

LITTLE BY LITTLE

Little by little the time goes by—
Short if you sing through it, long if you sigh;
Little by little—an hour a day,
Gone with the years that have vanished away;
Little by little the race is run;
Trouble and waiting and toil are done!

Little by little the skies grow clear,
Little by little the sun comes near;
Little by little the days smile out
Gladder and brighter on pain and doubt;
Little by little the seed we sow
Into a beautiful yield will grow.

Little by little the world grows strong
Fighting the battle of Right and Wrong;
Little by little the Wrong gives way,
Little by little the Right has sway;
Little by little all longing souls
Struggle up nearer the shining goals.

Little by little the good in man
Blossoms to beauty for human ken;
Little by little the angels see
Prophecies better, of good to be;
Little by little the God of all
Lifts the world nearer the pleading call.



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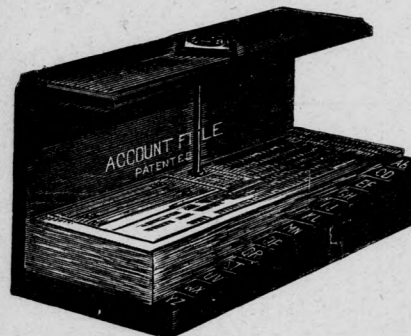
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Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 4, 1909

Number 1349

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REASONS FOR MOVING.

Press reports are to the effect that the Pressed Steel Car Co., annoyed by and averse to the attitude of the citizens and the press of Pittsburgh and its numerous suburban centers of industrial activity, seriously contemplates the abandonment of its factories there, the renouncing of its plans to erect another very large establishment there and of moving its entire business elsewhere. And a very specific assertion is made that the company will move to the head of Lake Michigan, to the new steel city of Gary or to some other point near Chicago.

It is believed that the findings of the Pittsburgh Survey—a civic betterment body organized months ago and possessed of ample funds with high grade citizens as members—embody the cause of this threat to move.

What are these findings?

In brief, they are as follows:

A year ago the Pressed Steel Car Co. was paying its men according to a piece rate system and there was a reduction of wages. Last January, business picking up a bit, the piece rate was abandoned in favor of a pooling system.

That is to say, a certain sum of money was set aside for each department of the company, out of which must be paid the wages of those employed in the respective departments. In this way, it is claimed, the company would be able to guarantee a minimum wage and at the same time could know beyond peradventure the exact outlay in each department for labor.

On the other hand, the men could not know at any time what their wages would be, except as the information came to them through the company's accounting department, over which they had absolutely no authority. In addition, they had to bear the loss due to the mistakes of foremen, to breakages of machinery, to possible shortages in material and

to the waste caused by incompetent or inexperienced workers.

The company also took from each man a certain percentage of his wages as a contribution to an insurance fund and all damages for accidents were paid from that fund. What the insurance assessment was and what should be the damages for accidents were determined by the company, the men having no voice in the matter.

Just how the plan works out the Survey does not say, but public opinion in the Pittsburgh district is overwhelmingly in favor of the men. And this attitude is warranted, seemingly, because through all the season of refusal to work on the part of the men there has been absolutely no tumult and not one of the six or eight men thus far injured were employees of the car company.

President Hoffstot, of the company, says: "There is no strike. I hired those men to do certain work for me and agreed to pay them a certain wage. They quit work. Well, they had a right to do that. If they do not wish to comply with the conditions under which they were hired that's their business. So, you see, there's no strike to end."

The President and other officers of the company refused to meet with any committees from the men, holding that there was nothing to arbitrate, and are depending upon the sheriff and the State constabulary to enable a resumption of operations at the company's shops. "That is what we pay taxes for," says President Hoffstot.

The Pressed Steel pooling plan is attracting attention all over the country by corporations employing large numbers of men in manufacturing certain products, because it gives a guarantee of a minimum wage and fixes labor cost.

Commenting on President Hoffstot's attitude, the Outlook says: "The attitude is that of industrial autocracy. It is the attitude of those who believe that the sole control of industry belongs to the owner of capital. It is an attitude that can not be maintained in a democracy. Indeed, it is possible only to the autocrat or the socialist. If the principle is right, then socialism is inevitable, for the public must control industry, and if the owner of capital is the sole arbiter of industry, then the public must own all capital, and that is socialism."

THE LAWN MOWER.

Push the lawn mower to the front and it will not be difficult to persuade your patrons that it will pay them to push it. Comparatively few can afford a velvet carpet, but comparatively few can not afford a velvet

lawn. In fact, now that every one lives as much as possible out of doors, it will prove much more popular than the most costly floor covering.

Not every one knows that a moderately smooth lawn can be worked up with a little extra labor and patience into a handsome sward without reseeded by the simple use of the lawn mower. Not every one knows that the finest lawn will soon become rough in the absence of it.

It is so easily run that a child or woman will be glad to keep the yard in order for the sake of the improved appearance.

Leaving aside the improvement in appearance, and the ease of keeping it in order, you avoid the various bugs and insect pests which harbor in long grass. At least, they are greatly reduced in numbers.

As to cost, an enterprising boy may pick up enough jobs in his own neighborhood to pay for the mower and have a handsome little surplus. There are busy men who will gladly give him the care of their lawn for the season. Others will be glad to hire him to keep the cemetery lot in good order for a nominal sum. This work will be found in plenty if it is but looked for; and it is much less tiresome than one would at first think.

Suggest this idea to some bright boy and advise him to talk it over with his parents and then report.

Keep your eyes open and note if any of your townsmen need a mower; if so, strive to find an opportunity to lay the matter squarely before them.

Set the mowers out in line in front. Let your placard be, "If you can not go for a vacation, let the vacation come to you."

Advise honestly as to style. If a man comes expecting to let his wife do most of the mowing, see to it that he does not get a mower that will cut an unusually wide space. She will be pleased with the narrower width, even if it does take longer; while the wider style would be quite beyond her power to manage.

If there are plantain, dandelions or other weeds, the mower is the best exterminator.

Teach the fundamental rules about the care of the mower. Maybe you do not want to be annoyed with a repair shop; but if you are willing to sharpen and furnish the necessary repairs, the service will find appreciative patrons.

Some do not understand that the mower should not be left out in the dew or exposed to the rays of the sun; that a jar against a stone will take the edge from the best machine; that a steady push will accomplish more than a jerk.

If no building is available for shelter, an ordinary dry goods box of suitable size, turned with the open side away from the majority of the storms, will serve as a convenient shelter, the mower being easily run in when not in use.

TAFT IN THE SADDLE.

Senatorial courtesy is, doubtless, what caused Senator Aldrich to say, in relation to the tariff bill conference report: "There are manifest errors in the report which need correction."

Then, too, this perfectly lovely admission came just after the Senator had been in conference with President Taft—and they do say that it was a warm meeting.

Thirty or more years ago lumber jacks, farmers and others were very much given to wearing shoe paces and boot paces made of untanned leather, and cowhide boots were more common then than they are at present.

But thirty years ago is a long while and Senator Aldrich should have told the austere and unobserving Mr. Lodge, of Massachusetts, "Tush, tush, man. Farmers of to-day wear real shoes, not cowhides."

Of course, it was an "error," was the leather schedule, and Senator Bailey had a perfect right to lose his usual placidity and intimate that it might take as long to pass the resolution he proposes to introduce eliminating the "error" as it has taken to pass the tariff bill.

But, after all, the entire incident goes to show that President Taft is "onto his job" all the time and that when, figuratively, he told Messrs. Cannon, Aldrich, Hale, Lodge and all the rest to take their hoops and roll away, the limit had been reached.

And now, in spite of Aldrich on the one hand, Cannon on the other, with Bailey, Culberson, La Follette and their confreres vibrating between the two, President Taft has secured practically just what he asked for and on Thursday, unless all signs fail, the conference report, as amended, will be finally voted upon and approved.

If—and "there is much virtue in if"—the report should precipitate a difference of opinion, and so a long session of wind jamming similar to that which has held the business of the country in check for months, then President Taft will be a more interesting character than he is at present. There will be another special session and another bill and it will be a document which will make the Payne bill look to Messrs. Aldrich, Cannon & Co. like an inoffensive, harmless trust never intended to be enacted into law.

PUBLIC WELFARE.

Its Successful Application in Any Community.*

Never before in the history of civilization has there been an awakening in behalf of the general welfare so widespread and so genuine as is now in abundant evidence all over the world.

From this standpoint I declare my faith that humanity is always traveling the up grade; always growing more intelligent, more reasonable and just, more generous and impartial, more honorable. On the other hand, and in spite of recent and immediately current examples, I have faith that mankind is constantly showing less of avarice, less of bigotry and less of all the disreputable characteristics commonly attributed to men and women.

As I contemplate this happy aspect it seems to me that education is the prime factor in the development, but believing this to be a somewhat crude jumping at a conclusion I will try to take you at once to the situation as it exists in Burton Heights:

Burton Heights is not unique either in a social, political, industrial or financial sense. It is simply a typical American community, full of energy, resources, local pride, loyalty and possibilities. You have opportunities equal with those afforded any other community in Michigan. Whether or not you glean every value at hand or that may be developed for you is a matter resting entirely in the hands of your citizens.

Surely you have the very best of educational facilities—a fountain-head of correct effort and of incalculable value—and that reminds me that you have a splendid example of generous, wise and broad minded citizenship as your model: the superb achievements and the open hearted benefactions of your illustrious citizen, Charles W. Garfield, which should prove a perpetual inspiration toward well-doing for all here present.

Therefore, the thing for you to do as a community is to put yourselves as soon as possible in a condition to harvest your opportunities. Get together as citizens in a common cause. This does not necessarily mean that you are to neglect your individual interests, but it does mean that you must not as individuals permit your personal likes and dislikes and your personal ambitions to completely eclipse your duty as individuals in behalf of your community's welfare.

Above all no citizen of Burton Heights—or of any other community, for that matter—can afford to cut off his own nose by becoming a "knocker." It is an axiom, established many times, that the man who scolds and moans and groans about the community he lives in would not be successful in any place.

But get together sincerely determined to avoid jealousy, to steer clear of suspicions, to modify your longings for cash, to be open to calm, careful discussion, to contribute your individual effort and interest in

what is going on outside and away from your own interests.

There is no sense whatever in denying the fact that every man of energy and business force has a temper. We are obliged to remain in the possession of such a spirit. It is constitutional if a man is normal, and strong if a man is well and healthy; but we are not obliged to exhibit heat, irritability and passion every time a fellow citizen or neighbor fails to agree with us. Indeed, as good citizens having the best interests of our community at heart, we should appreciate the need of controlling our temper. I am quite as apt to be in the wrong as is any other good citizen.

Don't sweat and fume and declare you won't play the game every time some trivial difference of opinion arises. On the contrary, accept the will of the majority cordially, without regrets and as the verdict of men just as good as yourself.

I have mentioned various things you are to do, but there remains one more slogan.

And it is a battle cry you can not afford as good citizens to forget:

Keep your promise. Make good.

Functions such as this one are delightful, are commendable and are valuable. But you can hold a meeting like this every month in the year and have real orators address you upon each occasion, and yet if the good fellowship and enthusiasm here displayed chase off after the winds as you leave this place you will have gained nothing for your community.

It is a valuable thing, an educational occasion, to meet and discuss matters of interest to all alike, but we must be honest with each other. We must do something besides talk. We must let each other know where we stand as to doing the things we applaud and believe in. We must make good by doing.

Therefore let me repeat: You must do things. Talk is cheap.

How can you do things?

I can not tell you in detail beyond asserting, with all the earnestness at my command, that united, dependable and harmonious co-operation between the citizens of this community are the prime essentials. Without these you can accomplish little. With it, having a single purpose—the betterment of Burton Heights in all ways—you can accomplish much.

I want to say a word further as to the genus "knocker," in the hope that if Burton Heights has any such you may help toward their reformation.

The average man who knocks his own community does not do so as a matter of spite. It is, pure and simple, because of ignorance. In nine cases out of ten the "knocker" has traveled little, while the tenth one, who has traveled, mayhap, has not observed. They have heard someone tell something fine about some other town or they have read some account by a highly imaginative reporter about what some community elsewhere is doing or going to do, and grasping these ideas for a handle to their hammer they go about

pounding their own neighbors in order that they may hear the noise.

There is an odd fact about the "knocker." If it should ever happen—and it does once in a great while—that your "knocker" visits some other town, woe to the person who speaks disparagingly of Burton Heights. Then that same "knocker" will, with both feet, jump on the unfortunate slanderer and figuratively stamp him into the concrete walk. Then is when the "knocker" will get busy and talk in favor of whatever town he represents.

For this reason the "knocker" should be reformed, and he can be reformed by educating him without appearing to do so as to the merits of your community by comparison with the merits of some other community. But don't let him catch you at it. This requires patience, diplomacy and control of temper on the part of the teacher.

Examples are almost innumerable where seemingly strenuous and sincere workers in behalf of some organization like your improvement association, or a charitable society, or a benevolent union, or somebody having reforms of one kind or another in view have suddenly lost interest and ceased their efforts because they were not receiving the publicity they craved. They were not elected to office or were not appointed on committees or failed of being created delegates to this or that convention; or, if such honors came to them, they were not properly noticed and pictured in the local papers.

Such people, seeking only public applause, have made the term, "general welfare," a by-word and are of no value whatever to any sincere effort along the lines of civic righteousness.

Attend meetings of your association, participate in the discussions, offer suggestions and don't lose your temper or your interest if you are opposed or if your suggestions are not deemed acceptable. Consent to serve and serve conscientiously upon whatever committee to which you may be assigned.

If you develop sore spots as to the policy or conduct of your Association, don't go about indiscriminately discussing and criticising, but try to straighten out matters formally, dispassionately and fairly at the meetings. I have found it to be an excellent practice to seek out my friend who has opposed me and try to arrive at some mutual ground upon which we can both stand with resultant good to our organization. I find that the average man, if he is properly approached and squarely and honorably reasoned with, will meet me halfway at least.

But here is the keynote of such meetings whether you are the visitor or the host—it is the key to successful conference. Don't lose your temper nor permit the other fellow to realize that you know he is losing his, and always remain open to conviction.

I realize that I have told you little of value; nothing, perhaps, that you did not already know. But I have

tried to impress upon your minds the absolute need of united harmonious effort upon the part of all individuals, and the further truth that such effort is bound to produce results—which, after all, is the one thing that provides adequate reason for the existence of your organization and the holding of such meetings as this one to-night.

Arctic Temple Marvel of Nature.

Changeless Arctic temples of ice amid the icy deserts of Greenland were found by the survivors of the ill fated Erickson expedition to the North Pole. A crystal palace of superhuman architecture, vaster than a dozen cathedrals and Egyptian temples, resplendent with jewels and endless decorations of ice, is described. Created by Nature in a forbidding wilderness, it frightened and awed the explorers. The dreams of poets and the fancies of epic bards were surpassed by this vision of colossal loveliness which the painter, Achton Friis, a member of the expedition, endeavored to carry away for the benefit of the dwellers in civilization.

More than a mile in length the lofty nave of this temple was pierced at intervals with windows through which the gleaming sun rays sparkled on columns and cubes and immense clusters of stalactites like pendent jewels. Through the center of the ice palace flowed a stream of water whose occasional ripple and splashing fall broke the majestic silence.

Far north it is possible that ice palaces and temples should endure without change longer than human structures of stone. The carcasses of prehistoric monsters have remained inviolate in Arctic tombs for thousands of years, while granite pyramids have worn away and Babylonian civilization has been buried deep in the earth. Some day the world may decide to store its most valuable records for posterity at the poles.

Ireland To Receive Lessons in Farming.

Current farming fashions are to be introduced into Ireland. The Munster Agricultural Society recently has inaugurated a new movement having for its object the introduction of improved methods in Irish agriculture. An effort will be made to introduce modern machinery, and thus encourage tillage as against the prevailing idea of dairy farming. There will be public demonstrations throughout the country of practical up to date farming with the latest up to date machinery and appliances.

On St. Patrick's Day a twenty acre field was broken up and prepared for potatoes, mangoes, turnips, etc. There were also shown in practical operation dairy machinery and utensils, and the various modern agricultural implements. Later in the year it is proposed to demonstrate the possibilities of the latest devices in hay saving machinery, mowers, potato, mango and turnip diggers, etc.

The world wouldn't move quite so fast if it depended on some people we know to push it along.

*Address by E. A. Stowe at celebration Burton Heights Improvement Association.

THE SMILING CLERK.

He Doubled His Sale By Being Pleasant.

Written for the Tradesman.

"I stopped in front of a druggist's place of business the other day," said a stenographer in a down town office, "and looked into his window for quite a few moments.

"It was a window devoted exclusively to toilet preparations, and you know how these things always appeal to the heart and the pocketbook of the feminine who likes to keep her person clean and sweet smelling.

"The window was filled almost to overflowing with all sorts of lotions, powders, etc., put out by manufacturers for the purpose, primarily, of making the mazuma for themselves and, secondarily, with the object of alleviating the discomfort, not to say distress of people who 'feel the heat' to an inordinate degree.

"I always like to keep well stocked up with efficient toilet preparations for hot-weather use, and so, as I say, I paused a perceptible period in front of this particular tempting display; tempting in more ways than one, for one of the powders on which I especially dote was marked down to a price which was 4 cents per carton cheaper than I had ever seen it before.

"Well," thought I to myself, 'here's where little Mamie lays in a goodly supply of her favorite talc. powder.'

"To think was to act under such an alluring bargain as 4 cents below the frequent quarter-off reduction on a

positive summer necessity, not even summer luxury!

"So into the store I sauntered.

"A little rollypoly of a man at once came forward to wait on me, attracted, no doubt, by the little click of my umbrella handle as I laid it carefully on the showcase.

"The little rolly-poly wasn't at all what is called a 'mashy man,' as drug clerks sometimes are, but he certainly was goodnatured to a degree. As he became interested in making a sale of some of the goods sampled in the window his face more than once wreathed itself in smiles. He explained the good qualities of a number of different sundries, extolling some more than others.

"The first talcum powder that I enquired for I couldn't, for the life of me, at once remember the name of, although I know it as well as I do my very own, so I was obliged to describe it by the carton.

"Oh, yes," said the fat little man, not staring at me superciliously and enjoying my embarrassment, but immediately helping me out of my dilemma; he had not the ghost of the high and mighty airs of some fellows who stand behind a druggist's counter, 'oh, yes, you mean the one put up so attractively with purple violets all over the box?'

"Yes, that's the one whose name I'm trying to think of," said I.

