that were unmistakable. But despite these the lanker stalked over to stand for a moment beside the bier, then crowded back into a seat.

"It's a hot day, ain't it?" he said in tones that could be heard out in the kitchen, as he sank down and mopped his brow.

The man addressed flushed with embarrassment and made frantic "hush!" signs with his lips; but, nothing abashed, the lanky one continued:

"Quite a right smart lot o' folks out, ain't there?"

The man by his side was purple in the face now, but the rustic one was oblivious to surroundings and he went on:

"Seen Bill?" turning his thumb in the direction of the casket.

Another nod of resignation from the listener. Then the grand finale: "Looks like the Old Nick, don't he?"

A stockholder of a corporation may advance money to it, may become its creditor, may take from it a mortgage or other security, or may indorse same like any other creditor, but is always subject to severe scrutiny under the obligation of acting in the utmost good faith.

Grand Rapids Floral Co.
Wholesale and Retail
FLOWERS
149 Monroe Street, Grand Rapids, Mich.

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.

YX BRAND
Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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

We are in the market daily for strictly fresh
Laid and Gathered Eggs
If can offer, write or telephone us
Moseley Bros. Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad
Both Phones 1217 Grand Rapids, Mich.

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

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

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 COLLEGE GRADUATE.

Problem Which Confronts the Father These Days.

In the beginning of this present summer season of 1909, involving as the summer season universally does the old "problem of the college graduate," I received the other day from an old business acquaintance the following "special notice":

"We are pleased to announce that Mr. William Farson has this day been admitted to membership in our firm, Farson, Son & Co., Bankers, New York-Chicago, July 1, 1909."

I went right over to see Mr. John Farson, father and founder of the business. I recalled that about four years ago when John Farson, Jr., was graduated from Yale a similar announcement was sent out by the eccentric Oak Parker, and I wanted to know about this second departure from the usual course of things in the business world. What right had any father to absorb two sons into his own particular line of business?

"But it's the solution of the problem of the university graduate," insisted and persisted Mr. Farson. "Take 'em into your own business; there's the solution of the whole matter."

"Then you've trained both the boys with a view to coming into the business when they should be out of school?"

"Never mentioned such a thing to them in my life," returned Mr. Farson, bluntly and emphatically. "They've been free to make any choice of occupation or profession. Doctor, lawyer, preacher, druggist, engineer—anything they might have chosen would have satisfied me. The only thing that might have interested them particularly in the business is the fact that each of them in his school life has received the firm's market letter daily. And I didn't know that this might not have prejudiced them against that line of work."

"Yet you wanted both of them in the business?"

"Why shouldn't I?" he returned, spiritedly. "Why shouldn't a father look forward to his boy's growing up and taking some of the burdens of business off his shoulders?"

"But how do you square the policy with effective organization? What are you going to do with a hundred other employes who have grown up and are growing up with you, and who may have reason to feel that their noses to some extent are out of joint through preferment of your own sons?"

"There you've touched the problem," admitted the father, "a problem that the father in such a circumstance has to face all the years of a son's life if he meets it acceptably in the end. He must have a democratic boy, understand him, and be understood, and when that son comes into the organization, it must be with as thorough an understanding that he will make good as in the case of any other man's son coming in on trial."

"But you have more powers—more ways, and means, and ends—to em-

ploy in forcing a son to success, than you can command in the case of any other man's son."

"Naturally," admitted the banker.

"And as naturally you will use these powers if you have to in bringing the son up to the mark of efficiency?"

"Why shouldn't I?" he replied. "It means much to me to have two sons who will share the responsibilities of business with me."

"Acknowledging all this, then, aren't you bringing an almost certain element of friction into your organization? Can you depend upon it that half a dozen of the most capable and ambitious men in your organization aren't just a little depressed and out of joint at the prospects?"

But Mr. Farson earnestly doesn't believe that they are, basing his confidence on the fact that his organization must depend upon him to see that a son receives no favors nor promotions to which the worth of the son does not entitle him honestly.

Yet, after all phases of the concrete case are canvassed, Mr. Farson admits that, as a general proposition affecting the business world in general, the solution of the college graduate problem by taking the young man into the father's business carries a good many questions with it.

There are two types of father easily recognizable at the extremes of the general proposition: One of these is the man who, wrapped up blindly in the son and unconscious that the young man ever had a fault in his makeup, brings him into the business when he might know that the boy is out of all sympathy with it and prepared to "lie down on the job." Ostensibly the young man is going to "learn the business from the ground up," but he takes a remarkably short cut to it, almost invariably making friction in the organization.

That other type at the other extreme brings his boy into the business prepared to "put him through." He feels that without strict disciplinary methods, holding the son to the strictest accountability and directing with an iron hand, making him dig and delve from the bottom up, his organization will suffer. He isn't willing to take the slightest chance of criticism of his employes, with the result often that the discouraged son leaves his father's offices hoping for a better chance with the stranger.

It is somewhere between these extremes that the real problem of the university graduate son comes in. In the case of a business which has been built up through a course of years, with the head of it depending upon the loyalty and support of an ambitious organization which has made the business possible, there is little doubt that to bring a son into the organization involves serious questions. It is too much to expect of human nature that in one way or another the father, anxious to have his son become a partner in the business, shall not bring influences to bear which shall tend to accomplish the result.

This knowledge is no less than the assurance to the organization that this son is to have a certain prefer-

ment in growing up with the business. It is one less position which the ambitious outsider may aspire to. If the chances are that the father intends soon to retire from the active conduct of affairs, the admission of the son to the firm is little more than an announcement of a new employer. To the extent that employes know, or do not know, the young man, uncertainties arise.

"What's the use of my working on here like a Trojan if the 'old man's' got half a dozen sons who are to pick up everything that is worth while?"

One may say that it is only the second class worker who is inclined to dwell on the question, but an enormous amount of work in the world is done by second grade workers. On the other hand, isn't it possible that even the best type of worker, fight as he will against such thoughts, still fails to rid himself of their atmosphere of measured depression?

Not long ago a chairman of a board of directors in a big Chicago concern told me of the embarrassments which come to him, year after year, through pressure of friends and acquaintances calling upon him to use his influence in getting positions for their sons in the business.

"What do I do?" he repeated. "Absolutely nothing. I have two sons myself growing up, and if they were ready to-morrow to go into business I would not make application for positions for them in the business. I feel that in all probability anything that I might accomplish for any one through such personal influence would be a handicap to a young man."

Altogether, in the evolution of organization in great businesses, it does not appear that the son of the head of the business ordinarily is without handicap in aspiring to succeed the father. Anything that he may accomplish through genuine talent and hard work is likely to be discounted, if his success shall be attained under his father's direction. On the other hand, if he shall break away from the lines of his father's success and independently measure up with his fellows somewhere else, he may count upon exaggerated credit for what he does.

As a sober second thought it is not strange to remark the tendency of the modern young man to enter some other business than that in which his father gained wealth and prominence. There's a reason.

Hollis W. Field.

Effects of Wind on Water.

It is an ill wind that blows nobody any good. And all the winds and storms are said to be beneficent as a whole and only injurious when regarded from a limited point of view. Violent storms do not produce the greatest results. A steady wind blowing from the same quarter for a long time has a more powerful effect, as is shown by what occurs on coast lines which are exposed to the full effect of the two most prevalent winds. High waves in order to pro-

duce severe damage must have sufficient deep water to travel, which means that for the majority of walls erected for sea defense the danger is limited to certain states of the tide, usually a little before and a little after high water.

With regard to the current forming effect of the wind, it is probable that near the coast in shallow water the wind is most effective in drifting fine bottom materials. But it seems that the wind which blows obliquely inshore is more effective in causing drift than any other, and is consequently the most to be dreaded as a factor in causing coast erosion.

Storms affect coasts chiefly through the agency of sea waves and currents. The movement of sand is sometimes considerable. This is shown by the formation of immense sand dunes. These dunes often tend to advance in the land by the transference of sand from their seaward to their landward face.

Large areas of land have been devastated and houses and churches hurled in this way. Storm waves and currents generated in shallow water by high winds are, however, the great agents in devastation. When a gale blows directly inshore it drifts the surface water against the shore, causing an undertow seaward, which is a more powerful factor in carrying off suspended matter and denuding the coast of sand.

Sink Shaft to Explore Earth's Crust.

Earth exploration is proposed by M. Camille Flammarion, who suggests a deep shaft, as far as possible into the bowels of the earth. The maximum depth hitherto attained below the mean level of the globe's surface is about 6,500 feet. He remarks that the increase of the earth's internal heat varies in a graduated manner, according to the regions. Its average increase is one degree centigrade to every 108 feet. But whatever the proportion there is at a certain depth an inexhaustible source of heat that might be distributed and applied.

One of the first results of the sinking of the shaft would be to verify this increase of heat as you go farther into the earth. The second would be the exploration of this unknown soil. Who knows what geological and paleontological curiosities will not come to light, iron mines, copper mines, precious metals, veins of gold, platinum, silver, radium, etc.?

M. Flammarion thinks that a shaft 200 or 300 yards in diameter would be needed. It would have to be cased with a ring of massive cast iron. The earth excavated might be taken to the sea. The lands as well as certain plains of Belgium, Holland, and Roumania would be suitable for excavating purposes. M. Flammarion calculates that the temperature of boiling water would be reached at a depth of about fifteen furlongs, but it would be necessary to go much deeper in order to investigate thoroughly the earth's crust.

Nothing is easier than improvement if we do not weakly take the will for the deed.

Quality sells them in Quantity

“WILLIAMS”
SWEET PICKLES

IN AIR-TIGHT GLASS TOP BOTTLES

SELL better than others, simply because they **ARE** better—**BETTER FLAVOR, BETTER QUALITY, BETTER APPEARANCE.** When you handle goods that have such advantage over others, **YOU** have an advantage over **OTHER DEALERS**, because the more you can please your customers the more customers you will have coming to you to be pleased.

**All Our Products Conform to the Federal
Pure Food Law**

Our Sweet and Sour Spiced Pickles, Jellies, Preserves, Fruit Butters, Vinegar and Table Condiments are all prepared under the most cleanly conditions in our sanitary modern factory and kitchens. We use only

Fresh, Sound Raw Materials

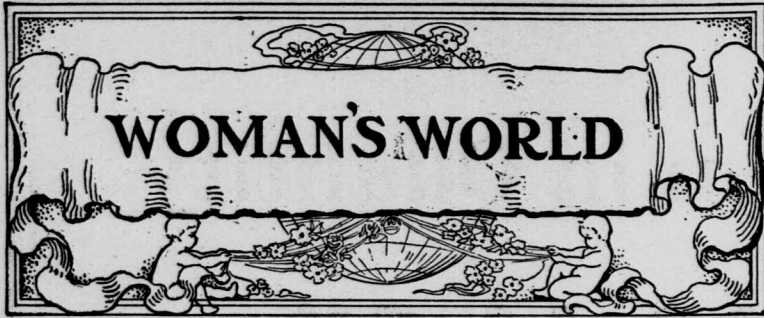
which we select and wash carefully. Our pickles are brought to us the same day they are picked. We pack them in the air-tight, glass-top bottles to insure them against leakage, rust or spoilage. You can be **SURE** of a **SUCCESSFUL** and **PROFITABLE** pickle department if you sell **“WILLIAMS” SWEET PICKLES**, because they always win wherever introduced, and will win customers for you as they have for others.

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN



Meddlers in Love Affairs Often Mar Matches.

It is a pity, but there are many people who, whether from contemporaneous human interest or from impertinent curiosity, manifest a great disposition to concern themselves with that which is none of their business and solely pertains to their neighbors' affairs. Especially is this noticeable when the affairs are those of the heart; nothing so much attracts these busybodies as an incipient love affair.

If Johnny Jones, on two or three successive Sunday nights, goes to church with Susy Smith; if Edwin at reception or lawn party shows a preference for the society of Angelina above that of the other damsels of their set, forthwith tongues begin to wag, an engagement is taken for granted and knowing looks and open comment freely are indulged in, to the greater or less embarrassment of the young couple, who in all probability merely were enjoying each other's congenial society with no ulterior purpose of matrimony in view.

If the youth is not deeply interested, or even if he is, and, as is apt to be the case, also is shy, he perhaps ceases his attentions, whereupon ill natured gossips do not hesitate to insinuate, if they do not openly assert, that he has ill treated the girl, perhaps even that he has jilted her; if, on the contrary, being in love, he has the courage of his convictions or, as rarely is the case, he has old fashioned notions of chivalry and of man's duty to woman, he may be hurried into a precipitate proposal, perhaps driven into a hasty and ill considered marriage.

Of course, it may be said that the young folks ought not to mind a little teasing and that they are foolish to care. But sometimes the teasing is

more than a little, and for the folly, is it not among the saying of sages that all men, still more all women, especially in the days of their youth, are prone to folly as sparks that fly upward?

It is a far cry from liking to loving, even although both may lie upon the same pathway, and the distance between them often is not traversed, although the probability is that it may be. The comments of people who in no way are concerned frequently render cordial friendship between men and women uncomfortable, if not impossible. The man who is not inordinately vain does not like to have it said that his woman friend is in love with him. Moreover, he is apt to fear that but for her reported engagement to himself, a rumor which the gossips persist in spreading, some other man whom quite possibly she might love and marry would woo and win her.

The woman who is capable of a genuine platonic friendship may be willing to run the gauntlet of small talk so long as she and her friend thoroughly understand each other, but always there is the haunting doubt as to whether he really does know that she is not in love with him. And when, as so often happens, the friendship glides into love she never can be altogether sure that her suitor is asking her to marry him because he is in love with her but because other people have persuaded him that she expects him to do so.

Yet this situation is less to be dreaded than that vague connection, a little more than friendship, a good deal less than love, where neither is quite clear about the feelings of the other, where the woman is fettered by conventions and the man, who could make matters clear, is satisfied with undefined relations. It is one

of the many cases in which men fail in candor to women because they dread a scene.

For the rest, it is not to be wondered at that the world at large does not believe in platonic friendship between men and women. The point in which it is at fault is that it will not leave such affairs to ripen into love or to fade and fall at leisure without interference, which almost invariably does harm rather than good.

Dorothy Dix.

The New Baby.

"Well, Jimmie," said the visitor, "I understand you have a new baby here."

"Yes," said Jimmie, "he got here last Tuesday night."

"Whom does he look like—your fa-

ther or your mother?" asked the visitor.

"We don't know yet," said Jimmie. "He seems kind of undecided yet."

"They tell me he has your father's nose," said the visitor.

"Yes," said Jimmie, "he has pa's nose and ma's mouth, and aunt Sarah's ears, and between you and me I'm for givin' him grandpa's teeth. He ain't got any of his own, and grandpa's got two sets. What I'm afraid of is that if they don't give 'em to him he'll get mine, and I need mine in my business."

The minutes of corporation meetings are prima facie evidence only of the proceedings, and oral testimony is admissible for the purpose of proving what actually occurred.

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Do You Know How To Save Money?

Almost universally the knowledge of how to save enters into the modern formula for success and the question of methods and ways and means to saving is open to discussion. If "keeping" every possible piece of money coming into one's possession may be miserliness, there must be some phase of saving that is reprehensible.

In my experience of men I have seen enough examples of arrested business development brought about by early savings to bring the point strongly home to me. Through hoarding earnings and perhaps making a few early ventures in speculative chances that proved successful many a young man has acquired a bank account that was beyond his capacity to appreciate. His normal friends, looking on with both envy and admiration, have helped him to lose his head. His precocious pride has been pricked until the thought of chance of losing that which he has accumulated becomes impossible to him. The spirit of the miser is aroused in him. Whatever his business ability may have been, it is arrested in its development.

It is one of the concomitants of business that a certain element of risk is involved. That business man who refuses to accept the gauge no longer classes with the modern man of business. Competition for entrance to business opportunities is sharp enough to make risk inevitable in the venture. What, then, is possible for the young man who has just enough to frighten him?

In my opinion the young man who through the hard process of saving succeeds in acquiring money beyond his years and experience of life is more handicapped by it than benefited. Venturesomeness by nature belongs to youth. It is the impulse which, exercised and modified and directed by experience, tends to develop individuality and character. In all men it has been remarked that possession of wealth has a tendency to inspire conservatism. The rich radical is almost unknown. If possession in this manner affects men of already ripened age and experience, how much more influence must we expect of it upon the young man precocious beyond his years?

For it is precociousness in the boy which prompts him to saving. It is a departure from the normal standard. In the case of the average boy, a coin in his pocket burns him. Having it he wants to spend it immediately. He seeks to discover something which may induce him to part with his money.

Most men grown to maturity and looking back on their boyhood and early manhood are agreed that they "didn't make the most of their opportunities." Of course they did not, being normal. They took occasion to learn the lesson of foolishness while young and when in a business sense it cost the least. On the other hand my observation has shown me scores of young men, obsessed by the desire to save, who "make this most" of their youth, with the result that

they never experienced that youth which nature intended and which in the end left them old and fossil caricatures of men.

That capacity for saving, even for a certain fixed purpose, is something to be inculcated in the normal boy by the slow process of discipline. To save on the wide, general principle that some day his savings may be necessary is a lesson that the young man himself finds hard to learn. The normal young man, strong and optimistic in his youth, finds it hard to anticipate a "rainy day." To the extent that it is forced upon him he must sacrifice youth itself.

Can you imagine a neighborhood of boys, schooled to careful saving of every penny finding its way to them, having social relations in the sense that youth seeks them? It is impossible. However sociability may be possible among normal children without the necessity of a penny to spend, it is a dwarfed, distorted, unreal thing when among them the principle of miserliness is the rule.

It requires a sound, ripened judgment in a man to decide when and where and how much to save, even after the necessity for saving something has been forced upon him. For in the last analysis the whole principle of saving in modern life is a force measure, growing out of human selfishness. "Can I afford that?" is one of the commonest of all personal inquisitions and at the same time one of the hardest of all questions to answer wisely.

"No, I can not afford a vacation this year," says the man in explanation to his friends. Yet he may have to afford weeks in a hospital later in the year simply because he made the unwise decision.

"If we invite the Jones family to dinner it will cost the price of the new hat which I need," says the housewife. "Can I afford it?"

Everywhere, in every phase of life, the experienced, thoughtful person is confronted with the problem of saving. It isn't wholly the question, "Can I afford to spend?" Quite as frequently it is the question, "Can I afford to save?" Wisdom is necessary to the answering.

"Wasting at the spigot and saving at the bung" is one of the old, old metaphors and approximates the meat of the whole question of saving. Each man must ask himself how much and when and where he shall save. But wisdom and experience must dictate the satisfactory answer.

John A. Howland.

Tricks in all Trades.

Stranger—Zum Donnerwetter, now you have cut my chin a second time! If you can't shave better than that you will lose all your customers pretty quick.

Barber's Apprentice—Not at all! I am not allowed to shave the regular customers yet. I only shave strangers!

So Say We All.

Sociologist—Do you have much trouble keeping down expenses?

The Toiler—Not so much as keeping up the revenue.



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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. Unequaled for table use and cooking—fine for griddle cakes—dandy for candy.

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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.

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THE BOOK OF NATURE.

It Is Open To Every Living Person.

Written for the Tradesman.

Is Creation finished? There was a writer once upon a time who wanted us to believe that there was a God and that He created all things, that He made everything good and that He made man after His own image. And there was a time when every one thought the world was flat and that the sun revolved around this earth. And they believed that God finished making the world long ago, having created everything good and perfect, and that it went down from this perfect state into a wreck.

Now we believe that Nature planted this earth full of laws and forces and ideas, and they are growing now up to something grander.

We have learned that this earth has always been improving. We are right now living in the best and most improving progress that history records. This earth was once a jungle of forests and a mass of vegetable and animal life. Now it is covered with happy and unhappy homes, noble and devilish industries, arts and inventions of all kinds. Creation is still going on, and will never stop. We will never reach perfection.

God—Nature—is the power, still at work, filling all things with His presence. In Him or It, "we live and move and have our being." The world we live in is ours. It is our home and our school. We see in it great forces and hidden powers which are full of seeming mysteries, like human life, plant life, electricity and chemical substances. We find also certain laws and when we learn how to obey them we feel safe. And we are learning that there is much in Nature that gives us great pleasure. In the beginning men taught us that there was a power of evil and that this influence would control us forever. Now we are about ready to say there is no evil. If God made everything He surely made the evil, if there is any. God is in everything and everywhere. If this is true He is in everything man has called evil. I fully believe that there is good in everything. I would not say that electricity was evil just because it happened to kill a man that did not know how to handle it. When we deal with so-called evil thoughts we are dealing with a part of human nature that is not developed. It is another part of the universe that is still growing.

Man seems to be the weakest animal on earth. Still he is the strongest. According to nature, man is surely very weak and there is a reason for this. Our sense of reasoning has been taken away from us. We were not allowed to reason with the things of Nature. The animals have never been robbed of their right to follow their God. They have been allowed to live in their natural state except when man took them and made slaves of them.

If man is left alone he will be a god, for Nature owns him as its very own and it will show him how to subdue all other created things, and

through him Nature will reason out the cause of creation.

Every man who lives with Nature is stirred to wonder as he sees the majesty and goodness of the God within him and the world about him. The more he learns, the greater is his sense of wonder. The more he wonders the more thoughtful he is of the duty that is before him to study and learn still more about God.

Every living thing worships the Creator of all things. First men worshipped trees, the sun, the ocean and other similar objects; but now we have learned that there is nothing to worship; that is, to pray to for our misunderstandings.

If I am a child of God, I am a part of the law that people misunderstand and any intelligent person would not think of praying to me and asking me to forgive them if they failed to understand me.

Here is the law, "Go and sin no more." Let us try to find out what Nature has for us; and if we run up against it in the wrong way, let us try not to do the same thing the second time.

I have said that there is no evil and I believe there is not. We only run up against the wrong thing or do not know how to handle it. I can not believe that God created anything that was not good for something.

Let us stop looking for the things we know are not good for us and put in all of our time enjoying the things we know are good.

Jesus Christ died to save the world. So have thousands of other good men. The men who have been killed trying to handle electricity died to save the world lots of labor.

Jesus died to save the people from worry. It was that fear of death that Christ wanted to eliminate from the minds of the people. It was love for all mankind that Jesus taught, love of the beautiful, kindness. He was a character builder, but still He ran up against the wrong thing. If God is everywhere and in every person, He was in those men who put Jesus to death. Still it was a good thing, for we all can live better since then if we follow out the right law governing these things. I am glad that Jesus died for us. Who is there among us who is willing to do the same things? That is, tell everything that you know is good, if it kills you.

Nature has spread beauty all around us. The only trouble with us is, we mix the wrong things together. If this is true, then we are the cause of the trouble, but if there never had been any trouble on account of this mixing. I feel as if we would not have received the benefits as we are enjoying them to-day.

What is Science? Everything, for it is the power that leads men into the facts. Science is very young yet, but she has given us the greatest lights that have ever shown on this earth. Science tells how badly our ancestors were treated on account of their ignorance of God. To-day she shows how man rose from the lowest condition and built up great cities. What does science teach us? I won-

der how many good honest men who read this want to know. No man can be real successful, real happy and real wise if he fails to know something about the science that is in the thought world to-day.

Back to the first question, Is Creation finished? No, it is not and the thought world is growing just the same as everything else and all humanity needs to do is to let loose of the old and get into the bandwagon of progression.

The book of Nature is open to every living person. This book was not made by human hands any more than was the temple of the living God. "Ye are the temples of the living God." Open the book of Nature within your own temple and read. You need not have eyes to see nor ears

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to hear, "for no man can see God face to face and live."

Let us stop spending so much time and money looking for the end of the world. This is a world without end. It is our business to live NOW. If we live right now, we will always be right. Don't let us have it said that our children were born sinners. Let us create wise children so they will be the children of God.

Edward Miller, Jr.

Some of the Things Tobacco Will Do.

No slave habit is as generally endorsed by men and women as the filthy habit of tobacco using; not only filthy, but very injurious to one's health, and not only one's own personal health, but the user subjects other innocent persons by using tobacco. There have been scores of cases where tobacco using husbands have caused and brought about invalid wives. Infants are often made sick by smoke of the stuff, with no way to help themselves.

Tobacco using parents will beget tobacco using children, as a rule.

The most abominable and vulgar pictures I ever saw exposed to the public eye were advertisements of some brands of tobacco.

Years ago (twenty) cigarette packages had the pictures of nude women in every one, and I saw some of the boys in my town exchanging these vulgar pictures with each other.

The lust devil then bred in these boys has had a reaping time for the past ten years.

As a general rule I believe preachers, as a class, are the best and cleanest citizenship we have in America.

Next to preachers I esteem our physicians as cleaner than any other profession. So I am unable to reconcile a filthy tobacco smoking or chewing preacher as a consistent man or teacher or example for our children to follow, and feel sure that such a preacher, when he comes to himself, will feel as Jonah did after the fish swallowed him. And if he does not come to himself he should keep his mouth shut on cigarette smoking or the use of tobacco by any one at any age. I heard of some very pointed cases lately. Parents, by their example and teaching, prevented their sons from using tobacco until they were in their teens. Then a tobacco using preacher was sent to that circuit by the conference and he smoked and chewed and made light of cleanliness of people on that line, and the boys took to smoking, and, when remonstrated with by the parents, they replied that Brother A. smoked and said it was no harm,

It is only a question of a few years when a tobacco using preacher and a whisky drinking preacher will be classed by all decent saints and sinners as living in the same house and going the same road.

All the preachers I have had any knowledge of as going down and out caused by the lust devil were users of the weed, smoking and chewing. Yet some Simlin heads tell us that science teaches that using tobacco does not increase the lust of those who use it.

If Simlin head will read up a little on the history of the Turks he will learn something. They are total abstainers of and from alcohol, but great users of tobacco, and about the only polygamy nation of the earth to-day.

Some effects of smoking and chewing:

1. Tobacco affects the blood and often produces cancer.
2. Tobacco directly inflames the stomach and causes disease.
3. Tobacco users are more subject to kidney troubles.
4. Bright's disease is often brought on by tobacco using.
5. Tobacco using inflames the mucus lining and causes catarrh.
6. Only three animals use it—a goat, a worm and a man.
7. Consumption is often traceable to tobacco using.
8. Old sores on parts of the body come from tobacco using.
9. Weak eyes come from tobacco using.

Tobacco users will have it at most any cost.

Eight hundred million dollars were spent last year in the United States for tobacco. One-tenth of that, at least, was used by preachers and the flocks over which they were shepherds.

No wonder the churches (so-called) have so many goats in them.

C. T. Hogan.

Food for Thought.

Chew your thoughts well before swallowing them. Mental indigestion, with all its train of attendant troubles, is due to this one fact more than anything else. Bolted thoughts cause more trouble than you have any conception of.

Chew every thought at least thirty-two times, or until there is practically nothing left of it. You will find by so doing that you can get along on fewer thoughts than you dreamed possible.

Have the thoughts that you have been trying to assimilate been lying heavy on your mind? That is because you have hurried them down. Nothing is more painful than to have a lot of undigested thoughts lying on your mind. It leads in time to many organic troubles.

As for your daily diet, that depends largely on your heredity and temperament. If you had the mind of a Harlem goat, for example, you might feed on a presidential message and get away with it. If you are broken down, however, by a long course of newspapers your mind might revolt at the slightest attempt at sanity.

In the morning take a few headlines, together with a half page or so of some standard writer. Absorb slowly.

At noon avoid all stock reports. Read carefully the advertising section of some good magazine. It is very nourishing.

At night take a hearty meal of some fresh writer who is more or less reasonable.—Life.

Most of us city fellows find it easy to work in a garden until the weeds begin to grow.

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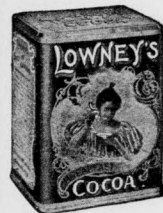
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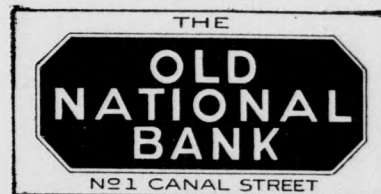
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Is a special feature of this bank. This practically means bringing all the advantages of a large bank right to your door.

SUCCESS POWER.**Cheerfulness Keys Men To Their Best Efforts.**

"A merry heart doeth good like a medicine," declares the Bible. It is better than any medicine for the system. It is the best tonic in the pharmacopoeia of life, rousing the dormant tissues to action, bringing the flush of health to the face and the vigor of strength to the body. It is the simplest of prescriptions, needing no compounding of elements, and is so cheap that it is within the reach of all.

Considered from the physiological viewpoint, laughter is the elixir of the system. It inflates the lungs, extends the diaphragm, sets the liver in motion, enables the stomach to assimilate the gastric juices, aids the digestive apparatus to perform the functions, sends the blood bounding through the veins and arteries to the remotest parts and gives centrifugal force to the heart to keep the life current in motion.

A ringing laugh arouses every cell to action and tingles into activity every pore and opening to exude the poisonous excreta of the body.

It restores exhausted vitality as a food supply, giving back balance and equilibrium to the different parts, calling all the functions into that pleasing harmony which gives health to the whole system.

A hearty laugh is better than rouge for the complexion and belladonna for the eyes. It calls a glow to the cheeks and gives sparkle to

the pupils which nothing else can. In this respect it is more exhilarating than horse back riding, baseball or lawn tennis.

See the young girl as a burst of care-free laughter breaks from her lips, calling the peach roses to her face and convulsing her frame with merriment and you have the fairest picture in nature. No artist can ever transfer her to canvas. She is a poem of beauty, a symphony of color, an apotheosis of health.

Even rough, rugged man is transformed by laughter into a being partaking of the divine. Laughter reveals the soul; it is the audible exponent of the spirit within.

Show me the man who never laughs, who ever dwells in his own gloom, is taciturn and sour, and ever turns a scowling countenance to the world, and I would tell you to shun him, beware of him, for to paraphrase the words of Shakespeare—that man's thoughts are black as night, his affections dark as Erebus, he is fit for treasons, stratagems and spoils. Let no such man be trusted.

How different is the frank, open, cheery man who approaches you with outstretched hand, a smile on his lips and who, at your first word, bursts into a ringing laugh of encouragement! He inspires your confidence at once, you are attracted to him as steel to a magnet, you feel that you can trust him, and are at home in his company.

Laughter begets faith. The physician who comes in with a smile on his lips and a hearty cadence in his

voice does more to cure his patients by his personality than by his drugs and nostrums.

A doctor with a solemn visage and serious mien is a right good prospector for the undertaker, and although not aware of it, in reality he is in partnership with the man of coffins and caskets.

Good doctors will tell you that they laugh away half the ills of humanity, which often are only imaginary.

If laughter is good for the bodily well being it is equally good for mental health. We are beginning to realize this. Anxiety, fear and worry are deadly enemies to the mind. Fight against them and against every influence that tends toward mental depression as you would fight against a temptation to dishonesty.

The mind to a great degree governs the body, and what affects the one at the same time acts upon the other. Make every effort to strengthen the mind. Keep it cheery and you will keep it healthy and wholesome and your body will be in accord.

Shakespeare says: "A light heart lives long." If sorrow is weighing heavily and pressing you down make an effort to shake it off. Try laughing and you will find it will tremble at the sound and finally disappear, for sorrow and laughter have no affinity; the one hates the other.

Try the philosophy of the small boy, who when he finds himself alone on a dark night tries to drive away fear by whistling. Drive away sorrow by laughter.

When you have troubles, just remember the many blessings you have as well. Console yourself with the thought that there is nothing bad which might not be worse. Called on to recount her blessings at a church prayer meeting, an old woman said: "I have only two teeth, but thank God they hit."

A poor fellow had invested his last dime in a loaf of bread. Going home with it, the loaf fell out of the wrapping, and a hungry hound following behind snatched it and made off. "Well," said the man, as a smile illumined his face, "thank God my appetite is still left, the dog could not run away with that." Good appetite is better than a loaf of bread.

A young man walked the floor all night with a crying baby. Towards morning the little one fell asleep. The husband then turned towards his wife saying: "Well, I have had a night of it." "Why, my dear, you should be thankful you don't live at the North Pole where the nights are six months long." This woman had studied geography to some purpose. There is a cause for gratitude even under the most trying circumstances.

When you count your blessings instead of rehearsing your miseries, you will find the secret of happiness.

You have many things to be thankful for in life, even if your lot appears to be worse than that of your neighbor. Don't forget that your neighbor has his own share of sorrow, no matter what you may think. He may look happy to you, then you try to look happy to him.

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



Do your best to make others happy and contented. Wear a smile and laugh as much as you can. Encourage the children to laugh, for childish laughter is the music of Heaven. It will thrill your own soul.

Lycurgus set up an image of the god of laughter in the Spartan eating halls. There is no table sauce like laughter at meals. It is the deadly enemy of dyspepsia, and dyspepsia is the parent of a good many of the failures of life.

Crying and whining and moaning and fretting at fate never does any good. If you spill the milk don't cry over it. Go and milk another cow.

We Americans are prone to worry. We fret so much over what we have not that we really can not find time to enjoy what we already possess.

We have many things for which to be thankful; we are a prosperous nation, well fed and well housed, and we are at peace with the world.

The trouble is that the demands and competitions of modern life have made us nervous and excitable. Our business men are prematurely gray because of restlessness of spirit.

Few things are more fatal to business than worry and irritation. Calmness begets confidence and averts panics.

It is not the movement which wears out machinery—it is the friction.

Worry, anxiety and fear sap life of its best blessings, and they take away the chances of winning success.

Cheerfulness is a mighty factor in winning success. John Wanamaker's clerks have been heard to say: 'We work better for a week after a pleas-

ant 'Good morning' from Mr. Wanamaker."

The late Charles A. Dana was as busy in old age as when a young man. He was at his desk up to his last illness. "How can you stand the infernal grind?" he was asked. "Grind!" he exclaimed, "I have nothing but fun."

Lincoln found humor in everything and something to laugh at in the most serious occasions. When called to preside at decisive cabinet meetings he would be found reading "Artemus Ward" and roaring with laughter at the humorist's jokes. Lincoln found good humor a life preserver. His quaint stories lightened the gloom of national peril.

Madison C. Peters.

Advancing Money Works Harm To Employee.

If you are an employer and would ruin the morale of your establishment and at the same time work the worst injury to your employes, let them practice going to the cashier between pay days.

If you would do them a real kindness and encourage the habits which lead to success have a rigid rule that in none save such exceptional cases as will readily be recognized when they occur shall an employe be allowed to draw on his salary except at the appointed time for the "ghost to walk."

In the establishment in which I "grew up" methods generally were lax, and this was especially true of the collections department. The management seemed to harbor an idea that to present a bill was to offer a deadly insult. This reacted on the employes, for the Saturday night

payroll was considerable, and I am not conscious of a single Saturday night in which there were funds enough in sight to have paid off the full weekly payroll. So each employe on pay day was given an amount proportionate to his salary, and by way of recompense was allowed to draw as needed from the cashier during the week. Whatever balance remained was made up by orders on debtors of the firm for merchandise, a pernicious practice in itself, because the wily dealer, knowing the customer came to him with an order made out to him personally, had no fear of losing the sale, and invariably "soaked" his customer properly.

The firm paid liberal salaries, discipline was lax and altogether, whether from the viewpoint of the shirking or the willing employe, it was a pleasant place to work. But that cashier had troubles of his own in keeping proper account of the payroll, for it inevitably came to pass that everybody whenever short of anything, from half a dollar to a \$10 note, rushed to the cashier and made his "touch."

A new employe received his full salary the first week, the next week he got half of it, and then he fell in with the peculiar ways of the establishment.

Mark the result! Of the long procession of young men who passed in and out of that office in my time I recall just two, who happened to be canny by nature, who have been thrifty and may be said to have prospered in life. The others have without exception developed into spendthrifts, or at least have lost all sense

of the art of saving for the proverbial rainy day. At any time it would have been hard to find three men of the forty who were not in debt beyond present hope of paying.

The reason is plain. They had no incentive to save under such a regime. With a modicum of the salary doled out Saturday night they had only enough for present wants.

They never experienced the snug satisfaction of grasping at one time the considerable roll of bills that represented the return for a full week's work, and then it became so easy to run to the cashier in every emergency—and the amount when drawn was so insignificant that it seemed not worth while saving any part of it. The office replaced the savings bank with a vengeance. There never was a firm that meant greater kindness to its employes than that one, and yet I venture there never was one that did its employes more actual and enduring harm.

Cummings Fairbank.

Be Cheerful.

No one prefers to give his order to a grouch. No one selects a man with a grievance to make a sale. No one chooses to do business with a sore-head.

A smile removes obstacles, overcomes objections, inspires faith and paves the way for business.

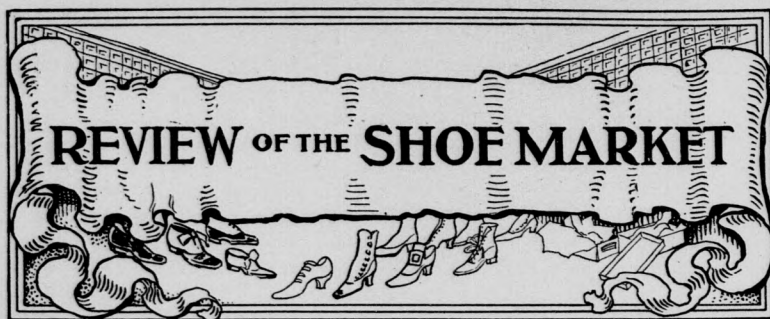
Cheer spells confidence. Confidence spells success. Men who succeed are cheerful.

Gloom spells trouble. Trouble spells failure. Men who fail are gloomy.

Cheer is an asset. Gloom is liability. It is good business to associate with men who are solvent.

Be cheerful—as a business proposition.—System.

Tradesman Company
Engravers
Printers and Publishers.
Grand Rapids, Mich.
Telephone No. 5095



Prevalent Foot Complaints Incident To Warm Weather.

Written for the Tradesman.

Hot weather accentuates all manner of foot troubles. Corns, bunions, abrasions, ulcerations, deformed nails and broken-down arches—bad enough at any time—are worse during the summertime. People who are troubled with excessive perspiration of the feet very naturally experience their greatest discomfort and inconvenience at this time of the year.

If one were inclined to let his imagination run riot and fancy the personification of the members of the body and a friendly discussion taking place between the feet and "the more honorable members," he might conjure up a protest on the part of the feet somewhat as follows: "It's all right for the rest of you fellows," exclaimed the right foot, speaking for himself and his partner to the left, "you are clothed in keeping with the demands of the season. There's Mr. Head, for instance, he's blossomed out in a featherweight Panama hat. That's distinctively a hot weather garment—extremely light in weight, loosely woven so as to insure perfect ventilation; while the white color deflects the rays of the sun, keeping Mr. Head cool as a cucumber on the hottest of days. As for the Hands they have no kick coming, for they are innocent of anything in the way of a glove. They fare sumptuously day and night. A lightweight, light-colored two-piece summer suit, together with the lightest and filmiest of summer underwear, conspire to keep the rest of the body fairly comfortable—especially is this true with that proud and boastful duo, the Right Arm and the Left. Light as the sleeves of the summer coat are, they are entirely off of the arms during work hours. The undershirt is generally sleeveless, and the cuffs are turned back. But look at us. We are encased in leather shoes lined with stout heavy stuff. True enough these shoes are so-called summer shoes—but Russia calf, gun-metal leather, vic and all other summer leathers exclude from us the refreshing breezes in which the rest of you fellows revel. It's up to us to swelter. We may fairly ache to get out and chase over the green sward, or go wading in the pebbly brook; but such high days of extreme gratification are few and far between. Looking at the matter in a calm and dispassionate manner—and we trust without any semblance of grouchiness—it does seem as if we had the hard end of the deal."

Hot Weather Foot Troubles.

Hot weather swells the feet, thus

retarding circulation. The pores of the skin become clogged, and if there are any unusually sensitive parts—and such is ordinarily the case—these parts become inflamed and irritated. Thus, with many people, standing and walking are more or less of an affliction during the hot weather.

Between the toes, where there is less circulation of air than elsewhere, the skin, which is naturally delicate, is kept moist and macerated. Not unfrequently there are abrasions and painful little blisters. Spongy, diseased nails, ingrowing nails and other malformations of the nails are more painful at this time of the year than at any other period.

And what shall we say of a soft corn between the toes? Bad enough even in winter, in summer it is a thing to make one dream of the land "where the cypress and the myrtle are emblems of deeds done in their time." What with shoes bearing in heavily on sore spots on the feet, swollen feet, stockings and even the leather of the shoes sodden with perspiration, it is painfully evident that hot weather brings certain incidental discomforts to such of the children of men as wear shoes.

Who's To Blame When the Shoe Pinches?

Whether rightly or wrongly, the retail shoe merchant is more or less intimately associated with the causes that produce foot troubles. Popular prejudice has it that many—if not the major part—of the troubles which people have with their feet are due to the kind of shoes they wear. Retail shoe merchants sell shoes. Therefore, when the shoe pinches, or some other danger signal is flung out by some wailing nerve somewhere in one's pedal extremities he thinks first of the shoe, then of the man who sold him that shoe. Maybe it isn't a logical think; maybe it isn't just; but it's human nature all the same.

Now my own conviction is that people bring foot troubles upon themselves far more frequently than they have foot troubles thrust upon them by the shoe merchant. As between the shoe merchant and this popular prejudice that would lay all manner of foot troubles at the door of the dispenser of footgear, I unhesitatingly champion the cause of the shoe merchant. As a general thing he has somewhere about his shop a measuring stick wherewithal to determine the size of his customer's foot. For the most part he is anxious to fit his customer as nearly as he can. I am not unmindful, to be sure, of the rather sweeping charges



We Make Good Shoes

For which our customers get good prices and make good profits.

Ours is a line on which there is a steady sale the year round.

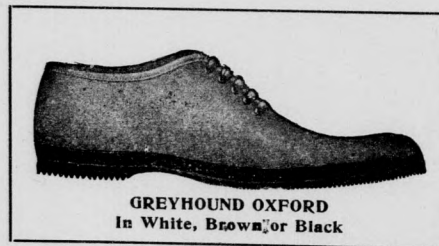
This is because our name and trade mark have always stood for the best that could be made in medium priced shoes of all sorts for Men, Women, Boys, Girls and Children.

These statements are easily proved—ask any of our permanent customers.

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

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

that have been recently brought against shoe merchants throughout the country on the score of misfits. I am not inclined to take this wholesale arraignment very seriously. Where customers are not fitted the trouble is far more apt to lie at the door of the customer than at the shoe merchant's door. Upon investigation it will be found as a general thing that the customer has whims. He insisted, let us say, on a size half a size or a full size too small for the actual requirements of his feet; or he preferred a narrow shoe simply because he thought it looked neater; short vamps and high heels—dictated by fashion, for the existence of which the shoe-wearer is more to blame than the shoe retailer—appeal to certain people, more particularly women folks. Thus the shoe retailer can not always sell the shoes he would prefer to sell. You can not blame him for not doing the impossible—and remember that he makes a living selling shoes. And the fact remains that the customer is personally present at the fitting and has always the deciding vote. Experience and observation ought to make him wise—provided he listens to the mute but eloquent testimony of his own sensibilities.

Undoubtedly pointed toes, narrow lasts, high heels, short vamps, swing lasts and so-called common-sense models (good for some feet, unsuited to others) have combined to bring about divers and sundry foot troubles. But it takes two to make a bargain; and it must be assumed that the customer has two eyes in his head, nerve filaments in his feet and that he has reached the age of accountability. If there's any egregious misfit it's as much his fault as the dealer's. He ought to know his foot requirements and insist on the retail merchant's having respect therefor.

Making an Advantage of a Disadvantage.

But leaving out of the discussion for the nonce the question of ultimate responsibility for prevalent foot troubles, the somber fact remains that they are here—and at no season more painfully evident than during the hot summer months.

This circumstance gives the shoe merchant an opportunity for handing out some information (both verbal and printed) on how to care for the feet. Good salesmanship—whether you talk it in the store or embody it in printers' ink and spread it out over high-class newspaper space—is built out of such stuff as the average man dreams of in his philosophy and vindicates every day by the testimony of his pedal extremities. When you describe foot troubles you are touching upon a topic of universal interest because every second man knows something about troubles of that kind. When you begin to set forth in an intelligent and convincing manner the causes of the foot ills that now are you are dealing with matters that catch and hold the attention. When you proceed to show how certain simple methods of home treatment will mitigate pain and save people doctors' bills you are doing

something that will make people "have kindly thoughts" of you—and, incidentally, something that will popularize your store.

Be wise, then, and make an advantage of a disadvantage. Get yourself into the good graces of the public and win patronage to your store by telling people how they can minimize their foot troubles by simple and practical methods of home treatment.

In a recent article by Millicent Marvin in the Delineator there appeared one of the best brief discussions on home treatment for diseased feet which I have thus far run across. The article is entitled, *The Care of the Feet*. It is well worth reading. It is illustrated with several good cuts showing methods of performing such simple operations as loosening the skin about the toe with a steel probe, removing cuticle with a file, inserting cotton under the nail and adjusting a bunion pad to the afflicted member. But the most valuable parts of the article, from the retail shoe dealer's standpoint, are the excellent formulas there given for removing hard and soft corns, for reducing callous growths over the joints, for caring for chilblains, for treating feet which are given to excessive perspiration, for removing warts and other excrescences, for curing dry, harsh skin, for curing dry, burning feet and for invigorating cold, clammy ones.

These formulas are sanctioned by the highest medical authorities; and they are common property. You can get them—either from the article mentioned or from some recognized practitioner—and embody them in a folder of your own. You can tell your customers how to remove corns economically, painlessly and without danger with a little salicylic acid, cocaine and collodion; how to reduce callous growths with a little borate of sodium, extract of cannabis and collodion; how to reduce inflammation with cold antiseptic compresses and how to get relief from troublesome perspiration.

With a little eight-page folder of this kind you can impart a lot of information concerning the care of the feet that will come to many of your customers with the freshness of a revelation and with all the benefits of a most valuable tip. Along with it you can hand out a judicious line of talk on summer shoes which make for comfort.

As a shoe merchant you are the logical one to enlighten the public on just these topics. As an advertiser you are, by assumption, on the outlook for every available opportunity of bringing your house and its wares to the attention of the trade. Here is an opportunity rich in possibilities; you can inform, enlighten and benefit what time you boost your own game, and perhaps create an active demand for some summer oxfords and other lines of seasonable footgear. Foot troubles, the prevalence of which is positively alarming and the presence of which is assuredly an occasion of widespread discomfort, can be used advantageously by the shoe merchant if he has a mind

to use them. Make an advantage of a disadvantage and get out a splendid little leaflet on foot troubles, their causes and how to cure them. If you haven't already done so, it is of course too late for this season; but it isn't too early to begin to get together some data on this subject for next summer. Cid McKay.

Ourselves.

There are many causes of failure, many reasons why we do not reach the flush of accomplishment, and one of these reasons is that we refuse to work ourselves, to develop ourselves, to get out of ourselves all that we possess. Many a man fails because he tries to be somebody else, tries to be what he wants to be and neglects to use what he possesses. We must be ourselves, for we can not be anybody else. It is useless for us to try to remake or to re-create, for we can do neither; but we can develop the little or much we have, and if we fully develop it we get all that belongs to us, unless opportunity abandons us and opportunity is seldom so cruel. Be yourself, your whole self, for you can not be more, and you should not be less. Find your best self—feed it, train it, work it, that you may raise a harvest equal to the possibility of your nature—given fertility. N. C. Powler.

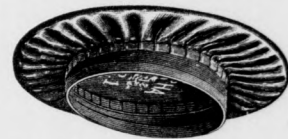
Case For a Desperate Remedy.

The Proud Mother—This boy do grow more like 'is father every day. The Neighbor—Do 'e, pore dear? And 'ave you tried everything.

MAYER Honorbilt

Shoes Are Popular

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



Bathing Caps Bathing Shoes

Ayvads Water-Wings



Learn to Swim by One Trial

Water=Wings Life Preservers

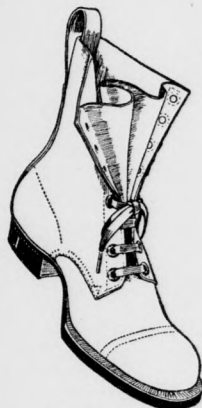
Send for Catalogue

GOODYEAR RUBBER CO.

Milwaukee, Wis.

W. W. Wallis, Manager

IF MADE OF RUBBER WE HAVE IT



A High Cut H. B. HARD PAN Carried in Stock

Concentrate Your Fire

Napoleon massed his artillery—sometimes as many as a hundred guns in a bunch—and directed their fire on the enemy's lines. Under such a driving rain of iron no troops could stand. Concentration won his battles. It's concentration that wins the business battle, too.

Put your energy into selling fewer strong, favorably known shoe lines like

H. B HARD PANS

For Men and Boys

"Half price because twice the wear."

You will make large profits.

There are a lot of other reasons why the H. B. Hard Pan line should appeal to you. Its everlasting service and everyday satisfaction are what your trade want.

Some reliable dealer in your town will get this line.

A post card will bring it your way. Let us have it.

Herold-Bertsch Shoe Co.

Makers of the Original H. B. Hard Pans

Grand Rapids, Mich.



WHERE'S HIS GRAFT?

How an Arrogant Political Boss Was Eliminated.

Written for the Tradesman.

A good many citizens of Deering county were in favor of local option, but they couldn't see their way clear to putting the issue before the people.

"What's the use?" they said.

"We ought to put up a fight anyway," replied the ones who were enthusiastic in the temperance cause.

"No use," insisted the others.

"Why not?" came back.

"Well," was the invariable reply, "the men of influence are dead against us. We'll be beaten to a standstill if we go ahead now."

The enthusiastic ones did not believe it.

"Look here," urged the afraid ones, "Blank is against us, and Double Blank, and also Triple Blank. They have this county in their pockets. We've got to put the fight off for a time."

And the thing was in this shape when Daniels butted in:

"You've got to show me!" he said.

The men who were afraid laughed at him.

"Who is it you are afraid of?" he demanded.

"Why, there's Blank."

"Yes."

"And Double Blank."

"Yes."

"And Triple Blank."

"Well, what of it?"

"They're opposed to us, and they have this county in their pockets."

"Oh, they own the county, eh?"

"Things go as they say."

"Why?"

"Because they've got the votes."

"I see. Which one has the most votes?"

"Blank."

"Where does he get them?"

"For one thing, he's solid with the working men, and the saloons always go as he says. He's got a cinch here."

"And he uses his power like a lord, eh?"

"You bet he does! He's a peach of a bluffer. Any man that tries to buck him gets backed off the boards."

"That is nice!" said Daniels, thoughtfully. "We'll trim him first."

"Trim Blank?"

"Sure. If he's the sort of a man you say he is he has more enemies than friends in the county. Just show the people that he's in for a drubbing, and they'll jump on him with both feet."

There is where Daniels got the merry ha ha.

"Who is Blank's strongest man?" asked Daniels, not at all awed by the merriment.

"Why, there's Hemlock, over in the Seventh Ward. I guess he can deliver as large a delegation on election day as any one Blank controls."

"All right," replied Daniels, and he went over to see Hemlock.

"It is a wonder to me," he said to Hemlock, "that you never got into the Council from this ward. I know a

good many of the boys over here, and they'll all fight for you. And the property owners think you could do more for them than either Hissted or Dennis. What's the trouble?"

"I've been thinking of that," replied Hemlock, "but Blank wanted Dennis in the last time, and I stood aside. Perhaps he'll give me a chance next time."

"Perhaps who'll give you a chance?"