"I know precisely the powder you refer to," beamed the pudgy little clerk. "That," he continued, 'is one of the very best of talcums, a powder upon which you may rely implicitly,

which,' he added confidentially, 'is more than I can say concerning some other powders which we are obliged to carry in stock. This one you are asking for will do all that is claimed for it by the people who put it before the buying public, and then, too, it is delightfully fragrant—see,' and he sifted a little of the powder out on a sheet of paper about as big as your hand—that he deftly flipped off from a scratch pad that lay conveniently by—and held it towards me.

"I inhaled the odor cautiously, so as not to get it in my face, and then the pleasant little man allowed me to examine, olfactorily, several other talcums, all of which he said he could recommend as first-class preparations, and some of which are new to the Grand Rapids market.

"Then the affable little clerk drifted to other torrid-times goods and explained their uses; talked of dainty toilet waters and their relative goodness and prices, finally getting around to the subject of perfumes. He gave me a lot of information about all these.

"I told him that I was glad to get the knowledge about the toilet waters and perfumes, but that they were luxuries and I could not afford them now.

"The fleshy little man was just as amiable about it as could be, doing up the four bottles of the talcum powder that I had enquired for at the beginning of the conversation with as urbane a manner as if I had bought out the whole shop.

"What I got came to 60 cents,

which amount was just twice what I should have parted with had not the little rolly-poly clerk been so very agreeable.

"If, by his jolly manner alone, this clerk makes everybody who enters his employer's establishment part with just double the money it was their intention to spend—well, any one with half an eye can see that he's a veritable gold mine to the man for whom he smiles." M. Willoughby.

Teaching Him a Lesson.

The new mail carrier on the rural free delivery route glanced at the name on the letter box by the roadside, stopped his horse and spoke to the roughly attired farmer with the old slouch hat, who was resting his sun-browned arms on the gate and looking at him.

"I see," he said, "your name is Holmes."

"Yes."

"Beverly G.?"

"Yes, I'm the man that lives here."

"Are you any relation of Sherlock Holmes?" gravely asked the carrier.

"No, sir," answered the farmer, "but I'm detective enough to know that you're not a very good judge of human nature. You took me for an ignoramus because I've got my old working duds on. I'm Sherlock Holmes enough to look at a man's face and eyes before I size him up as a fool. Some mail for me? Thanks."

Heaven is going to be a strenuous place for some who have spent their lives running after rest.

You Are Giving Money to Your Competitors

Every day you don't sell Dandelion Brand Butter Color, you are giving profits to your competitors that do. And not only profits, but customers as well.

Buttermakers want Dandelion Brand—90 per cent. of the buttermakers in this country won't use any other kind. They know it's the best—proved best by years of test.

Sell your buttermaking customers Dandelion Brand—the butter color that gives that delightful, profit-adding June shade. Tighten your grasp on their trade. Open the way for the steady stream of profits that Dandelion Brand Butter Color means to you.

Dandelion Brand Butter Color Is
Endorsed by All Authorities

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Dandelion Brand Is the Safe and
Sure Vegetable Butter Color

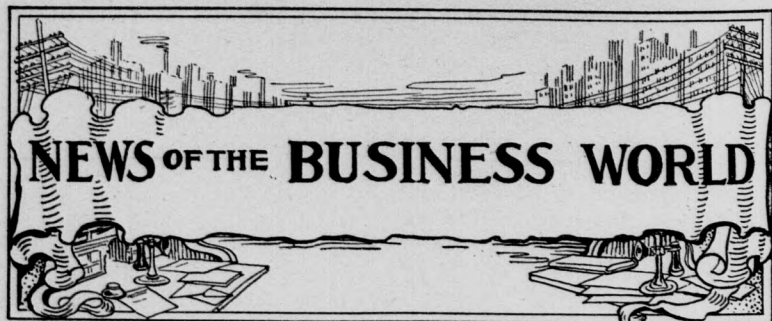
Butter Color
VEGETABLE

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

WELLS & RICHARDSON CO.,

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Saline—Ed. Muir and Walter Gross have opened a hardware store.

Kingsley—J. Redner succeeds L. Lumerige in the meat business.

Traverse City—R. G. Paulin has opened a tea store in the Steinberg block.

Manistee—A new bakery will be opened on Monroe street by Fred Becker.

Lyons—A harness, buggy and farm implement store will be opened by E. L. Wilder.

Detroit—The Detroit Drug Co. has increased its capital stock from \$20,000 to \$26,000.

Leroy—Frank Smith has sold his general stock to Beckman & Hutton, formerly of Bay City.

Marquette—W. G. Salter and G. L. Rydholm will open a grocery store at 711 North Fourth street.

Evart—The capital stock of the First State Savings Bank has been increased from \$15,000 to \$50,000.

Newberry—The bakery and confectionery store of W. F. Johnston has been closed by the creditors.

Brighton—E. N. Pitkin, of Shelby, has purchased the furniture stock of J. Skoda, who retires from business.

Munising—L. M. Spencer, formerly a business man of Marquette, has engaged in the harness business here.

Central Lake—Washburn & Sons are succeeded in the confectionery business by James L. Rugg, of Boyne City.

Cheboygan—J. H. Barrowcliff succeeds Christopher Mills, who has been engaged in the grocery business here for many years.

Schoolcraft—A five and ten cent store will soon be opened in the Cooper building by Fred Haverly, formerly of Mason City, Iowa.

Sturgis—H. W. Prince has purchased the stock in the general store recently managed by M. E. Simpson, who succeeded W. W. Coombs.

Flushing—The shoe stock of the late R. D. Briggs has been purchased by Frank A. Brown, of Lansing, who will continue the business here.

Standish—A petition in bankruptcy has been filed by three of the creditors of Harry Blumenthal, dealer in clothing, dry goods and shoes.

Vicksburg—The Big Four Mercantile Co. has been placed in involuntary bankruptcy by the creditors. The first hearing of creditors will be held August 14.

Edmore—Skarritt & Sack are succeeded in the meat business by J. L. Weaver, formerly engaged in the same line of trade at Stanton, but more recently of Hastings.

Morenci—Wissler & Barden, gro-

cers, have dissolved partnership, Carl V. Wissler retiring from the firm. The business will now be conducted by Frank A. Barden.

Lansing—The Northrop, Robertson & Carrier Co., wholesale dealer in drugs and grocers' specialties, has removed to a new location on North Grand avenue, where it has much more room than formerly.

Alma—The central of the three stores in the Vermeulen block will be occupied about Aug. 15 by A. A. and J. C. Chick, of Standish. The business will be conducted under the style of the Economy Shoe Store.

Birmingham—Since the death of R. Bert Kerr the grocery has been conducted by his father, Peter Kerr. This stock has now been purchased by Joseph Wilcox, who has been employed in the hardware store of J. R. Blakeslee for the past seven years.

Battle Creek—August Kapp has merged his business into a corporation under the style of the Kapp Clothing Co., which has an authorized capital stock of \$40,000, of which \$30,300 has been subscribed, \$300 being paid in in cash and \$30,000 in property.

Bay City—John Boden has purchased the downtown drug stock of John Knapp. Mr. Boden's drug stock has been purchased by Frank Welsh, who has clerked for Mr. Knapp in the latter's West End store, at which place Mr. Knapp will now devote his business energies.

Laurium—The meat and grocery business formerly conducted under the style of Edwards, Bushnell & Co. has been merged into a stock company under the name of Edwards & Co., with an authorized capital stock of \$10,000, of which \$7,500 has been subscribed and paid in in cash.

Cedar Springs—The Cedar Springs Board of Trade will put on a Merchants' Day on August 10. It will be something new and novel—a full day farmers and everybody are cordially invited to join in and have an enjoyable time, throwing aside for a few hours the regular duties and cares of the day.

Battle Creek—A. L. Blumenberg and S. Rosenfield, respectively President and Secretary of the People's Outfitting Co., of Kalamazoo and Battle Creek, have purchased the Penniman block at this place, which will become the building of the local company after the lease of the present tenants expires.

Saginaw—The housefurnishing and clothing business formerly conducted by the Heagany & Treanor Co. has been merged into a stock company

under the style of Heagany-Treanor, with an authorized capital stock of \$30,000 common and \$30,000 preferred, all of which has been subscribed and paid in in property.

Eaton Rapids—This town is excited over the prospect of becoming an oil center. Half a dozen of the citizens here, with an oil promoter from Ohio, have secured leases on several thousand acres of land in Eaton and Ingham counties and will begin next month to prospect for oil. Under a big tract of land about four miles east of here there is a substantial vein of coal and it is in that section that the first holes will be bored.

Manufacturing Matters.

Spalding—Frank Beatson, general merchant here, is contemplating the establishment of a cheese factory or creamery in one of his buildings in this village.

Detroit—The Lowrie & Robinson Lumber Co. has purchased the Edward Frolich Glass Co.'s sash and door factory at Warren avenue and Fifteenth street.

Memphis—The Marathon Lumber Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$15,000 being paid in in property.

Burlington—The Burlington Creamery Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,300 has been subscribed and paid in in cash.

Detroit—The Ewer Wrench & Tool Co. has been incorporated as a manufacturing business with an authorized capital stock of \$7,500, all of which has been subscribed and paid in in property.

Freeport—Brayton, Childs & Co., who have been conducting a grist mill here, have dissolved partnership, N. Brayton and F. A. Childs retiring. The business will be continued by Ernest Gosch and Geo. J. Nagler.

Bay City—Jordan & Sourwine have set up a portable sawmill at McIvor and will cut 250,000 feet of lumber. About twenty of these mills are cutting lumber in the country north of Saginaw River along the Lake Huron shore.

Detroit—A corporation has been formed under the style of the Peltier-Haupt-Clark Co. to manufacture automobile parts, with an authorized capital stock of \$1,000, all of which has been subscribed, \$250 being paid in in cash.

Detroit—A corporation has been formed under the style of the Sample, Smith & Hahn Co. to conduct a lumber business, with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed and paid in in cash.

Detroit—The Walker Automatic Fan Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$20,000, all of which has been subscribed, \$300 being paid in in cash and \$19,700 in property.

Menominee—John M. Thompson has sold his holdings in the Wolverine Cedar & Lumber Co. to R. E. Edwards, of Peru, Ind., and has resigned as general manager, being succeeded by Mr. Edwards. Mr. Thomp-

son retains his office and interests in the White Pine Lumber Company, in which he is associated with Charles J. Foster, of Milwaukee, and Daniel Wells, of Detroit.

Detroit—The Whitman-Warren Screw Co. has been incorporated to manufacture screw machine products and machinery parts, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$4,000 paid in in cash.

Battle Creek—The Malta Vitae Pure Food Co. plant will be sold by Sheriff Graham at public sale Sept. 2. The sale is to satisfy a claim of \$25,000. The City Bank of this city advanced that sum to keep the institution in operation.

Detroit—The Speshulfit Dropskirt Co. has merged its manufacturing business into a stock company under the same style, with an authorized capital stock of \$3,000, all of which has been subscribed, \$200 being paid in in cash and \$2,800 in property.

Detroit—The Imperial Cash Register Co. has been incorporated to conduct a manufacturing business with an authorized capital stock of \$50,000 common and \$15,000 preferred, of which \$50,000 has been subscribed, \$24,990 being paid in in property.

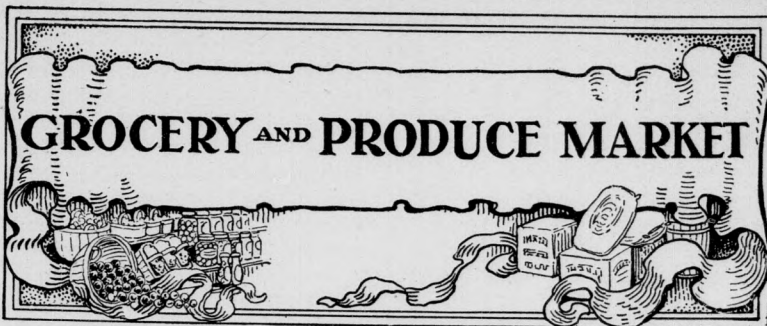
Howard City—A. W. Messenger has sold his woolen mill to George Cooper, who will continue the business. Mr. Messenger has been engaged in this business nearly eighteen years, during which time his plant was twice destroyed by fire and once damaged by the same cause.

Detroit—H. C. Hitchcock & Co., manufacturers of boxes, have merged their business into a stock company under the style of the H. C. Hitchcock Box Co., which has an authorized capital stock of \$5,000, of which \$4,000 has been subscribed, \$2,000 being paid in in cash and \$2,000 in property.

Coldwater—Robt. Phillips, formerly engaged in the manufacture of skirts in Chicago, under the style of Robert Phillips & Co., announces his intention of engaging in the same business here and will manufacture skirts, suits and cloaks and conduct a tailoring business at 10 Chicago street about Sept. 1.

Bay City—W. D. Young & Co.'s sawmill, which was shut down for repairs, resumed operations Monday and will be operated day and night. The concern receives a trainload of logs a day over the Mackinaw division. It is turning out a fine grade of flooring, about 60,000 feet a day. Mr. Young states that orders are coming along well. The market looks stronger and business is fairly satisfactory.

Bay City—The sawmill of Kneeland, Buell & Bigelow was shut down a fortnight ago for extensive repairs and will resume sawing August 10. The Kneeland-Bigelow concern's other mill, which shut down two weeks ago for repairs, has resumed operation day and night and is receiving a train of twenty-six cars of logs every twenty-four hours. The mill will run day and night through the entire year save two weeks for needed repairs.



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—20c per doz.

Blackberries—\$1.50 per 6 qt. crate.

Butter—The market is about the same as a week ago. Local dealers hold factory creamery at 27c for tubs and 27½c for prints. Dairy ranges from 15c for packing stock to 19c for No. 1.

Cabbage—Home grown, 60c per doz. Louisville, \$1.50 per crate.

Cantaloupes—Georgia, \$1.75 per crate. Standard California Rockfords, \$2.50 for 54s and \$2.75 for 45s.

Carrots—20c per doz.

Cauliflower—\$1.20 per doz.

Celery—Home grown, 18c per bunch.

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

Cucumbers—20c per doz. for home grown hot house; \$1 per bu. for garden grown.

Currants—\$1.35 per crate of 10 qts.

Eggs—Market is strong and unchanged. 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 Corn—12c per doz.

Green Onions—15c for Silver Skins.

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

Green Peppers—\$1.50 per bu.

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

Lemons—The market is still strong on the basis of \$4.50 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. 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—\$2.50 per bbl. for new from Virginia or Ohio; \$2.25 for Louisville in 2½ 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.

Squash—Bulton variety commands \$1 per bu.

Tomatoes—Tennessee, 60c per 4

basket crate. Home grown hot house command 50c per 8 lb. basket.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9½c for good white kidney.

Watermelons—Missouri are moving freely on the basis of \$2.65 per bbl. of 8 to 10.

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

The Grocery Market.

Sugar—The market is strong and a higher range of values is anticipated by many authorities.

Tea—The Japan market is steady, with prices well maintained. The country demand is being well supplied. Low grades are not yet in, but the prices will range about the same as last year, Government standards being quoted nearly the same. Black Ceylons, according to the last Colombo mail advices, showed improvement in quality and selection. All grades of fine teas sold well. Prices of mediums were well maintained. Orange Pekoes were rather dearer. The limited supplies of Greens are being eagerly bought at full rates. Cable advices of July 30 are, "Market firm and advancing."

Coffee—The market is ranging in price from 40 to 45 points under ruling values for the same last year. The decline in price is due to dull business and the uncertain position of the trade on account of tariff agitation. While prices to-day are under those for the winter options for this time last year, the world's visible supply of coffee is about 1,500,000 bags less than it was a year ago, with the present prospect of a further reduction during this fiscal year. There are some features of the market this week worthy of note. The first is, despite all the hue and cry of big receipts at Rio and Santos from the coffee plantations, prices at those shipping ports are firm. Another singular feature is that Rios have suddenly grown firmer than Santos. Now as to the receipts, they are larger in July considerably than ever known and because of this there are people in the coffee trade in this country as well as in Brazil who believe this is a sign of a far more than average crop. Well, take that view, which is asking too much, what then? Why, only 9,500,000 bags can be exported, and the Government can take care of the balance. This is the extreme view as to the size of the crop, which so far the best posted estimates place at 12,000,000 bags Santos. Another feature regarding the crop is the small bean. It lacks size and plumpness, but has, it is said, a

soft sweet roast, which a large body of consumers seem to prefer. The small size of the bean militates against the size of the crop, which all can readily understand.

Canned Goods—Spot tomatoes are up 2½c per dozen, and are now within 2½c per dozen of new pack goods. This strength is caused by a marked improvement in demand, and further advances are expected. Corn is in the same strong position and higher prices are almost certain before the packing season commences on account of short acreage. Peas are firmer, especially the higher grades, of which a short pack is expected. The low prices on all California canned fruits are causing a heavier demand for this class of goods than usual at this time of year. Peaches, apricots, pears and plums are all selling quite freely and prices are the lowest known for some time. The excitement in gallon apples has subsided, and quotations are no higher than all during the spring. The very cheap prices on other fruits is the cause. In canned fish the whole interest centers in the opening price of Sockeye salmon, which are expected to be given out some time this month, and will probably regulate prices for the balance of the year on all high grade salmon. On account of the big pack expected some jobbers predict that prices will be from 20@30c per dozen lower than last year. Sardines are unchanged.

Dried Fruits—Spot stocks of currants are limited and there is no pressure to sell in the primary market. It would seem, from letters just received from Patras, that the crop is making favorable progress, and while Peronosporus has appeared in some sections the damage has been slight. The crop last year turned out 180,000 tons and it is estimated that the coming crop will be about 168,000 tons, or 10 per cent. less than the previous yield. Of course, this estimate is based on favorable weather conditions. The first shipment of new crop will be made the latter part of August and is due in this market the last half of September. The Valencia raisin crop is expected to be a large one this year. The vines are in a healthy condition and make a magnificent display of grapes, which are of good average size. Shipments will probably commence the third week in August, and should the crop be safely housed moderate prices will prevail. California seeded, for prompt shipment, are in request and quite a few orders are booking on the basis of our quotations. With regard to the new fig crop, some complaints are being received from Smyrna. The extremely hot weather has caused the fruit to drop in certain districts. We do not think this will make any difference, however, and expect the crop will be fully as large as last season. Rumors of this kind are usually circulated in order to make the high prices of speculators seem plausible. Prices will be made early in the coming month.

Nuts—Almonds are unchanged on spot. The primary market shows no tendency toward lower prices. Fil-

berts are slightly easier. The crop this year is estimated at about 70,000 bags as against 90,000 bags last season. The demand for Brazils continues quite active. Prices remain unchanged.

Rice—New head rice is arriving in small lots, not enough to affect the market, which, while not as firm as last week, is still holding up well. In view of the excellent prospects for a large crop this year, especially domestic Japs, considerably lower prices than those ruling now are expected by the time the crops are ready for market.

Vinegar—It is reported that three prominent officials of the United States Department of Agriculture are making a tour of the country, taking samples of pure cider vinegar in all of its stages of manufacture. The plan was adopted in order to fix standards for use in cases against manufacturers of spurious vinegar. The Department, it is said, is engaged in a special study of the vinegar question and expects soon to fire a gun which will leave certain manufacturers in a very uncomfortable position. No food product has so persistently defied the food laws as vinegar. Its adulteration is apparently easy and profitable, and much more difficult to detect than most other adulterations. Most of the bogus vinegar is guaranteed by its manufacturers to comply with the law.

Olives—Commenting on the prevailing scarcity of olives a large importer says that "the primary market remains unchanged as to prices, but daily there are converts being added to the ranks of those who believe there must be an improvement in price owing to the scarcity of first class stock in all markets of the world."

Will Make Iron and Wood Novelties.

The Rapid Machine Co., doing business at 17 S. Market street, and the Crescent Manufacturing Co., doing business at 195 Plainfield avenue, will consolidate under the style of the Crescent Manufacturing Co. The corporation will have an authorized capital stock of \$10,000, of which \$8,000 will be subscribed and paid in. The directors will be Paul Hoekstra, Henry A. Brink, F. Boss, M. Nubert, J. Moline and N. Forbes. The officers will be as follows:

President—Paul Hoekstra.

Vice-President—F. Boss.

Secretary and Treasurer—Henry A. Brink.

The manufacturing department will be conducted at 17 South Market street. The Rapid Machine Co. has made iron specialties and tools and the Crescent Manufacturing Co. has manufactured office and store supplies.

Nial A. Brown, recently succeeded in the clothing and shoe business at Bannister by Edgar Clark, will engage in the same line of business at Sheridan on August 15, Rindge, Kalmbach, Logie & Co., Ltd., furnishing the shoe stock.

He is marring his character who is not making it by his business.

PERIOD FURNITURE.

Knowledge of History Essential To Its Understanding.

Period furniture is all the vogue these days, and probably will be for several years to come.

There may be those who do not understand what Period furniture means, and for the benefit of these it may be explained that the term in a general way applies to that furniture which is made in reproduction of the furniture made and admired at different periods in the past. Each generation has its own ideas as to what is useful and beautiful. Students in furniture art have carefully studied the ideas of the past, classified and named them, and modern Period furniture is the reproduction of the ancient models under these classifications. Furniture in the style of Louis XV., for instance, is furniture that reproduces the lines and ornamentation that characterized the furniture that was popular in the reign of Louis XV. When Elizabethan furniture is mentioned it refers to the reproduction of the patterns that were most used in the time of the great English Queen. Some of the designers of the eighteenth century were so original and artistic in their conceptions that their work has been classified not by the reigns they lived under but by their own names. Among these are Sheraton, Chippendale, Hepplewhite and Adam. In the modern Period furniture the reproduction may not be line for line—in fact, usually is not so. It is enough, however, if the new goods carry the characteristic features of the ancient pieces in general lines, in ornamentation and material and finish.

Period furniture is interesting, but some knowledge of history is essential to its proper understanding. Furniture is so closely related to the family life that it would be strange indeed if it did not to some degree reflect the manners, ideas and even the characters of the people making and using it. A rude people would not have fine furniture. A people of culture and refinement would not abide amid uncouth surroundings. Polished mahogany would not be looked for in the barbarian camp nor a rude shake down in the bed chamber of a French monarch. Period furniture not only reflects individual character, but also national characteristics.

Take Early English furniture, for instance. That it is in design of Dutch origin is obvious in its every line. It has the Dutch sturdiness and strength, and with it are the English sincerity and honesty. There is nothing of the frivolous about the furniture of this period. It was built for use, and its beauty lies in the dignity of design and the quality of the material used. And, moreover, it was the furniture of the people. It was found in the homes of the shopkeepers and manufacturers, of the great middle classes, as well as in the palaces of the aristocracy and the courts.

How different from the Early English types are those of Louis XV. and

Louis XVI. The common people in France did not have furniture worthy the name. Its use was confined to the nobility and royalty. The court was gay, dissolute, immoral, the aristocracy extravagant and pleasure was its only thought. The lower classes groveled, the upper classes made merry and the great middle class did not exist. And does not the furniture of the French period reflect the spirit of the times? The designs are beautiful, with graceful lines, dainty ornaments and rich materials, but are they not suggestive of the dancing master? Can we not see in them the luxury and frivolity of the French court, especially when these designs are brought into close contrast with the sturdy English pieces?

Following Queen Elizabeth came the Stuart Kings and the furniture of this period, spanning most of the seventeenth century, is known as Jacobean, derived from Jacobus, which is the Latin for James. There is no quick transition one to the other, and the furniture retains its sturdy English character, but that there are more luxury in the land and more frolic in the upper circles is seen in the gradually increasing ornateness of the popular designs. Then came the use of the Puritans and the sway of Cromwell. That was a stern and severe period in English furniture and it is reflected in the furniture of the times. The Stuarts returned to power and no longer was it a sin to adorn the household. Mary and her Dutch husband, William, brought a reversion to the old Dutch types. French and Spanish influences were strong in the English court in Queen Anne's time and French and Spanish fancies can be seen in the furniture of her period. The English of today have furniture in the Georgian period, but American manufacturers have not followed.

The individual designers whose names have been bestowed on furniture types had other materials to work in than oak, and this, no doubt, in a large degree influenced their conceptions. They sought artistic inspiration for the classic studies and in mahogany worked out their ideals. The individual types are beautiful, but they are not so characteristic of the people as the earlier periods. Sheraton and Chippendale are as graceful as the French patterns, but they lack the French voluptuousness and in this respect show the English spirit.

This country has its own Period furniture. Reproductions of the furniture made during the Colonial period are familiar. Colonial furniture is of several types, some English, some French and Spanish, but in one respect it is strikingly characteristic: The Colonial artisans had skill, but few tools, and their product inclined to simplicity, much given to broad panels or to turned work. Colonial furniture has dignity, character and grace and in most of it will be seen the pride of honest workmanship. It is solid stuff, built to endure and not the creation for a passing day. It is characteristically American, and however it may follow Old Country ideas

it has an individuality all its own which makes it distinctive.

Then there is Mission furniture, another style that is characteristically American and even more than Colonial reflects the American spirit. It does not lack beauty, and in all its lines it is straightforward, business-like and strictly utilitarian. There are no false fronts to Mission furniture, no fancy frills, no frivolous adornments, but it is of the yes and no type, and willing to stand strictly on its own merits, and therein it is essentially American. It looks well in any room of the house where there is work to be done or where the family gather, but it is out of place in the social function districts. The parlor is the place for the French and the individual English types, but Mission, Colonial or Early English are the things for those rooms in the house where people really live.

Commends the Moral Tone of the Tradesman.

Johnstown, Pa., Aug. 1.—Allow me to congratulate you on the purity and uplifting influence manifested in the Michigan Tradesman. I recently had the pleasure of perusing the pages of your valuable magazine and was more than pleased with their contents. A blessed observation is the fact that in this age when men are striving for wealth, irrespective of the manner in which they obtain it, you can find time to show them a broader path—a path which leads the way from this mundane sphere to the Life Beyond.

I am a young newspaper man and have known little else than a somewhat stony road in life. I have always appreciated good books although my library is limited to four volumes—the Bible, Shakespeare's complete works, Webster's Abridged Dictionary and Maxwell's Elementary Grammar. These have always been near and dear to my heart and accorded preference; but the portal of my appreciation has been thrown open and the Michigan Tradesman is a most welcome guest.

I trust that you will ever meet with success and thank you over and over, more in an altruistic than personal way, for the spirit you manifest in giving the business public a clean, moral magazine.

Quinter Kephart.

Christian Warko, a foreigner whose residence or occupation could not be learned, was arrested in Brooklyn one warm day last week as a vagrant. At the station house he shed two overcoats, six vests, two flannel shirts, a sweater, a jersey and a fine growth of beard that ran to and fro over his chin. He seemed to suffer no inconvenience from his extensive costume, and when asked where he gathered it failed to answer. "That guy ain't human," growled a fat copper, who has suffered intensely with the heat. "He must have been raised in a steam radiator." Magistrate Geisman decided that Warko needed a vacation and sent him over to Blackwell's Island for six months.

New truth is found not by kicking at the old but by leaving it behind.

True Success Possible Only by the Square Deal.

Success does not mean simply carrying our point, making money and accumulating fortunes, but it has a broader meaning. A man who accumulates a fortune by shady methods has not made a success, but the man who accumulates something by honest methods, has a clear conscience and is happy and contented is the man, in my opinion, that has attained real success. However, as my subject indicates that there is only one method, I shall contend that there is but one safe method. I believe the square deal is the only method that will produce genuine success, and when the square deal is combined with well developed ability placed in full action success is bound to follow.

The principle of the square deal is not only to be honest and reliable in a general sense, but to be so in the absolute sense; that is, to aim to give an exact equivalent in every transaction and to give the highest possible worth to everything we produce and offer for sale. To simply be honest in the ordinary sense of the term is not enough; we must be so honest that we will not give anything to the world but the very best we can produce. The man who places an inferior product upon the market when he has the ability to produce a superior product is not strictly honest; he is not giving his best to the world. We are not giving the world a square deal unless we offer our very best.

The man who is reckless or slovenly in his work is not an honest workman, even although he may be poorly paid just now. To be strictly honest and thoroughly just to himself he must do his work so well that he could not possibly improve upon it.

There are many people who believe that absolute honesty is not necessary to success, and there are a few even who believe that reliability is an obstacle if great success is to be attained, but it will not require much clear thought to understand that the opposite is the truth. The real business of the world is based upon the principle of an exact equivalent, returning worth for worth, and so necessary is this principle to the very existence of the business world that no enterprise whatever could exist if this principle were removed.

The man who accumulates a fortune through "shady" methods does not engage in real business; he simply acts as a parasite upon the reliable business enterprises of other men. He would therefore starve if honest



Faultless Malleable Ranges have the FIVE ESSENTIALS: Design, Finish, Materials, Workmanship and Durability. Write for new catalog, "Range Reasons." Faultless Mfg. Iron Range Co. St. Charles, Illinois

men should cease to conduct business. The parasite always dies when you remove the source of his life and power.

Take away legitimate business and illegitimate business would go into bankruptcy at once; take away illegitimate business and the legitimate would thrive as never before. Destroy the animal that supports the parasite and the parasite will also die, but remove only the parasite and it is clear that the animal will become stronger, healthier, more vigorous and more powerful than ever before.

The honest business of the world not only supports itself, but it also supports the dishonest; it not only supplies vitality for its own continued existence, but it gives away a great deal of extra vitality to keep alive the parasites. If it should cease to give away that extra vitality and use all its life in promoting its own legitimate ends, it is evident that real, legitimate business would overflow with wealth in every part of the world.

The square deal, combined with well-developed ability, will win every time, and its gains will be far greater when it refuses to give part of its life to keep parasites in thriving existence. The man who thinks there is no success in reliability tries to supplant his own lack of ability with unreliability. Unable to make his own success he appropriates a portion of the success that has been created by others. He calls his own power of appropriation and accumulates success, but he forgets that if others did not create success there would be no success for him to appropriate, and he also forgets the fact that only the man who creates success is entitled to success.

When the majority realize that it is only ability that can create success, and that ability produces the greatest results when acting through reliability, the parasite will disappear from the business world, and the number realizing this great fact is growing very rapidly.

In my opinion the quickest way to eliminate this parasite and thereby remove the greatest block in the way to greatest success is to take advantage of the great opportunity we have to labor honestly and deal fairly with our fellowman, always keeping before us as our motto, "A square deal to all."

To the 85,000,000 of people making up this great republic the opportunity to labor honestly means more than to all the world besides. It means the development of resources great beyond the comprehension of any mortal, and the diffusion among all of riches to which the glories of "The Arabian Nights" are but the glitter of the pawnshop, and to which the sheen of all the jewels of this earth is but the gleam of the glowworm in the pallor of the dawn.

R. H. McDuffie.

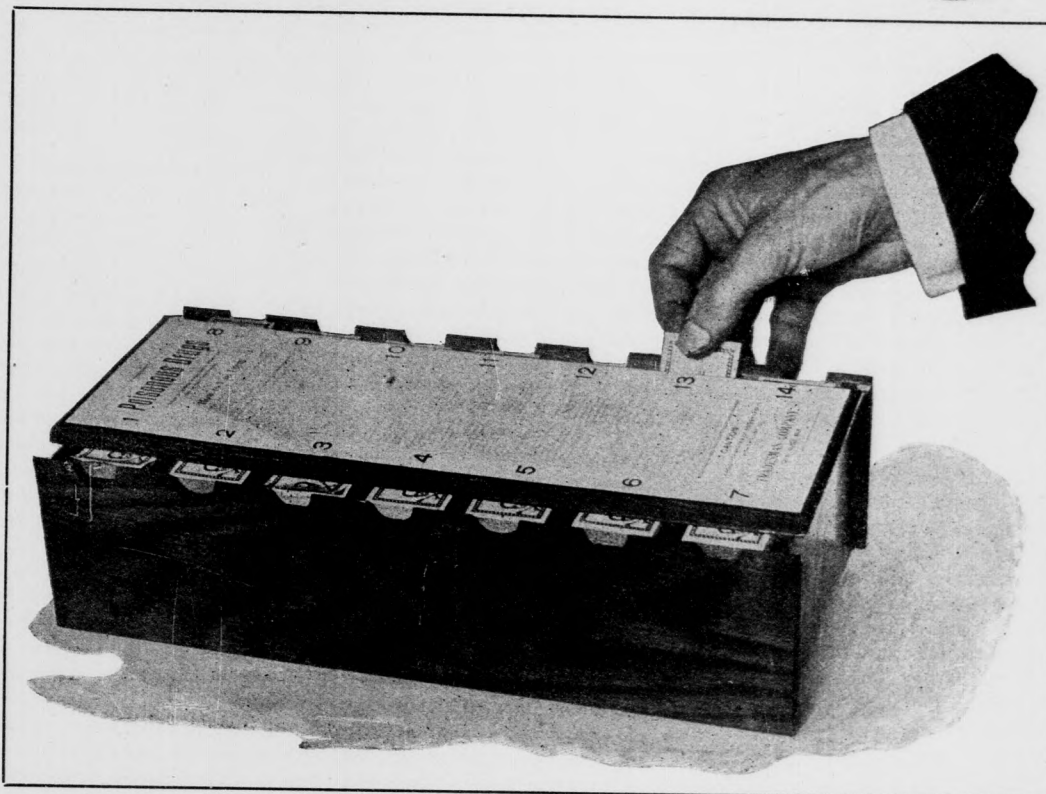
Father Lacked Experience.

Bobbie—Papa says "Honesty is the best policy," doesn't he, Mamma?

Mamma—Yes, dear.

Bobbie—Well, how does he know?

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.

Price, complete, \$4.00. Order direct or through any wholesale house.

Tradesman Company GRAND RAPIDS,
MICHIGAN



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

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No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

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E. A. STOWE, Editor.

August 4, 1909.

SIDELIGHTS FROM OILDOM.

The inhabitants of the little hamlet where petroleum was first released in paying quantities are arranging to commemorate in a worthy manner the semi-centennial of the event and to do homage in a feeble way to the men who created the means of furnishing the oil kings with regal stores.

Little did Drake realize when a man drove over to his house one Sunday morning a half century ago to tell him that he had struck oil what a world of wealth was in store for the few—what a reign of disappointment for the many. He finished his breakfast, then leisurely hitched up his horse and drove three miles to the well, where the dark liquid was surely being brought to the surface. He had experimented until confidence and friends were lost. Now was the victory.

Drake realized only a few thousands from his hard work. It was the old story: After seeing land producing on all sides he finally returned to the East and others reaped the fruits of his toil.

Miraculous almost was the transformation of those rocky sidehills, incapable of raising anything but laurel and rattlesnakes, into a busy gathering of a cosmopolitan race, all eager for oil. Some moved into hovels and, after a brief space, left millionaires; others sank their few hundreds into dry holes. It was a vast lottery in which the gamble was partly with Nature at her most mysterious shrine; more with the worst element in humanity; for in the mad strife speculators flocked and the uninitiated fell easy victims. Farmers who had found it almost impossible to make a living on the stone-covered hills sold for fabulous prices and left for the city, finding, too late, that their children whom the college faculty found "lacking in capacity" could not be supplied with this article from their untold wealth. Others, lured by the luck of the few, lingered to increase their wealth by sinking new wells and lost the whole.

The vicissitudes of "Coal Oil Johnny" have been greatly exaggerated. Generous and easy-going he was

without a doubt. That he was imprudent, reckless with the fortune which came to him so easily through the death of an adopted aunt, is not to be questioned, but that a large portion of it melted away in the same way that it has done with many others through speculation is also affirmed by one who was at the same time taking his ups and downs with the rest, but who finally placed his credit mark above the million dollar line and has since kept it there.

But a few years after Pithole was one of the greatest postoffices in Pennsylvania from a point of business her site could scarcely be located among the laurels and scrub oaks with which the deserted place was overgrown. Fortune seekers left the wornout wells for new fields. The romance of early oildom has never been written. We see the power that illumines the world in the hands of a monopoly too powerful for even Uncle Sam to grapple with. We rejoice over the varied products which modern science has evolved from the old "Seneca oil;" and this month we fittingly go back to the old Drake well on Watson Flats and pause for an hour in memory of him who made petroleum a commercial product.

ETHICS BE HANGED.

About the first things every candidate for a career in either of the so-called learned professions is called upon to absorb are the moral obligations, the rules and the ethics of the department in life which he aspires to enter. And, rightly, the thing is hammered into him from the time he begins his studies until he receives his degree, and then some.

Without going into all details the ethics of the medical and surgical professions constitutes a sort of sheet anchor for members of these vocations which has as its strongest holding fluke absolute loyalty to the "school"—the regular, the homeopathic, the eclectic or what-not character of the particular system of training they have received.

And so as a sort of escape valve in times of business stress and professional ambition cliques, factions and rings are evolved and a race develops in every community for a dominating position as doctors and surgeons.

Thus, in turn, we find private hospitals and public institutions of the same character, each one practically under the control of a certain body of doctors and surgeons; we find the retreats, the county infirmaries and State asylums with all medical and surgical authority vested in some dominating circle.