"Why, Blank, of course."

"Do you mean to tell me that you have to ask the consent of a man who doesn't live in the ward in order to run for alderman?"

"Well, you see, Blank has the gang over here."

"You're easy!" said Daniels. "He hasn't a man over here that you don't round up for him. You're the man that put Dennis in the Council."

"Do you think so?"

"You enquire around among the boys and see how many of them are sore on Blank. He runs things on a bluff. You say to the gang that you want to be alderman, and see how long they will stick to Blank if he opposes you."

"I'll do that," said Hemlock.

Then Daniels went over to the car shops and looked around.

"Who owns that row of houses?" he asked the foreman of one of the shops, pointing to a dilapidated row of one-story shanties down by the tracks.

"Blank owns them," was the reply.

"Why doesn't he fix them up?"

"He doesn't have to," was the reply. "He can get big rent for them just as they are. He's a schemer."

"Why will the men who work here pay big rent for such houses?"

"Well, Blank has a stand-in with the company. When a man gets injured it is always Blank who lights on the officers of the road and gets him damages. If you work on this road, it is a good thing to stand in with Blank."

"I presume so," said Daniels, "but the next time a man is injured in your department you take the matter up yourself, and if you don't do as well by him as Blank could I'll buy you a new hat. Blank succeeds with the company because they think he has the good will of the men and may sometimes assist in preventing labor trouble."

"He's not solid with the men," was the reply. "They're afraid of him, and that is all there is to it."

"You leave him out of it next time," advised Daniels, "and tell the boys he is robbing them in the matter of rents. Why, you've got Blank by the neck. You can make him cut his rents half. Try it."

"I will," replied the foreman.

Then Daniels went to the manager of a teaming concern that held a cinch on the city's business and cut quite a figure in politics.

"I want to see Blank about a little contract from the city," Daniels said to the manager. "I think he is the boy to help us."

"You bet he is," replied the manager. "He helps us right along. Do

not know what we should do without him."

"What's that? How can a cheap man like Blank help a big, rich, important concern like this, I'd like to know? He might help a little fellow like me, but you ought to lead him around with a ring in his nose."

"He's got a pull."

"Oh, he has? Well, I guess you are the man that is giving him the pull. He is boasting, probably, that he has you and all your voters in the right-hand pocket of his vest. Any man that can control all the men you hire ought to be able to do things."

The manager began to look cheery.

"Next time you want a city contract," said Daniels, "you go to the aldermen yourself. They would rather see you than Blank any time. You have men in all the wards, and they can depend on you, while they can't depend on Blank. However, I must see Blank about my little matter."

"Perhaps I can do it for you," said the manager. "You've always been a good friend of mine."

"Of course you can. I knew you could do a better job than Blank, but I hated to trouble you with it. I'll call and talk it over with you. In the meantime, just let Blank paddle his own canoe."

"All right," said the manager.

Then Daniels went to a man who was waiting for the people to surprise him with a nomination for city treasurer.

"Look here, Greed," he said to him, "I understand that Blank is lining you up against local option with promises of making you treasurer next spring. That is all right, if he does it. I advise you, however, to find out first if he can deliver the goods. I think there is more for you on the local option side, anyway."

"Blank can deliver all the goods he promises to," said the candidate.

"All right," said Daniels, "but you go and see the big teaming company, and the railroad men, and Hemlock of the Seventh Ward. You'll find that Blank isn't ace high where he used to beat four of a kind. Sorry, but it is the truth."

"Then he must be a bluffer."

"He always was. Go see for yourself."

That night Daniels found the chairman of the Local Option Committee in the dumps.

"Our mass meeting is on for next week," he said to Daniels, "and Blank says he is going to put enough men in it to vote us out, to beat us at our own game."

"You're a fool," said Daniels. "You are afraid of Blank. Say, by the date of the meeting he won't be able to send five men to the meeting. He's eliminated from the situation. He's a dead duck in the town. He's gone where all bluffers go."

The chairman thought Daniels was in a car for the foolish house.

"Whenever a mere politician has a big pull," Daniels said, "he gets it through men of influence among voters. No one man can know enough voters to permit him to run a town. Blank's wires stretched out into a lot of good offices and homes,

but they are now down. I cut them. When he goes to his captains to give out his orders he'll be laughed at, for the captains are now ambitious to become bosses themselves. I've seen to that. The men who were Blank's captains will help us."

The chairman nearly fainted.

"When a man who claims political power opposes you," said Daniels, "don't take the trouble to argue with him. Just hunt around and find where his live wires are and cut them. No man has more than one vote. Whether he is worth more than one depends on how much he can do, or pretend to do, for others. Teach his followers that they can do just as well without him, and they'll roll him in the gutter if he comes around giving orders. That is politics."

And that is the way the "big politicians" were eliminated in the county that spring. It might be tried in other counties. Size up the blatant ones and see where they get their strength from. Then cut the live wires!

Alfred B. Tozer.

Your Cash Customers.

In the hurry and bustle of everyday life we are continually "killing the goose that lays the golden egg." We are impatient and fret at delay, be it but a minute. We want what we want when we want it, and in order to get it, lose that which we already have, and whose value is recognized only after it has escaped us.

A remark that we heard the other day illustrates the point in the case of a merchant. It was this: "Paying cash for things doesn't get you anything." And when we asked why, the fellow said: "I pay cash for everything I buy, but there is Jones that runs accounts with everybody and he's got one with my grocer a yard long. And he can get anything I can and more, too. He gets better treatment, more courtesy, and he gets better goods for the money than I do, because I've watched him and I know. I told my wife this morning that hereafter we would either run an account or deal somewhere else. It makes me tired." Well, we tried to champion the cause of the grocer, but are afraid we failed, for our argument was not sincere and we could not be, but we recognize the truth of what was said.

Merchants sometimes show deference to the credit customer because they are afraid of losing the account. In other words, the customer has "gotten into them," and is simply taking the best way out of it, which way does not please the fellow who always has the cash. The situation affords an opportunity for the use of diplomacy which a merchant needs to cultivate. Encourage the cash man with every courtesy and politeness. Be as courteous as you can to every customer, but a little more than you can to the fellow who pays as he goes. They are valuable and should be cultivated.—Eli Grocer.

You can't tell just what a man expects who puts a rabbit's foot in his pocket when he goes to call on a pretty girl.



THE
DEPENDON
 TRADE MARK
 ON UNDERWEAR
 SIGNIFIES QUALITY

LOOK FOR THE LABEL

DEPENDON
TRADE MARK

DEPENDON TRADE MARK **UNDERWEAR**
 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.	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.
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JOHN V. FARWELL COMPANY

Sole Distributors **DEPENDON** Dry Goods
TRADE MARK

CHICAGO, The Great Central Market



Fancy Silk Neckwear for the Fall Season.

The situation during the fortnight showed but little change. Immediate business maintained itself pretty well, although in some quarters, while there was no marked falling off, it slowed up somewhat. As the days go by fall business continues to evidence strength and there is much satisfaction among manufacturers. Cut-price sales of neckwear have been well attended, both store and counter. Many stores which have a cheap class of trade have tried to use the sales period as a vehicle to rid themselves of stocks that are passe in width and style, but the buying public seems to have become so educated to ask for the plain narrow four-in-hand that these sales have probably not always made for the desired result.

Some of the new effects in imported English fall and winter neckwear are examples of the highest skill in silk manufacture. For instance, there is an extremely heavy basketweave silk in three shades of green and in combination of blue, green and gray; another is in green and two shades of tan. Then there is a silk which is part basket weave and part heavy corded stripe in greens and blues, the stripe running on the bias. In baratheas, solid colors have been most in demand; heavy sales in greens, these predominating mostly, and different shades of red and purple having been remarked. A Japanese flowered effect that is very gay and very appropriate for the smart dresser is shown in twelve shades. Grays, perhaps, are selling better in stripes than in solids. The tendency seems to be toward medium stripes in better goods. Deep bluish shades of red have also gone well in the exclusive stuffs for fall. Satin weaves have been well ordered. Red shows a marked increase over last fall and winter.

A novelty in scarfs for immediate and fall delivery, and one which, it is said, has "caught on," is a double panel four-in-hand, one side of which is moire and the other satin, the former subdued in color and the latter very brilliant. This is shown in a wide range of shades, of which blues, greens and garnets have been best sellers. Green seems, too, to be playing up strong in fibre knits for immediate delivery to the West and the Middle West. This color, combined with dull garnet, amethyst and cadet, has enjoyed a brisk demand. While a good many knit scarfs of spun and pure silk, in plains especially, have been disposed of by retailers, the fibre knits have not moved so well, so that it can not be said that manufacturers thereof generally have had a fine fall business.

Neckwear manufacturers have continued to buy very small stripe effects in holiday silks. In the more expensive silks cherry red has been

purchased freely and so has pearl. Serges and diagonal weaves have been in demand. Olive green, which had been selling well, dropped off somewhat. Myrtle maintained good sales. Red has been a very good seller. Buyers for tie silk houses handling inexpensive goods, who went abroad for ideas, found little, it is understood, that was new. In the cheaper grades, orders for Christmas delivery have run largely on high colors.

In the aggregate, men's stores and counters have been showing little in neckwear that differs from last month's offerings. Occasionally one finds a striking display in an exclusive shop, such as an English foulard handkerchief scarf in a bandanna pattern in combinations of green, red and yellow, green, purple and yellow, black and white, black and blue and black and yellow, but these are purchased only by those men who can well afford the price and the attention accorded their extreme mode of attire. There have been large sales of an expensive novelty lace scarf in all plain colors and shades. Plain narrow four-in-hands still hold the field, with pretty fair sales reported of unobtrusive stripes and an ordinary demand for figures. The tub goods have sold well.

Some neckwear manufacturers and tie silk people on this side of the Atlantic are inclined to the belief that American-made 50-cent neckwear is superior in style and make to foreign-made goods at the same price. Some buyers who have returned from Europe, where they carefully studied the matter, emphasize the possibilities inherent in the sale to Europe of American-made neckwear to retail at 50 cents.

About a year and a half ago it was commented in these columns that the practice of a neckwear manufacturer in having the bands of his goods triple sewed, each edge and the center being stitched, was one which might with good effect be generally adopted, inasmuch as this method of stitching held the lining always in place and served the purpose of thinning the band so that its easy-slipping feature was very desirable. It is now noticeable throughout the manufacturing trade that not only the best grades, but many of the popular 50-cent kinds, are strengthened by this triple stitching along the band, and while this feature is now common it appears to have taken manufacturers eighteen months to awaken to the practicability of reinforced stitching.—Apparel Gazette.

Generally.

"Please, sir," said the office boy, "me gran'mudder's dead, an' I want de afternoon off."

"Johnny," exclaimed his employer, severely, "do you know where little boys go who tell lies?"

"Yes, sir; to de ball game," replied Johnny, unblushingly.

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Dark Red Hosiery In Demand

We have for immediate delivery the following:

Misses'—Fine rib, sizes 5 to 9½, one dozen each size in box, price per round \$1.25.

Women's—Plain, elastic hem top, sizes 8½ to 9½, half dozen each size in box, price \$2.25.

Men's—"Shaw Knit," sizes 9½ to 11½, half dozen each size in box, price \$2.25.

Ask our salesmen or write to us.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

Give Me Neither Poverty Nor Riches.
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In one of Lowell's biting satires he holds up to special scorn the smug, conscienceless creature who refuses to consider the morality of any question of social ethics by remarking that "they didn't know everything down in Judaea." It is to be wished that some of those who preach and practice a gospel of mere materialism and greed, and who speak as if the heaping up of wealth by the community or by the individual was in itself the be-all and end-all of life, would learn from the most widely read and oldest of books that true wisdom which teaches that it is well to have neither great poverty nor great riches. Worst of all is it to have great poverty and great riches side by side in constant contrast. Nevertheless, even this contrast can be accepted if men are convinced that the riches are accumulated as the result of great service rendered to the people as a whole, and if their use is regulated in the interest of the whole community.

The movement which has become so strong during the past few years to secure on behalf of the Nation both an adequate supervision of and an effective taxation of vast fortunes, so far as their business use is concerned, is a healthy movement. It aims to replace sullen discontent, restless pessimism, and evil preparation for revolution by an aggressive, healthy determination to get to the bottom of our troubles and remedy them. To halt in the movement, as those blinded men wish who care only for the immediate relief from all obstacles which would thwart their getting what is not theirs, would work wide-reaching damage. Such a halt would turn away the energies of the energetic and forceful men who desire to reform matters, from a legitimate object, into the channel of bitter and destructive agitation. The reader of Prince Kropotkin's Memoirs must be struck by the damage wrought to Russia by the unwise opponents of all reform who, by opposing every sensible movement for betterment, turned the energies of the young men, who under happier conditions would have worked for rational betterment, into the channels of a useless and destructive revolutionary movement.

The multi-millionaire is not per se a healthy development in this country. If his fortune rests on a basis of wrongdoing he is a far more dangerous criminal than any of the ordinary types of criminals can possibly be. If his fortune is the result of great service rendered, well and good; he deserves respect and reward for such service—although we must remember to pay our homage to the service itself, and not to the fortune which is the mere reward of the service; but when his fortune is passed on to some one else, who has not rendered the service, then the nation should impose a heavily graded progressive inheritance tax, a singularly wise and unobjectionable kind of tax.

It would be a particularly good thing if the tax bore heaviest on absentees.
Theodore Roosevelt.

Do You Need Additional Help.

When does the business of an employer justify his taking another employe upon his pay roll? It all depends upon the employer, and in a double sense.

Smith, we will assume, has five men on his office staff. Two or three evenings a week he gives these five men 50 cents each to pay for dinner downtown, after which the five men work from 7:30 to 9 o'clock, overtime.

"You see," explains Smith, provided he explains at all, "there isn't work enough to justify another man and while work is crowding we'll have to put in a little overtime to tide us over."

But what is this actual situation, reduced to cold, calculating figures? Suppose that Smith's force puts in a nine hour day, ordinarily. Suppose that his five men work two evenings a week from 7:30 to 9 o'clock. This is three hours extra a week for each man, or a total of fifteen hours a week, for which the employer pays a total of \$5 a week for the ten dinners. In this period of overtime, whether of weeks or months, the fact is that there is work enough for another man and a half on a basis of a nine hour day.

Two mornings in each of these weeks this employer allows five men, insufficiently rested and recuperated, to appear for a full day's work. No man of them may feel at heart the least sense of imposition. But does any one of them feel on these two mornings physically and mentally fit for his normal day's work? Isn't it possible that—spared the tax of three extra hours of night work—one or more of them through greater mental and physical activity and initiative might have accomplished more than the value represented by another man's salary on the pay roll?

This question of when the services of another employe are needed for an office force, especially, is so delicately balanced that only a broadminded employer always is able to adjust it in wisdom. Too often the employer is willing to dismiss the question on the narrow basis of the employes' entire willingness to stay overtime.

"Why, they don't mind it," he says, under question. "I've got men there who have been with me ten years or more and I never saw one of them scowl in my life when he was asked to work in the evening."

But the entire willingness of the employe to work extra hours easily might be the best reason in the world why he shouldn't be asked to do so. The fact that he is willing to work indicates that he has had an appreciative employer in many respects. That wise employer of a competent man who has gained the loyalty of his employe more frequently finds reason to suggest that his loyal employe "slow up a little" than he finds cause to punch him up. In the measured working day it must be taken for granted that this decent, loyal employe year after year will find oc-

casation enough to tax himself in his service. Which makes extra night hours a distinct risk.

Joseph Howells.

Some people set good examples, but expect others to hatch them out.

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Don't allow your stock of Crescent flour to get low, for you couldn't substitute with something "just like it."

There's too much difference in the flavor, lightness and color of bread and pastry made from Crescent flour to make such a thing possible.

Keep your stock up, then when the woman who likes good things to eat asks for Crescent flour she won't be disappointed—nor will you.

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You have traffic troubles. We have traffic information and experience. If you can not collect your freight claims let us try. If your freight rates and service are unsatisfactory we have a remedy. If your shipments are not properly classified we know how to obtain

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We will charge you for any work that we may do for you, but we will not overcharge you and that is what the railroads are doing every day. Correspondence invited and prompt attention assured.

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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.

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SOCIAL DISCONTENT.

Wrongs of Present-Day Economic Conditions.

Written for the Tradesman.

I was talking with a successful merchant the other day—a shoe man who, by dint of hard work and sterling qualities, has in the last ten years built up the largest retail shoe trade in our city. I found, much to my surprise, that this man is discontented. He is chafing daily under conditions in his business that appear to him unjust as they are humiliating. Outwardly he is optimistic. Before the world—and particularly before that limited section of the world that appears in his shop to be clad withal with footgear—he is as pleasant and placid as Woodland Lake on a calm, summery afternoon. But beneath the surface there's a strong undercurrent of unrest. In spite of a buoyant mood and a smiling face he possesses a spirit distraught.

Taking a car to a suburb at the opposite end of the city brought me to the shop of a man whose province it is to rejuvenate old shoes. This man, an Englishman by birth and a genius by divine decree, operates a highly modern repair shop. He was once the foreman of the lasting room in a shoe factory which made medium and better grade shoes for women's wear. He has a nose for leather and an eye for curves and dimensions. He was trained after the thoroughgoing manner of the Old World craftsmen who master the business from the ground up. The way he chanced to get out of the job as foreman in a high class shoe factory is a story in itself. It has no logical setting in this discussion; and I will only remark in passing on that it was through no fault of this foreman that he is not at his old job or another equally good. He is an unfortunate victim of circumstances over which he had no control. But he is not moping. He is working. He is putting the same genius and unction and hard work in the new business that he put into the old. He is making money. Not as much, perhaps, as he made as foreman of the shoe factory; and he doubtless has to work harder for the dollars he gets; but he is making money. He is one of those industrious, capable, eternally-vigilant fellows whom you can not down. He'd make a living anywhere. But he, too, is discontented. Not because he lost the job, not because he has to work ten or twelve hours a day, not because he gets only twenty-five cents for building up a pair of heels in ten minutes, not because he receives only fifty cents for half-soling a pair of shoes. He is disquieted because of conditions that make it hard for the honest, independent craftsman to make an honest, independent living. He is chafing at disparities, inequalities and oppression in high places.

On the same afternoon I was talking with a friend of mine who is an expert diemaker in a sheet metal and wire goods factory. The concern for which he works is locally famous and growing by leaps and bounds, and

my friend is the producer par excellence in that plant. He is the best paid man and the man most highly esteemed by his fellow workmen. If elaborate and highly complicated machinery is to be devised for the production of some novelty or utility the job is turned over to my friend. He is one of your kind that can close his eyes and see the completed machine doing its work deftly, rapidly and perfectly months and months before the machine is actually built. He is young, normal, sober, industrious and marvelously resourceful. He is brimful of high class ideas. But he, too, is discontented. He is underpaid. He is looked upon by his employer with misgivings. His employer is afraid of him—afraid he will develop some big thing or other that will make him independent and thus transfer him from the class of "underlings" to that of the masterful. And so this small-souled, narrow-visioned, suspicious creature makes it increasingly difficult for his chief producer to produce. And my

friend is chafing. He retains the job because it is the best thing in sight. His wife and four small children must have their twenty-one meals per week, and the rent must be paid the first of the month in advance. He is discontented—and just waiting for an opportunity to break away and make a dash for liberty. If right relations could be established between him and his employer it would mean much for both of them. My friend would be happier and the manufacturer would be money in pocket. But the structural character of his think box precludes big thinking and generous acting.

The wage earner is desperate when he is out of a job; and when he is on the job he is discontented. The compensation is inadequate, or the hours are too long, or the facilities are not what they should be, or some one or other is out of kilter; and the wage earner is unhappy, restless, resentful.

Salaried men, and even professional men, manifest the same spirit of

unrest. They talk about the inadequate compensation, the continually increasing cost of living and the rank injustice which prevails in the social order.

Of course in a world rich in diverse types and temperaments one would naturally expect to find a few discontented people. That all of them should be satisfied with things as they are is hardly to be expected. But that the element of discontent should be as prevalent as it is—cropping out where you would least expect it—and expressing itself in such clear and positive terms by representative and prosperous men in scores of trades and professions is a serious thing.

I am not a socialist and I have no socialistic panacea for the multitudinous ills of the social body. Looking at the situation as a rank outsider it is a pity our socialistic friends are not agreed among themselves concerning the nature of the remedy to be applied. I contend that the logical and inevitable deduction to be made



How to Make a Long Distance or Toll Call

CALL CENTRAL in the usual way.

WHEN THE OPERATOR ANSWERS by saying "Number," ask her for "Long Distance."

WHEN THE "LONG DISTANCE" OPERATOR ANSWERS, give her your own telephone number, your name and the telephone number—or the name and address—of the person with whom you wish to be connected, as follows; speaking slowly and distinctly:

"This is Main, one, two, three; Mr. 'A.' talking.

"I wish to talk with any one at Main, seven, eight, nine, Indianapolis, Ind.; (or.)

"I wish to speak to Mr. 'B.' of the firm of 'B. & C.' at Indianapolis, Ind. If he is not there, I will talk with Mr. 'C.'" (or) "if he is not there, please leave word and call me when he comes in."

REMAIN NEAR THE TELEPHONE after having placed a long Distance call. If you have to go out before the call is completed leave word just when you expect to return.

DON'T LOSE YOUR INCOMING CALLS, and the business they represent, by allowing your office boy or clerks to fail to notify you of them. You might as well allow them to throw away your incoming mail unopened. Therefore, if "Long Distance" requests that you call as soon as you return, please do so.

APPOINTMENTS TO TALK AT A SPECIFIED TIME will be made without additional charge, other than for the actual messenger service involved, if any. This feature of our service will often be found of great convenience.

IF YOUR CORRESPONDENT HAS NO TELEPHONE, and if you so desire, a Messenger will be sent to ask him to go to the nearest Public Pay Station. The expense for such Messenger Service will be charged to your telephone, but may be collected at the distant end instead, if acceptable to the called party.

CHARGES ON "LONG DISTANCE" OR TOLL CALLS can likewise be collected at the distant end if the called party agrees to such an arrangement. If you desire a call to be sent "collect," you should so state at the time you first give the call to "Long Distance."

MICHIGAN STATE TELEPHONE CO.



from the wide-spread spirit of discontent in this country of ours is just this: Something is radically wrong with economic conditions, and the wrongs must be righted.

Successful men and unsuccessful men are talking about the wrongs of present-day economic conditions. Wage earners are dissatisfied. High class men and humble laborers are one in their condemnation of existing conditions. Merchants, manufacturers and professional men are talking about injustice, oppression and tyranny. On the street car, on the street, at the lodge, in the shop, in the store, in the public assemblies—everywhere where men meet and pass the time of day and have a few minutes leisure to talk things over—you hear the same old story of wrongs unwhipped and oppressive conditions unabated.

Is this a psychological phase through which we are passing? Have we been deluded, duped, hypnotized by yellow journalism? Is all this multitudinous hue and cry the result of hysteria? Have we over-taxed our nerve-force and gotten our nerves on the ragged edge so that we see spots where there are no spots? Are the American people hallucinated? Or is there an objective reality in the way of real, bona fide economic injustice which is stirring up the people?

To dismiss the question with a shrug, remarking the while that the people are dead wrong, is too cheap and easy a solution of the difficulty. Some of the people may be wrong all of the time because they are built that way. Whole communities may get off the base occasionally and do things of a spectacular and panicky nature; but it is unthinkable to assume that all the people everywhere are deluded, misled and wrought up to no purpose. Something somewhere is out of kilter.

The average producer to-day, whether he is a high class producer or a humble one, asks not for charity or favoritism; he demands only an adequate recognition; he wants just a square deal and economic justice. He is willing to work—loves to work—when conditions are right. It is only when inequalities prevail that he refuses to work or goes with muttered protests to his work. The manufacturer, the professional man and the retail merchant under normal conditions should lead an independent life; but they claim that under existing circumstances such a life is impossible.

Who is to blame for the prevailing discontent?

In seeking to answer this question let us grant to start with that professional agitators—fellows who agitate for a consideration—yellow journals, yellow newspapers and other pumpkin-tinted and sporadic outputs of alleged literature, have had the effect of accentuating and exaggerating our economic disorders. They should all be rigorously censured. The flamboyant, the luridly revolutionary and the absurdly false and pernicious offenders should be summarily dealt with. You can not cure hydrophobia by screaming "mad dog!"

In the second place the American

people from the least to the greatest are living right up to the very limit of their means, if not in the majority of cases beyond their means. This means debt, struggle, precarious nerve. Unpaid bills and ambitions out of proportion to one's income mean discontent. The tendency is to shift the burden of responsibility on the other fellow. If we were making more money we could buy more clothes, more furniture, more jewelry, more pleasures and luxuries and comforts and follies. It is the other fellow's fault—or the fault of the social order (poor old social order)—that we are not making more. Therefore unrest.

The innate principle of selfishness, the natural tendency of which is to crop out unless it is held in check by higher motives, makes every underling a tyrant to the underlings under him, and so on ad infinitum. Social sympathy and helpfulness, the spirit of brotherhood, is the one motive that can displace this old brute principle. You can not change society by external applications; it must be revolutionized from within outwards. Modifying or abolishing institutions does not alter human nature. Greed is said to have cropped out in Heaven. It certainly does on earth. Greed must be supplanted by social justice, by humane sympathy and interest. The under dog has a moral right to a decent fighting chance.

Beyond all this it can be said—and it must be said—that materials out of which things are made are too high, we pay too much for transporting the materials and the things that are made and we pay too much to the people who own and control the machinery by means of which the crude material is converted into the finished product. A few people who,

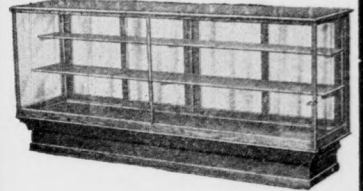
by virtue of organization and power, have the privilege of demanding more than their share are demanding it—and getting it. This unequal division of the profits of labor operates as a hardship all down the line: it makes the manufacturer discontented, the retailer, the salespeople and all the rest.