And thus, also, we find our city physicians and our boards of health alternately in the hands of this or that crowd of physicians and surgeons, according, as the case may be, to the prevailing majority in local politics; because in spite of professional ethics your average physician or surgeon is a master hand at politics, both civic and professional.

We hear more about the troubles of the average board of health than we do of the other equally strenuous and frequently bitter contentions at

the retreats and private hospitals, because of the very public nature of the responsibilities and duties of the members of the board.

The efficacy of ethics is not so certain in thoroughly public affairs and by virtue of civic rights, personal ambition, complete self dependence and more or less contempt for "the hell-hounds of the opposition" there is a very reliable certainty that the average board of health is invariably conducting a tempest in a teapot.

The differentiations as to what diseases are contagious and what ones are infectious; the various views as to the potency of this disinfectant, that antidote, this specific and that practice in surgery or medicine provide wide leeway for charges and countercharges, and so the merry war becomes interminable in behalf of politics—both civic and professional—and ethics be hanged.

MR. IHLDER RETURNS.

John Ihlder, representing the Municipal Affairs Committee of the Board of Trade, has returned from his tour of observation to the cities of the Pacific Coast and comes back well satisfied with Grand Rapids.

He says the people of the Far West are more advanced in their appreciation and fulfillment of the larger things—civic centers, park systems, and so on—than is Grand Rapids, but that we are more successful in the smaller things along the line of civic betterment.

Undoubtedly, this is true. Great ranges of mountains, an endless seashore the big redwoods and wonderful rivers all inspire large ideas; but there are other inspiring matters out West. For example, thousands of investors in the East have put millions of money into the cities of the Coast; the Federal Government is putting millions into irrigation projects and, to cap all, the mistakes of thousands of cities in the East are examples which are causing the Coast people to begin right and go ahead. It is a case of making good on these investments—a matter of "must."

All of these things, coupled with the fact that it is much easier to inspire local enthusiasm in a community which has its standing to establish than it is in one where the pioneering has gone into history, conspire to produce the Western superiority in the matter of looking ahead.

Sixty years ago Grand Rapids was having a hard time. Money was scarce and what there was of doubtful value. There was absolutely no spirit of co-operation present; it was "every man for himself and do the best you can," civic pride was overtopped by individual welfare; few knew the meaning of any public act not based wholly upon utility.

And so it remained until very recently; but the heaven is working, and with the opportunities existing and the proper spirit developing through just such work as is being done by the Municipal Affairs Committee our descendants will one day realize the splendid visions of a Grand Rapids Beautiful that are already so tangible and so possible.

Mr. Ihlder will submit a report of his observations and experiences to his Committee in September and, doubtless, it will be published in pamphlet form, with illustrations, for general distribution.

OUR FIRST DREADNOUGHT.

The first of our Dreadnoughts to undergo her trials—namely, the battleship Michigan—will be ready for active service during the coming fall. Her commissioning will be followed closely by the raising of the pennant on the South Carolina, a sister ship. These first Dreadnoughts, although several years later in reaching completion than the original British Dreadnought, are much less powerful ships than the type vessel. Where the Dreadnought mounts ten 12-inch guns and has a speed of twenty-one knots, the Michigan and her sister ship will mount only eight 12-inch guns and will have a contract speed of only nineteen knots. It is true that on her trial run the Michigan exceeded the contract speed somewhat, but she has not attained a speed of twenty knots.

Of course, there is a reason why our first Dreadnoughts are inferior to the type ship. They were actually authorized before the Dreadnought craze set in and a displacement of only 16,000 tons was provided for. The conversion of the two ships designed to be sister ships of the Louisiana into all-big-gun ships was an afterthought, and as their tonnage was much less than that of the Dreadnought it was necessary to cut down the number of big guns from ten to eight.

The later Dreadnoughts now building will all be of the regulation type—that is, ten-gun ships—and it is probable that the ships authorized at the last session of Congress, with a tonnage of 26,000, will be twelve-gun ships—that is, mount two guns more than the original Dreadnought. Much more rapid progress is being made on the ships now building than was made on the Michigan and South Carolina, so that several of the real Dreadnoughts will follow these two ships into commission during the coming year.

The quite general belief is that the advent of the Dreadnoughts makes all battle ships of earlier date obsolete. Such is hardly the case, as the earlier ships have at least four of the highly prized 12-inch guns, and it will be years before the time will have passed when they will have competitors of similar type in other navies. It is safe to predict, however, that all future construction will be either of the Dreadnought or Invincible type, the latter being an all-big-gun armored cruiser of twenty-six knots speed. We have no such ships in our Navy of the armored-cruiser class either in commission, building or designed. Many critics believe that the new armored cruiser, or battleship cruiser, as it is called, is the best type of fighting ship yet designed.

It would not be strange if the world were blind seeing the freaks who are ever trying to get in its eye.

A SENSELESS COMPLAINT.

This time the wail is heard first in the seawashed shores of the Great Northwest. "The woman of to-day is not the woman of yesterday. Women have changed more than men have changed;" and there are et cetera added which there is neither time nor inclination to follow up. What is at the present a matter of some concern is whether the statement is true and whether there are real grounds for its expression.

Nobody is ready to deny that the world of the woman has widened in recent years. The sphere represented by the cradle, the needle, the dishpan and the schoolroom has expanded and almost every kind of business is done and well done by the brain and the fingers of the gentler sex. Like the man she found the duties of the teacher intolerable and, determined to take care of herself, she was forced to undertake something else. It was the most natural thing in the world for her to fall back upon her needle, but she grew weary of pricking her fingers in the service of others for the meager living it secured. For a time the neighbor's kitchen satisfied her; but after the coming of the servant, with her ideas of equality and independence, she decided that the work and the position were beneath her and she came out of that apartment of the house and shut the door. Then, with the closing lines of her school-thumbed *Paradise Lost* upon her lips,

"She had the world before her where to choose

Her place of rest and Providence her guide."

Where she found it hardly a calling fails to testify, and that she has "made good" in every one of them is a matter of considerable concern, because that fact shows that the woman behind the chosen life-calling is as unchanged as the earth upon which she treads, with the same instinct and the same longing and fostering the same womanly hopes and wishes which Eve transmitted to her through a long and worthy line of mothers and grandmothers.

One of the earliest characteristics to attract attention was her seizing without a moment's hesitation the first thing that she found to do. So if she had lived among farmers she became a farmer, when the time came for her to choose. A bricklayer was stricken one day and his wife became a bricklayer. They who care to follow up the idea will find that there are women blacksmiths and carpenters and hod-carriers in the land, and that they are not second-class. The barriers are down that once barred her from the professions; business has opened its doors wide and on the threshold has extended to her the glad hand; her pen is as graceful and as powerful as ever and her vote, the politician to the contrary notwithstanding, is true to her country, is true to her family and true to herself and so elevating and uplifting and, therefore, making better the corner of the earth, be it big or little, which she calls her home.

But these are certainly changes

and great ones; we are all the creatures of our surroundings and as they change we do. It follows, then, that the woman who is the creature of her changed environment must therefore change; which was to be proved.

"Was to be," yes; but the world who knows these women does not need to be told that the real woman in all these changes remains the same. She may plow, she may drive the plane all day and carry the hod, but in all the long day's service, which all who know about it pronounce "well done," straight to her home she goes to that other day's work after hours which keeps the home together. There her treasure is and there is her heart, and the womanhood behind them both is unchanged and will remain unchanged as long as there are a treasure and a love to live for it.

Within calling distance of this desk there is one of numberless instances: A woman tenderly reared was left with a family of three to face the world alone. Unflinchingly she took up the burden Fate had placed upon her shoulders and, as she says, "God only knows how I did it, but it was done." Physical strength forbade the washtub and the ironing board. Her skillful needle did something; her music helped some and her conceded reputation as a cook did much for her; but, "Never weary of well doing, never fearful of the end," she met the world with a smile and year in and year out she sang, sometimes with a weary body but never—thank God!—with a weary heart:

"A servant with this clause

Makes drudgery divine:

Who sweeps a room as for Thy laws
Makes that and th' action fine."

So the years sped and the children grew up, and to-day as she, unchanged, tells the story of her struggles in the midst of the affluence which had to come, not a hearer but believes that poverty can be and is a blessing to those who learn to make its drudgery divine.

Circumstances can—do change—but the woman never does, provided always she is the real thing. The morning paper tells a story which will bear repeating: Her boy, two years a convict, was nearing the end of his sentence and the mother, whose waning life seemed hardly equal to the waiting until he came, was gladdened by the news that good behavior had shortened his term and even then he was on his way home. What was hoped for happened. He came. He clasped her in his arms and the mother, the woman who, "true as the needle to the pole," saw in the criminal only the boy, her baby, whom she had borne and reared, began at once to amend—a living proof that the woman of to-day is—mark that—the woman of yesterday; that women have not changed more than men and that, changed, the mother of to-day is ready to cover, to conceal with a kiss, as Eve would have done had God permitted her, the mark which the forehead of Cain, her first-born, bore.

With anything like that to sustain him the man who complains is unworthy of his parentage. There is

something the matter with his spine. His upper lip needs attention and he wants to repeat and practice what the mother in misfortune practiced until she conquered, the law that drudgery is a blessing the moment it is made divine.

THE DAMAGED CASE.

You may know that the package which is soiled slightly on the outside contains absolutely clean contents, yet the fastidious housewife relishes the clean one much more. If the offense is not too often repeated, however, she lets the matter pass in silence; but if goods are continually presented in boxes soiled, bruised or torn she will hunt another market.

The small hole in the sugar sack can be easily drawn together when she gets home, and no harm is done, providing the package is kept always with the rent at the top. Even an occasional torn flour sack is permissible under the same conditions; but when there are several such tears in succession she commences to wonder. At first the story that it was done by careless handling in shipping goes; but by chance she catches a glimpse of the interior of the corner for mill goods, notes the numerous bags with holes chewed in them and then she literally "smells a mouse." She may not have the mortal terror attributed to the feminine portion of the race, but she does not want mice trotting about among her eatables. If you wish to retain her trade some way must be devised for supplying the flour and meal in whole sacks.

A slight tear in a box of cereal may seem a trivial matter, but if through this break in the paper insects have entered and begun operations, no one wants the damaged goods.

Strive to present not only good goods but those the appearance of which is not of a compromising nature. Flies will soon soil the finest wrapping. Get rid of them. Trap the mice. Warn your clerk that he must avoid punching holes in the bags through careless handling.

THE DESERVED COMPLIMENT.

When you have especially choice goods to offer do you not feel better to have your patrons report the pleasure they afforded? Of course you do! Did you ever think how the same feeling reflects along the line of your own purchases? The extra effort to deliver a prime article is soon omitted when no manifestation of appreciation is observed.

Supposing that two bushels of berries are brought to your store at the same time by two different parties. The one is prime fruit, picked and packed in the neatest and most careful manner. The other is a mixture of good, bad and indifferent, perhaps placed in baskets so much soiled that they should have been discarded. You may not wish to offend the one party by cutting the price per bushel, but how about the other? Does he stand by and see equal prices paid without a pang of resentment? Compliment him for the excellence of his fruit. It is only just. When an or-

der is to be placed remember him and tell him why.

When Mrs. A. comes with her butter, which is always No. 1, just tell her that one of your best customers spoke for more of "that excellent butter she got there last week." It will cheer and encourage her to do even better work every time.

If Mrs. B. takes pains to furnish eggs which are clean and fresh, select her product when you have a fastidious customer to please and do not omit to tell her of the fact. She will herself take increased pride in the goods when she appreciates the fact that you realize their extra quality. Disparaging remarks may or may not be in order for inferior products; but for the good ones it always pays to give praise.

WHO GETS TO THE TOP?

The old adage, "Plenty of room at the top," seems in danger of being broken if present progress continues. With elevated roads, wires netting the skies and brain-workers like the Wrights in full force, we can but wonder if in a decade there will be room in the upper air for man's inventive genius and restless nature. "Too low they build who build beneath the stars" partakes less each year of the figurative and more of the literal signification. Even leaving out bare facts, there is the same beautiful incentive spurring onward. And the very things which conspire to fill the air with material progress aid us in our own efforts if we but take advantage of the friendly breezes. The pessimist may growl lest the new invention or new method destroy his old market, yet in almost every instance the exchange is to his own advantage as well as to that of humanity. The horse breeder held up his hands aghast a few years ago for fear the automobile would drive him not only off from the roads but out of business, but he has learned that his colts grow fearless of the automobile, and that prices for good horses were never higher than now.

"Whoever is satisfied with what he does has reached his culminating point," says one. When we cease looking upward we lose some of our strength. The best goods, the most efficient service, courtesy and promptness—these are a few of the steps up the ladder. Learn to have consideration for the wishes and needs of others. Anticipate their desires. Have a worthy aim and keep your steps constantly headed toward it. "Our only greatness is that we aspire." We may fall short of our ideal, but that is all the more reason why the original mark should be set high.

A person is not to be relieved of his contract made while he was under the influence of voluntary drunkenness brought about in no wise by the instigation of the other party, unless the intoxication was so great as to deprive him of the use of his reasoning faculties, and the other party had notice of his condition.

You do not preserve the faith by keeping the faithful in a pickle.

Automatic Toy—Wall Paper for the Backgrounds.

Last week I had something to say concerning the advantageous employment of dummies in window fronts.

What I stated as to their usefulness as an adjunct in the sale of merchandise might be corroborated by the hundreds—it really was thousands—who stopped in front of a certain window where a cheerful-faced manikin was going through with the movements of sawing a small board in two lengthwise.

There was real sawdust under the miniature work bench, behind which he stood, to make it seem as if coming from his manipulation of the tool in hand, and the movements of sawing were as methodical and correct as if performed by a real carpenter.

You've heard of people "talking with their hands," as the French "talk with their shoulders." This manikin said a whole volume with his hands—or, rather, his left one, as the other was occupied with the saw.

While the instrument (apparently) was going the length of the board the manikin's head was bent attentively over his work, his eyes riveted on what his "hand had found to do," but the moment that the saw had got to the end of its journey up bobbed the manikin's head and he turned a smiling and wonderfully intelligent look on the curious eager spectators out on the sidewalk. At the same time the little fellow gesticulated with his disengaged hand so cutely that people laughingly observed to each other that he "sure was the real thing!"

Truly it was great fun to waste time watching the benevolent-featured manikin; and it was quite as amusing to watch other people wasting time watching the same thing I was! The expressions on their faces were all the way from a broad smile to a broad laugh.

One person would say to another: "Well, you can stand here all day and tickle your optics with that foolish little dummy, but I for one can't spend any more valuable time on him—I've got to go about my business."

"Oh, let's watch him go through his antics just once more," would be urged by his companion, and then both of the speakers would fascinatedly watch the manikin do his stunt not "just once" but over and over again.

And if the grown-ups were so crazy over him, what must be said of the "kids?" They fairly gloated over the manikin—couldn't get enough of his droll actions! They would start ten times to drag themselves away and as many times turn back to enjoy the novel sight.

I could not say how many sales were directly or indirectly traceable to the presence of His Manikinship in that window, but "certain-sure" "everybody and all their relation" were wonderfully amused with this ingenious toy that made such a nice little moving picture of himself, and he excited a great deal of talk, which could not but bring into exercise the name of the establishment for which

he was playing a "benefit performance."

Wall Paper Backgrounds.

Not all window dressers realize the decorative value of figured wall paper for the backgrounds of exhibits. Using it any desired effect may be obtained, grave or gay, heavy or dainty.

With figured paper there need not be introduced anywhere near so many goods as where the background is a solid color, just as in a papered room in a home not near so many pictures are necessary on walls with figured paper as where the paper is a plain one or the wall is tinted.

One great advantage of wall paper for window trimmers' use is that it may be put on large panels in the work room and thus save quite a bit of the labor often required to be done, in the window itself. This should commend itself to windowmen who do not have shades or other screening convenience to protect themselves from the annoying gaze of the public and who are frequently obliged by the exigencies of their work to see to their windows during business hours.

In the employment of wall paper for window backgrounds the paper selected never should be so obtrusive that it draws more attention than the goods are able to attract. Its legitimate purpose is defeated when such is the case.

The trimmer must be very cautious in regard to the prevailing color of the wall paper he puts in a background. It should be in complete harmony or pleasing contrast with the colors or the shades predominating in the merchandise on display. Here, also, it is very easy to make a mistake.

Thought must be given to the quality of the paper as well. Manifestly, while a cheap paper would do very nicely as a background for merchandise in the windows of a Ten Cent store, such would be entirely out of place where expensive goods were to be in evidence in the store front.

The novice in window dressing must give all these points sufficient consideration when putting a background of wall paper in his window or windows.

There's another thing, also, regarding this subject and that is whether contiguous exhibits shall have the same or dissimilar backgrounds of wall paper. This, of course, depends much on the goods themselves. If they are of the same general character then the same paper may be seen in two or more windows, but if the articles to be displayed are totally unlike it would seem the part of wisdom to use with each class of goods a background different as to color, design and quality. Care being observed that the various backgrounds do not clash with each other and with the goods in each section.

The size of the pattern is a further item to be deliberated upon. If too large or too small a pattern is picked out there is disagreement caused by lack of taste.

Some very pleasing effects may be

brought out with even very inexpensive wall paper where fine discrimination is possessed by the window dresser, while, on the other hand, costly paper may fail utterly to give satisfaction; it lies with the one having charge of window affairs which condition shall prevail.

Some Catchy Cards.

Here are some cards I saw used in another town than Grand Rapids; they might come handy for some other fellow when pressed for time to compose his own:

Rain or Shine,
'Tis always time
To get an ice cream
Soda

Soda for mine
Soda for thine
Glasses shine
All combine
For Perfect Satisfaction

We Can Help You
To Select
The Prettiest
White Lingerie Dress
In Town

! Lovers!
See Here
Lovers of Beautiful
and
Individual
Millinery
Are Requested
To Turn Their Gaze
In the Direction
Of
Our
Imported Creations
(The last sample could be shortened and changed to read as follows):

Lovers
!
Are Requested
To Turn Their Gaze
From Each Other
In the Direction
Of
Our
Imported Creations

Don't Go To Chicago
Save
Time and Expense
By
Trading at Home
We
Will Try Our Best
To Suit You

When in Doubt
Consult
Us
We Pride Ourselves
On Our Ability
To Help You Out
With
Goods Made Right
Goods Made to Fit
Goods Made to Sell
Goods Made to Give Satisfaction

The Most Critical Eye
Sometimes Needs
A
Help
With Our
Satisfaction-Guaranteed
Glasses

Ready-to-Wear
Garments
Are Nowhere
If They Have Not Style
Our
Garments
Have Style
Therefore
We're on the Map

Ho! For Blank's
Where
They Take Care
Of
Your
At Once Needs

Carries His Teeth in His Stomach.