But I am sufficiently optimistic to believe that these wrongs will all be righted—and peaceably righted. The American people have a penchant for working out knotty problems. That they will in time work this one out I have not the slightest doubt. It will not be done by your fiery agitator who recommends bloodshed, dismemberment, arbitrary assumption of brutal prerogatives and hell-on-earth methods of reform; but it will be worked out gradually, quietly and dispassionately by the thinking people of the land. And in the meantime these practical suggestions: Live within your means. Make all you can honestly, legitimately; but save a little; don't think you have to spend every blooming cent. If you want to receive consideration at the hands of your superiors, grant concessions to your inferiors; impart to others the sympathetic interest and helpfulness you would receive at the hands of others. A new economic order is coming—not an impossible, visionary Utopian order wherein each man of us will sit under his own vine and fig tree the livelong day smoking Havana cigars and clipping coupons for which we have labored not nor spun; but an order is coming wherein there will be economic justice. Get ready by eliminating as much meanness as you can from your own system. Thus you will be prepared to be a decent citizen in the new order when it gets here. In the meantime stay on the job. Work at it like the

very mischief. Put your life, your heart, your very soul into it. Try to compel recognition by sheer capability and downright integrity. You will get it and in getting it you will get rid of all your present discontent.

Charles L. Garrison.

A creditor may without fraud secure priority by taking a mortgage on the property of his debtor, who is to his knowledge in financial straits.



Wilmarth
THE CASE WITH A CONSCIENCE

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and you can not supply it, will he not consider you behind the times?

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.

GENEOLOGICAL.

From the Makeshift Homemade To the Mission.

Written for the Tradesman.

Thirty or forty years ago there stood a small frame house with eaves parallel to the street, with two dormer windows peering out on the thoroughfare from the roof and with a central doorway, the door of which had an upper and a lower half, either portion of which might be opened independently of the other or the whole door could be swung as one.

It was an old house on the south side of Jefferson avenue and about midway between Shelby and Griswold streets, Detroit, and was familiarly called the Campau residence—former home of the late Joseph Campau, father of Hon. D. J. Campau, of Detroit.

Aside from the picturesque facade with its windows set with 8x10 panes of glass the structure possessed other interesting features, notable among which were two chairs and a settee which, if they are still in existence, might be called forbears of the present abundant and much sought after Mission furniture, so called.

These articles of furniture were truly hand-made with the straight line dominating, except that occasional slips of the ax or the adze left tiny variations in the straight lines. The mortice and tenon, locked together with wooden keys, were well made and accurately fitted and about the time of the death of the late Bishop La Fevre there was a tradition current that they were made by Catholic missionaries at some time in the eighteenth century.

It is said that even in the present day a great many examples of furniture made by hand by the missionaries of the Roman church are still in existence in the provinces of Quebec, Ontario and Manitoba and that much of this furniture in the last named province is by no means antique—it has been made at the isolated missions away north within the last fifty years and with necessarily strict adherence to the old style designs.

And it is easy to comprehend why such adherence has been necessary at those far-away stations. Mechanical aids were limited just as, a century and more ago, they were meager in Michigan, in Ontario and in Quebec. Transportation was by bateau, canoe or on the back of a man or a horse. Thus tools were not over abundant, the ax, the saw, the auger, the drawshave and the chisel constituting the leading utensils. Then, too, there was no such thing as furniture hardware. Locks, hinges, nails and screws were largely handmade, so that the handmade chairs, stools, tables, desks, chests, settees and bedsteads of the olden times and upon the frontier of civilization were also necessarily homemade.

To-day, and perhaps with justification, there is a tendency toward combining the Early English furniture vogue with the Mission style. This is perhaps legitimate because the Early English was developed in a

somewhat elaborate way from the commonplace and plainly fashioned furniture with straight lines and hewed out parts which for centuries had been the convenient and natural furniture of the common classes all over the European continent. They could not carve and did not have the tools or taste for developing the more artistic products of the artisans in the great cities. Moreover, they did not have the money or the time to indulge in such elaborations. And so were developed the ancestors in the rough of what is now known as Early English, which, in turn, is credited with being the progenitor of the Mission patterns of to-day.

Indeed, it is not necessary to go back farther than the early days in Grand Rapids to find crude but strong and serviceable examples of the Mission or Early English or early something else in furniture when fairly comfortable chairs, even rocking chairs, were made with no other tools available than a cross cut saw, a narrow or chopping ax, an adze, a bitt-stock with bits, an auger, a drawshave, a chisel or two and a good strong pocketknife. And they were made without a particle of iron or other metal for fastenings. In fact, the pioneer farmer who had the tools named and a glue pot and glue could make and did make good tables, bedsteads, benches and chests, and perforce these products were pronounced in their revelation of the straight line and the mortice and tenon of the Mission or Early English character.

And beyond any question whatever either T. Stewart White, D. D. Cody, Thomas Hefferan, Thomas Friant and others can recall, and with pleasure, having occupied chairs, sat at tables and slept on bedsteads (shake-downs) the makers of which had no tools but a chopping ax, a drawshave and an auger in the days when logging camps were more numerous in Western Michigan than were regularly municipally governed communities.

Charles S. Hathaway.

After the Game.

When I cash in and this poor race is run, my chores performed and all my errands done, I know that folks who mock my efforts here will, weeping, bend above my lowly bier and bring large garlands, worth three bucks a throw, and paw the ground in ecstasy of woe. And friends will wear crepe bow-knots on their tiles, while I look down (or up) a million miles and wonder why those people never knew how smooth I was until my spirit flew. When I cash in I will not care a yen for all the praise that's heaped upon me then; serene and silent, in my handsome box, I shall not heed the laudatory talks, and all the pomp and all the vain display will just be pomp and feathers thrown away. So tell me now, while I am on the earth, your estimate of my surprising worth! O tell me what a looloo-bird I am and fill me full of taffy and of jam!

Walt Mason.

Too many put their hands to their heads when they want to know whether their hearts are soft.

STEIMER & MOORE WHIP CO.
WESTFIELD, MASS.

Manufacturers of Good Whips

Try our No. 64 in 6 ft. only. It's like whalebone. 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.



"Sun-Beam" Brand
When you buy
Horse Collars

See that they
Have the "Sun-Beam" label
"They are made to wear"

M'F'D ONLY BY
Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

H. J. Hartman Foundry Co.

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

West Michigan Machine & Tool Co., Ltd.

Grand Rapids, Mich.
Foot of Lyon St.

Specialists in
Punches, Dies
Press and Novelty Work
Automobile Machine Work
General Repairing

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.



Quick Meal
WICKLESS
OIL STOVES

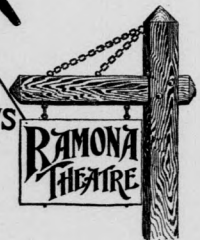
NO SOOT SMOKE DIRT
OR
ASHES

QUICK CLEAN SAFE
AND SIMPLE

FOSTER, STEVENS & CO. Grand Rapids, Mich.
Exclusive Agents for Michigan. Write for Catalog.

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."

WASTED ADVICE.

Hardest Thing For Young Man To Take.

Written for the Tradesman.

"I will start in a small town, then go to the city."

The speaker twirled his cigar ash into space and glanced with an assured smile at his companion, old Tom Tanner, the hale and hearty old-time wielder of the birch and rule, now retired from active life, living to please others as well as himself.

"I wouldn't advise that, Herbert."

"Your advice is usually good, Tom, but not in this case," returned the young fellow who was about to set himself up in the business world, Herbert Stone had vast confidence in himself and his ability to make good in the mercantile line.

"It is extremely easy to give advice," returned Tom, "and I can remember the flippancy with which I received much of it in my veal days. 'Old men for counsel, young men for war, you know. I am not subscribing wholly to that either. Some old men make the best of warriors—"

"And mighty poor counsellors," broke in Herbert.

"True. I think you are cut out for a merchant all right, Herbert, and I wish you well in your undertaking. Where will you first locate?"

"I have thought of Burford village."

"Yes, indeed. A busy little place, and seems to be on the up grade. With the right sort of business men Burford would soon become a bustling town."

"That is my opinion," pursued Stone, "which is why I shall locate there."

"And yet the place is pretty well represented," said the old schoolmaster. "With two hardwares, four general stores and one exclusive grocery there seems to be no direct opening—"

"Pshaw! That doesn't matter. It's as a man makes it. Some if not all of those now engaged in trade at Burford will go to the wall and my chance is good to become the head of the heap in the long run. I shall put in a small stock at the outset; feel my way carefully, and at the end of a year learn what the people demand and make it a point to supply them. You see, this merchandising is like war, the best general wins every time."

"And you are going to win?" A queer half smile curled the lip of old Tom.

"To be sure I am. There's nothing like having confidence in one's self, you know. I have that confidence—"

"Yes, I know you have," broke in the schoolmaster; "and yet that does not win always. Beauregard had all the confidence in the world that he should drive Grant's army into the Tennessee at Shiloh. He even made the boast that he would water his horse in the Tennessee or in Hell before night. He did neither and was worse beaten than any other man of his time. Now, isn't there a bare possibility that you may fail, my boy?"

"Why, I suppose there is a possibility," admitted the younger man in a surprised tone. "I thought you were an optimist, Tom; folks have said so, and yet here you are throwing cold water on my plans. I don't think—"

"That's it," broke forth the old man. "You don't think. Now, as I said at the outset, if I were in your place I should begin business in the place which I intended making my home. I once knew a man who held similar thoughts to yours. He started at a country crossroads, ran a general store, succeeded well, gained the respect of his neighbors who made him a justice of the peace. This, however, seemed small potatoes for him. He wanted to branch out and grow."

"All very commendable, I am sure."

"Yes, of course it was. He sold out and moved to a nearby village, rented the largest store in the place and opened up with a big general stock of goods and for a time cut a wide swath."

The schoolmaster bowed his chin upon his hand and poked the gravel at his feet with his heavy hickory cane. He did not offer to speak further, but seemed meditating. Herbert Stone tossed the stub of his Havana into a quince bush and yawned prodigiously.

"Well, go on and finish your story," he said, turning to his companion. "I want to know how your hero of the crossroads store came out, Mr. Tanner."

"The little end of the horn, as you have guessed," chuckled the old birch-wielder.

"Why do you think—"

"I do not think, I know your guess," broke forth old Tom, with uplifted chin and a flourish of his big stick. Will Norford made something of a success in the village; became its president and, as I said, cut a wide swath. In time he felt that the city beckoned. Others from the village had gone to the city and succeeded. Why not he?"

"I should think as much," interjected Stone.

"Norford sold his village store and removed to the big city. He located on a good street and flung his standard to the breeze. He soon found, however, that he was no longer the big man he had been in the smaller place. There were others—"

"Of course, but—"

"Wait," rebuked old Tom, with a wave of his stick. "I'll soon get through, then you can talk. Stone sat silent while Tanner proceeded with his story.

"Norford had been the big man of his home village, a veritable king among groundlings. Here in the city he was a mere spoke in a mighty wheel.

"Norford was distinctly chilled. He entered politics only to find himself sat down upon. His feeble voice did not rise above the great babble of the immense throng surging through the great arteries of trade. Truth to tell, William Norford, Esquire, was no longer a factor in the strife; he had dropped to a mere cipher and grew cynical, wrathful, bitter and pessimistic. Everything in the world was out of joint. I won't prolong the agony, my boy—"

"Your spineless hero failed, of course," jeered Stone.

"No. On the contrary, he took a tumble to himself and won out. He got there by turning a new leaf and digging up from the bottom. Few there be who would call the merchant kings, Norford & Burlong, failures."

"What! You don't mean—"

"Oh, yes, I do," chuckled Tanner. "Will Norford is the head of that wholesale firm—but we are not all Norfords. Take my advice—"

But Herbert Stone was rushing away, evidently disgusted.

Old Timer.

The Maxwell Runabout At \$550

is only one of the famous Maxwell line—2 cylinders under hood shaft drive, four full elliptic springs. It will go anywhere and costs but little to own and operate. Drop in and see us when you come to Grand Rapids.

ADAMS & HART
47-49 No. Division St.

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres. F. M. DAVIS, Cashier
CHAS. E. HAZELTINE, V. Pres. JOHN L. BENJAMIN, Asst. Cashier
JOHN E. PECK, V. Pres. A. T. SLAGHT, Asst. Cashier

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Chas. H. Bender	Geo. H. Long	Chas. R. Sligh
Melvin J. Clark	John Mowat	Justus S. Stearns
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We Solicit Accounts of Banks and Individuals

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

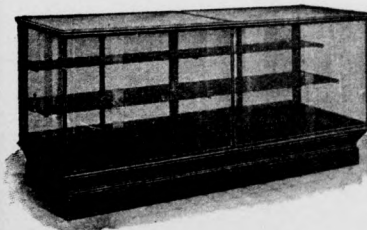
THE CITIZENS TELEPHONE CO.

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

Opportunity

waits for no man, and knocks but once at any door. Have you heard the knock? You must keep abreast with the times—in advance would be better. Your world is your business—your store the factory wherein is achieved success or failure. Modern machinery for making sales—greater profits. Let us tell you.

GRAND RAPIDS SHOW CASE CO.
Grand Rapids, Mich.



EDWARD MILLERISMS.

Personal Observations of the Hoosier Merchant.

Written for the Tradesman.

Why should I or any other merchant fear competition? Competition is a good thing for the live and wide-awake retail dealer. Competition ought to put smiles on our faces instead of making us afraid that trade is going to leave us. Competition is a good thing for the community. What is good for the people of your town is good for you. Competition puts an edge on our ambition. It makes the intellect wake up. It shows us how to discriminate between idle and active thoughts. It helps us to communicate with up-to-date ideas. It helps us to develop mental force, which is the only power after all that can combat with any and all competition that may spring up in our surroundings.

* * *

Don't get frightened and lose all of your nerve and energy when you hear that a new store is going to open up in your town. Don't begin to look for a buyer for the lease on the building you are in and don't begin to sacrifice your stock. Let the other fellow go ahead and you do likewise. Prove to the people of your town that you can and will give them the right goods at the right prices. The public are getting wiser every day. They know who their friends are. Be a true friend to the public and your new competitor will be the man who will get frightened.

There is no real necessity for personal acquaintance with the people who trade at your store, but it is a fact that your customers want to know something of you personally. Cultivate your personality in such a way that every one will know that the garden you grow in is beautiful and your trade will not want to see you so much as they will want to see the garden.

* * *

Every merchant feels the existence of the trusts on which he is absolutely dependent. He knows the power they have. He knows that there is no escape from these strong organizations. It behooves the wise merchant to look with a bold eye into this great question and to familiarize himself with the forms of power that are causing trouble for suffering humanity. Trust development has not yet reached its highest point. Their national power is very great, but look out for their influence in the near future.

* * *

The only way to make your store the trade center of your town is to read trade journals and compare your ideas with those of others. All creative energy—that is, the energy that makes a successful business—is in the mind of man. Put your brain to work and it will increase your energy, and that energy will make your business attractive, if it does not make it the trade center of your town.

* * *

The commercial prosperity of a nation or a country depends upon the

trade papers to a large extent. They are constantly investigating the business conditions, the improvements and the best methods of advancement in their respective lines. Many of them have built up for themselves a power that the world can not but recognize and the merchant who has kept competition will do himself justice by reading more carefully the valuable advice the different editors of trade papers are giving out.

* * *

A good, strong, expressive trade sentence, one full of meaning, one that can not be forgotten by the children, one that is filled with your own originality and one that can be used in all of your advertising is a good thing. I have used the following for years, "Watch Me and You Will Be Wise." In my opinion a good trade sentence, used in connection with every advertisement sent out, is much better than a trademark.

* * *

If you want to keep a-climbing up the hill you will have to feed your body with the proper kind of food, and if you want to develop the highest business ability attainable you will have to feed your mind with progressive business thoughts. If your business is not what you think it ought to be, you need recreation and a clearer brain. The only way to clear your brain is to change your way of thinking. Change your mind and read your trade paper.

* * *

There are many kinds of opportunities, the natural, the "ready made,"

those that are made "while you wait" and those that any wide awake and up-to-date man can make for himself. The world is full of opportunities. They can be seen and had in almost any town or city in this country, but it takes a mind that thinks to attract them. It is our mind that leads us to the opportunities and when we are face to face with them the intellect shows them to us. Put your thinking cap on and all kinds of opportunities will come your way.

* * *

Money and power are mighty good things. Some men feel as if they have obtained real success when they have plenty of money and power. There is a mad struggle and the excitement is great among the retail merchants all over the world to make a success, but if we are to push our neighbors off the road by unkind words and every other thing known to the power that tears things down, I am afraid that our money and power will not amount to very much. No man is a real success if he has failed to serve other men by trying to do something for the human race. When we are happy we are successful. No man can be real happy trying to outdo his neighbor by using unkind words and other things unbecoming in a brother. Edward Miller, Jr.

A Shade of Difference.

Wife—You're a different man to my first husband.

Husband—Yes, I am, thank goodness. I am alive; he's dead."

There are few weeds in a busy life.

Poor Flour Is High at Any Price

Good Flour is cheap compared with other foods

FANCHON

"THE FLOUR OF QUALITY"

Is not only good, but the very best. It costs more because it is better.

Symons Bros. & Co.

Distributors for
Eastern Michigan

Art Needed as Well as Salesmanship.

This is a plea for good illustration or good designing. By "good illustration" I mean a picture carefully drawn to show whatever it is intended to show. The people should be alive; they should be real, they should be in natural positions, they should show appreciation, enjoyment or whatever emotion the article advertised is intended to cause. If it is a design it should be well balanced, should harmonize and be good in color, with clear legible lettering. Nothing excuses bad lettering and nothing excuses lettering of a class that is not easily read, especially when the most beautiful lettering in the world, the Roman lettering which has been used for inscriptions for three thousand years, is still the best lettering that mankind has produced.

It all seems so easy when the things that are good in the art sense are in every case the best things for advertising. Simplicity, clearness, harmony, balance—these are as necessary to convey a message to the unwilling purchaser as they are to produce a good design.

By "design" I mean the whole page or the whole advertisement—the combination of picture and type which makes one complete whole.

The drawback to accomplishing this is the attitude of the advertiser who stands, as every advertiser does, toward his own product as something peculiar, holy and unapproachable, which can not be illustrated in any known modern way, or advertised according to the lines that are successful for any other product.

This same man will admire an automobile poster by Penfield, or a phonograph advertisement by J. J. Gould, but he says that when it comes to a collar, a collar must be done in this way. That means a collar against a background of nothing, without a tie, without a shirt and without a man.

Why?

Because he is a manufacturer of collars, and that is the only way he can look at a collar. He doesn't look at a collar as something to be worn. He looks at it as something to be manufactured and sold. Therefore he wishes to show the collar in all its nudity, without accessories; but you and I, who wear collars and do not make them—our only thought of a collar is something to adorn our necks, against a background of us, helped out by a tie.

The automobile man, however, prefers to have collars advertised by necks and ties because he is the purchaser, but the manufacturer of an automobile wishes to show it paralyzed into an almost unnatural stillness, with every highlight unduly emphasized, with every bolt and nut showing, even if you have to make every bolt and nut larger to make them show, while the manufacturer of a phonograph is unhappy if the name of the phonograph can not be read easily on the box at a distance of one thousand yards.

All such forget that the first aim of an advertisement is to get at the

people it wants to reach and sell them goods. They sacrifice the quick and instant attention to accomplish a certain thing—that is, to show the goods the way the manufacturer thinks they ought to be shown, instead of the way people expect to see them, and this is responsible for nine-tenths of bad advertising design which could easily be good.

The remedy is education. Be patient with the advertiser. Show him and go along with him slowly. He will start with his automobile fresh from the photographer, retouched by an engraver, and he will wind up with a picture of a car in motion, filled with people thoroughly enjoying themselves, an actual scene which looks just like a car looks when it flies by you on the road, and it will look so real that it will produce an impression upon every reader of that magazine different from all other automobile advertising.—E. E. Calkins in Furniture Industry.

"Ten Demandments" of a Chicago Employer.

A Chicago man who has a large number of employes under him has posted up in various departments of his establishment cards which bear the above caption and the following terse rules. These make it very plain what he expects, and what he does not expect, of those who draw salaries from him:

1. Don't lie—it wastes my time and yours. I'm sure to catch you in the end and that's the wrong end.
2. Watch your work, not the clock. A long day's work makes a long day short and a day's short work makes my face long.
3. Give me more than I expect and I'll pay you more than you expect. I can afford to increase your pay if you increase my profits.
4. You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt or keep out of my shops.
5. Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.
6. Mind your own business and in time you'll have a business of your own to mind.
7. Don't do anything here which hurts your self-respect. The employe who is willing to steal for me is capable of stealing from me.
8. It's none of my business what you do at night, but if dissipation affects what you do next day and you do half as much as I demand, you'll last half as long as you hoped.
9. Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my dollars.
10. Don't kick if I kick—if you're worth while correcting, you're worth while keeping. I don't waste time cutting specks out of rotten apples.

Right to the Point.

Just suppose that a manufacturer employed a traveling salesman, and that he was a hustler. That he got a good deal of business for his house and was as good as the best. And this salesman called on a lot of houses in the territory he covered and they

did not give him an order. Would that manufacturer order his salesman to stop visiting those houses or even discharge him for not getting business?

He would know, and so would the traveler, that to stop going might mean that just when he stopped the houses that failed to give him business in the past might be just ready to buy. And the traveler keeps on going until he gets some part of the business.

But this same manufacturer will try an advertisement in a trade paper of known pulling power. He runs it once or twice and results are not what he expected. Just as people are beginning to see the advertisements and get interested, the manufacturer pulls off his best salesman—advertising—because he did not get orders the first or second trip.

Might as well hire a high-class traveler who has made good for other houses, give him a week or two weeks' trial, and fire him. One way is as logical as the other. And both are costly, unsatisfactory, and work harm not only to the trade press but to the salesman. Think this over, Mr. Spasmodic Advertiser. — Implement Trade Journal.

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

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN

Child, Hulswit & Company

BANKERS

Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

Special Department

Dealing in Bank Stocks and Industrial Securities of Western Michigan.

Long Distance Telephones:
Citizens 4367 Bell Main 424
Ground Floor Ottawa Street Entrance

Michigan Trust Building
Grand Rapids

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.

Are you looking for a chance to go into business for yourself?

I know of places in every state where retail stores are needed—and I also know something about a retail line that will pay handsome profits on a comparatively small investment—a line in which the possibilities of growth into a large general store are great. An exceptional chance to get started in a paying business, and in a thriving town. No charge for my services. Write today for particulars and booklet telling how others have succeeded in this line and how you can succeed with small capital.

EDWARD B. MOON, 14 West Lake St., Chicago.

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. Costs 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 and 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

SELLING A SKIRT.

Saturday Night's Rush in the Dress Department.

Written for the Tradesman.

I'm Irene, and I get \$4.50 per at Robinson's Emporium. I don't know why Emporium, any more than I know why I don't draw more than \$4.50 per. I think it would be nice of Robinson to call it a Bargain Center and give me six bills a week. I'm so tired by six o'clock Saturday evening that I don't know my head from my heels, because they both ache. Customers are trying, and my talker is worked to a whisper before the store closes.

Take last Saturday night as an example. I'm standing there at the end of my counter wondering if it is as long as it looks to be, and in comes a lady in a black silk skirt and dark waist, a foolish combination if there ever was one. She begins pawing over the skirts, mixing the greens and the blues and the browns promiscuously, and I go down to wait on her.

"How much be these?" she asks, though there's a card reading "Marked down to \$3.98" within a foot of her nose.

"They're \$3.98," I says.

"Why don't you make it \$4 and done with it?" she asks, and I don't answer the question, for I don't know.

She picks out a dream of a skirt that I'd like to own when I go to the picnic with Jimmie and hangs it up on her hip.

"This would be just the thing," she says, "if it wasn't too short, and didn't have so many buttons down the sides, and was a little larger in the waist and was about three shades lighter."

"Yes'm," I says.

"I buy most of my gowns in Chicago," she says, "but I've got to have something cheap to go boating in."

I don't believe she ever saw Chicago, and I'm sure I've seen her peddling berries out of a basket over at the resort, but I says it must be nice to have gowns come all the way from Chicago. I say gowns because she does.

While she's trying to find something a little longer, and a little larger in the waist, and three shades lighter, and without so many buttons on it, a girl comes in with a young man and giggles and blushes when she tells me that she wants a skirt. She wants blue, and wants to know if she can step into one of the dressing rooms and try one on, and I show her a room and draw the curtains and keep an eye on her. You'd be surprised to see some of the customers that come to the Emporium trying to sneak off with a skirt, wouldn't you? Well, they do, and only last month I paid for a blue one that some one is putting on airs with this minute. The boss said I was there to watch the goods, though how a girl can sell skirts to four customers at once and keep an eye on three dressing rooms is more than mortal mind can understand.

By this time there's nine customers mixing the skirts on the counter like they were potatoes and turnips for

dinner, and the lady in the silk skirt puts a cream-colored one on over her silk and minces before the mirror. I'm watching her, for I've had customers walk out on me.

"I suppose," she says, "I could have this taken up an inch and drawn a little tighter about the hips?"

I says, "Yes'm," though how it is ever going to be made to fit her is more than I know. She's pudgy, and it fits her like a dressing sacque on a barrel.

Then there's a girl pulling at my sleeve. She's bought a long cloak and one of the buttons is off and she wants it put on right away. So I leaves the others and goes to the repair girl and she says she can't match the buttons. Then I has to go out and square it with the girl and tell her a fairy tale about more buttons being in next week, which there won't be.

The lady still has the cream-colored skirt over her black one, and she is pulling at a pile of brown ones.