Chicago, July 27—John A. White, of Big Rapids, Mich., a traveling salesman for a Chicago firm, carries a plate of false teeth in his stomach, where it has been for several years, having fallen from his mouth while he was sleeping.

Four years ago, while in this city, he went to sleep at night, and, as was customary, threw his head back on the pillow. He awoke during the night and found that his plate had disappeared and the strange feeling in his throat showed that he had swallowed the teeth—plate and all.

He immediately consulted a doctor, who put the X-ray on him and sure enough he found the plate imbedded at the top of the esophagus.

Special instruments were ordered in Chicago and an effort made to draw the plate out through the throat, but it was found to be so firmly imbedded in the tube that they could not pull it out.

In the meantime the matter became so serious that White's voice began to leave him and finally he could not speak a loud tone. Then they tried the plan of shoving the teeth down, in hopes of getting them into the stomach.

That result was finally accomplished and there they now lodge. For two and a half years the plate was in the esophagus and White was losing health. Now, for a year and a half, the plate has been lodged in the stomach and he has gained right along and feels no ill effects, in fact, is much better than since the plate disappeared from his mouth.

Blessed Profanity.

Bishop—This is terrible, Captain! Is there great danger for us? Tell me truly.

Captain—Oh, no, Bishop. We're coming out of it all right.

Bishop—Tell me truly, Captain; you are keeping it from us. The storm is more awful every minute! My wife is in such terror! Tell me the worst!

Captain—We're all right. Here, Bishop, come here to the fore-castle and listen down the hole. Do you hear the sailors down there swearing and cursing? That means it's all right. When they stop that, then you may know there's danger ahead.

Bishop (fifteen minutes later, who has been again to the fore-castle to listen down the hole and has come back to his wife)—Thank God, Mary, they're still cursing!"

The religion that does not rule the life is not true religion.



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|----------------------|--|
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| 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. |
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Terms—Net, 30 Days. No Discount.

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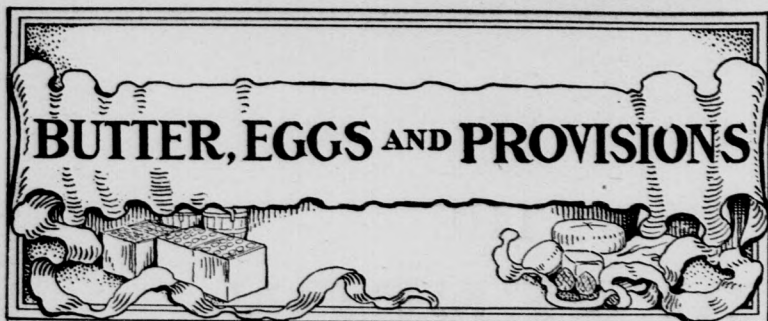
No. 8438—Men's 14½-pound Fleece Shirts and Drawers, colors Cadet, Silver, Jaeger and Ecu, all sizes, \$4.50 dozen, less 5% trade in case lots.

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CHICAGO, The Great Central Market



Observations of a Gotham Egg Man.

We have reached one of the critical periods in the storage egg trade. In the spring and early summer, when most of our reserve stock of eggs is accumulated in storage, the later conditions of supply and demand have to be largely guessed at. The prices paid for storage eggs in the early season are based largely upon the outcome of holdings during the preceding season, and upon early indications of production. But these indications are never an altogether safe guide. This year the spring and early summer surplus was accumulated in cold storage at a far higher level of cost than ever before. The cause of this was, first, a favorable outcome of last year's storage operations, and, second, an indication that early spring production this year was lighter than last year, leading to a slower accumulation of surplus.

The effect of the high prices during the early period of accumulation has been to lessen the consumptive output; and the receipts of eggs at leading distributing markets have been relatively larger during the late spring and early summer than was the case last year. Thus the early shortage in storage accumulations has been offset by a larger late storage and the conditions which gave inducement for early accumulations at unprecedented prices have been materially changed. By the first of July the total accumulations in storage were found to be only slightly behind those of last year and throughout the current month the relatively liberal scale of receipts, together with the evidently lighter consumption, has led to a further gain in accumulations as compared with last year.

The uncertainties of the early speculative deal are gradually unfolded as we go on through the season. One of the most important facts, bearing upon the ultimate outcome of the storage deal, is the date at which accumulations cease and a reduction of earlier accumulations begins.

Last year we began to reduce storage accumulations in July, both in New York and Boston, and there was a steady, gradual reduction thereafter in all the principal storage centers. This year, however, we shall undoubtedly find no reduction of accumulations in July in any of the markets. Here in New York our July receipts have been larger than last year and our trade output has been smaller. Our storage stocks have steadily increased and at the close of this month we shall certainly have a materially larger stock on hand than we had last year, all of which

is at greatly higher cost. Boston also will show a considerable increase in July storage, while last year there was a net decrease at Boston during July.

These facts make the outlook for storage eggs dubious, although we are now approaching a period when fresh supplies are quite sure to decrease and when the cost of the earlier accumulations will doubtless control for a time the range of values. It is quite certain that the gradually decreasing supply of fine fresh eggs during the late summer and early fall will force the market for storage eggs to a point of profit over the lower priced accumulations; already some sales have been made at 24½¢ @ 25¢, charges paid, which afford a profit on the early packings that were put away at the bottom prices. But the final outcome on the mass of accumulations, many of which can not be sold at those prices with any profit, is still problematical and the outlook is made worse by the long season of accumulation.

We will soon give a comparison of storage holdings at the close of July with those of last year. There is now every indication that they will show an increase during July in all of the principal markets.—N. Y. Produce Review.

Tariff on Butter, Cheese and Eggs.

By a recent resolution the Executive Committee of the New York Mercantile Exchange urges Congress to make a material reduction in the import duty on butter, cheese and eggs.

It is a difficult matter to determine from the facts of the case, and from disinterested argument, whether or not this proposition should be supported. There is very little logic in the present determination of proper import duties. In the final analysis a tariff is a tax upon one class of citizens for the benefit of another class, with the accompanying effects—whether primary or secondary, in purpose—of raising revenue for the Government, and of giving domestic manufacturers an advantage over foreign competitors. To those who believe in a tariff for revenue only, or with merely incidental protection to domestic industries, a rate of duty that practically prohibits importation—such as we now have on butter and eggs—is illogical and wrong. To those who believe that consumers should be taxed so highly upon necessary articles as to give domestic manufacturers and producers a monopoly of the markets, all import duties should logically be so high as to prohibit importation of articles

ESTABLISHED 1887

Egg Cases, Egg Case Fillers and Egg Shippers' Supplies

At this time of the year we are anxious to empty our warehouses and will make prices accordingly on our Hardwood Veneer Cases, while they last, at 8½¢ each f. o. b. cars. A trial will convince you that they are as fine a veneer case as there is on the market. When in need we believe we can interest you in anything you might want in our line.

L. J. SMITH & CO. EATON 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.

We Want Your Shipments of

Huckleberries

Can net you highest market price, and make prompt returns.

The Vinkemulder Company

Wholesale Fruits and Produce

14-16 Ottawa Street

Grand Rapids, Michigan

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

BUTTER AND EGGS

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

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

T. H. CONDRA & CO.

Mfrs. Process Butter

10 So. Ionia St.

Grand Rapids, Mich.

We Want Eggs

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

Burns Creamery Co.

Grand Rapids, Mich.

Michigan Butter and Michigan Eggs

Are recognized as the best products of the cow and hen that come from any section of the United States. We have always been the leading handlers of Michigan products in the Philadelphia market, and to-day 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.

produced in this country. But this policy would practically destroy customs revenue and there are few extremists on either side. The expressed Republican policy is to impose duties which will balance the difference in cost of production in this country and abroad, thus permitting importations when trade conditions warrant and yielding both revenue and reasonable protection. But practically this theory seems to be lost sight of in tariff tinkering, and selfish interests prevail. Under the present law—and the proposed law also—tariffs are imposed without uniformity of policy and there is a scramble of various interests, in revision, to obtain personal benefits. Under present conditions, therefore, an argument for or against any proposed rate of duty can have little logical foundation. A reduction in the duty on butter, cheese and eggs would be favorable to consumers and tradesmen; it would not harm domestic manufacturers of butter and cheese, nor packers of eggs, but would perhaps lower slightly the average price of milk and eggs paid to farmers.

When the present practically prohibitive duties were imposed upon butter and eggs these products were of low average value; the great advance in their value during the past few years has, however, not been altogether due to the prohibitive duties, for there has been a material rise in their price levels in the world's markets. Still the advance has been greater here than abroad and a reduction of 50 per cent. in the duties would doubtless lead to importations during our season of least production. This would tend to prevent the extreme fluctuations of value to which we are now liable; it might be unfavorable to the speculative element in the trade but would be favorable to tradesmen who depend upon current distribution and to consumers also.

It is to be considered, however, that even with recent high price levels for butter the butter production in this country has not been unduly stimulated; and if a reduction of duty should lower values here even slightly we might find ourselves more and more dependent upon foreign production until the weight of our needs might restore prices to their present level.

The effects of change are far reaching. Upon the adoption of a uniform system of import duties we should be glad to see the rates on all products so adjusted that foreign goods could be handled and consumed here on an even basis with our own; and this would involve the reduction of butter and egg duties to the point of occasional importation. But under the present system of "grab all you can get" duties it is difficult to urge very strongly for a "fair" rate on one commodity when extreme and unreasonable rates prevail on others.—N. Y. Produce Review.

Some of the folks who have done most of the fanning will be surprised to find life tested by the hits they have made.

Cheesemaking in Europe.

At the last convention of the Wisconsin Cheesemakers' Association held at Milwaukee Prof. E. H. Farrington delivered an address on the European cheese industry, from which we take the following:

The cheese industry, like nearly everything else in Europe, is very old. It is claimed that in the year 500 cheese was received in payment of tithes at the cloisters of St. Gallens, Switzerland. There are doubtless many other historical records which show that cheese was made in very early times, and when one stops to think of the many centuries through which this art has been handed down to us, it will be understood that only a small fraction of the subject "Cheesemaking in Europe" can be covered in one lecture.

Some of the early literature shows that cheesemaking was carried on in much the same way many years ago as it is now. A Latin book on dairying, written in 1549, by Konrad Gessner, describes Alpine dairying at that time, and this, as well as a three-volume book written by Dr. Johann Jakob Scheuchzer in 1705 to 1706, shows that very few changes have been made in the methods of Alpine dairying during past centuries.

Many things seen in Europe show that either our forefathers who came to this country were more progressive than their neighbors, or the new country which they found gave them courage to try new ways of doing things that would not be allowed in the Old Country. At any rate, we do not in this country feel bound by the traditions of our fathers to carry on even dairying according to methods of past centuries.

When an American citizen interested in dairying, as it is carried on in Wisconsin at the present time, visits some of the European countries and begins to enquire about cows, creameries and cheese factories he will naturally make comparisons of European methods with those he is familiar with at home.

One of the things I noticed in regard to cheesemaking was the difference between the European and the American attitude toward skimmilk cheese.

In Denmark a considerable portion of the skimmilk obtained at creameries is made into cheese. From 10 to 25 per cent. of whole milk is mixed with 90 to 75 per cent. of skimmilk. Cheese made of 90 per cent. skimmilk sells for 5½ cents, and that from 75 per cent. skimmilk at about 8 cents per pound.

The common sizes are 30-pound round and 16-pound square cheese. In one factory visited the cheese is kept in upright presses for twenty-four hours; it is then placed in a brine bath a few hours, from which it is taken to the curing shelves. The first curing room has a temperature of 60 deg. Fahrenheit and a humidity of 95 per cent. The cheese are kept about two months in this room, and then taken to the second curing room, where they remain two months at a temperature of 54 deg. Fahrenheit and the air has a humidity of 92

per cent. The cheese are then ready to sell, each one being branded with a special factory mark, which is pressed into the rind while in the press.

The cheese curing room is about 33 feet square and 13 feet high, the shelves extending to the ceiling. This room is cooled by drawing air through the ice house by means of a fan. One and a half million pounds of ice are put into the ice house by the farmers each year. This ice freezes in one huge cake 30x30x22 feet. The only insulation provided is the walls of the ice house. The curing and handling of the cheese are given considerable attention, and this may be responsible for its good flavor and texture.

I was considerably surprised to find that such good cheese could be made from skimmilk to which a small portion of whole milk had been added.

Many things in Denmark impressed me with the stability of the dairy business in that country. The factories are well built, costing from \$10,000 to \$20,000 each. The manager, or operator, as we would call him, is a man of mature years, who has served a long apprenticeship before he is given the responsibilities of taking charge of a factory. He does not change very often from one factory to another, but takes as much interest in the establishment as if he owned the whole business. The farmers have been milking cows for generations and apparently intend to continue in this occupation for the rest of their lives. There is no evidence of changing from one farm to another every few years, but each man seems to devote himself to milk production and the farming operations, which he carries on, as if he had adopted it for his life work. Any business that is undertaken in such a spirit of permanence, as seems the

attitude towards all points connected with the dairy business in Denmark, is bound to succeed as long as there is demand for the product manufactured.

Take care of your works and your wings will take care of themselves.

I want your shipments of
Butter, Eggs, Veal, Poultry
Cheese, Huckleberries
Apples and Potatoes

F. E. STROUP
Grand Rapids, Mich.

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

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

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

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

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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

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.

SCHEME OF A SCHEMER.

Clever Advertising Game Worked by Smooth Confidence Man.

Written for the Tradesman.

Every city, town or village has at some time in its career been visited by the clever advertising schemer, who quietly and quickly pulled off his little stunt, collected his money and departed for parts unknown.

I have often wondered why it was so much easier to swing some preposterous scheme than to persuade business men to accept a plain legitimate proposition. I have figured it out that the reason is, because it is human nature for people to be selfish and want to get the greatest value for their money.

But the advertising schemer is not in evidence to-day as he was a few years ago. Business men in general have been enlightened in regard to advertising methods and mediums which have put the old-time schemer out of business.

The old-time schemer was a clean-cut, properly dressed, prosperous looking young man, whose brilliant ideas, clever designs and smooth line of talk actually made the dollars leap out of the pockets of business men and roll rapidly to the schemer's clutching fingers.

The reason that the field of advertising tempted more clever fakirs than any other opening for the practice of their gold-brick talents was because advertising was until recently a deep mystery, only to be practiced by a wizard. It may be added that, for a short time, these confidence workers were successful from a money point of view. Of course, their season of harvesting was short and their fields of operation had to be changed very often.

In all the games worked to make business men give up hard earned money these advertising schemers displayed a shrewd knowledge of human credulity in general and of masculine foibles in particular.

One of the cleverest advertising bubble promoters I have ever met was Jim Ray. He was a well-educated, polished young fellow whose personality and appearance were all in his favor. If Jim had studied law he would to-day be a great lawyer or politician. He possessed natural talents which would have made a great success in any legitimate calling; but Jim had a scheme developed brain and a convincing line of talk which made him a finished confidence man in his line.

Jim did not work alone by tongue-ability; his schemes always stood the test of close examination. They were simply beautiful theories, which might have resulted in all that Jim claimed for them if human nature was a thing to be depended upon. All of the schemes Jim ever worked looked mighty good on their face, but a try-out was seldom the kind of a success that would permit Jim to remain in that locality.

I think the cleverest scheme, and I know that it was the most profitable (for himself) that Jim ever pulled off was the \$3,000 Profit Sharing Con-

test. This was a scheme which Jim designed to be operated by a number of retail storekeepers in an attempt to corner the consumers' trade. The Profit Sharing Contest was a money-coining scheme which Jim pulled off in a number of large cities with many competing trading centers.

In one of the cities where Jim floated this bubble I was connected with a daily newspaper and I had an opportunity of studying his unique methods of swinging a big scheme.

Jim found conditions in this city most favorable for his operations. In this particular city there were three distinct retail shopping districts and they were at war with each other—all prospects for Jim's scheme.

First he went into the district of the smaller retailers—the merchants who seldom used newspaper space for advertising—because he knew they were uninformed regarding advertising and that they had no practical way of meeting the advertising competition of the larger and more powerful shopping districts.

"I know you have tried many kinds of schemes for winning trade," he would say to a retailer, for Jim was a good talker, "but you have never been offered a selling plan which will actually corner the business of the people in this town."

"No, sir, I have not; and what is more there is no scheme that will do it," the retailer would argue back. "I don't want any of your schemes. They ain't no good. I have tried giving things away for nothing; I have used prize guessing contests and have worked all kinds of bargain and special inducement ideas, but I tell you there is not a scheme in existence that will corner our market, because human nature is too uncertain."

This was just the kind of an argument Jim played for. He usually got the dealer to agree to go in on the scheme if he could prove it would accomplish the impossible. And Jim always did prove his theory—in promises. He knew the weak spots in the human make-up and, once he started thumping these spots, it was as easy for him to land his man as catching fish in a net.

Then he would explain to the retailer that, since he could not afford to advertise to the extent of the larger retailers, his only salvation was to resort to some scheme which would be a big inducement for the customer to come to his small store in preference to the larger, more favorably located stores.

By persistency in vigorous talks and hard-hitting arguments Jim in a few weeks had convinced forty retailers that the only way to corner the trade which rightfully belonged to them was to start a colossal prize contest among their customers, making the customers' success in the contest dependent on buying from the retailers who were supporting the contest.

The scheme which Jim persuaded this group of retailers to take up was known as the \$3,000 Profit Sharing Contest. It was a plan of dividing profits with the buying public. The idea of the scheme was that the forty

dealers form a combination for the purpose of awarding \$3,000 in cash prizes to certain organizations, and the individuals connected with all organizations. Each retailer was asked to make an investment on the basis of \$200 for ten thousand voting tickets, which made every ticket given away by the retailer cost about two cents. At least, that was what each ticket would eventually cost if the retailer was fortunate enough to come out of the scheme with ten thousand fifty-cent purchases to his credit. If a retailer's receipts ran higher the cost of his tickets was less, and if his receipts were lower the cost was correspondingly more.

Each retailer was to attract people to his store by advertising to give a voting ticket with each fifty cent purchase. When a retailer had disposed of his original purchase of tickets he had the privilege of buying more at one-half the first cost. This was supposed to be the "velvety" part of the profits.

Not one of the forty retailers entered into the scheme for less than \$200. The majority had so much faith in the profitable success of this plan that their original investments were anywhere from \$300 to \$500. In exchange for the larger amounts of money the retailer was given a special private proposition which made it well worth his while.

In addition to the voting tickets each retailer received a few thousand cheaply printed circulars which explained the contest for the interest and benefit of the customers and a few advertising counter and window display cards.