"I never saw such manners!" she says, as a colored girl draws a skirt out from the pile she's fumbling over. And there's a big black buck with the colored girl, and I'm so afraid he'll start something that I have business in the dressing room where the giggly girl is, and find her with the new skirt on and doing up the old one in a newspaper.

"I'm glad you found something," I says to her, and she blushes and takes out a lot of silver and pays for the skirt. I think there ought to be a private detective at every bargain rush. She looks like two for five when she goes out.

The lady in the silk skirt puts a brown one on over the cream-colored one and goes back to the mirror.

"This looks nice," she says, "but it ought to be a little fuller in the hips." I says, "Yes'm," although it looks to be a good deal fuller.

"Where's that blue one I was looking at?" she says, then.

I don't know where the blue one is, but I start down to the other end of the counter to find it, though the other end looks to me like it was as far off as the Pole Star, and that is said to be forty light-years away from the earth. If you want to know how far that is, you've got to look it up in the school books, where I got my information.

I don't find the blue one, and the lady puts a green one on over the brown one and the cream-colored one, and says it is baggy. When she asks me how it looks to me, I want to tell her that it looks like a haystack, but I holds my temper on account of the fine for being impertinent to customers. Anyway, what's the use of a lady putting on three skirts over a black silk one and expecting to have the salesgirl tell her she looks slim like a young girl. If it took as many yards of belting to go around me as it does some I know, I'd go out with a side show.

A little thin girl that looks like she has coffee and sinkers for breakfast every day of her life picks out a blue skirt and hands me the exact change, and I know she's been going hungry to buy something to look nice so she

can snare a man that will beat her up when his steak is tough. I guess I know a few things about life, if I do work for \$4.50 at the Emporium.

"Well," says the lady with the three skirts on, "I'll try on a few more and see if I can't find something decent to wear."

She puts a dark blue on over the other three, and says she doesn't like the fit of it. Now, what do you think of a woman with five outside skirts on wanting to have the last one fit? She puts them on until I thinks she's going to do a lightning change act, like the woman at the Olympic. If you could have seen a cross section of her then, with all those colors on, you'd have thought she was a rainbow!

She has on about seven when she says, "Wait a minute!" and bolts for the door. I sees my meal ticket peeled down to one bun a day and shouts to the floor walker to stop her. He lifts his eyebrows, the way floor-walkers do, and I tells him the lady is walking out with most of the department on her person.

He doesn't do anything you could notice on account of it taking a long time for any thought wave to travel from his ears up to his think piece, and I follows the lady to the door and out on the walk. She's so busy walking out that she doesn't see me.

There's a fat man with a red face smoking a cheap cigar out by the package box at the edge of the sidewalk, and she beckons to him. He's carrying a laundry package, and he

sighs and follows her back into the store.

"Now," she says to the fat man, "I'd like to have you tell me which one of these skirts looks best on me."

If I thought as much of my shape as that woman does, I'd eat fashion books three times a day, and sleep in a sheath gown! And the idea of calling a man in to ask him about a skirt on a bargain counter!

The fat man says he doesn't know, and the lady begins to take off skirts like she thought we had a folding bed for customers to stay all night in. If she had ever got away with that load on she'd have bursted up the firm. I don't say that she would have walked off with them if I hadn't watched her, but I've a right to my opinion. I suppose, if my pay is small and not at all what it ought to be.

"I don't know anything about skirts," says the fat man when the woman has shed a lot of them.

"I'm so mixed up," says the woman, "that I want some one to pick one out for me."

She turns to a freckled girl in a last year's hat and asks her, and the girl says the silver gray that she hadn't had on at all is the best, and she dives into her hand bag and says she



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.

"Nothing Succeeds Like Success"



is an old adage, but what does it mean to you as a merchant?

It means that if you succeed in highly pleasing your customers in one line, they will have greater confidence in you for other lines, and will seek you out when in the market for other goods you are handling.

Sell them **Rouge Rex Shoes**, the shoes that satisfy, and you will establish your reputation as a dealer in goods of **quality**. You will have them coming your way, and your success in this line will insure success in other lines.

HIRTH-KRAUSE CO.
Shoe Manufacturers and Jobbers
Grand Rapids, Mich.

hasn't any money, and the fat man takes out a roll of banknotes that would choke an iron pump and peels off a ten and hands her. I feel like dropping down through into the basement on the tinware, I'm so astonished. I don't see why she couldn't have picked out that silver gray the first thing, for it was the best bargain there.

I guess she got the fat man in there to pay for the skirt. The cunning of some women is past finding out. If you want to know all about human nature, you get a job in an Emporium and wait on the bargain counter on Saturday nights. Alfred B. Tozer.

Brain Controls Expression of Face.

The face is a book on which are printed the feelings that agitate our minds and our thoughts. The facility of facial expression depends on the working of nerves and muscles. The latter act and contract under the influence of the orders transmitted by the former from the brain. It is therefore the brain, the seat of the mind and intellectual faculties, which holds under its immediate control the play of the facial muscles.

These muscles are small, flat and are attached to the skin, which is displaced by their contraction, sliding, changing its surface, folding or wrinkling in one place and smoothing out in another. Such changes, momentary although they may be, modify the expression deeply. Every expression is found to be determined by the play of special muscles. Most often the contraction of a single muscle is enough to express a state of mind, a feeling, an emotion.

Dr. Nathalie Federoff thinks it unnecessary to modify all the features to give to the face the appearance of grief, gayety, attention, etc. Each of these sentiments or psychologic states is painted on the visage by a slight modification of the eye or the lip alone. Each expression has its note, exact, precise, unique, produced by a single local modification, which seems to be reflected over the whole physiognomy.

Grief is expressed chiefly by a special muscle that wrinkles the eyebrow. To these displacements seem to be added changes in the lower part of the face, but this is only apparent. On certain photographs which express grief the mouth would appear to be contracted as well as the eyebrow, but if the upper part of the face be covered it will be seen that the mouth is in perfect rest.

The neighborhood of a region modified by an expression of any kind seems to give another aspect to the whole physiognomy. Faults of expression, pronunciation, movement, etc., are easy to cure, provided one will give the matter the necessary amount of attention and work.

Sink or Swim.

"Do you think he'll ever learn to run that motor boat?"

"He certainly started out in a businesslike manner—threw away the book of instructions."

Your faith is not measured by your appreciation of the faults of others.

Purity of Heart Elixir of Strength.

When we say, as with reason we can, that a man's strength is as the strength of ten because his heart is pure, we are only extending our materia medica to subtler spheres. Much of modern materia medica turns on the purities and impurities of the system. It is making more and more of clarifying agents for the restoration of health and the renewal of youth.

That the mental influences the physical we long have known. We have known without the doctor's dictum that we grow pallid with fear, flush with shame, laugh with delight, shed strange little drops of briny water because we are grieved. If frail little women we may pine away with unrequited passion, and, albeit the stoutest of men, we wear to a shadow under severe mental stress.

But latterly the experts add to our knowledge with laboratory work. Dr. Elmer E. Gates finds that the baser emotions breed poisons in the blood, and that the higher emotions, such as love, hope and happiness, are elixirs. He avows that the ptomaines yielded by a two hours' passion of violent hatred injected into the veins are fatal. He terms hatred the deadliest poison known to science. Anger is a poison. Fear is a poison. Despair and sorrow and sadness all instill their deadly toxins into the blood.

But if we laugh we grow fat. If we hope we have bright eyes. If we love we are strong. If we are suffused with some vast idea, Liberty, Equality, Fraternity, we become conquerors. "The Union," the "Stars and Stripes forever" are words, are ideas which Prof. James mentions as having inspired men to supreme pitches of valor, hardihood, sacrifice, honor, effort, accomplishment.

"The Empire Builder," as Prof. James relates, was a youth enamored of a maiden on a desert island. Through the complexities of his government position he could not marry outside the kingdom, so he worked for love's sweet sake until the island was annexed to his King's territory. So he built an empire under the impetus of his love.

The original plan of the Indian suttee, it is said, was not intended to be painful for the widow who was burned on her husband's funeral pyre. Her mind was thought to be in magnificent frenzy of self-sacrifice, her heart all aglow with an exaltation which whelmed all her being with the ecstasies of her renunciation of life, her hail to death for her husband's sake, for her duty's sake, for the sake of her faith. Amid the blaze she was caught up in a delirium of spiritual blisses, the bodily experience wholly nullified by the supremacy of the heart and mind activity.

The Christian Scientists and those of kindred convictions are ceaselessly cataloging fresh examples of the pure mind building a sound physique and of an impure heart undermining bodily health. The theorem is proved if we go no farther.

But the occultists do go farther and reinforce the argument. They say that thoughts are things and go wherever we send them. They say that

all our heart life, our emotions, our loves and our hopes and our fears and wraths and joys are little lives, little souls clothed with material forms, just as we are clothed with our bodies.

These impress themselves upon those to whom they are directed. If there is nothing in harmony with themselves in the vibrations of the one to whom they are sent, they rebound to the sender, influence him in accordance with their nature and vigor. Thoughts of a feather flock together. They hover in vague clouds, ready to be drawn hither and yon by some wave of thought or emotion. So all our own love and joy and hope have added love and joy and hope from the thought clouds, from friend and passerby, and thus reinforce themselves.

The affectionate, hopeful, happy, courageous thoughts return to us as blessings. The discordant and discouraged come back as banes, and draw added bane from any discord or discouragement that lurks near.

Thus the pure in heart, those whose hearts are pure of thought poisons, pure of hatred, wrath, despair, those whose hearts are cleanly nourished with the elixirs of love, peace, hope, joy, courage, are strong not only with their own strength—they are invigorated with the power attracted to them by their own purity and their strength is made manifoldly stronger. Ada May Krecker.

Frankness in Advertising.

The moral evolution of business ideas can be seen in a comparative study of the advertising of to-day and that of twenty years ago. It used to be considered the proper thing, even by highly reputable concerns, to begin an advertisement with some catch-phrase having no apparent connection with the goods, and then by an adroit transition finally lead the reader unawares into the consideration of the goods. The prevailing modern style is to make clear in the first sentence just what is being offered for sale. Formerly the advertiser would begin offering a free trip to the North Pole and end by talking about refrigerators. Now the first thing you see is an illustration and the word "Refrigerators." Whether this change is due to a general recognition of the unethical motive involved in the first method, or to the fact that the latter way was found to sell more refrigerators, the fact remains that the change to frankness has not been without its moral effect on business attitudes in general.—Colliers.

BUICKS LEAD
CARS \$1,000 AND UP
BUICK MOTOR COMPANY
Louis and Ottawa Sts. Grand Rapids Branch

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

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

General Investment Co.
Stocks, Bonds, Real Estate and
Loans
Cit. 5275. 225-6 Houseman Bldg.
GRAND RAPIDS

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.

BAGS New and Second Hand

For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

For Many Purposes
WOOD ENGRAVINGS

are better and cheaper than wash drawing halftones or any other method of illustration. Ask about it.

Tradesman Company

Engravers by all Processes

Grand Rapids, Mich.

TWO BIRDS WITH ONE STONE**At the Resurrected Store of Meadowlands.**

Written for the Tradesman.

When Milt Austin went around chewing matches it was a pretty good sign that something was on his mind, and he had been at it now for three or four days. The something, as it took shape, was this: The efficient manner in which Mrs. Wilkins had helped him in getting rid of that old bench and the loafers that insisted on lounging on it had never been squared off, and he began to feel that it was up to him to do it. Then there was something else: The woman in a good many ways needed help. Wilkins, never forceful, began to think more of the gang on the bench than he seemed to care for the store, and his wife, full of energy, had about decided to give up and let what looked like the inevitable take its course unchecked, when Austin came in as clerk and straightened things out.

It was all the store needed, a head and a will to run it, and from the moment the young fellow came in with both the change for the better became at once apparent.

With the store starting off in the right direction the little dependencies gradually drifted into view and naturally enough the storekeeper and his wife were the first to receive attention. With his eyes half opened Austin clearly saw that each had yielded to the "running down hill" spirit and were much nearer the bot-

tom than either had supposed. The house and its appointments were run down. Wilkins hadn't anything decent to put on and didn't want anything; Mrs. Wilkins didn't have anything to wear and did want just that, and Austin soon saw that his first move to be effective must be in that direction. He waited until the gold lettering of the firm on the black background was up over the door and then began with his own chamber, he having his home with them. Knowing now that he could afford it, he won their easy consent to furnish his own room as he pleased, and finding one day that the semi-annual sale was on at Grand Rapids he took the opportunity to happen in before the sale was over and had shipped to Meadowlands as dandy a chamber suit as he wanted and as the reduced rates prevailing then made it possible. When it was all done as he wanted it—the walls newly papered and adorned with not too many pictures, a handsome rug on the floor and the furniture put in—he asked Wilkins and his wife to come up and see how they liked it.

It was more than pretty, it was very handsome, and the few extras that Austin had put in—an easy chair for one thing and a round table for another—added much to the home idea that pervaded the room.

"Fine!" exclaimed Wilkins. "I'm going to have one just like it when the signs are right"—"only," interrupted his wife with a sigh, "it's going to be a long time before my eyes see any such signs."

"So far, so good," chuckled the junior member of the house; "I begin to believe I have found my way," and that is the time he began his match-chewing.

Meadowlands trade didn't usually begin until an hour or two after breakfast and this was the time when the house indulged in the newspapers or such personal matters as chance and choice brought up.

"Noticed you went to church yesterday, Milt. Here's a dollar to doughnuts that you can't repeat the text."

"I'll take you up: 'I say unto you that Solomon in all his glory was not arrayed like one of these.' Good sermon, all right; but while the minister was talking about the lilies, the 'these' of the text in my mind stood for the doggondest lot of the ugliest-dressed women that ever got into a meeting house. There's Millie Milburn, for instance, as pretty a girl as ever the sunshine kissed, and the way she was togged out was a caution to sinners. Honor bright, the most attractively dressed woman in the bunch to my mind was Mrs. Elkanah Wilkins. By the way, you must have known her when she was a girl; wasn't she a peach?"

"The belle o' the bunch!"

"And she took you!"

Then was one of the times when Austin became the personification of silent eloquence, supposing there is such a thing. With eyes opening until they glared at the man before him, with chin—it was of the square type, remember—thrust forward and

with his olive complexion growing darker with the feelings he did not try to repress he contented himself with a single, "Gad!" which might have come from the sub-basement if there had been one.

The tone and the manner of utter contempt were too much even for Elkanah Wilkins, and he proceeded to say that in those days things were different from what they had been since; that he didn't like the idea of being down at the heel any better than anybody else did and now that things were taking a turn he was going to pick up and try to be somebody once more. Lavinia, Mrs. Wilkins, got pretty well discouraged at one time, but lately she seemed to have taken heart; and while it was going to take some time to get back to where they had been, they were going to get there all right.

"Nothing the matter with that." The soft olive returned to the earnest face, the eyes lost their snap and the chin got back where it belonged when the young man went on:

"Now, I'm going to tell you something: We've got to restore that 'peach' and it can't be done a minute too soon. She is needed now in the business more than either of us. In the first place she's young. Bring back her self-respect by getting her something fit to wear and as much as she wants, and give her to understand there is more where that came from. I'm not supposed to know much about such things; but if women are at all like men there is nothing that makes them feel second-class soon-

Fit For a King's Table

Brings Joy to Any Table

Such is the Reputation of

HART BRANDS

Of Michigan Fruits and Vegetables

Secure Your Supplies NOW. See That Your Jobber Furnishes HART BRANDS.

HART BRAND of Preserved Pitted Red Cherries keeps Cherry Time here all the year round. They are perfection in texture, color, flavor.

HART BRAND of Succotash has Corn and young, tender Lima Beans in right proportion.

HART BRANDS of Peas are the acme of fine quality. Uniform in texture, color, size, and with the flavor of Peas fresh from the vine.

All the HART BRAND Products Are Guaranteed. Packed Where Grown.

W. R. Roach & CO., Hart, Michigan

Factories at Hart, Kent and Lexington

er than to get on a lot of rag-tag underwear and then try to act as if they were well dressed. That's the way your wife impressed me yesterday. If I'm right let's put a stop to it. You put the idea into her head that the time to pick up has come and you want her to do it, and then for Heaven's sake give her some money and send her to town and give her to understand that if she comes back loaded down with a bargain sale you'll burn 'em up. So much for that.

"There is something else: I don't think that a family wash without at least twice the number of napkins than there are members of the family looks up-to-date, and I don't like a napkin so coarsely woven that it'll catch on my teeth when I'm using it. I have an idea, too, that red tablecloths don't agree with my constitution. There are no children and Mrs. Wilkins isn't celebrated as a breaker of dishes. What's to hinder our getting some china that is worthy of the firm of Wilkins & Austin, one set as a sample for the store and the other for the daily use of We, Us & Company? You may fancy that I'm a trifle oldmaidish, but there isn't a dining chair in the whole establishment that isn't risky to sit down on. I say get rid of the whole lot—it'll make good firewood if nothing else—and have a dining room that you can go into three times a day without thinking you've got into a second-hand furniture shop.

"Then, again—you see, I've been turning this thing over until I'm full of it—you'd better corner that fellow who was lucky enough to marry that girl you called a peach and the 'Belle of the Bunch,' and tell him from me that he has a little bracing up to go through with. It isn't just the thing for the senior member of

the firm to go around with his vest off so that everybody can see the demoralized condition of his suspenders. Tell him to indulge in a new pair—some good ones—and so go on with his fixing up until the old Loafing Gang say, as they think already, that 'Elk is altogether too good to speak to common folks.' Tell him when he goes to town with his wife for her new outfit that I'll give him the address of a first-class tailor and that, if he'll leave his measure with an order for a bang-up suit I'll pay for the extra above the price he thinks he ought to pay. I owe him so much on my own account.

"Now, old man, I have a score with your wife I want to square, I want you to help me and I want you to do it in my way. She did me a mighty good turn once without knowing it, I guess, but that doesn't lessen the obligation. I want to give her the best black silk dress I can find and I don't want her to know a blessed thing about it until the dress comes home all ready to wear. That means that it must be made by somebody who knows how, and that never can be done unless your wife is fitted for the garment. Why can't you buy her a pretty fair gown and go with her to a first-class dressmaking house and tell the headwoman that you want the black silk as a surprise? Will you do it?"

"Why, m—yes; but isn't it going in pretty steep, Milt, taking everything into account?"

"Not as I look at it. You and I are not in here to play see-saw with the store for a pivot. You know how we came out with the screens. Well, this is more of the same thing with a great deal more of it. Every change I've suggested means money for the house. The linen, the underwear, the furniture, the 75-cent suspenders you

are going to get will no sooner be seen by these well-to-do Meadowlanders than they'll order something just like them, and the money we are going to make on just these first orders is going to open your eyes.

"There's where Mrs. Wilkins comes in. She knows what is becoming. Nobody can tell her what she looks best in and, what is best of all, give her the good clothes and she knows how to wear them. My! How the women will stare at that black silk dress when it comes into the meeting house with the womanly fixings which she will select and which she alone can effectively put on! How long do you suppose Mrs. Deacon White, whose figure is a bag of meal with a string tied around it, or Mrs. Dr. Pitkins, who looks for all the world like a demoralized clothespin, is going to consider Mrs. Elkanah Wilkins in all her glory without making an early endeavor to look just like her? No longer, let me tell you, than it takes to get over here the Monday morning after to find out where the finery came from and to order a duplicate just as soon as it can get here?"

"Here's another lily that I picked and looked at while the minister went on with his sermon: Meadowlands has neither poverty nor riches; but it covers a wide stretch of territory, dotted with fertile farms and populated with well-to-do people who haven't good things, who want them, are willing to pay for them and would get them if they only knew where and how. There is just where this store comes in, and there is where we can become, if we will, the civilizers of this part of the country. I'm not pretending to know much about these things, but since I've been in here I've noticed how folks come in to find out what and how

things are carried on outside, and that the most of them are influenced by what we tell them. Well, now, if we set going the what and the how and give them the best every time, so far as we can do it, we are going to have an uplift right here in Meadowlands that is going to be a credit to everybody concerned in it. I have always felt and do now that the country store has an influence in a community which in every respect nothing else can equal, and that the storekeeper, if he be true to himself, with the brain and the enterprise he ought to have, has as much to do—I think more—with the welfare of that community of which his store is the center as the minister, because it is possible to work in so many different directions.

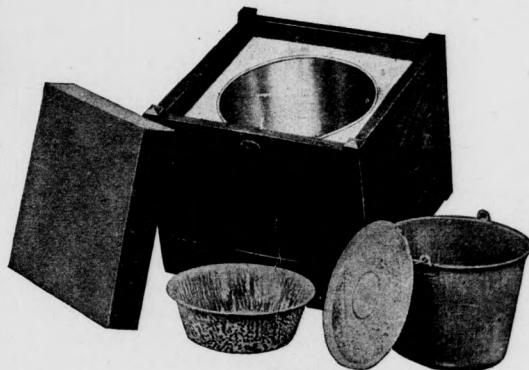
"Too many irons in the fire?" "Bit-ten off more than we can chew?" All right, we'll go slow then, killing two birds with one stone, if we can, and as many more as luck and a kind Providence shall make possible."

Richard Malcolm Strong.

Miss Reba Buschman of Cleveland, a woman of 60 years, while walking about her kitchen Wednesday morning, heard the snap of a parlor match under her foot. A few minutes later she opened an outside door and a gust of wind caught her skirts. Instantly she was enveloped in flame and ran screaming toward the outer door, where George Foster, the janitor, was working on the lawns with a hose. He turned the stream on her and undoubtedly saved her life. She was taken to a hospital and found to be quite badly burned, but will recover. Miss Buschman's theory is that when the match ignited it lodged somewhere in her skirt, where it smoldered until the breeze through the door fanned the fire into flame.



No. 25
Price to Dealers, \$1.50
Regular retail price, \$3.00



No. 4
Price to Dealers, \$3.00
Regular retail price, \$6.00



No. 3
Price to Dealers, \$4.50
Regular retail price, \$10.00

"The Most Popular Line of FIRELESS COOKERS"

(Statement in circular sent out by Marshall Field & Co.)

The extensive magazine advertising is creating a great deal of interest everywhere. We furnish circulars, store signs and electrotypes free. Order at once. These cookers sell fast. Some dealers sell from 25 to 100 per week.

FIRELESS COOKER FREE WITH FIRST ORDER

Send us an order for one each of the above fireless cookers at once and we will send you one No. 25 EXTRA, NO CHARGE. We prepay freight.

On arrival of cookers, if you are not in every way pleased, you may return them.

When ordering please give name of jobber.

Our Cookers are sold by the following jobbing houses:

John V. Farwell Co., Chicago, Ill.
Carson, Pirie Scott & Co., Chicago
Hibbard, Spencer Bartlett Co., Chicago

Marshall Field & Co., Chicago
Butler Bros., Chicago
Butler Bros., St. Louis, Mo.

Butler Bros., New York
Butler Bros., Minneapolis
L. Gould & Co., Chicago, Ill.

COOKERETTE CO., GRAND RAPIDS, MICH.

Exclusive manufacturers and owners of the patents covering this line of Fireless Cookers. "BEWARE OF INFRINGERS."

THE ONE-EYED SALESMAN.

How Advertisers Can Improve Their Announcements.

The best salesman I know has but one eye. With it he can see better and see more than any two-eyed salesman living.

He takes but one look at the goods he is expected to sell, and their good points are instantly impressed upon his inner consciousness. So are their bad points, but he forgets them at the will of his employer; and with resistless logic and clarity of expression he acquaints customers with the good points as no two-eyed salesman ever has or ever will.

He was not always a salesman. Indeed, he was first of all an artist—an Ananias of an artist, who made homely women pretty and ordinary men look distinguished.

After the women had become his devotees and the men his patrons, gray-bearded astronomers took him up, because his one eye was so much better than their two and because he could see things they only dreamed existed.

So, from the light frivolities of Vanity Fair, the one-eyed salesman drifted into the dark observatories of learned astronomers, into the studies of botanists and naturalists, and into the laboratories of medical and surgical scientists.

It was inevitable that he should get into business.

Because of his ability to see all that was good and bad in an object; because of his wonderful knack of convincingly presenting all the good with as much flattery added as might be desired; because he could forget all the blemishes and imperfections, thus keeping his enthusiasm always at the boiling point, he became employed by the great manufacturers and merchants everywhere to sell their goods; and he has sold more goods than all the two-eyed salesmen taken together!

He has sold safety razors and threshing machines; hatpins and sabers; carpet-sweepers and electric cranes; horse-collars and diamonds; and, not content with these practical efforts, he has with rare art decorated the advertising matter of the firms that make or sell these things.

He has covered their calendars, posters, counter-cards, magazine advertisements, window displays, and the like, with pictures of beautiful women, pretty landscapes, dainty marines, rare flowers, fruits and vines, Indians, cowboys, wild animals in action, stirring incidents of town, country and border life and scenes beyond the seas.

To cap the climax, it is perfectly true that his ability is all in his eye, for he is a camera.

Many business men have a one-eyed salesman, but they never think of using him in their business, where he is at his best.

They go snapping him about aimlessly, at odd times and at odd things, when on vacations and other wander-fests; and, although the pictures they make might be used to advantage in the advertisements of their own firms,

they never so use them; never try to learn to make pictures that might be so used; never endeavor to sell the good things they have made, although the market for good photographic ideas is tremendous, marketable subjects bringing snug prices.

A marketable picture need not be what is known to the professional photographer as a good photograph. It may be a very poor one indeed, but the idea it expresses may be very valuable to an advertiser.

It is the idea that counts most, not the technique that perfects it. There are always more processes than brains. No matter how crudely your camera may produce the idea, if the idea is clever there are many ways to work the picture into perfection.

Frederick Remington learned to draw galloping horses correctly from the ideas his snap-shot camera gave him. His photos were crude and blurred; his paintings perfect.

A very poor portrait photo may make an excellent ad-photo. The deep lines and heavy shadows that would spoil a portrait might produce such an expression of suffering in a face—as from a headache, for instance—as would be a masterpiece for use in the advertisement of a headache powder.

Because few amateur photographers recognize advertising and selling value in pictures which they condemn as failures, many good ad-photos are destroyed.

There are only a few professional photographers to advertisers. These can not supply the demand of the calendar, lithograph, publishing, engraving, post-card, and printing houses.

The result is that many poor subjects are purchased at other sources—subjects that would not have stood the ghost of a chance if submitted in competition with thousands of amateur photos, the light of which is hidden in bureau drawers, albums and waste-paper sacks.

I know a representative of an art publishing house who attends the state conventions of photographers and buys up the pictures that they have carelessly snapped, with small cameras, while on their vacation rambles.

Another acquaintance is an amateur photographer whose regular business takes him to county fairs. He occupies his leisure moments by taking snap shots of prize horses, cattle, sheep and hogs. These pictures he sells to various agricultural periodicals. They bring a minimum price of ten dollars each.

Still another friend, in a large city, carries his camera to and from work, snapping street scenes on the way. Rarely a day passes that he does not get some good feature, if it is only a picturesque teamster "bawling out" a crossing policeman.

This amateur knows just where to sell the pictures he makes, because of the advantages offered by a large city in the way of a market for his work.

Most of the successful professional advertising photographers began as amateurs. Ad-photography is of recent birth, as only in late years have

photographs come to be used in advertisements.

The invention of the half-tone screen, now used in engraving, made this possible, and that took place in 1885. Years were then required to introduce the process generally and to bring it to the state of perfection that has made ad-photography a business.

About ten years ago, a Chicago advertising man was almost hopelessly injured in the fall of a crowded elevator, which dropped ten stories to the basement of a sky-scraper. His spine was injured and for many months he hovered between life and death, in a plaster cast, which was succeeded by a harnesslike apparatus.

In the terrible monotony of those days of absolute idleness and suffering, the invalid conceived the idea of making advertising photographs, although he did not know a tripod from a lens. His constant thought was to get well and to be again of use in the great field of publicity.

By the time he was promoted to crutches he had done some excellent work, and while still upon them he exhibited in London, winning three gold medals in the International Photographic Exhibition of 1905, including a special gold medal for advertising subjects, his work being reproduced and commented upon by the great London dailies.

Gradually the ad-photographer has come to occupy as important a place in the field of publicity as the advertiser.

In many of the advertisements of the greatest advertisers it is the picture that tells the story, so that today the money is in the pictures.

The best ad-photos made expressly for the exploitation of an article of trade show the article in use, with the model posed attractively, but with an entire absence of consciousness of pose in the picture.

The lighting should affect strong lights and shadows, as these give to the ad-photo its eye-catching value. The picture should be sharp and color effects so disposed as to form a strong contrast between the article the picture is made to exploit and its immediate background.

An ad-photographer's success depends much upon his selection of models and his dressing and posing of them; also upon his knack of running upon quaint or realistic characters, such, for instance, as an old negro mammy, a newsboy, a French chef and others who look the part he wants them to take, when he first sees them, and gets them into his picture just as they are, which is the best way to costume a model after all.

A professional ad-photographer will take a picture that needs but little retouching; he gets it in the negative; it is ready for the engraver almost as soon as it leaves the developing tray.

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

Grand Rapids Supply Co.
Jobbers
Mill, Steam, Well and Plumbing
Supplies
48-50-52-54-56-58-60-62 Ellsworth Ave.



Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color,
and one that complies with the pure
food laws of every State and
of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



Registered,
U. S. Pat. Off.

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.
Established 1780 DORCHESTER, MASS.

GRAND RAPIDS BRUSH CO.

1	Manufacturers for	1
8	Wholesale Trade of	9
7	Solid Back	0
1		9

**Hair, Cloth and
Toilet Brushes**
and
**Leather Back
Horse Brushes**

GRAND RAPIDS BRUSH CO.
Grand Rapids

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

When the amateur sells a picture that is imperfect in execution, but valuable as an idea, it is usually worked over by an artist, and subsequently appears in the form of a lithograph, as a three-color photo-engraving print from a colored sketch or painting, or as a one-color engraving print from a wash or crayon drawing.

Baby pictures have been a favorite study with all classes of photographers, and they have been used effectively by advertisers.

Usually where the picture is not made from a photo, the result is a monstrosity, as a baby picture must have the elusive baby charm without which it is an incongruity.

"Begin early. Shave yourself!" run the catchlines of a certain popular advertisement, and we laugh with the roguish little butter ball in lace cap and diapers, who has lathered his peach blown face, and with a safety razor is scraping the lather from a chin, the affected uptilt of which is inimitable.

The little one-eyed salesman that you have looked upon as only a toy or a play-fellow can work just as well as he can play.

The great world of advertising and commercial illustration can use his work, but you must set him to doing what is worth while. There is selling value in him for advertisers, and if you get it out of him there will be money in it for you, whether you sell it to others who can use it for advertising their wares or employ it in exploiting your own business.

A Question of Salesmanship.

"Any kind of a clerk can sell a customer something he wants, but it takes a shrewd clerk to sell a man something that he does not want."

The speaker was a shoe dealer, and while he has been fairly successful, he would hardly be classed among the leaders in the retail line. It is an open question whether his success would not have been far greater if he had taken a broader view of the relations between the dealer and his customer.

Of course it is often possible for the clerk to persuade a customer to take shoes which he does not want, but it is wise for him to do so?

The average shoe dealer is not in business for a week, or a month, and in the long run his success must be largely dependent upon the number of permanent regular customers he can gain and hold. Surely employing sharp clerks to force upon people shoes which they do not want or which will not give them satisfaction is not the best way to attach those people to the store as regular patrons.

The over zealous clerk may succeed in persuading a man to buy something that he does not want, once in a while, but the odds are ten to two that he will not win that man for a regular customer.

It is a trade proverb that a well pleased customer is the best advertisement a store can have, and the reverse of this proposition is equally true. A dissatisfied patron can work a store an immense amount of harm,

especially if he has substantial grounds for his dissatisfaction.

The dissatisfied customer will not only take his own trade elsewhere, but in many cases he will induce his friends to do likewise. A dozen or a score of dissatisfied customers may thus in a year's time make a substantial reduction in the volume of sales of any dealer, and far over-balance the mere temporary advantage that resulted from the efforts of the sharp clerk to induce them to buy something that they did not want.

The best clerk is not the one that can oftenest persuade a man to buy something that he does not want, but the one who can convince the greatest number of people that he is thoroughly anxious to comfort and please them, and thus gain and hold them as regular customers. That is the true way to build up a profitable connection, and round out a substantial volume of business for the year.

The sharp clerk who employs the forcing method with customers, may make an occasional showing of a big day's sales, but it is long odds that the clerk who adopts the policy of pleasing his patrons will make far and away the best showing in the long run.

Waste in Little Things.

Did you ever stop to consider the amount of actual waste in little things in your store? If you never have, do so at once and you will be surprised at the amount you will find—little things, but waste, nevertheless.

The other day a clerk in a retail store was seen to use a full sheet of wrapping paper to wrap an article which could easily have been wrapped in a piece six by eight inches. What was the object in using so much paper to wrap so small an article? It was simply carelessness. The clerk might argue that there were other customers and no smaller sheets of wrapping paper were available at the time, hence the use of the large sheet to save time. But even were this the case, did it save time? It took more time to wrap that large piece of paper over and over around the small article than it would have taken to tear off a piece the correct size.

Every merchant ought to keep several sizes of sheets and instruct his clerks to use the proper size in wrapping purchases for customers. A neater and more attractive looking package and a better pleased customer, as well as a saving of paper, will be the result.

The item of wrapping paper may seem but a small one, but suppose every time a clerk wraps an article from two to four times the necessary amount of paper is used, your expense bill for wrapping paper during the year will be more than twice as much as it ought to be. Did you ever think of that?

The waste of string is another item of real importance, although apparently a small matter. Clerks sometimes use three or four times as much string as is necessary to hold the paper securely in place. All packages should be neatly and securely wrapped, but paper and string cost money.

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.



The Initial Training of Traveling Salesmen.

Reforms and revolutions have about the same relation to a business institution as a people's government.

There is a good deal of difference between revolution and reform.

The suffering from the recovery of a revolution is worse than enduring the ill while it is gradually eliminated by a process of reform.

A business can be reorganized by revolution, but it is apt to die under the operation, and hurt the standing of the operating revolutionist.

A reorganization resolves itself into an economy of process when brought about by reform.

Take a man who comes into a business for the purpose of reorganizing it: He finds that the methods are old, the men are old, the machinery is old and the patrons are old. This man can face one of two propositions—either reform or revolution.

If he accepts the latter he might better undertake the organization of a new business.

He not only has physical problems to face, but human ones.

The men in the old institution have been going along in one old way for years; they hate to be disturbed, rudely awakened in their peaceful sleep.

Why, haven't you seen a Pullman porter beaten up by the man he awakened?

There is no such thing as a peaceful revolution,—that's a paradox. If a revolution is peaceful it isn't a revolution, and if it is a revolution it isn't peaceful.

The man who is reorganizing a business has very little sympathy or support from those who comprise the old organization, and any fool can make trouble.

The reorganizer has the accounting system to correct, the manufacturing methods to perfect, and the product to improve. In the process it is easy enough to junk a lot of old machinery—a few rollers, some crowbars and skids will do the business; but the human machine offers more resistance. He usually goes junkwards by way of the private office—over the head of the reorganizer, and pouring forth a lot of undigested grievances which the reorganizer must use his time, energy and thought in either explaining or fighting.

The business revolutionist not only has a revolution of those under him, but those over him, so pity the poor revolutionist.

* * *

The successful and economical reforms are brought about by a very gradual process of elimination—it al-

most amounts to "puttin' it over on 'em when they're not lookin'."

Gradual reforms eliminate the fights and contentions which are so expensive of time and money in revolution and loss in actual production.

Those with a wide experience in reorganization of publication propositions, newspapers for instance, say that they seldom made more than one change a day and a very slight one at that. The same principle will apply to any business.

The newspaper reorganizer has three elements to contend: The subscribers, the advertisers and the men who get out the paper.

They used to tell a story over in Indiana about a country editor who for years had printed his paper with old, wiry and battered up body type spaced with shoe pegs. Within one day he came out with an entire new dress of type; it took the farmers so long to get their eyes adjusted to its newness and clearness that they quit taking the paper.

Radical, revolutionary changes call forth criticism and unfavorable comparison with the old from the owners, the employes and patrons, and too many changes at once will generate a contention to stop a reform.

The production of a thing, and the use of a thing are largely matters of habit. Any changes tend to break the habit and a resistance follows.

In the reorganization of a newspaper, as in any business, the ultimate object may be to seek new patronage, but they require and desire the support of the old ones during the process. In changing over the make-up of a newspaper, for illustration, they should begin by one day changing some of the running heads on the inside pages; the following day, the style of setting the editorials, and so on until the reorganization is completed, and without disturbing the mental attitude of the readers or the staff.

We often hear men say that they hope some day to get time to reorganize this or that department of their business, or the entire institution. These men try to see themselves in the business of revolution exclusively, and the business running itself. As a result they never reorganize anything.

Complete reform is by a gradual process, like the growth of stable wealth.

A good housewife does not place her house in an untenable state of confusion in order to renovate it or redecorate it. The process is one room at a time and the whole is not rendered uninhabitable.

Reorganizations can be orderly or disorderly—extravagant or economical.

Revolution is disorder and reform is order.

* * *

Ninety-five per cent. of the young men in this country who are educated and graduated electrical engineers do not follow that profession, and in the meantime ninety-five per cent. of the industrial and commercial institutions of this country are crying out for trained salesmen.

It may be that a small percentage of these men who take an electrical engineering course, never expect to practice it—they enter it for the "training," and on the principle of most of the monk-made methods of education—if you want to know one thing, why, study another.

If the rector in his parish has too many demands upon his time he at once goes to one of the many institutions for training men in his profession and selects an assistant.

If the lawyer's practice has outgrown his individual efforts there are plenty of men of smaller practice, direct from the law schools.

In case of the doctor there is a wide field to choose from out of the graduating classes of the medical schools, but—

If the sales manager wants another salesman he either must rob a neighboring industry or take men originally or academically trained as electrical engineers, rectors, lawyers or doctors, and in case of any of these last mentioned he must educate them for his particular purpose.

As a result the recruits to the selling profession must spend much of their production time in actual preparation.

Entrance into the so-called learned professions is no doubt rendered attractive by reason of exclusiveness. The monetary side is usually not considered, and frequently, as in case of the clergy and medicine, the object is the elimination of spiritual or physical suffering.

The production of goods has been pretty well solved in this country and the reason there are not more goods produced and of better quality is that there are no salesmen for them.

A profession which induces, educates men to buy a better class of goods or labor saving devices is of high physical and spiritual value to mankind.

Manufacturers produce what people want. If they want cheap, shoddy goods that demand is supplied. The manufacturers of cheap, shoddy goods would produce better and the man who now manufactures better goods would produce more if he had the means of marketing—salesmen.

The manufacturers of this country must not only produce the goods but the men who sell them.

* * *

We never think of teaching the essentials of stenography or book-keeping to young men or women who enter our offices. People versed in these sciences are easily obtained, for there are schools where they are turned out by hundreds, but as to the sales-

man who supports these and every kind and class of service involved in industry, there is no school for his formal training. When there are more salesmen there will be more work—for book-keepers, stenographers and everybody who wants to work—for the salesman's is the hand that feeds them. There is as much science in salesmanship as in any profession. The principles are very simple and the purpose of a school in training men of any profession is to reduce a science to its simple principles by eliminating the complications.

The leading motive of salesmanship is—sell to benefit the buyer.

The salesman who sells for the mere object of a sale is in reality selling himself. The whole art of selling is in knowing what you have and how to apply it to a prospective customer's needs. A man who sells that which is inferior by misrepresentation is a "confidence man;" by reason of his misrepresentations being accepted he gains a superior attitude towards himself and a contempt for his fellowman—he is the worst type of pessimist.

* * *

The Germans were first to see the principle that if there were more salesmen there would be more work.

To-day the Germans are industrially and commercially superior to all their near neighbors.

In 1876 the German government sent a commissioner to the centennial exposition in Philadelphia. He reported to his government that they were behind all other nations industrially. He recommended that they build trades schools to teach the art of producing good and cheap and then establish other schools to teach men how to sell, that the latter was as important as the former.

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.

A Question in Addition and Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

Hotel Livingston
Grand Rapids

To-day German cities are increasing more rapidly than American cities for emigration is stopped.

* * *

In America to-day there is but one established school for salesmanship, which was organized by the National Cash Register Company, of Dayton, Ohio, for their individual benefit and the result of this is they have the only real selling organization in the world.

Men who have been a part of this organization are in instant demand by specialty concerns everywhere.

The whole purpose of this school is to teach men how to induce trade that it is to their interest to buy a cash register.

Obviously, to-day nearly all initial sales of cash registers have been made, but in the days of the original canvass the attendants of this school were obliged to commit to memory the contents of a large book, embodying the answer to every possible objection that might be brought up by a prospective purchaser against a cash register. For instance, a country grocer would say, "I want to talk to my wife before I decide." The salesman's book-answer to this would be, "Let me talk to your wife. She can not know the advantage as well through you as coming directly through me."

Another very common objection against the cash register in the early days was this: "My daughter is my cashier."

There are fifteen answers to this objection. In case of the grocer they would bring out the acknowledgment from the proprietor that the store was opened at 6 o'clock in the morning, but the daughter did not get there till eight. She took an hour and a half for dinner and left at six. This meant that between opening and closing time the cash for a certain number of hours was entirely in hands of the clerks. They would bring out the labor saving feature in totaling balances, and so on.

As a result of this school the National folks have made in fourteen years about all their initial sales and are confining their attention to improved re-installations.

The initial training of salesmen is naturally part of public education; for there is no means by which a nation's wealth can be more easily increased.

Education to the purchase of better goods by the salesman increases individual wealth, and the sale of more goods increases public wealth.

David Gibson.

Chas. M. Smith, who has traveled for the Michigan Drug Co. for about twenty-five years, will retire from the road on Oct. 1 to take charge of his four drug stores, two of which are at Pontiac, one at Royal Oak and one at Warren.

Milton Reeder has engaged to travel for the Friedman-Shelby Shoe Co., of St. Louis, Mo., his territory being Michigan, which he will begin to cover on Aug. 1. He will go to St. Louis next week to select his samples.

Movements of Working Gideons.

Detroit, July 27—The tenth annual Gideon convention met in St. Louis, Mo., July 22 to 25, and was favored with most beautiful weather—the kind that's something different down there. The Chairman of the local Committee, J. C. Brown, promised it, but the members who attended told him that he could not make good on this point. To our great surprise that and everything else were in accord with the promises made us. One hundred and fifty were present, representing the whole field of the United States and Canada, and every last one said at the close of the convention that this had been the best one yet. Everybody smiled and continued to smile throughout the convention, which will indicate to the reader the splendid time enjoyed.

The Marquette Hotel was headquarters and a lively Gideon camp it was for the four days. It is in this hotel where services are held every Sunday at 3 p. m., and which will be the first to receive Bibles for its guest rooms in the Western metropolis.

The constitutional convention took the entire first day and the delegate feature worked out to the satisfaction of a large majority, as was proven later when the vote came on, incorporating it in the new constitution; also a good representation was present of our membership.

During the sessions of Friday the result of Thursday's work was reviewed and largely adopted, although much discussion was indulged in to arrive at a conclusion. At 4 p. m., under the leadership of National Vice-President D. S. Ullrick, of Indianapolis, a discussion on topics pertaining to the welfare of the organization was taken up and continued until the closing hour. The main subject discussed was our Bible work, which seemed to be thought the best kind of work yet attempted by us and one which needed attention and encouragement. Plans were offered by which some could be promoted.

Friday evening a boat ride on the Mississippi River was indulged in and, together with the Epworth League societies, the excursion boat Providence was loaded down with a happy and melodious lot of humanity. Lunch was served on the boat and a general good time was enjoyed.

The regular order of business of the convention was concluded at the Saturday sessions, such as reading of reports of the National Secretary, Treasurer, Chaplain and President. The former showed a healthy condition prevailing and a gain in membership. The next a small indebtedness, but a prediction that no necessity for alarm should exist as money coming in will wipe out the debt within a very short time. The Chaplain reported as not having been notified, on occasions where it would have been wise, of the death of our members, so his idea of writing letters of condolence could not be executed. The President's message received the approval of the convention, as the vigorous applause given

indicated. The main point of the message was the associate member plan of obtaining funds, costing \$5 to become such, same including annual dues, all of which became part of the constitution and by-laws. The matter of incorporating or asking for a charter which would enable the organization to receive bequests made was advocated to be taken up early by the incoming administration.

Recognizing the splendid treatment given the Gideons by the American Bible Society, a recommendation was made that a contribution be made to the Mrs. Russell Sage Bible fund, which will mean that if \$500 be raised before January 1, 1910, she will add another sum of equal amount. The Bible work now being the special effort of the organization, much attention was given the subject, the gist of all being to fire the members with zeal to commence the work in as many places as possible on their trips. The outlook was declared as being the best in our history, the atmosphere as clearing and the possibilities as never better.

On Saturday evening there occurred one of the most unique features of the entire convention. Meeting at the church and marching by twos, led by the King's Highway Presbyterian church band, a procession, headed by two carriages carrying the singers and speakers, about two blocks in length marched down the avenue to Olive street, a very wide thoroughfare, where, breaking ranks and dividing in two lines, with the music and speaking being done in the center, there was held an open air gospe service which will go on record as one of the best of its kind ever held. Ed. Card, who heads the Rescue Mission here and who is also a Gideon, sang solos, also Frank Hughes, of Pittsburg, Geo. S. Webb, of Detroit, and W. A. Miles, of Columbus, Ohio. Eight persons expressed a desire to lead a better life, under the inspirational talks given by Hal Chapman, of Waterville, Minn., W. W. Dawson, of Decatur, Ill., and Ed. Card, of St. Louis. Prayers were offered for the converts by kneeling in the streets and earnestness of purpose was expressed by those whose hearts had been touched.

Sunday morning in the class room of Old Centenary M. E. church, where all the meetings were held, a praise and prayer service was conducted by P. H. Hodgman, of Boston, which was wonderfully blessed to those present, the room being packed to the doors and all able to say at the close, "It was good to have been there."

The pulpits of the city, about thirty, were filled by the Gideons, they having entire charge of the services, and it was made the occasion for presenting the Bible hotel work quite largely. Nearly four hundred dollars was raised, which gives the local camp a fine start in the work. Services were conducted during the afternoon in the Marquette Hotel under the leadership of Frank A. Garlick, of Chicago, also at the hospitals by W. C. Hall, of Indianapo-

lis, and M. L. Reeves, of Philadelphia, all being to the credit of the several speakers. The young peoples' service at 7 p. m. filled the parlors of the church and a very helpful service was enjoyed under the leadership of Gordon Z. Gage, of Detroit. At 8 p. m. a great mass meeting was held in the church, with the Gideons all present and a crowd that filled the church and galleries. This meeting was conducted by Chas. M. Smith, of Detroit, retiring President, and was made the occasion for the installation of the officers and speeches from the newly-elected President, A. B. T. Moore, of Cedar Rapids, Iowa, and Vice-President J. C. Brown, of St. Louis. A wonderfully helpful sermon was preached by National Chaplain L. C. Smith, of Waukesha, Wis. At the closing part of the service a Gideon circle was formed under the direction of W. C. Hall and eight persons started in the new life at this service and two members were secured for the organization.

The cabinet for the coming year is as follows:

President—A. B. T. Moore.
Vice-President—J. C. Brown.
Treasurer—Nels Rylander.
Chaplain—L. C. Smith.
Trustees—J. C. Bennett and Chas. M. Smith.

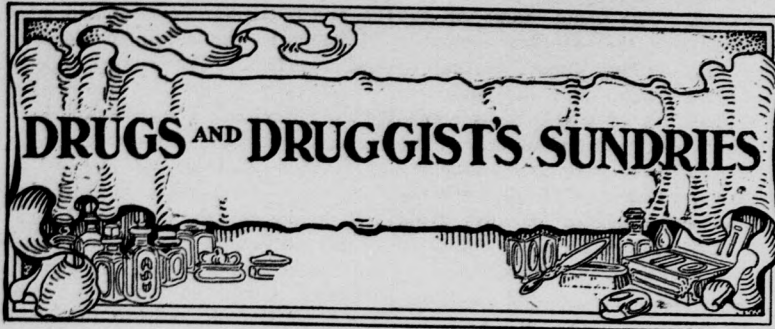
The newly-chosen ones, N. W. Bennett, of Boston; M. P. Ashbrook, of Ohio; S. E. Hill, of Wisconsin, and F. E. Linch, of Nebraska, as the ones holding over.

At the special session of the new cabinet it was found impossible to choose a Secretary and F. A. Garlick was asked to continue in charge until the right one should appear unto the members. A monthly magazine was ordered published, the first number to appear before September.

We believe that it is safe to say that at no convention was a more enjoyable time had than at the tenth, which just closed. St. Louis Camp and Missouri members generally united in making it a gathering long to be remembered and no small part can be attributed to the loyalty, faithfulness and painstaking care of the Auxiliary, and unless the name of J. C. Brown, as Chairman of all the committees, was mentioned the reader would not understand how it was possible for all the details to have been so faithfully produced. Surely Detroit has her hands full in having been chosen as the next convention city, and we shall hope when July 29, 30 and 31, 1910, rolls around that preparations long before planned and executed will have been found perfected so that we may just go one notch higher in the rounds of the ladder as host of a National convention for the Christian traveling men of America.

Chas. M. Smith.

A mere promise of one partner to pay the firm debts is no consideration for the release of another partner who was equally bound to such payment, although it might be different if the former gave his note, or in some way increased his liability.



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.

Interesting the Farmers in the Drug Store.

The farming class is the backbone of the country. The great majority of druggists are doing business in places where the farmers' trade is of the utmost importance. Hence the necessity for interesting this class.

For the last few years the farmer has been among the best buyers. He has had plenty of money and has not hesitated to spend it for things he needed. The day of the farmer's traditional closeness is past. He has become a broad-minded, liberal business man. Twenty years ago when a farmer entered a drug store it was to buy what he could not get along without and to complain of the price of whatever he bought. He was a hard man to do business with then. He suspected everybody and was as close as the bark on a tree. This is said with an acknowledgment of the fact that the farmer's lot had been such that he had been obliged to pinch and economize until it had become a sort of second nature with him.

However no one comes into the drug store now who buys more liberally or with less complaint of prices than this same farmer. Things have at last come his way. He is in close touch with the world. He knows how other people live and he believes in living comfortably himself. He has daily papers, telephone connections and a comfortable home. He educates his children and is himself far from ignorant.

The schemes and plans that used to get the farmer's money would not answer nowadays. The big "free" offer of a gold watch to anyone who would send ten cents for "postage and packing" are things of the past. It takes straight business talk to make the farmer's family want things just as it does to make the townspeople want them.

However there are plenty of legitimate plans that may be used to attract the farmer just as there are for interesting the town trade.

One of these plans and one that works well in all communities where

the farmer's trade is an important item is the one given below. Its principle is the offering of a prize that the farmers will be really anxious to win and offering it for something that they can do easily and will be willing to do.

In order that any such prize plan may not conflict with the very strict rulings of the consciences of upright men and of the postoffice department it is necessary that it shall contain no element of chance either in submitting the prize contributions or in awarding the prizes. As it is practically impossible to make such a scheme a success without the aid of the newspapers or the mails in some way, it is imperative that no plan be adopted that will be barred from the mails. Indeed no druggist should plan any campaign which is "shady" in any way, but as the postoffice department has taken a very advanced stand as to lottery features, if the advertiser has any doubt, let him submit the details to his postmaster or to the Third Assistant Postmaster General at Washington for approval before starting it.