The scheme promoter took \$3,000 out of all the money he collected from the retailers and placed it on deposit with a local savings bank. This deposit was to be held there until the time of distribution, which was arranged to take place about ten months later.

Jim's winning argument was that in ten months' time thousands of new customers who had been given special inducements to buy through the contest would get into the habit of dealing with these retailers and then they would not change the habit. He assured all the merchants in the scheme that by giving the public ten months in which to have the advantages of this shopping district burn-

ed into its great mind, the public would at the end of that time be loyal supporters.

The theory that the \$3,000 Profit Sharing Contest was an attractive plan of giving people an exceptionally good inducement to trade with these merchants is shown by the following list of cash prizes offered:

One thousand dollars of the \$3,000 was to be awarded, by the business houses whose names appeared on the circular, to the society, church, school, club or charity securing the largest number of votes.

Five hundred dollars to the society, church, school, club or charity securing the second largest.

Three hundred dollars to the organization securing the fourth largest.

Two hundred and fifty dollars to the organization securing the fifth largest.

One hundred and fifty dollars to the institution securing the sixth largest.

Three hundred dollars was to be awarded to the person turning in the largest number of votes for the organization that secured first prize.

Two hundred dollars to the person turning in the largest number of votes for the organization that secured second prize.

One hundred and fifty dollars to the person turning in the largest number of votes for the organization that secured the \$300 prize.

One hundred dollars to the person turning in the largest number of votes for the organization that secured the \$250 prize.

Fifty dollars to the person turning in the largest number of votes for the organization that secured the \$150 prize.

The general public was made acquainted with this extremely liberal cash prize offer through circulars handed out by the retailers and through the store display cards.

The schemer informed the retailers that, once they started the churches, secret societies, schools, clubs, etc., competing for the big prize, there would be such a demand for votes the scheme would more than triple their profits. The retailers actually believed it would be the great trade boomer the schemer claimed it would be. They felt sure that once it got started it would grow by



McIntyre

Motor Wagons

Cost no more than a good team and wagon—not as much as many teams. Up-keep is less than the cost of keeping a horse—much less. Will do twice the work of the best team at a fraction of the cost. A McINTYRE eats only while working—the horse eats work or no work.

Write for Catalogue No. 182.

W. H. McINTYRE CO., Auburn, Ind.

256 Broadway
New York

1730 Grand Ave.
Kansas City

418 Third Ave. So.
Minneapolis

Tudhope-McIntyre Co.
Orillia, Canada

leaps and bounds, accumulating votes until at the finish their profits would be marvelous.

From the theory of the working-order of the scheme there seemed to be no limit to its possibilities for building trade and piling up profits. It seemed only natural that the more voting tickets one organization secured the more another competing organization would strive to get hold of. When the members of every organization were thus aroused they would be compelled to buy more and more goods from the fortunate retailers in the scheme combine.

This was the gold-mine feature of the scheme for the retailers. As the competition for tickets became more active the retailers would reap a golden harvest in sales. From the delightful theory presented by the schemer it was evident a retailer would lose a fortune, or a chance of a lifetime, if he did not enlist in the Profit Sharing Contest Scheme. Very few of the retailers Jim called on remained on the outside. His line of argument was simply irresistible. Once Jim's wonderful scheme had been presented the retailer's peace of mind was entirely destroyed until he joined the combine to freeze out all other legitimate merchants in the town.

When a few of the retailers complained that he had arranged for no method of advertising the scheme, other than the circulars, he agreed, for he had not collected all the money yet, to assist them in advertising the scheme by having a wagon-float driven through the streets on Saturday of each week. This cost him almost nothing and he forgot it as soon as he had all his collections in.

Just as soon as Jim had finished his work he disappeared for good. It was estimated later that he secured nearly \$15,000 from the forty or fifty retailers who had been roped in. From this \$15,000 he took out the \$3,000 prize money, so his clean haul was about \$10,000 for a few months' work.

Not one of the retailers could find any grounds for prosecuting the schemer, even if they had located him. He had fulfilled his contract to the letter and now it was up to the retailers to squeeze out the other shopping districts which had been their greedy intention.

The merchants had no way of knowing that Jim was making a big pile out of the scheme or just how much the others were paying, because Jim had made a separate contract with each merchant. At the start they had an idea they were closely connected, but the only connection was that they were all working the same scheme to the same end.

When the retailers were supplied with voting tickets and the circulars were distributed, they expected to see the scheme start off with a boom. But for several days the scheme crawled along at a snail's gait. Only a small portion of the public knew about it, and the people did not display any great interest because they had not been aroused. The retailers soon became discouraged, but they did not

see any way of making the tickets move faster. Their money was paid in, they had the voting tickets and the only thing they decided they could do was to wait for their customers to demand the tickets.

The majority of dealers then let the scheme run itself. This was just what Jim had planned would happen, and he put his tricky hand into the game again. He sent his working pal, Jack Roberts, a clever schemer and solicitor, to make a final clean-up.

Jim had seen an opportunity for additional advertising graft. That was why he did not call on the various organizations, churches, schools, clubs, etc., and enlist them in the contest, as he promised to do. The few that had entered the contest did so of their own accord. If Jim had handed each institution a few thousand extra votes to start them going the chances are the scheme would have been a hummer from the start.

Jack found the merchants disgusted and in a prime condition to do something desperate to arouse interest in the scheme. Every one of them fell into Jack's scheme of advertising the scheme to the public. He went to a local newspaper and contracted for a large amount of advertising space at a very low rate. Then he went out among the merchants and sold them the space at twice what he paid for it. He was a fast and convincing talker. He soon had the already tricked merchants believing that the right kind of newspaper advertising would give the scheme the publicity it needed to make it a live issue again.

The retailers then realized that the first schemer had made no proposition for giving the scheme wide publicity and, consequently, very few people outside of their own regular customers knew about it. It was Jack's idea to use large newspaper space calling attention to the Profit Sharing Contest, and pro rate the cost between the number of retailers who were willing to put additional money into the scheme. To a man they decided it was a case of sending good money after good money.

Jack's newspaper advertisements, besides explaining the Profit Sharing Contest, named the organizations which were entered in the contest. This was the first news the public had received—the first time anyone had the least idea what organizations were competing.

It was the lack of this competitive element that made the scheme a failure from the start. If the contest had possessed the competitive feature in a flaming state people would have been demanding the votes. Naturally, Jack's advertising stirred up the people to some extent, but not to the degree it might have been had this advertising come at the start.

Another newspaper in the field wrote to all the organizations entered in the contest and asked for the number of votes cast. He had a scheme for advertising and he wanted this data in particular. He believed that actual figures would increase the voting. He was right. When the ac-

tual figures in a contest are not shown there is never any striving to get ahead of each other. That was the trouble with this contest. Not one of the organizations had the least idea how many votes any of the other organizations had and, naturally, there was no excitement in the contest, no striving to excel. Either Jim, the schemer, had purposely overlooked this or it was a detail entirely out of his hands and not being interested after he got his money he simply let this important part slip by unnoticed until it was too late.

The schemer had, for some reason known only to himself, stipulated in the rules of the contest that each contestant should hold all tickets until the last week of the contest, when the tickets were to be deposited with the Secretary of the organization for which that person was voting. This provision practically eliminated all chances of strong competition between the contestants. It killed the scheme in so far as large returns were concerned.

Each retailer's customers were accumulating tickets in the dark. No one had the least idea where he stood. The people seemed to be satisfied with just saving the tickets received from regular purchases—buying the articles they would have bought anyway—and trusting to luck in the final outcome of the contest.

Jack kept his advertising graft going as long as he could induce any of the retailers to put money into it, but the time came when Jack reached the end of his string. Then he pulled out for parts unknown and the scheme was left to work itself out the best it could.

For six long months the \$3,000 Profit Sharing Contest just dragged along, at times almost forgotten. At no time was there any special interest or enthusiasm manifested. At the end of the time specified in the rules, which was ten months, the dis-

tribution of the prizes was made. It was a sorry crowd of merchants who assembled in the little hall to see that little \$3,000 carried away. It was almost as hard to lose this as it was the \$10,000 carried away by Jim.

When the number of votes cast was announced it was not a surprise. Months before every merchant knew the scheme was a "dead issue" and that their money had been thrown away. During the same months of the year before there had been just as many sales without having to give voting tickets to get them. In other words, the merchants would have been ahead of the game if they had left the scheme alone.

The finish of the \$3,000 Profit Sharing Contest was nothing like the colossal pile of profits pictured by the clever schemer; but the retailers who thought they were wise enough to corner human nature were considerably richer in experience if not in money profits. H. Franklin Thomas.

The Kind He Needed.

Aunt Chloe was burdened with the support of a worthless husband, who beat her when he was sober and whom she dutifully nursed and tended when he came home bruised and battered from a fighting spree.

One Monday morning she appeared at the drug store and asked the clerk for a "right pow'ful liniment foh achin' in' de bones."

"You might try some of this St. Peters' prescription, aunty. It's an old and popular remedy. Cures cuts, bruises, aches and sprains. One dollar the bottle. Good for man and beast."

Aunt Chloe looked at the dollar bottle and then dubiously at her flat purse. "Ain't yo' got some foh 50 cents," she ventured, "some foh jes' on'y beasts? Ah want it foh mah ol' man."

Looking like an undertaker on Sunday will not lead the world to a better life.

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.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

THE BATTLE OF BUSINESS.

Are You One of the Nine Who Fail?

Written for the Tradesman.

The retail merchant who will not read his trade journals and try to stick a pin in himself and wake himself up is the man that will lose his business in the near future.

Every merchant ought to have a system of education in good working order in his business. Individuality is the word of evolution to-day. Associations are very powerful for things in a general way, for all merchants to get certain things, but each man must have an organization of his own. Each merchant must be a whole man and a whole world within himself to be able to stand the changes that are bound to come in the next few years.

Where there are changes taking place from time to time old things fall by the wayside and the new stand up high and dry.

Merchants are like other things in nature. They are on the go and some are coming. You have boys who will want to take your places, but will they? What are you doing to organize them? Are you sending them to school for a book education or are you teaching them the things that are coming? You know the methods of business to-day, but do you know anything about what will be the way of doing business in five or six years?

There are great opportunities in each and every city and town in this world for just a few men. We all can not be the greatest and the best, but one can grow just a little faster than the others if one wants to. This is teaching selfishness, I know, but as long as we are going to live by trading with one another there is going to be some selfishness. There is an honest way of trading and we have heard of some mighty mean ways.

In these days of profit taking each and every merchant must know himself above all other things. He must learn just what he can do and how to master his own affairs best.

Our attention is drawn away from our own organization. The commercial world seems to be too broad for us, and we sink down in our own little world thinking that we do not amount to much.

There seems to be too much confusion for us. It worries us day and night and our heads burn so much and often that the right ideas can not reach our brains.

We ought to be so selfish that we will learn to love ourselves more than we do. It is the narrow-minded merchants who are going to drop off and the ones who are going to lead in the future are those who have built an organization of their own.

We must learn to be self-centered. The most effective men on earth are those that have a storehouse of wisdom. To get wisdom one must be real selfish. He must look within his own little kingdom for the association of knowledge.

Some of us think that no one can foresee the future. Well, maybe we

can not, but any man who has a first-class organization of his own will see more things than the man who is looking for his game outside of his own country.

To open up new avenues of thought concerning one's own business man must learn that within his own mind is the avenue through which he must travel and go along the road in a very, very selfish way—so selfish that no other man ought to travel there.

Every merchant ought to have his own individuality planted deep down in the foundation of his business, and there is only one way to develop one's individuality and that is through his own family of thoughts, and they are so selfish that they are not going to give you any rest, nor are they going to show you any of the future and, of course, they will not associate with you in your co-operation of business.

We will never accomplish very much in life and, of course, our business will never amount to much if we do not begin at once to learn what is the matter with us.

There is nothing the matter with the world. There is nothing the matter with business. Business is business and that's all. The business of to-day is not like it was yesterday, neither is anything else like it was last week. The trouble is with the people.

There is one thing the people have been doing for years—yes, as long as man has been on this earth—and that is, he has been looking for someone to lead him, when he ought to have taken himself by the hand.

Remember a few are "going to get there," and if you are going to sit down and wait for this or that to turn up I am afraid you will be turned down. You can be "the only man in town" if you want to be. You can

"get there" if you start out on the right road. You must look out for the association of your own organization.

You don't have to hunt up great big words and make great big fine talks before the people. All you have to do is to use common sense and sound reasoning. The greatest things known to man are all very simple; so simple that we can not realize the power back of them.

We ought to pay more attention to our legitimate share of advice. Some of us do not take the advice that comes to us. We are too unconcerned about things we hear. Do not pay any attention to me, but listen to the advice you hear in your own ears, then act on that.

We know that 90 per cent. of men who embark in the retail business fail, and yet it seems that no one knows why this large percentage is still on the increase.

If there are ten of you in a small town, nine of you are going to drop out in a very short time. Is it going to be you or the other fellow? Under the present system all of you can not stay. One at a time you will have to give way to the others. What are you going to do? What are your children going to do? This is a very serious subject and no man can help you. You are "up against it" and you alone must find a way out. You will have to get real selfish on the subject of thinking. Remember, I do not believe and I will not teach selfishness as it is understood by the people in general.

Emerson said, "Nature suffers nothing to remain in her kingdom which can not help itself." This is why I teach you to be real selfish within yourself. Learn just what Nature put you here for, get into Nature's association, into her store house of

wisdom, and you will live while the others around you dry up by the wind.

Self-existence is the attribute of the Supreme Cause. Self-existence is the law all of us must follow or die off like flies.

I must have a right to appeal from your customs. I must live my own life. I can not break the laws of my own kingdom. If you are true to your own life I will love you.

The trouble with the world is it is afraid of the truth. It would never do to turn on the light. If the light of truth were to be turned on the business world to-morrow I am afraid that we all would fade away like flowers in the hot sun.

The secrets of all fortunes and the future are told to the self-helpful men. Teach your children to help themselves. Teach them that we can build only by labor, by working with our thoughts.

Thoughts come quick and fast to the mind that will entertain them, and only through the power of thought can we ever expect to win in this mighty battle of business.

Edward Miller, Jr.

He has no friends who knows only faces.

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

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO.

You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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

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

Account System Strong Factor in Country Store.

The old-fashioned country store is practically no more. With few exceptions and those widely scattered in the less prosperous communities, it has given way to the "emporium" conducted by business men and on business principles. No longer do the neighboring farmers congregate about the checker board just back of the "cannon" stove on wintry days or under the big elm when the sun is doing its best work—the farmer of to-day is too busy poring over the reports of the "experiment station" or working out some puzzling problem in regard to the rotation of crops to waste his time in this manner.

And besides the country store lacks the "atmosphere" conducive to loafing. It is intended for business only. And that it may fulfill its end the storekeeper has adopted the methods to a large extent of his fellows of the larger places.

In an address given recently by Medford Walls of Church Hill, Md., on "How to Conduct a Country Store," it is pointed out that back of all rules that may be laid down "there must be a certain individuality. And so far as my observation goes I find it true that the man who does not run his own business, but leaves it solely in the hands of his clerks, will either not make a success or else will soon have none to run."

The clerk in the big department store is for the vast majority the only point of contact that is had with "the powers that be." And likewise in the country store the clerk is second in importance only to the proprietor. For this reason Mr. Walls insists that the small merchant should have "as experienced and capable help as the business will justify."

And the practice once upon a time so largely in vogue of exaggerating the quality of goods is now relegated to the past along with haphazard and uncouth arrangement of the stock. Modern store fixtures with their accompanying cleanliness have replaced the former or should, and "it is better to miss a sale than to have a customer tell us we have misrepresented" is now the rule of business of the successful merchant whether his store is a ten story building or a single room at "the crossroads."

In his advice Mr. Walls lays emphasis on the question of buying, "which by some is said to be of more importance than being able to sell."

He says, "We will never be able to buy to the best advantage until we have established a reputation for payments. I am satisfied it will be to the merchant's interest to borrow money if need be in order to make his discounts. I wonder how many of us keep a record of what is made or could be on that one item alone. Yet it is easily done."

"If our foresight were as good as our hind-sight every one of us would make a fortune. We do not advocate overbuying or buying more than we can dispose of in a reasonable time. We believe it a good plan to buy little and often. Yet there are times when a person may safely 'load up'

and perhaps buy a year's supply or longer of a certain line.

"But in order to know when to buy for future needs we must be able to know the conditions that govern the supply and the demand."

Another condition which the "new" country merchant has completely overturned is the matter of credit. His prototype almost without exception followed the "unlimited" plan. Six months was probably the average time before "John Smith" would settle his account, or it might be a year if "John" was holding his wheat for the highest market, and in other cases the customer would give his note, which might run from one to three years. They were good customers, too, and in the old days the notes were accepted by the merchant almost as readily as "the cash in hand."

But this was not business according to the modern meaning of the term. "A customer ought not to expect it," says Mr. Walls, "and yet they are not to blame; we would do the same were we in their place. We have banks scattered throughout the country in each community for the convenience of the people. They are glad to loan money on good security. Why should we not, instead of taking their notes, respectfully yet firmly refer them to the bank?"

"You may say that we can get the money on their notes—I say yes, but don't we have to make ourselves responsible for their payment? We claim that after giving a customer credit for six or twelve months, or whatever our terms may be, we have a right to expect a settlement in cash or its equivalent, less than that is not good business and does not tend to success."

Advising the country merchant to advertise liberally, Mr. Walls declares that the time has come when he must follow out some system in keeping count of his expenses and profits. It is as much a part of the new era as is the discarding of the "free lunch" cracker barrel.

This system of keeping account of everything that has to do with the business and being able to lay one's finger on any detail, however trivial it may seem at first sight, is one of the keynotes of "How to Conduct a Country Store Successfully."

James A. Henry.

The United States Mint at Denver, it is announced, will soon begin the coinage of pennies. It is not long since a cent was practically unknown in that region. Nickels had a limited circulation, but dimes were the smallest denomination of money in general use. Conditions were practically the same on the Pacific coast, but the San Francisco Mint is already making one-cent pieces. It made more than a million of them last year. It is fortunate for the government that there is now a demand for the cent in all sections of the country, as there is more net profit in it than in any other coin made. It is said that a very small proportion of the millions of one-cent pieces issued ever come back to the treasury.

Karo

The Syrup of Purity and Wholesomeness.

Unequalled for table use and cooking—fine for griddle cakes—dandy for candy. Now more favorably known than ever before. Everybody wants the delicate, charming flavor found only in Karo, the choicest of all food sweets.



Extensive advertising campaign now running assures a continued demand and will keep your stock moving.