The druggist who desires to put this plan into operation should buy from a reliable harness dealer in his home town a single harness, preferably a good, substantial buggy harness, one that the dealer guarantees. A first-class harness of this sort should not cost over \$15 unless it is a fancy one. It might be in nickel trimming, it being understood that the man to whom it is awarded shall have the privilege of exchanging it for black-trimmed.

This harness is to be the first prize in a contest for the best set of ten reasons why the farmers should trade at the druggist's store. Of course it is not necessary that farmers be specified; that is a matter for each dealer to settle for himself. Ordinarily it would be better to leave the contest open to all. One desirable restriction is that no one shall be eligible to compete who lives more than so many miles away, as no druggist wants to send a \$15 harness so far away that it will do him no good.

In addition to the harness it is almost necessary to have prizes of smaller value, quite a number of them, in order that there will be more encouragement for all to compete. With just one prize it is very easy for a person to say, "Oh, there isn't any chance of my winning. Some clever fellow who knows how to write will get the harness." But if there are a good many prizes, even if the smaller ones are not of much

importance, many a man will say, "Well, I won't get the harness, but I may get something. I'll try a crack at it anyway."

If the dealer desires he can advertise that a souvenir will be sent to every person competing. This might be something of trifling value, such as a pretty calendar or an advertising memorandum—anything that has a use and yet is more than an advertisement that would be distributed broadcast anyway.

This last plan guarantees the druggist a valuable addition to his mailing list, as the names that come in usually are good names. People should be allowed to send in as many sets of reasons as they like. As few restrictions as practicable should be put upon the contest. It should be announced that the contest will close on such a date, and if anyone asks whether contributions will be received that day, he should receive an affirmative answer. If anyone thinks that the announcement means that the day before is the last day, no harm is done. Contestants must not be restricted to those who make a purchase of some kind as that would bring the plan into conflict with the lottery laws.

The harness should be hung up in the window with a large card telling that it is to be given away, and the conditions should be put right there so that "He who runs may read." The druggist should advertise that the harness is on exhibition; he should take advantage of every opportunity to get farmers to come to the store to see it.

One advantage of a harness bought of a local dealer instead of some supply house is that that dealer will help to boom the plan. Then, too, a local dealer's guaranty of the harness gives it a higher value.

One of the ways in which it is profitable to advertise this plan is by means of package slips calling attention to the offer, or if desired, large slips may be used and imprinted, "Use the back of this slip for your ten reasons."

It is best to let the plan run thirty days and, after a generous announcement of it in the newspaper space, to refer to it in general terms in every issue. A folder sent direct by mail calling attention to the plan will get many returns but costs more money, and ordinarily the papers are the best medium for spreading information of this sort.

The services of an out-of-town druggist or advertising expert should be secured as judge of the contest so that the druggist can advertise that the decision will be made by a person who knows none of the contestants.

When the contest has closed and the decision has been made, a good display may be made of the announcement in the papers by getting it inserted both as news matter and as paid advertising. The winner of the harness will let it remain in the window a while with his name on it, thus completing the exhibition value of the harness.

While this plan does not make di-

rect sales and while it is quite an expense, it will be found to be a winner for getting attention for a business and if properly advertised it will set people thinking of the reasons why the store using it is a good one for them to trade in.

Of course the winning sets of reasons should be published one or more at a time in the papers. They will be read for the interest in the competition and will do good for what they say, as coming from independent sources.

Frank Farrington.

The Soda Drinker.

"Can you study human nature at the soda fountain?" echoed the druggist, when asked the question. "Well, I guess yes. I am interested and entertained every day. According to my estimate, there is only one class of men that really enjoy their soda water or reap the full benefits of it." "And what may that class be?" was asked.

"The lawyer. I doubt if you ever saw a lawyer in a hurry on the street. He doesn't come rushing into the store and gasp out what syrup he'll take in his, but he saunters in to ask:

"Well, Doc., have you any soda water?"

"I think so."

"Then I guess I'll taste it. Give me lemon in mine."

"No hurry at all, you know, and no kicking about the weather. I hand him a glass and he sips and stands back. Then he finds some one to talk politics to. While he talks he sips, and he is a quarter of an hour finishing his drink. Sometimes he leaves a little in the glass. I have seen perspiring men look at him as if they thirsted for his blood. Collar just as stiff as when first ironed, and his mind at peace with all the world. I believe he gets as much benefit from the one glass as some men do from three, and everything goes off so calmly that I hate to take his money. Go to the ant, thou sluggard. In other words, take a pointer from the lawyer as to how to get 25 cents worth of good out of a 5-cent glass of soda water. The man who swigs it down doesn't know what a good thing is."

The Drug Market

Opium—Is weak and tending lower.
 Quinine—Is steady.
 Cuttle Fish Bone—Is very firm and tending higher.
 Glycerine—Is very firm.
 Cubeb Berries—Have advanced and are tending higher.
 Oil Peppermint—Is very firm and tending higher.
 Oil Rose—Is tending lower on account of a very large crop.
 Asafoetida—Is very firm at the ruling high price, with no prospects of a decline.

Compound Alum Powder.

This is a preparation of Squibb. The following formula is given:
 Camphor 1 part.
 Carbolic acid, cryst. 2 parts.
 Dried alum, fine powd. 47 parts.
 Dissolve the camphor in the liquefied carbolic acid and thoroughly incorporate this with the alum.

WHOLESALE DRUG PRICE CURRENT

Table of wholesale drug prices. Columns include drug names (e.g., Aceticum, Benzoinum, Capsicum), quantities, and prices. Categories include Acidum, Aniline, Baccae, Balsamum, Copaliba, Cortex, Extractum, Flora, Folia, Gummi, Herba, and Magnesia.

Continuation of wholesale drug prices. Columns include drug names (e.g., Lupulin, Lycopodium, Macis), quantities, and prices. Categories include Tinctures, Miscellaneous, and various oils and salts.

A New Departure
We are agents for the
Walrus Soda Fountains
And All the Necessary Apparatus
We are prepared to show cuts of styles and furnish prices that are right for the goods furnished.

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.
Please talk with our travelers or write us direct for particulars and general information.

LaBelle Moistener and Letter Sealer
For Sealing Letters, Affixing Stamps and General Use
Simplest, cleanest and most convenient device of its kind on the market.
You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.
Price, 75c Postpaid to Your Address
TRADESMAN COMPANY GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Pelts and Wool Provisions and Fresh Meats

DECLINED

Index to Markets By Columns

Index to Markets By Columns table listing various goods and their corresponding column numbers (1-10).

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUEING, BROOMS, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CARBON OILS BARRELS, CEREALS, CHEESE, COFFEE, COCONUT, CRACKERS, CREAM TARTAR, DRIED FRUITS, FARINACEOUS GOODS, FEED, FISHING TACKLE, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALERATUS, SALT SODA, SOAP, SODA, SOUPS, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, WATER WHITE, D. S. GASOLINE, GAS MACHINE, DEODOR' NAP'A, CYLINDER, ENGINE, BLACK, WINTER, BREAKFAST FOODS, BOURDEAU FLAKES, CREAM OF WHEAT, EGG-O-SEE, EXCELLO FLAKES, EXCELLO, LARGE PKGS., FORCE, 36 2lb., GRAPE NUTS, MALTA CERES, MALTA VITA, MAPL-FLAKE, PILLSBURY'S VITOS, RALSTON HEALTH FOOD, SUNLIGHT FLAKES, SUNLIGHT FLAKES, VIGOR, VOIGT CREAM FLAKES, ZEST, 20 2lb., ZEST, 36 small pkgs., ROLLED OATS, ROLLED AVENA, STEEL CUT, MONARCH, QUAKER, CRACKED WHEAT, COLUMBIA, SNIDER'S PINTS, SNIDER'S 1/2 PINTS, ACME, GEM, JERSEY, RIVERSIDE, SPRINGDALE, WARNER'S, BRICK, LEIDEN, LIMBURGER, PINEAPPLE, SAP SAGO, SWISS DOMESTIC.

Table 3: CHEWING GUM, BEEMAN'S PEPSIN, ADAMS PEPSIN, BEST PEPSIN, BLACK JACK, LARGEST GUM MADE, SEN SEN, LONG TOM, YUCATAN, HOP TO IT, SPEARMINT, CHICORY, BULK, RED, BAGLE, FRANK'S, SCHENER'S, CHOCOLATE, WALTER BAKER & CO'S, GERMAN SWEET, PREMIUM, CARACAS, WALTER M. LOWNEY CO., PREMIUM, COCOA, BAKER'S, CLEVELAND, COLONIAL, COLONIAL, EPPS, HUYLEY, LOWNEY, LOWNEY, LOWNEY, VAN HOUTEN, VAN HOUTEN, VAN HOUTEN, WEBB, WILBUR, WILBUR, COCONUT, DUNHAM'S, DUNHAM'S, DUNHAM'S, BULK, COFFEE, COMMON, FAIR, CHOICE, FANCY, COMMON, FAIR, CHOICE, FANCY, COMMON, FAIR, CHOICE, FANCY, AFRICAN, FANCY AFRICAN, P. G., ARABIAN, MOCHA, PACKAGE, NEW YORK BASIS, ARBUCKLE, DILWORTH, JERSEY, LION, MCLAUGHLIN'S XXXX, MCLAUGHLIN'S XXXX, HOLLAND, FOLIX, HUMMEL'S FOIL, HUMMEL'S TIN, NATIONAL BISCUIT COMPANY, SEYMOUR, N. B. C., N. B. C., SELECT SODA, SARATOGA FLAKES, ZEPHYRETTE, OYSTER, N. B. C., ROUND, GEM, FAUST, SHELL, SWEET GOODS, ANIMALS, ATLANTIC, ARROWROOT BISCUIT, BRITTLE, CADET, CARTWHEELS ASSORTED, CAVALIER CAKE, CIRCLE HONEY COOKIE, CURRANT FRUIT BISCUIT, CRACKNELS, COFFEE CAKE, COCONUT TAFFY BAR, COCONUT BAR, COCONUT DROPS, COCONUT HONEY CAKE, COCONUT HON FINGERS, COCONUT HON JUMBLES, COCONUT MACAROONS, CURRANT COOKIES, DANDELION, DINNER BISCUIT, DIXIE SUGAR COOKIE, FAMILY SNAPS.

Table 4: FAMILY COOKIE, FIG CAKE ASSORTED, FROSTED CREAM, FROSTED GINGER COOKIE, FLORABEL CAKE, FROSTED HONEY CAKE, FLUTED COCONUT BAR, FRUIT HONEY CAKE, GINGER GEMS, GINGER GEMS ICED, GRAHAM CRACKERS, GIMCRACKS CAKE, GINGER NUTS, GINGER SNAPS N. B. C., GINGER SNAPS SQUARE, HIPPODROME BAR, HONEY CAKE, HONEY FINGERS, HONEY JUMBLES, HONEY JUMBLES ICED, HONEY FLAKE, HONEY LASSIES, HOUSEHOLD COOKIES, HOUSEHOLD COOKIES ICED, ICED HONEY CRUMPLETS, IMPERIAL, JERSEY LUNCH, JUBILEE MIXED, KREAM KLIPS, LADDLE, LEMON GEMS, LEMON BISCUIT SQUARE, LEMON FRUIT SQUARE, LEMON WAFER, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MOLASSES CAKES, MOLASSES CAKES ICED, MOTTLED SQUARE, NEWTON, NABOB JUMBLES, OATMEAL CRACKERS, ORANGE GEMS, PEANUT CAKES ASSORTED, PEANUT GEMS, PRETZELS HAND MD., PRETZELLETTS HAND MD., PRETZELLETTS MAC MD., RAISIN COOKIES, REVERE ASSORTED, ROSALIE, RUBE, SCALLOPED GEMS, SCOTCH COOKIES, SNOW CREAMS, SPICED CURRANT CAKE, SUGAR FINGERS, SUGAR GEMS, SULTANA FRUIT BISCUIT, SUNSIDY JUMBLES, SPICED GINGERS, SPICED GINGERS ICED, SUGAR CAKES, SUGAR CAKES ICED, SUGAR SQUARES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, VICTORS, WAVELY, IN-ER SEAL GOODS, ALBERT BISCUIT, ANIMALS, ARROWROOT BISCUIT, BARONET BISCUIT, BUTTER WAFERS, CHEESE SANDWICH, CHOCOLATE WAFERS, COCONUT Dainties, FAUST OYSTER, FIVE NEWTON, FIVE O'CLOCK TEA, FROSTING, FROTANA, GRAHAM SNAPS N. B. C., GRAHAM CRACKERS, LEMON SNAP, MARSHMALLOW Dainties, OATMEAL CRACKERS, OLD TIME SUGAR COOK, OVAL SALT BISCUIT, OYSTERETTES, PEANUT WAFERS, PRETZELLETTS HD MD., ROYAL TOAST, SALTINE, SARATOGA FLAKES, SOCIAL TEA BISCUIT, SODA, N. B. C., SODA SELECT, SUGAR CLUSTERS, SULTANA FRUIT BISCUIT, UNEEDA BISCUIT, UNEEDA JINJER WAFER, UNEEDA LUNCH BISCUIT, VANILLA WAFERS, WATER THIN, ZU ZU GINGER SNAPS, ZWIEBACK, IN SPECIAL TIN PACKAGES, FESTINO, NABISCO, NABISCO, CHAMPAGNE WAFER, SORBETTO, NABISCO, FESTINO, BENT'S WATER CRACKERS, HOLLAND RUSK, 36 packages, 40 packages, 60 packages, CREAM TARTAR, BARRELS OR DRUMS, BOXES, SQUARE CANS, FANCY CADDIE.

Table 5: DRIED FRUITS, SUNDRIED, EVAPORATED, CALIFORNIA, CORSICAN, IMP'D 1 LB. PKG., IMPORTED BULK, LEMON AMERICAN, ORANGE AMERICAN, CLUSTER 5 CROWN, LOOSE MUSCATELS 3 CR., LOOSE MUSCATELS 4 CR., L. M. SEEDED 1 LB., CALIFORNIA PRUNES, FARINACEOUS GOODS, DRIED LIMA BEANS, MED. HAND PK'D, BROWN HOLLAND, FARINA, 24 1 lb. packages, BULK PER 100 LB., FLAKE 50 LB. SACK, PEARL 100 LB. SACK, PEARL 200 LB. SACK, MACCARONI and VERMICELLI, DOMESTIC 10 LB. BOX, IMPORTED 25 LB. BOX, PEARL BARLEY, COMMON, CHESTER, EMPIRE, GREEN WISCONSIN, BU. GREEN SCOTCH, BU., SPLIT, BU., EAST INDIA, GERMAN SACKS, GERMAN BROKEN PKG., TAPLOCA, FLAKE 110 LB. SACKS, PEARL 130 LB. SACKS, PEARL 24 LB. PKGS., FLAVORING EXTRACTS, FOOTE & JENKS, COLEMAN BRAND, LEMON, NO. 2 TERPENELESS, NO. 3 TERPENELESS, NO. 3 TERPENELESS, VANILLA, NO. 2 HIGH CLASS, NO. 4 HIGH CLASS, NO. 3 HIGH CLASS, JAXON BRAND, VANILLA, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, JENNINGS D. C. BRAND, TERPENELESS EXT. LEMON, NO. 2 PANEL, NO. 4 PANEL, NO. 6 PANEL, TAPER PANEL, 1 oz. Full Measure, 2 oz. Full Measure, 4 oz. Full Measure, NO. 2 ASSORTED FLAVORS, GRAIN BAGS, AMOSKEAG, 100 in bale 19, AMOSKEAG, less than bl 19 1/2, GRAIN AND FLOUR, WHEAT, OLD, NEW, WINTER WHEAT FLOUR, LOCAL BRANDS, PATENTS, SECONDS PATENTS, STRAIGHT, SECOND STRAIGHT, CLEAR, FLOUR IN BARRELS, WORDEN GROCER CO'S BRAND, QUAKER, PAPER, QUAKER, CLOTH, WYKES & CO., ECLIPSE, KANSAS HARD WHEAT FLOUR, JUDSON GROCER CO., GRAND RAPIDS GRAIN & MILLING CO. BRANDS, WIZARD, FLOUR, WIZARD, GRAHAM, WIZARD, CORN MEAL, WIZARD, BUCKWHEAT, RYE.

Table 6: Spring Wheat Flour, Golden Horn, Duluth Imperial, Wisconsin Rye, Ceresota, Lemons & Wheeler's Brand, Wingold, Worden Grocer Co.'s Brand, Laurel, Voigt Milling Co.'s Brand, Voigt's Hygienic, Graham, Voigt's Royal, Wykes & Co., Sleepy Eye, Meal, Bolted, St. Car, No. 1 Corn and Oats, Corn Meal, Buffalo Gluten Feed, Dairy Feeds, Wykes & Co., O P Linseed Meal, O P Laxo-Cake-Meal, Cottonseed Meal, Gluten Feed, Malt Sprouts, Brewers' Grains, Hammond Dairy Feed, Alfalfa Meal, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Hay, Carlots, Less than carlots, HERBS, Sage, Hops, Laurel Leaves, Senna Leaves, HORSE RADISH, Pure, Calabria, Sicily, Root, MATCHES, C. D. Crittenden Co., Noiseless Tip, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, MINCE MEAT, MUSTARD, OLIVES, Bulk, 1 gal. kegs, 2 gal. kegs, 5 gal. kegs, Queen, 19 oz., Queen, 28 oz., Stuffed, 5 oz., Stuffed, 3 oz., PIPES, Clay, No. 216 per box, Clay, T. D., full count, Cob, PICKLES, Medium, Small, PLAYING CARDS, No. 15, Riva, assorted, No. 20, Rover, enam'd, No. 573, Special, No. 98 Golf, satin fn., No. 808 Bicycle, No. 682 Tourn't whist, Babbitt's POTASH, PROVISIONS, Barreled Pork, Mess, new, Clear Back, Short Cut, Bean, Brisket, Clear, Pig, Clear Family, Dry Salt Meats, S. P. Bellies, Bellies, Extra Shorts Clear

Table 7: Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 40 lb. tubs, 20 lb. tubs, 10 lb. tubs, 5 lb. tubs, Smoked Meats, Hams, 12 lb. average, Hams, 14 lb. average, Hams, 16 lb. average, Hams, 18 lb. average, Skinned Hams, Ham, dried beef sets, California Hams, Picnic Boiled Hams, Boiled Ham, Berlin Ham, pressed, Minced Ham, Bacon, Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, Kits, 15 lbs., Hogs, per lb., Beef, rounds, set, Beef, middles, set, Sheep, per bundle, Uncolored Butterine, Solid dairy, Country Rolls, Canned Meats, Corned beef, 2 lb., Corned beef, 1 lb., Roast beef, 2 lb., Roast beef, 1 lb., Potted ham, Deviled ham, Deviled ham, Potted tongue, Potted tongue, RICE, Fancy, Japan, Broken, SALAD DRESSING, Columbia, 1/2 pint, Durkee's, large, 1 doz., Durkee's, small, 1 doz., Snider's, large, 1 doz., Snider's, small, 2 doz., SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Deland's, Dwight's Cow, L. P., Wyandotte, 100 lbs, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Lump, bbls., Lump, 145 lb. kegs, SALT, Common Grades, 100 3 lb. sacks, 60 5 lb. sacks, 28 10 1/2 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. dairy in drill bags, 28 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, fine, Medium, fine, SALT FISH, Large whole, Small whole, Strips or bricks, Pollock, Halibut, Strips, Chunks, Holland Herring, Pollock, White Hp. bbls., White Hp. 1/2 bbls., White Hoop mchs., Norwegian, Round, 100 lbs., Round, 40 lbs., Scaled, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Whitefish, No. 1, No. 2, 100 lbs., No. 1, No. 2, 50 lbs., No. 1, No. 2, 25 lbs.

Table 8: SEEDS, Anise, Canary, Smyrna, Caraway, Cardamom, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, SHOE BLACKING, Handy Box, large 3 dz, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rappie in jars, SOAP, American Family, Dusky Diamond, Jap Rose, Savon Imperial, White Russian, Dome, oval bars, Satinet, oval, Snowberry, 100 cakes, Proctor & Gamble Co., Lenox, Ivory, 6 oz., Ivory, 10 oz., Star, Lantz Bros. & Co., Acme, 70 bars, Acme, 30 bars, Acme, 25 bars, Acme, 100 cakes, Big Master, 70 bars, Marselles, 100 cakes, Marselles, 100 cakes 5c, Marselles, 100 cks toil., Marselles, 1/2 bx toilet, A. B. Wrisley, Good Cheer, Old Country, Soap Powders, Snow Boy, Gold Dust, 24 large, Gold Dust, 100-5c, Karkoline, 24 lb., Pearlina, Soapine, Sabbitt's 1776, Roseine, Armour's, Wisdom, Soap Compounds, Johnson's Fine, Johnson's XXX, Nine O'clock, Rub-No-More, Scouring, Enoch Morgan's Sons, Sapolio, gross lots, Sapolio, half gro. lots, Sapolio, single boxes, Sapolio, hand, Scourine Manufacturing Co, Scourine, 50 cakes, Scourine, 100 cakes, SODA, Boxes, English, SPICES, Whole Spices, Allspice, Cassia, China in mats, Cassia, Canton, Cassia, Batavia, bund., Cassia, Saigon, broken, Cassia, Saigon, in rolls, Cloves, Amoybaya, Cloves, Zanzibar, Mace, Nutmegs, 75-80, Nutmegs, 105-10, Nutmegs, 115-20, Pepper, Singapore, blk., Pepper, Singp. white, Pepper, shot, Pure Ground in Bulk, Allspice, Cassia, Batavia, Cassia, Saigon, Cloves, Zanzibar, Ginger, African, Ginger, Cochon, Ginger, Jamaica, Mace, Mustard, Pepper, Singapore, blk., Pepper, Singp. white, Pepper, Cayenne, Sage, STARCH, Corn, Kingsford, 40 lbs., Muzzy, 20 lbs., Muzzy, 40 lbs., Gloss, Kingsford, Silver Gloss, 40 lbs., Silver Gloss, 16 lbs., Silver Gloss, 12 lbs., Muzzy, 48 lb. packages, 16 5lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Corn, Barrels, Half barrels, 20lb. cans 1/2 dz. in cs., 10lb. cans 1/2 dz. in cs., 5lb. cans 1/2 dz. in cs., 1 1/2 lb. cans 1/2 dz. in cs.

Table 9: Pure Cane, Fair, Good, Choice, TEA, Sundried, medium, Sundried, choice, Sundried, fancy, Regular, medium, Regular, choice, Regular, fancy, Basket-fired, medium, Basket-fired, choice, Basket-fired, fancy, Nibs, Siftings, Fannings, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, fancy, Amoy, medium, Amoy, choice, English Breakfast, Medium, Choice, Fancy, India, Ceylon, choice, Fancy, TOBACCO, Fine Cut, Cadillac, Sweet Loma, Hiawatha, 5lb. palls, Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Plug, Red Cross, Palo, Hiawatha, Kyoto, Battle Ax, American Eagle, Standard Navy, Spear Head, 7 oz., Spear Head, 14 1/2 oz., Nobby Twist, Jolly Tar, Old Honesty, Toddy, J. T., Piper Heldsick, Boot Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Mill, Great Navy, Smoking, Sweet Core, Flat Car, Warpath, Bamboo, 16 oz., I X L, 5lb., I X L, 16 oz. palls, Honey Dew, Gold Block, Chipman, Clags, Kiln Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, 1 1/2 oz., Yum Yum, 1lb. palls, Cream, Corn Cake, 2 1/2 oz., Corn Cake, 1lb., Plover Boy, 1 1/2 oz., Plover Boy, 3 1/2 oz., Peerless, 3 1/2 oz., Peerless, 1 1/2 oz., Air Brake, Cant Hook, Country Club, Forez-XXXX, Good Indian, Self Binder, 16oz. 8oz. 20-22, Silver Foam, Sweet Marie, Royal Smoke, TWINE, Cotton, 3 ply, Cotton, 4 ply, Jute, 2 ply, Hemp, 6 ply, Flax, medium N, Wool, 1 lb. balls, STATE SEAL, Oakland apple cider, Barrels, free, WICKING, No. 0 per gross, No. 1 per gross, No. 2 per gross, No. 3 per gross, WOODENWARE, Baskets, Bushels, Bushels, wide band, Market, Splint, large, Splint, medium, Splint, small, Willow, Clothes, large, Willow, Clothes, med'm, Willow, Clothes, small

Table 10: Butter Plates, Wire End or Ovals, 1/4 lb., 250 in crate, 1/2 lb., 250 in crate, 1 lb., 250 in crate, 2 lb., 250 in crate, 3 lb., 250 in crate, 5 lb., 250 in crate, Churns, Barrel, 5 gal., each, Barrel, 10 gal., each, Clothes Pins, Round head, 4 inch, 5 gross, 4 1/2 inch, 5 gross, Cartons, 20 2 1/2 doz. bxs., Egg Crates and Fillers, Humpty Dumpty, 12 dz. 20, No. 1 complete, No. 2 complete, Case No. 2 fillers, Case, mediums, 12 sets, Faucets, Cork, lined, 8 in., Cork lined, 9 in., Cork lined, 10 in., Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12lb. cotton mop heads, Ideal No. 7, Pails, 2-hoop Standard, 3-hoop Standard, 2-wire, Cable, 3-wire, Cable, Cedar, all red, brass, Paper, Eureka, Fibre, Toothpicks, Hardwood, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Tubs, 20-in. Standard, No. 1, 18-in. Standard, No. 2, 16-in. Standard, No. 3, 18-in. Cable, No. 1, 18-in. Cable, No. 2, 16-in. Cable, No. 3, No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Washboards, Bronze Globe, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 13 in. Butter, 15 in. Butter, 17 in. Butter, Assorted, 15-17, Assorted, 17-19, WRAPPING PAPER, Common straw, Fibre Manila, white, Fibre Manila, colored, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, short c't, Wax Butter, full count, Wax Butter, rolls, YEAST CAKE, Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Cream, 3 doz., Yeast Foam, 1 1/2 doz., FRESH FISH, Whitefish, Jumbo, Whitefish, No. 1, Trout, Halibut, Herring, Bluefish, Live Lobster, Boiled Lobster, Haddock, Pickerel, Pike, Perch, Smoked, White, Chinook Salmon, Mackerel, Finnan Haddie, Roe Shad, Shad Roe, each, Speckled Bass, HIDES AND PELTS, Hides, Green No. 1, Green No. 2, Cured No. 1, Cured No. 2, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Pelts, Old Wool, Lambs, Shearings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, CONFECTIONS, Stick Candy, Standard, Standard H H, Standard Twist, Cases, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, French Cream, Star, Hand Made Cream, Premio Cream mixed, Paris Cream Bon Bons, Fancy-in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Bubbles, Fancy-in 5lb. Boxes, Old Fashioned Molasses Kisses, 10lb. bx, Orange Jellies, Lemon Sours, Old Fashioned Horehound drops, Peppermint Drops, Champion Choc. Drips, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, as'd, Brilliant Gums, Crys., A. A. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms, Cream Wafers, String Rock, Wintergreen Berries, Oh Time Assorted, Up-to-date Good, Up-to-date Assmt's, Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't.