Ready sales—good profits. Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

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

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

Klingman's Sample Furniture Co.

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

WILLS

Making your will is often delayed.

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

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian



Summer Clothing and Some Spreading Reforms.

With the advent of the withering weather there came a revival of the hot weather clothing discussions and reforms, which, owing to the rather cool summers we have been having of late years, have been less frequently heard from than before.

Inasmuch as these movements and discussions, as they come up from time to time, lead to more rational and hygienic changes, great changes have already been worked in men's clothing, which to-day is many times more comfortable and healthful than it has been perhaps at any previous period in human development, if we except the barbaric ages during the wild and romantic days of the bushmen and the cave-dwellers.

It is just as W. R. C. Latson, M. D., says in writing on "Comfort and Your Summer Clothing" in the July Outing Magazine, that those who are middle-aged can recall when the majority of professional men and the upper class of business men wore all through the year the top hat, the stiffly starched shirt with high attached collar, the frock coat and full suit of black broadcloth, and worst, perhaps, of all, the leather boots reaching to the knee.

How To Dress in Summer.

In suggesting how one shall dress for summer to be comfortable and healthy and yet conventionally well dressed, he says the clothing should be loose and light, free from pressure upon the body, the neck, waist or limbs, so as not to impede circulation. He recommends the loose, open-weave homespuns and flannels as cooler than tight-woven fabrics. He says that the easy knee drawers and loose coat undershirts can not be improved upon for underwear, but that linen is best, while silk and cotton union fabric is almost as good hygienically. Open-work mesh undersuits are best, since they permit the free action of the skin so essential to summer comfort and safety.

In the matter of headwear he recommends the Panama hat, or any of the soft, pliable straws, and condemns the stiff felt and stiff sailor straw as clumsy and uncomfortable.

The soft shirt is most comfortable and hygienic, but must not be tight in the band or about the chest. The collar should be easy fitting.

The coat for summer should be loose and of some light woven material. A very common fault with the average coat is that the collar is made too short, thus causing more or less pressure on the back of the neck. This tends to pull the wearer's head forward, contracting the chest and interfering with the action of the lungs and other vital organs.

The Waistcoat an Abomination.

As to the waistcoat, the garment is bad at any time, but an abomination during the summer time.

He condemns suspenders because of all appliances worn by men they produce the most incessant, strong and unrelenting pressure. To support the trousers he recommends that they be snug-fitting at the hips, with buckles at the sides to distribute the pressure over the hip bones, where it will be hardly felt at all.

Summer hose, he says, should be light and thin, and suggests open-work silk hose. To keep the hose in place he suggests, from personal experience, ventilated leather garters.

Favors Sandals for Men.

In the matter of shoes he advises sandals as the ideal covering, but since the time is not ripe for such an innovation he compromises with the low shoe, or Oxford, and let the heels be low.

During the season's hot spells the death rate from sunstroke and heat prostration was large in the big cities. Physicians declare that one of the chief reasons for so many deaths is that apparently no effort is made to select suitable clothing for summer, either in respect to color or material.

New Cloths That Defy Sun's Rays.

It is in connection with the wearing of proper clothing that will protect from the sun's heat that the Department of Commerce and Labor has just issued a bulletin concerning a cloth specially made for those who are exposed to the sun. Consul-General William H. Michael, of Calcutta, has sent samples of the cloth, which is manufactured in India for the use of farmers and others, and writes concerning it: "The cloth is called thatcho and shikari. It is made on scientific principles to conform to Nature's plan of warding off the sun's rays, as exemplified in the color of the skin and the pigments under the skin. The retail price of woolen thatcho in Calcutta is \$2 a yard, double width, and of cotton thatcho, 66 cents a yard, single width; the retail price of green shikari is 33 cents a yard, single width. Samples of the cloth will be loaned by the Bureau of Manufactures to American textile interests."

Perhaps not in a number of years before has there been experienced by the retail clothiers such an unexpected call for lightweight clothing so early in the season as on the opening day of summer. And for two weeks the demand kept up uninterruptedly. It was so heavy, at any rate, that it cleaned out the stocks of some of the largest manufacturers of summer clothing specialties.

More Yardage of Lightweight Cloths.

The effect of that early heat, too, was the buying of lightweight fabrics for next spring by manufacturers, who instantaneously began to anticipate next season's requirements in this respect. And some of the cloth mills, too, at once announced that they would forthwith bring out some new specialties in featherweight cloths.

Movement for Shirtwaist Men.

Some of the big metropolitan dailies have received letters from men

Athletic Suspenders



ADJUSTS ITSELF to the Athletic Movements of the body.

CORDS are double in back where strain is double.

BUCKLE in back enables wearer to lengthen or shorten the back same as front.

ALL SOLID SAMSON CORDS, not one inch of filled cord.

Made in high-grade Elastic Webbing in four weights. Metal parts are Polished Nickel.

Every Pair Guaranteed Satisfactory to the Wearer at the

Popular Retail Price of 25 Cents

P. Steketee & Sons

Sales Agents

Grand Rapids, Mich.

Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including

**Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth**

These goods are all selected in the very latest coloring, including

**Plain Black
Two-tone Effects
Black and White Sets
Regimental Khaki
Cream
Champagne
Gray
White**

Write us for samples.

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



Suesine Silk

Is one of the popular selling fabrics of the day

We have all of the staple shades in stock

This fabric is a ready seller at 47½ cents per yard and leaves a good profit for the merchant

TRY IT

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

advocating the propriety of men appearing on the streets and in public places without coat and vest, wearing trousers supported by a belt, and shirt the only other exterior garment. One publication went so far as to offer money prizes for the best argument from a man giving his reason therefor, and the best reason from a woman against it as being improper. In New York City the outcome of this was the United Order of Shirtwaist Men. And immediately after its formation the organizer announced that the names of hundreds of applicants had been enrolled, and that the plan formulated was to present a widely signed petition to the various prominent restaurant and roof-garden managers, praying them to welcome coatless men wearing belts and clean linen, and to display notices to that effect.—Apparel Gazette.

The Law of Obedience.

The first item in the common-sense creed is obedience.

Do your work with a whole heart!

Revolt is sometimes necessary, but the man who mixes revolt and obedience is doomed to disappointment himself and everybody with whom he has dealings. To flavor work with protest is to fail absolutely.

When you revolt, why, revolt—climb, get out, hike, defy—tell everybody and everything to go to limbo! That disposes of the case. You thus separate yourself entirely from those you have served; no one misunderstands you—you have declared yourself.

But to pretend to obey, and yet carry in your heart the spirit of revolt, is to do half-hearted, slipshod work.

If revolt and obedience are equal, your engine will stop on the center and you benefit nobody, not even yourself.

The spirit of obedience is the controlling impulse of the receptive mind and the hospitable heart.

There are boats that mind the helm and boats that don't. Those that don't get holes knocked in them sooner or later.

To keep off the rocks obey the rudder.

Obedience is not to lavishly obey this man or that, but it is that cheerful mental condition which responds to the necessity of the case and does the thing.

Obedience to the institution—loyalty! The man who has not learned to obey has trouble ahead of him every step of the way—the world has it in for him, because he has it in for the world.

The man who does not know how to receive orders is not fit to issue them. But he who knows how to execute orders is preparing the way to give them, and better still—to have them obeyed.—The Philistine.

The empty head is easily wrinkled into furrows that look like deep thought.

Half of the business of lifting people up is a matter of cheering them up.

Jaws Remodeled To Fit Diagram.

Orthodontists, or tooth straighteners, are the modern knights of the forceps and they number about sixty, as against 50,000 simple dentists. It is the task of the orthodontist to do away with lantern jaws and hatchet faces. Their theory, as explained by Dr. Richard Cole Newton, is that the teeth must not fit the jaws, but that the jaws form themselves around the teeth. The bone grows around the roots of the teeth and forms a socket like the mortar or cement around the bricks in a fireplace.

A tooth can be extracted, cleaned and put back again, or teeth from one person's mouth can be put into the place of an extracted tooth in another's mouth and become firmly impenned and do good service for years. The part of the jawbone that embraces the roots of the teeth is called the alveolar process and it continues to grow and harden for some time after the teeth have been erupted, or after they have changed their places in the jaw.

The fact that the jaws can be widened by spreading the teeth, taken in conjunction with the adaptability of the alveolar process makes possible the remarkable results of the orthodontist. The size, shape and strength of the lower jaw depend greatly upon the work it has to do, while the shape of the upper jaw is determined by that of the lower. The lower permanent teeth are erupted first and by their repeated pressure upon their opponents in the upper jaw, aided by the constant restraining and forming action of the tongue and lips, gradually force the upper teeth into their proper places and keep them there.

If the child's education in chewing has been neglected, the orthodontist spreads the jaw so that it will have room for all the teeth. The 6 year old molars, the largest and most important teeth, must be in place. Then by measuring the width of one of the eye teeth and the two front teeth next to it, a diagram can be drawn which will show the exact size and shape which the jaw should have. A simple arrangement of springs and wires which need hardly annoy the patient at all, soon spreads the jaws and gives the teeth room.

Philadelphia has plenty of ice, but it is controlled by a trust, and the rapid advance in price is attracting general attention. Last week the trust raised the platform price from \$4 to \$5 per ton, and the independent dealers were notified that they must make a corresponding raise or their supply would be shut off. Retail dealers were obliged to cut out the five-cent pieces, and a little chunk formerly sold for a nickel now costs a dime. It is said that the big concerns threaten another jump of \$1 a ton, and as it is early in the season there is considerable speculation as to the extent to which the extortion can be carried.

Cynicism is a pain due to attempting to eat all life's fruits too early in the season.

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit
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GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU

3% to 3½%

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

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

Capital
\$800,000

THE
**OLD
NATIONAL
BANK**

NO 1 CANAL STREET

Assets
\$7,000,000

Banking By Mail

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

Hot Time Candy

Nut Butter Puffs

Made only by

PUTNAM FACTORY, National Candy Co.
GRAND RAPIDS, MICH.

A FIGHT FOR THE TOWN.**How Merchants Made Their Business Association Popular.**

Written for the Tradesman.

In almost every city there is an Industrial Association, a Board of Trade, a Business Man's League, a Home Welfare Club, or something of the kind. Some of these associations are awake part of the time, some are awake most of the time and some are awake all of the time. It is with one of the associations which are awake all of the time that this history deals.

The association, known as the Business League, was, and is, at Chertont, a busy little city in a fruit country, busy because there are several large manufacturing concerns there which pay good wages, and because the mechanics spend their money at home, instead of sending it off to mail order houses.

When the League was established, a few years ago, it was anything but popular with the mechanics of the city. They regarded the handsomely-furnished home of the League as a place where merchants met to raise prices. They even declared that if they should form a secret association for the betterment of their condition the bosses would send spies to their meetings and discharge the officers from their employ. To this the men of the League could only say: "Come up to our rooms and hold as many meetings as you please." But the men kept away, although they were eligi-

ble to membership, the fee being only \$1 a year.

It wasn't so very long ago that the popularization of the League took place. One day Whipple, the President, in driving across the railroad tracks at the south of the city, came upon a railroad car standing backed up to the street. This car was covered with white canvas bearing large black letters. The letters said that the car was there to exploit the advantages of a farm home in a new state. People wishing to emigrate could learn all they wanted to know on the inside. Whipple wasn't in favor of anything which took his customers out of town, and wondered all the remainder of the day if many people were biting at the bait presented.

That evening he went down to the car and found half a dozen mechanics there, reading circulars and examining samples of grain, fruit and grass grown in the wonderful new country. They seemed to be greatly fascinated with the idea of having a nice, large farm of their own, where they could raise anything they chose to, and in a few years become independently wealthy.

After the group of enquirers had thinned a bit Whipple found his way to the promoter of the new colony, and was shown the samples and given a pretty good lecture on being independent of any boss. You see, the promoter did not know who the merchant was.

The dealer seemed to be enthusiastic over the proposition presented,

and the promoter, after he believed the sucker properly hooked, opened up the business end of the deal.

"If you have the ready money to buy with," he said, "you can get good terms now."

"I'm afraid I haven't got enough ready cash to buy now," replied Whipple.

"Well," said the other, fixing a pair of sharp black eyes on the prospective customer, "have you got any property in the city? Perhaps we might do business in the way of a trade."

"Have you made many such trades here?" asked Whipple.

"Lots of them," was the reply. "We have traded for half a dozen houses and lots here, and have even taken stocks of goods and horses and wagons. Anything we can get our money out of we take in exchange for this land."

"How many are leaving the city for your colony?" asked Whipple.

"About fifty," was the reply. "We expect to send a hundred families from here before we leave."

This did not look good to the President of the Business League. The removal of a hundred families meant the loss of five hundred population. The League was doing all in its power to bring people to the city. Business men had paid out thousands of dollars to secure new factories on the theory that new men would come with them and so increase the trading population of the place. It appeared to him that this conspiracy to

send people away was a proper subject for the League to handle.

"Have these people already traded their houses and lots for your land?" he asked.

"We have received only two deeds so far," was the reply, "but we have verbal contracts with a good many who will make transfers within a week. Where is your property here?"

Whipple gave the location of a house and lot he owned on a fine residence street.

"If you've got a place up there," said the promoter, "we'll take it in exchange for land. I'll call around to-morrow and look it over."

The man appeared to Whipple to be altogether too eager to trade for a place he had never seen. It struck him that this was a game something like the selling of blue sky, as the "territory" end of a patent right deal is called by the operator. When a man is selling blue sky he will ask a thousand dollars for a country "right." If he can't get that, he'll take five hundred. If he can't get that, he'll take one hundred. If the sucker doesn't bite at that price, he will take a lame horse and a dish-wheel buggy. If this doesn't go, he'll take a ten dollar note or a meal ticket. Whipple got the notion that this "wonderful land" scheme, for which his customers were trading their houses and lots, paid for only after years of toil and saving, was something like blue sky selling.

"I'll tell you whom we are doing business with," said the promoter, as

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



Whipple appeared to hesitate, "and you can see them. Some of them have investigated, and can tell you all about this land."

This was just what Whipple wanted, a list of the men the promoter had set traps for. The next day he saw every one of them.

"I wish you'd hold up a little on that land deal," he said to them. "You are about to trade off a comfortable home for a lot of land no one here has ever seen. You just put the deal off a little while and the Business League will send a man down there to investigate."

Some of the men were thankful for the advice. Others grew sarcastic.

"I don't know why the League is butting into my business," one of them said. "I guess I don't need any guardian yet."

"Look here, son," said the President of the League, "we are spending money every year to bring people here, to boom our town, to make your property and mine worth more money. Now, doesn't it look reasonable that we ought, also, to spend money to keep the people we have here from leaving us on a wild-goose chase? If the land men would take some of the loafers, no one would care, but they won't. They are taking, or proposing to take, our best citizens—our thrifty mechanics, who own homes here, and who spend their money with their home merchants. The League is not going to stand for any swindle. You have been a friend to our merchants for years, and if you must go we are going to do all we can to see that you get a fair show. The men who are thinking of going into this thing can't afford to

send a man down there, and so the League is going to send one. You just hold back until we hear from the man we send."

It wasn't in the heart of the mechanic to remain angry after a talk like this.

"Yes," he said, "I've been paying my money over to you business men for a good many years, but it never occurred to me that any of you cared a continental whether I make a fool of myself or not. I thought all you wanted was my money."

"That is all we want now," laughed Whipple. "We want you to remain here and keep on trading with us. You are too good a man to leave town. Besides, you can not afford to take your children away from school and rear them in a new country. We speak also for the children. Still, son, we've made a profit on your business for years, and we mean to protect you now. Don't think all business men are hogs."

The mechanic couldn't say a word, except that the League wasn't at all the sort of a pinch-penny club he had thought it was. Yes, he said, he would wait until the agent of the League came back and advise the others to wait. The President of the League had given him straight-from-the-shoulder talk, and that is all that is needed when the spirit is friendly and the truth is told.

The promoter had several dull days, which he could not understand. The men he thought he had cinched asked for delay. He threatened one man with a lawsuit if he did not live up to his verbal agreement and deed his house and lot to the company. The man, timid in the face of a law-

suit, being a customer of Whipple's, went to him with the story.

"You come up to the League rooms to-night," Whipple told him. "There's going to be a meeting of the men this shark has tried to rope in."

And that night, before the prospective victims, the land scheme was whipped to a frazzle. Land was fertile, and all that, and no false representations had been made concerning the crops it would raise, but it was about a hundred miles away from any railroad or any means of communication with the outside world. It would cost a fortune to get lumber and farming implements in there. Besides, just as good land could be bought from the Government for half what the promoter asked for his land.

"In fact," said the agent who had investigated, "it is a blue sky scheme. This shark will take almost anything for the land, which costs him little or nothing. One good house and lot here is worth more than the entire plat. Although not legally a swindle, it is the meanest kind of a bunco game."

What was said to the promoter next day, and how he got out of town without taking with him a bit of the property he had "traded" for, or a single deed for a workingman's home, needn't be told here. And, now, is it any wonder that the Business League is popular in that town? Of course it is all right for a business association to try to make a town grow, but isn't it just as important that efforts be made to protect and keep the consumers a city has as it is to get more to come in? And isn't it just as well to quit talking about rates and the volume of business long

enough, once in a while, to do something in the interest of the home consumers, the people who are at the bottom of all prosperity?

Alfred B. Tozer.

They Were Out of It.

"Gentlemen," said the man who had mounted a box on the shady side of the postoffice and gathered a little crowd around him, "the object of this meeting is to express our dissatisfaction with Congress for its dilatory tactics regarding the new tariff rates. Months have gone past since the subject was taken up, and it is not settled yet. Meanwhile business is at a standstill. The man here on the right must be among the sufferers. When I get through with my talk I shall ask him to make a few remarks."

"But I am in the ice business and have nothing to say," replied the man.

"Um! I see. Then I will call on the man on my left."

"Oh, I'm in the undertaking business, and it was never better," was the answer.

"Um, um! Then I shall call upon the patriot who is facing me. Something tells me that this delay in the tariff is making him suffer."

"Not if I know it," responded the man. "I'm in the milk business, and when I can add 30 per cent. of water without a customer kicking, have I any reason to kick? I am no hog, sir."

"I see. I was mistaken. There is not a patriot in the crowd, and my speech ends right here and Congress can play the fool for the next five years to come for all of me. Good afternoon and go to Texas!"