Table 11: Pelts, Old Wool, Lambs, Shearings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, CONFECTIONS, Stick Candy, Standard, Standard H H, Standard Twist, Cases, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, French Cream, Star, Hand Made Cream, Premio Cream mixed, Paris Cream Bon Bons, Fancy-in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Bubbles, Fancy-in 5lb. Boxes, Old Fashioned Molasses Kisses, 10lb. bx, Orange Jellies, Lemon Sours, Old Fashioned Horehound drops, Peppermint Drops, Champion Choc. Drips, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, as'd, Brilliant Gums, Crys., A. A. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms, Cream Wafers, String Rock, Wintergreen Berries, Oh Time Assorted, Up-to-date Good, Up-to-date Assmt's, Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't., Pop Corn, Cracker Jack, Giggles, 5c pkg, cs 50, Pop Corn Balls, 20cs 1 25, Azulikit 100s, Oh My 100s, Cough Drops, Putnam Menthol, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, Drake, Almonds, California, shell, Brazils, Filberts, Cal. No. 1, Walnut, soft shell, Walnut, Marbot, Table nuts, fancy, Pecans, Med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts per bu., Ohio new, Cocoanuts, Chestnuts, New York, State, per bu., Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy H. P. Suns, Roasted, Choice, H. P. Junbo

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..1.00

CIGARS

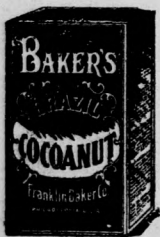
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
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

Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 @ 8 1/2
Cnucks 6 @ 7 1/2
Plates @ 5
Livers @ 5

Pork

Loins @ 14
Dressed @ 10
Boston Butts @ 12 1/2
Shoulders @ 11 1/2
Leaf Lard @ 12
Pork Trimmings @ 9 1/2

Mutton

Carcass @ 10
Lambs @ 15
Spring Lambs @ 15

Veal

Carcass 6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

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
60ft. 1 35
80ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelstor, M & J, 1lb.
Excelstor, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

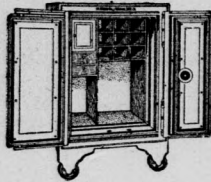
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. ..1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and 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 25
100 cakes, small size..3 55
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Michigan, Ohio And Indiana Merchants

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

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.

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 Trade—320 acres timber land, Fentress County, Tennessee. Clear, 4½ miles county seat. W. Holmes, Marion, Ind. 858

To Rent—Good opening for a general store, hardware or general ladies' ware, dry goods, boots, shoes, clothing, etc. Best store and location in town. Possession soon. Dr. E. W. Bolio, Coral, Mich. 842

Safes Opened—W. L. Slocum, safe expert and locksmith, 114 Monroe St., Grand Rapids, Mich. 841

Good Business Chance—We are going west and offer for sale our entire general stock, fixtures and store building, including house, barn and icehouse. Also our large double front hardware and implement building. Fine farming country. No local competition. Enquire of E. R. Williams, Collins, Mich. 859

For Sale—\$5,000 stock of general merchandise, inland town, Southwestern Wisconsin, Postoffice in connection. Pays \$350 per year. Rent \$15. Annual sales \$12,000. Address Box, Excelsior, Wis. 855

For Sale—400 acres level, black land, drained and in cultivation, \$65 per acre. Might consider small farm as part pay. Newton Bros., Knox, Ind. 854

Enormous profits realized. Imitation maple syrup easily made. Particulars and working sample free. Sanborn Syrup Co., Dept. D., Bakersfield, Calif. 853

For Sale—The only exclusive shoe store in Southern Idaho city (county seat). Invoice about \$7,000. Good established business. For particulars write J. E. White, Twin Falls, Idaho. 852

For Sale—Exceptionally clean stock general merchandise about \$6,000 in good town 400, located in best part of Kansas. Sales for first five months of this year over \$23,000. One other store in town. Good territory. W. H. Joslin & Son, Randall, Kan. 851

For Sale—Entire balance of stock, consisting of shoes, dry goods, notions, etc. Will invoice about \$7,500. Cheap if sold at once. No exchange considered. Ill health, the reason. I. Netzorg, Battle Creek, Mich. 850

Farms in Oregon—Best opportunities in United States. Ideal climate and conditions. Large list of farms from \$25 to \$100 per acre; 40 acres to 640, ideal for fruit, grain or dairying. Geer & Mattoon, Portland, Ore., Abington Building. 849

Partner Wanted—In general store in one of the best and most progressive villages in Michigan, \$3,000 required. This is an opportunity worth investigating. Address No. 848, care Tradesman. 848

For Sale—A well-assorted stock of hardware in a good factory town of 3,500. Will invoice \$5,500. Convenient store and tin shop. No dead stock. Address C, care Tradesman. 847

For Sale—Fine peddling wagon, good as new, price \$125. Suitable for peddling candy, tobacco, etc. Has both pole and shafts. The Albert F. Remy Co., Mansfield, Ohio. 846

For Sale—The best up-to-date ice cream parlor and confectionery store at the county seat. Population 3,500. Write Lock Box 38, Glencoe, Minn. Steam heat furnished; rent \$25 a month. 845

For Sale—Flour and feed store in Muskegon. Large lot and building, three flats above always rented; sheds, barn, scales, all conveniences; business excellent; have other interests. Bargain. J. E. Marvin, Muskegon, Mich. 844

To Evaporator Owners—I have a method for drying apples, in connection with kilns that simplifies that saves fuel, that makes product worth 1c pound more. C. Northrup, Hartford, Mich. 843

Anything and everything to equip store, office, restaurant or ice cream parlor. Some special bargains, second-hand goods. Michigan Store & Office Fixture Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 837

Get a classified knowledge of pharmacy; complete course and certificate \$5; satisfaction guaranteed. Address P. O. Box 343, Philadelphia, Pa. 838

Do you need money? I can get your money out of your dead stock, turn all parts of your stock into money. Bring you new customers, increase your future business. My sales plans are strictly original. I conduct sale on small salary and guarantee you satisfaction. You handle your own cash. Write me at once to Box 332, Pellston, Mich. 839

For Sale—To close up an estate, I have a fine hotel, 42 sleeping rooms, electric lights, steam heat. For full description and price, etc., call on or write T. H. Coley, Agent, Pittsfield, Ill. 830

For Sale—Good paying drug store cheap, expenses light. Reason for selling, death of owner. Address C. H. DeGowin, Cheboygan, Mich. 835

For Rent—Restaurant, fully equipped; all modern conveniences; in an office building of 160 rooms; city of 25,000 population; no competition, opportunity of a lifetime; write quick. Address Manager State National Bank Building, Texarkana, Ark. 834

For Sale—Saw and planing mill property, equipped ready to run, located at Rowlesburg, W. Va., which is in the heart of a well-timbered district, with no competition. Kiln-dry, tram tracks and a full line of machinery, which inventories at over \$10,000. Will sell at a bargain if taken at once. Full description furnished on application. Address Steuben Lumber & Furn. Co., Canisteo, N. Y. 833

Practically new \$1,700 stock of china, glassware, crockery, notions, etc., in Northern Michigan resort town. Must be sold before Sept. 1. Stock can easily be moved. No trade. Address No. 832, care Michigan Tradesman. 832

Will exchange 300 acres of timber land in Wisconsin for stock of goods; land will be priced worth the money. A. E. Kull, Burke, S. D. 836

For Sale—A clean stock of drugs, paint, wall-paper, cigars, confectionery, etc., in railroad town, northeastern Iowa, population about 700. Cheap rent. Write for particulars. Box 303, Elkader, Iowa. 828

For Sale—At bargain, stock and fixtures worth \$6,000. Cheap rent. Must be sold, have business proposition West. Address Lock Box 501, Charlevoix, Mich. 827

Good resort hotel for sale, nearly new, also arranged in suites of rooms for four families. Might exchange for general store, house and garden. \$4,000 each case. C. H. Wright, South Haven, Mich. 817

For Sale—Well-established livery in thriving interior Michigan town of 3,500 population; good business; owner can not give it attention. Particulars of P. O. Box 127, Alma, Mich. 826

For Sale—Implement store in most hustling town in Michigan. On account of age and poor health I must get out. Address Implements, care Tradesman. 813

For Sale—Stock of clothing and furnishing goods in good factory town 4,000 population, doing yearly business of \$32,000 to \$35,000. Stock inventories \$16,000. Can reduce stock to suit buyer. Will lease store, best location, all modern front. Geo. H. Sheets, Grand Ledge, Mich. 823

Fortunes in sugar. Stock for sale in a new sugar cane plantation. Small monthly payments will secure for you an interest in this great enterprise that will pay you an annual income for life. Write for booklet. Los Horcones Plantation Company, 724 Grosse Bldg., Los Angeles, Calif. 821

Want Ads. continued on next page.

Fall and Holiday Samples Now on Show in Eleven Cities

In New York, Chicago, St. Louis and Minneapolis.

In Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco and Seattle.

Merchants who wish now to begin thinking about fall and holiday goods will find our complete line ready for inspection in each of the above eleven cities, except perhaps in Cincinnati and Kansas City. And there they will be complete within the next few days.

And—no retailer should as yet do more than "think" about such wares, unless he means to come to market.

If you are a merchant, no matter where located, you have the right to feel "at home" in whichever one of our houses it may at any time be most convenient for you to come.

Come and taste the satisfaction of seeing all the goods gathered in one place and all marked with the prices in plain figures.

Our August catalogue is now in the mail. You should have a copy of it. It is crowded full of things of interest to you right now. Ask for book No. FF730.

But—our September catalogue will be out within thirty days—with complete holiday lines. Keep your eye and mind open for it.

Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses — Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.

DESTROYING CITY GARBAGE.**What Other Cities Are Doing in This Direction.**

Written for the Tradesman.

Youngstown, Ohio, must soon secure a site and erect a new garbage disposal plant, according to a report recently made to the Council by the Director of Public Service. The old plant has been outgrown.

Philadelphia has passed an ordinance imposing a fine of \$5 on the householder who places waste paper on the highways of the city, either in receptacles containing ashes or other refuse, or in separate receptacles, and many of the good people of the city do not like this law. Even the Chief of the Street Cleaning Bureau intimates that he and his inspectors will not strain their eyes looking for offenders, and he suggests that some such nice notice as this should have been inserted in the newspapers: "Please, Mr. and Mrs. Householder, tie up your paper before putting it out on the receptacle in which you put your ashes. Please do. Really it is not nice to have paper flying about the streets. This is not a demand nor an order, but a request, and by complying with it you will hasten the advent of the City Beautiful."

Oklahoma City is facing the garbage destruction problem and has written engineers and manufacturers of incinerators for information as to best methods. Four years ago the city had 25,000 population and to-day it has 60,000.

Aurola, Ill., will pay \$2,100 to private contractors for removal of its garbage during the ensuing year. The contract was let to the lowest bidders.

R. Hering, a New York engineer, has laid out plans for three garbage crematories in San Francisco, which will cost \$600,000, also for an incinerator in Milwaukee, costing \$300,000. Portland, Ore., is planning for a larger and more centrally located garbage destructor, and during a recent visit to Portland Mr. Hering said: "I have arranged the Milwaukee incinerator so that it will make steam and thus earn more than its operation costs. In San Francisco we intend to do the same thing and it could be done in Portland, too. I doubt whether a \$150,000 plant would be sufficiently large for Portland. For perfect disposal of refuse an investment equal in dollars to the number of residents should be made. Milwaukee is spending 85 cents for every person in the city on her crematory. But the greatest expense is not that of erection and operation but of hauling and delivery. All incinerators should be located where the haul is the cheapest, and all hauling should be down hill to the refuse burner. Further, a crematory should not be any more objectionable than a factory, mill or pumping station. With sufficient heat there are no smell, no smoke and no danger of disease. No odor will emanate from any well constructed incinerator. In San Francisco and Milwaukee the crematory grounds are to be parks."

The need of a municipal garbage incinerator for Topeka, Kas., is being discussed by the City Council.

Almond Griffen.

Some Features of the Monster Muskegon Picnic.

Muskegon, July 27—With from 20,000 to 30,000 visitors expected, grocers, butchers, farmers, merchants, and men of all trades and vocations, the annual grocers and butchers' picnic to be held here Wednesday, September 1, will be one of the biggest days this year in Muskegon. The picnic is to be held at Lake Michigan Park under the auspices of the Muskegon Business Men's Protective Association and grocers and butchers from all over the county and from Grand Rapids have been invited to attend.

The Grand Rapids Association has promised to come en masse and elaborate preparations are being made for their entertainment. There will be free watermelons and free fruit of all kinds at the park. A. R. Bliss, Vice-President and promoter of the Muskegon Business Men's Protective Association, is in charge of the arrangements for the picnic and has promised the biggest celebration the grocers and butchers have ever had.

One of the features of the celebration will be the marriage of a Grand Rapids couple. Fred W. Fuller, President of the Grand Rapids Association, is in charge of this event, and will endeavor to secure a Grand Rapids grocer or grocery clerk to appear before the crowd here and publicly have the marital knot tied. The Muskegon Business Men's Protective Association has promised the gift of a handsome Chase-Hackley piano to the bride. Mr. Fuller has already received many enquiries in regard to the marriage, but as yet has made no selection.

Another of the big events of the day will be the pie-eating contest. A Muskegon county young man, who for several years has held the undisputed possession of the title of the champion pie-eater of Western Michigan, will be one of the competitors in this contest.

Herman Waller, a Swiss mountaineer, typed as the "Boy Hercules," will give hourly exhibitions of his strength at the Park picnic day, Manager Bliss having signed him for the occasion. Waller, who is now visiting in Muskegon, drives a spike through a two-inch plank with one blow of his fist, plays with 150-pound dumbbells as if they weighed five pounds, lifts 800 pound weights and does other marvelous feats of strength. He weighs but 130 pounds, which makes his performance all the more wonderful.

Mr. Bliss has secured several other attractions besides these and expects to have a program of events which will keep business humming on picnic day. Every grocery store and meat market in Muskegon will close up on the picnic date, together with many downtown stores. The picnic events will continue up to 10 o'clock.

The main attraction in the afternoon will be a baseball game between the Muskegon grocer and butcher

teams. The butchers have recently defeated the grocers in a series of five games, three out of five.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, July 28—Creamery, fresh, 24@27½c; dairy, fresh, 20@22c; poor to common, 17@19c.

Eggs—Strictly fresh, 23@24c.

Live Poultry—Fowls, 15c; ducks, 12@14c; geese, 10c; old cox, 10c; broilers, 18@20c; turkeys, 12@14c.

Dressed Poultry—Fowls, 15@16c; old cox, 11@12c.

Beans—New Marrow, hand-picked, \$2.90@3; medium, hand-picked, \$2.65@2.75; pea, hand-picked, \$2.65@2.75; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.60@2.80.

Potatoes—New, \$2@2.25 per bbl.

Rea & Witzig.

An employe has no more right to copy, for his personal use, records made by himself, while acting for his employer, than he would have to copy any other records of his employer to which he had access.

BUSINESS CHANCES.

Have you anything to advertise? Tell your story to over ten million readers for ten dollars. We will place a 24 word classified advertisement one time in 24 of the leading newspapers of the country. We prove insertion. Our 1909 Rate Book of advertising for 10c. Dearborn Advertising Agency, 349 Dearborn St., Chicago. 765

Learn to make raised letter signs. I paid \$5 for instructions. Had them printed and will send you copy, giving full instructions for 25c. Hermann, 4319 Michigan Ave., Chicago. 865

For Sale—Drug stock and building in small town, doing good business, must be sold soon. For particulars write S. A. Booth, Greenville, Mich. 862

Want to trade my forty acre farm located three miles from county seat for stock of general merchandise. Farmer, care Tradesman. 860

Have 80 acres of land that I wish to trade for stock of goods. Write me. Trader, care Tradesman. 861

For Sale—Three well-established millinery stores and stock; one in Appleton, Kaukauma and Menasha, over twenty years in business. Want to sell one or all three at a sacrifice. If interested write to Miss E. Burmann, Appleton, Wis. 824

For Sale—Well established, clean drug stock, invoicing about \$3,500 in live town 600 inhabitants. Only drug store in town. Reason for selling, other business. Rent reasonable or will sell building. Address 812, care Tradesman. 812

For Sale—A sixty-six dollar advertisement writing course in the International Correspondence Schools for twenty dollars. Good as new. Address H. L. Green, P. O. Box 12, Marion, Ind. 814

Patents, trademarks, copyrights, reliable service, reasonable terms. Advice free. Washington connection. Bomhardt & Co., 163 Randolph St., Chicago. 802

Profitable wood making electric light outfits for automobiles, motor-boats, houses, stores. Everybody wants them. Instructions, illustrated booklet, 10 cents. Address The Lintern Car Signal Co., Cleveland, Ohio. 801

For Sale—Well established livery in thriving interior Michigan town of 3,500 population. Good business. Owner can not give it attention. Particulars of P. O. Box 127, Alma, Mich. 799

Bakery, fine business, must be sold, very cheap. 229 Western ave., Muskegon, Mich. 811

For Sale—\$2,500 stock of groceries, flour and feed in the best business town in Oklahoma. Business established on cash basis. The best location in town. Write Box 244, for particulars. Okmulgee, Okla. 810

For Sale—Country store, well-located in one of the best farming sections in Central Michigan. Business well established. Good reason for selling. Invoice about \$3,000. Address F. S. Loree & Co., R. F. D. 5, St. Johns, Mich. 809

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago. 808

Bakery—Doing good business; only one in town of 900. Price \$450. N. J. Williams, Middleville, Mich. 780

Build a \$5,000 business in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write to-day for free pointers and new plans. American Collection Service, 145 State St., Detroit Mich. 805

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

An established enterprise offers an unusual opportunity to investors with from \$1 to \$500. Money invested will pay big dividends and by our co-operative plan can be returned in full in a few days without forfeiting the stock held. The National Home Journal, St. Louis, Mo. 804

Department store for sale in Southern Minnesota town of 6,000. Stock \$30,000. Can be reduced to \$20,000. Doing large business. Owner going into wholesale business. Splendid opportunity. Time will be given on part to reliable party. Address D. P. Whyte, care Finch, Van Slyck & McConville, St. Paul, Minn. 815

Well drilling machinery. Modern in every particular. Effective, durable, convenient. Absolutely unequaled. Loomis Machine Works, Box K, Tiffin, Ohio. 791

For Sale—About two carloads of electric street car ties, white oak, 7 feet long. Charles H. Landon, Branch, Mich. 774

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—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

To Trade—160 acre farm ½ 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

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

Wanted—A registered pharmacist to purchase half interest in drug store, invoices \$3,000. Address No. 763, care Tradesman. 763

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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

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

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

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

HELP WANTED.

Why not earn dollars on the side selling our genuine gold convex window letters? Merchants and professional men want them. Mail this advertisement and 10c for sample and particulars. Wheeling Gold Letter Co., Dept. A., Wheeling, W. Va. 857

First-class salesmen wanted in every section to carry as side line the strongest line of infants soft-sole shoes on the market to sell to retail trade at \$2.25 and upward. Samples now ready. Commission liberal. Write at once to Peerless Shoe Company, 222 Mill St., Rochester, N. Y. 856

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 847

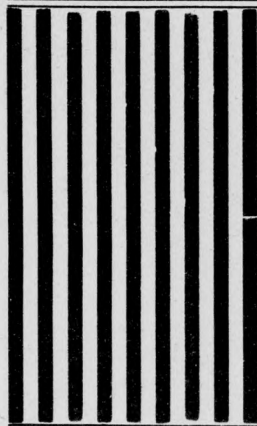
SITUATIONS WANTED.

Wanted—A reliable young man wants position in grocery store. Experienced. Address X. Y. Z., care Tradesman. 863



Give It
Prominence
In Your
Stock!

MAKE IT STICK OUT

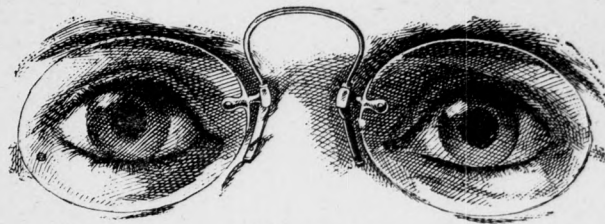


"Make It Stick Out"—A suggestion of Dwinell-Wright Co., in its "White House" Coffee advertising, strikes us as the very keynote of publicity—the pertinent thing that makes goods SELL. We have no doubt but grocers generally will agree that "White House" is entirely worthy of big prominence in the stocks of dealers, and that this suggestion will be acted upon on the general idea of doing everything possible to promote such reliable goods as "White House."

JUDSON GROCER CO.

GRAND RAPIDS, MICHIGAN
WHOLESALE DISTRIBUTOR

Your Accounts Under Your



Always

With The McCASKEY CREDIT

REGISTER
SYSTEM



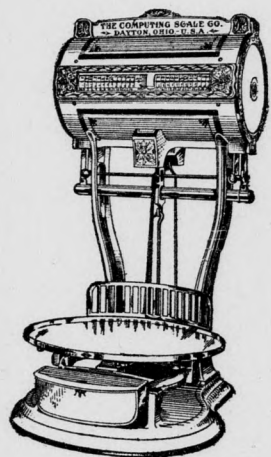
It reduces your Expenses,
Stops the Leaks,
Collects the Accounts and
Increases your Profits.

Information Free for the Asking

The McCaskey
Register Company
Alliance, Ohio

Detroit Office, 1014 Chamber of Commerce Bldg.
Offices in all Principal Cities

They Never Wear Out



The new low platform
Dayton Scale

THE SPRINGS of a correctly made automatic spring scale will never give out. Exhaustive scientific and practical tests prove this fact beyond controversy.

Continual use and years of service will dull the edge of the finest knife-edge bearing, especially the thin wafer-like blade of the main pivot of a large capacity pendulum scale.

City Sealers are now testing and sealing spring scales which have been in constant use for over 30 years.

Clothes do not make the man, neither does paint and gold stripes make a computing scale. It is the working parts which must stand the

test of years of service; it is therefore important to buy your scale from those who know how they should be built.

THE DAYTON MONEYWEIGHT SCALE is proven to be the only practical and scientifically built scale. All claims of its makers are verified by actual use.

Send for our free catalogue before buying elsewhere.



Moneyweight Scale Co.

58 State Street, Chicago

Wheeler & McCullough, Mgrs., 35 N. Ionia St., Grand Rapids, Citz. 1283, Bell 2270

Success

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

The Only Reason Someone Doesn't

Make as good a ketchup as Blue Label is because they can't.



The Only Reason We Don't

Make Blue Label Ketchup better is because we can't.

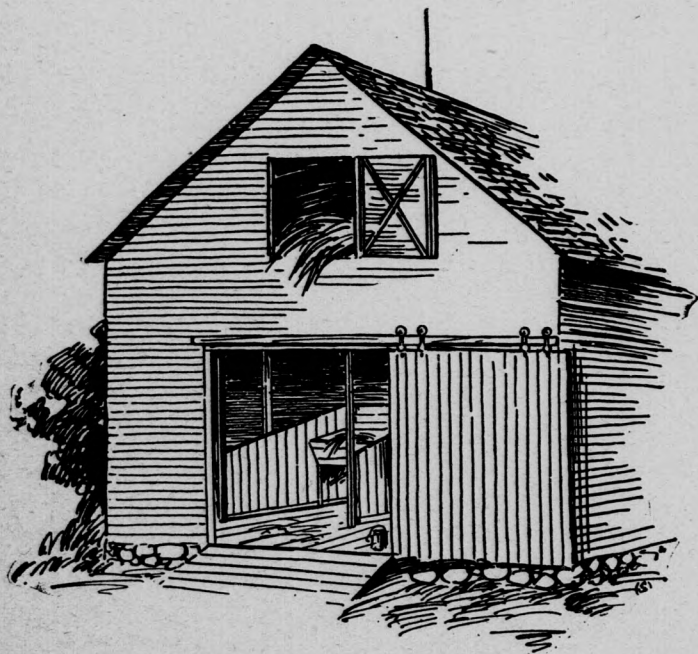
As long as we have the finest ketchup on the market we are satisfied. As long as we create an enormous demand for it by our advertising and keep your customers buying it on account of its quality and give you a good profit, we believe you will be satisfied.

When you are satisfied,
When your customers are satisfied,
And when we are satisfied,
We figure that the problem is solved.

If you have a customer who doesn't buy BLUE LABEL KETCHUP from you, tie her closer to you by telling her to try it—you will only have to do it **once**.

CURTICE BROTHERS CO., Rochester, N. Y.

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you can not afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.