Tradesman Company

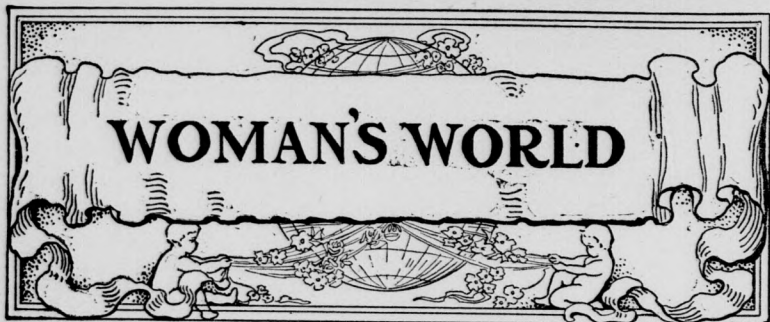
Engravers

WOOD & PHOTO

TELEPHONE NO. 5095

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.



How To Hold Husband's Love.

There are so many plays on the stage and so many books being written nowadays about the woman who sees her husband drifting into the clutches of some designing woman and sets out to keep him for herself—and succeeds—that one might think there was a vampire around the corner of every street of every city in the country and that every Mrs. So-and-So was wondering when she kissed her husband good-by in the morning whether he would come home in the afternoon and suggest that she pack her trunks for a stay in Sioux Falls.

The situation works out beautifully on the stage and in the stories. All the wife has to do is to invite the Other Woman to come and visit her or to come to dinner and show her up for the cat she is. The husband sees what a fool he has been, begs his wife's pardon and the curtain falls to slow music, or the reader closes the book with a satisfied smile as the reunited pair fall into each other's arms.

Now, there comes a time in the lives of the average couple of moderate means when they are really sick and tired of each other and do not know it. They married, she thinking how happy she was going to be, and he thinking how happy he was going to make her. In the course of about five years they look across the table at each other and she says that she doesn't know what she is going to do if this new maid isn't better than the last, and he asks irritably why she can't stop the baby from crying, and then he hurries off downtown and she looks about the house and notes the shabby furniture and the dilapidated bric-a-brac and they wonder why they are not ecstatically happy.

As a matter of fact, they are too accustomed to each other, and they need a vacation. If they are going out she does not tell him how well he looks in his dress suit and he does not remember to bring home a bunch of violets for her to wear. If they are staying at home he lounges about in a dressing gown, and she comes to the dinner table in the soiled shirt-waist in which she was doing up strawberries. Each feels dully that something is wrong—and each unconsciously blames the other. It is the auspicious moment for the appearance of the Other Woman.

The Other Woman is always well and becomingly dressed, and her hair is always attractively arranged. She flatters the man dreadfully, and he, manlike, listens and likes it, and goes around for more flattery, while his

wife stays at home to take care of the baby. If he is a decent chap he finally sees the sordidness and deceit of it and stops, but he blames his wife for not being so attractive as to make him want to stay at home, and he is just and right to do it.

The average married woman has no idea how greatly it depends on herself as to whether her husband will stay in love with her, will admire and pay attention to her as he did when he was courting her. She drifts into kimonos and curl papers, lays on avoirdupois, lets her mind get rusty, limits her conversation to the doings of the children and the servants and yet expects her husband to adore her.

Some married women get intensely practical and saving, wear last year's suit and hat, deny themselves every pleasure, and work hard—often in order that the second wife may spend what they have saved.

One always feels like snatching this practical frugal soul into a good shop, making her strip off her dowdy clothes and be fitted out with a thoroughly smart—and coquettish—gown and hat, then send her down to her husband's office and airily ask him if he won't take her out to lunch.

Which would you rather have, new lace curtains for the parlor or your husband's love? If you prefer the love, get curtains of 25 cent scrim, and spend the money you have been hoarding for lace ones in a new dinner gown of the shade of blue he used to say your eyes were. Curl your hair and do it up a little more loosely and girlishly than you are accustomed, put on the new frock and have dinner with your husband—right at home, mind you. You could feed him pink gumdrops and fried onions and he'd never know it, he would be so busy staring at you and admiring you.

In one of those plays that we were talking about in the beginning of this little screed the wife exclaims, apropos of the Other Woman, "If she gets my husband she's got to earn him."

Now, that's a vulgar speech, of course, and you, Mrs. Married Woman, may be inclined to sneer at such sentiments, but it's real human nature, and in the main it is real woman.

So many women think that all they need to do is to be "good." They can neglect their appearance, their minds and their manners, but so long as they are "good" they feel outraged if their husband's fancy wavers. It is a startling truth that goodness, just in itself, is often not specially attractive. Goodness in a Mother Hubbard

wrapper with its hair in kid curlers has no chance against a siren with a coiffure and a Paris gown.

Any man likes a prettily and becomingly dressed wife, and if a man can see a woman of this sort about his home, and if she will take the trouble to give him any of those attractive little attentions she made such a specialty of before they were married, he won't go seeking them elsewhere. If, however, she is too busy or too careless or too selfish, then she needn't be surprised when she finds receipted bills for American Beauties in his pocket—American Beauties which she did not receive.

Another great mistake that so many women make is trying to reform their husbands in little ways that don't matter a picayune one way

Kent State Bank

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profits - - - 180,000

Deposits
5½ Million Dollars

HENRY IDEMA - - - President
J. A. COVODE - - - Vice President
J. A. S. VERDIER - - - Cashier

3½ %
Paid on Certificates

You can do your banking business with us easily by mail. Write us about it if interested.

When You Want to Buy

School Furniture
School Apparatus
Church Furniture
Opera Chairs
Portable Folding Chairs
Settees of All Kinds



Chandler Adjustable
Desk and Chair



Send for
Catalogue and
Prices covering
any line in
Which you
Are
Interested

Remember that we are the foremost manufacturers of such equipment, and can offer especially attractive inducements in the way of prices as well as choice of styles—from the least expensive to the most elaborate.

We have thirty-five years of experience in this business. As a result our product is the **best possible**.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

NEW YORK

BOSTON

PHILADELPHIA

Jennings' Extracts

The Test of Quality

When a grocer sells unknown and perhaps impure extracts he invites dissatisfaction. If a cake is spoiled by the extract, all the ingredients will be classed as inferior, to the discredit of the dealer who sold them.

To thoroughly satisfy the housewife, flavoring extracts must meet her every requirement—must pass the most rigid tests of quality. The sale of inferior brands is not fair toward the customer and will react against the reputation of the store.

Jennings' Extracts have for thirty-six years passed the highest tests of quality, strength and purity. Ask your jobber for Jennings' Extracts—they will assure the satisfaction of your customers and a profit-making line for yourself.

Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872



or the other. "I wish you wouldn't fold up your napkin that way," "I do wish, Henry, you would stop that tiresome habit of humming while you dress," "Please put your ties in this other drawer—it does not make any difference if you always did keep them in the second drawer before you were married, the top drawer is the place for them now," and so on, and so on, until every little individual habit or mannerism the poor fellow has is held up as an enormous offense. And she gets sharp lines in her face from this perpetual nagging, and he increases his stock of profanity, and home is certainly made no happier.

Goodness knows, these little things are sometimes irritating. It would be less trying to one's nerves to live with a burglar or pirate with good manners than with a Sunday school superintendent who ate his soup noisily. But if a man is kind, and good, and honest, and hard working—as most American husbands certainly are—simply take your mind off his small habits and ways that you dislike and reflect if you may not possibly have a few "tricks and manners" which may jar him as badly as his worry you. "Live and let live" is a beautiful motto for a happy home.

We go through this life but once. The possibilities of happiness lie so wholly in our own hands that we are fools, indeed, who do not give our lives serious thought and see what we can do to make them truly happy. If we can keep our husbands in love with us by means of care of our persons and refraining from nagging, and being jolly and gay, why not make an effort and do all of these things? After a little it will be a habit, and then—why, the victory is won, and the Other Woman has concluded that she had better try for the husband of that silly woman who lives in the next block.

Dorothy Dix.

Reason Advertisements Should Be Changed Frequently.

Do you know how you feel when you have picked up a newspaper that is a day or so old and have been reading it for several minutes before you discover it is a back number? Isn't there a rather embarrassed disappointment and regret for the wasted time?

I imagine it is so with everyone, as

it is with me. All of which leads me to advise all retail merchants to change their advertisements every issue. No one reads a newspaper twice, that is, knowingly, and after they are through with it they do not want to see it any more, since the matter has lost interest.

Now, why can not the same rule be applied to mercantile advertising? As a matter of fact, it is applied to advertising by the reader, although, unfortunately, it is not always so applied by the man most interested—the man who paid for it—the advertiser himself.

I know from personal experience of men who would laugh at the idea of reading the same newspaper over and over again, always filled with the same items, who nevertheless go ahead and insert the same old advertisement day after day—the same display and the same reading—and expect people who will not read the same news item twice to read with interest every day the same old advertisement.

When you put it this way, it is rather unreasonable, is it not?

There was a time, not so very long ago, either, when any old thing did duty for a store advertisement. Several lines of display type, thrown together in any old way, the more styles the better, were all that seemed to be necessary.

Now as much time, brains and energy are put in the preparation of retail advertising as in any other high grade business.

It is well to spend time and money in getting up attractive advertisements. It is an investment of money that needs to have quick returns.

If the true nature of advertising were better understood fewer merchants would permit exaggerations, evasions and romancing in their advertisements. Advertising is not a mere business getter—it is a business builder—not the immediate effect only, but its future influence must be considered.

There is no better argument you can use in your newspaper advertisements that is half so effective or so convincing as the belief that you habitually tell the truth.

Honesty is the best policy; in fact, the only policy to be pursued in advertising merchandise. Women do

most of the buying and they are keen buyers. They know the values and any exaggeration or misstatement in your advertisements is sure to be discovered by them—to your detriment.

A good many merchants take a flyer in the advertising line—and usually their flight is short. They go up like the quail or pheasant, which goes up with a terrible racket, but only for a few hundred yards.

Don't expect too quick returns. Regard your advertising as publicity pure and simple—something to bring your store and your goods before the people who can and should buy of you.

If you advertise intelligently and persistently in accordance with a well-thought-out plan there is a rea-

sonable certainty of your getting your money back—with profit.

In advertising in the country papers is it not advisable to buy as liberal space as you can afford, to change your advertisements every issue, never allowing your advertisements to become stale or to appear twice? If you do not do this, people will naturally consider you a "dead one." Only live fish can go upstream—be a live one.

The prayer that rises in the heart always works a way out to the feet and the fingers.

He who misses the spirit of the law always makes most of the letter.

Where a man's life does not preach his preaching can not live.

California GENUINE Sardines

Put up in oil, also tasty sauces, Tomato,

Mayonnaise, and Souced in Spices

are good sellers because their fine quality never fails to please, AND BECAUSE they are

WIDELY
ADVERTISED



Not a Substitute

These are REALLY Sardines, exactly the same fish as imported, and not to be compared with the "small fish" caught elsewhere and CALLED Sardines. You can double your Sardine business by handling them.

Ask your jobber for Goldfish, Sunset, Senorita, LaRouchelle and Mission, the only brands under which we put up the California Genuine Sardines—the best Sardines in the world—because you can't do as well with any others.



Cannery, San Pedro, California

The Only Cannery of Genuine Sardines in America that is operated twelve months in the year in the same line of business.

Write for 3 Beautiful
Colored Post Cards
of California

Free

CALIFORNIA FISH COMPANY

Office: Henne Building

Los Angeles, California

It's a Bread Flour



"CERESOTA"

Made by The Northwestern Consolidated Milling Co.

Minneapolis, Minn.

JUDSON GROCER CO., Distributors, Grand Rapids, Mich.

TAMPA BAY HOTEL.

A Surprise Which Florida Holds in Store.

Written for the Tradesman.

The city of Tampa is one of the surprises which Florida holds in store for the Northern visitor, one of the most striking of the many noteworthy examples of growth and development to be found in the Newer and Greater South.

In the time of the Seminole wars, Fort Brook was established by the Government, and at the northern end of Hillsborough Bay the village of Tampa came into being as a supply point for the Fort. For a long time the growth was slow, and twenty-five years ago the little seaport town could claim only 2,000 inhabitants. Even in 1898, when chosen as the place for mobilizing the army we were sending to the aid of Cuba, Tampa was but little known.

Now, taken with her suburbs, she is easily the second city in Florida in size and commercial importance. Large exports are made of phosphate, fish, lumber, cattle, turpentine and citrus fruits. These things, however, although by no means small in themselves, are rather incidental in character as compared with her really great industry, which is cigar making. For it is her boast, founded upon actual fact, that "More clear Havana cigars are made here than in Havana," more, indeed, than in any other city in the world.

It is owing to the duties paid on the great quantities of tobacco imported from Cuba and the excise taxes on the manufactured product that Tampa ranks as the tenth city in the United States in the amount of revenue turned in to the Government, a sum greater than that received from all the other ports from Norfolk to Corpus Christi inclusive.

The cigar industry is almost entirely in the hands of foreign people, natives of warm countries, who find the mild, subtropical climate congenial and homelike. Spaniards, Cubans and Italians are all here in considerable numbers, and the two most important suburbs, Ybor City and West Tampa, are made up almost entirely of the cigar factories and these foreign workers.

Indeed Tampa is really cosmopolitan. Not only are vessels from Great Britain, Havana, New York, Philadelphia, New Orleans and Mobile to be found in her harbor, but there are many places in the city where one may easily imagine that for the time being he is set down in some "Little Spain" or "Little Italy." Dark eyes and swarthy complexions are everywhere to be seen, but it never is difficult to distinguish even the duskiest of the foreign people from the negroes, who here, as everywhere in the South, form an element of the population.

The street car transfer handed me in going out to West Tampa was printed in Spanish as well as in English, and foreign speech is heard almost entirely in some portions of the city.

These people furnish fresh sur-

prises to the visitor who takes the trouble to learn something about them. The Spaniards we commonly regard as a decadent race, distinctly lacking in force and enterprise; but in Tampa they lead in the cigar industry, the greater part of the larger factories being owned and operated by Spaniards. Most of them are men who in early life "worked at the bench," that is, were themselves cigar makers. By their own efforts they have risen to their present rank of employers and there are no handsomer residences in Tampa than the homes of these wealthy Spanish cigar manufacturers.

Some of the factories are now owned by sons of the founders, or by nephews, for with the Spaniards the relationship between uncle and nephew is a much closer tie than with us. Many of the Spaniards, on coming from Europe, went first to Havana, remaining there until they had thoroughly learned the business.

Hebrews are in Tampa as everywhere else, and one of the very largest factories is owned and operated by men of this race.

The Cubans greatly outnumber the Spaniards; in fact, the greater part of all the cigar workers in the city are Cubans, who are unsurpassed in dexterity and skill. They are not considered as thrifty as the Spaniards, and not so many of them become owners and employers. The Cubans and Spaniards speak the same language, resemble one another greatly in appearance and are alike in many of their traits.

Although Tampa is by no means a dry town, they are said to be not at all addicted to drunkenness, their favorite dissipation being rather games of chance, cock-fighting and the like. They are becoming Americanized to some extent and are abandoning even the sports of their home countries.

Never anywhere have I heard Italians of the laboring classes spoken of as highly as I did in Tampa. I was told that they are there very industrious, do not mind working fourteen or fifteen hours a day and that they save their money. Not all are cigar workers. Many have taken up truck farming and some have gone into dairying. It is said in their praise that there are no prostitutes and no paupers in the Italian colonies.

As may readily be imagined, Tampa has had to build extensively to take care of her fast increasing population. Improvements of all kinds are going on constantly and real estate has made rapid advances in value. The Tampa people have the sanguine expectations and buoyant hopefulness always to be found in a new and growing city. Some tourist who has remained immune from the contagion of optimism that is in the very air occasionally may venture to predict that within a few years Cuba will be annexed to the United States, free trade with that island will follow, and then the great cigar industry of Tampa, which is, of course, based largely on the regulations of our tariff system, will go back to Havana, leaving Tampa flat and helpless.

To such croakings it will be replied that manufacturers who have invested heavily in buildings and equipment would not be likely to want to pull up and make a change, even if the present tariff advantage were taken away. Generally speaking, the going back of foreigners, once they have become established in this country, is the least of our troubles regarding them, and to Tampa they have come in sufficient numbers that each nationality can have its own churches, fraternal and benevolent societies and peculiar national customs.

Even if Tampa were to lose a part or the whole of her cigar industry, her geographical position, which in the long run may prove of greater value, would still be left. A glance at the map shows her to be a natural mart of traffic, the port where the products of a large territory must find their exit, and where the imports for an increasing population will find their entrance; in short, she has the location of an "indispensable city." To this the enthusiastic resident will add that she is in the direct line of commerce between the eastern part of the United States and the islands and countries to the south; that she is nearer the eastern end of the Panama Canal than any other ample port in the United States, and that the inevitable destiny of Tampa is to become the greatest seaport city on the Gulf.

A more complete description of the cigar industry of Tampa must be deferred until another issue, since to include it here would prolong the present article unduly.

There is still much that might be said regarding the city and various nearby points of interest, but I will content myself by simply giving my readers some idea of two buildings, both of which are so unique and possess so much of character and merit that every one who visits this section of Florida should try to see them.

If you enter the harbor of Tampa in the daytime and begin to look at the city before you, a little at the left you will see a large structure crowned with curious Oriental towers. You are catching your first glimpses of the famous Tampa Bay Hotel. Somewhat to the right of this you will note a shining point above the roofs of the buildings, the gold tower of the Cathedral glistening in the sunlight.

In 1887 the Jesuit Fathers came here to minister to the people of their faith, and also to care for the sick and dying in the epidemics of yellow fever that in those days visited Tampa. Several of the Order gave their lives as the price of their devotion. From humble beginnings they gathered about them a strong congregation, and have erected this Cathedral or Church of the Sacred Heart, an edifice so splendid in design and construction that it would be the object of comment and marked admiration on the part of the tourist if it were located in one of the oldest and largest cities of the United States. To find in a city so new as Tampa a church with outer walls of granite,

sandstone and Italian marble, with great marigold windows elegant in tracery and gorgeous with colored glass, and the edifice finished inside with almost a profusion of rich and costly ornamentation, is indeed a cause for genuine astonishment.

The pious Fathers seem to share the general optimism that pervades the city as to its glorious future. They keep their own counsel, but it is surmised that the Jesuits may have it in mind to make Tampa the headquarters of the Roman Catholic church, not only for this portion of the United States, but for the Central American States and the Republics south of the Caribbean Sea.

The Tampa Bay Hotel and the grounds surrounding it are a monument to the genius of Henry Bradley Plant, a man whose name is closely linked with the development of this region, and who, it is thought, had he lived, would have done as much for the West Coast of Florida as Henry Flagler has done for the East Coast.

Plant was born in Connecticut, passed his early life in poverty and went South after the war to reorganize the Southern Express Company, of which he became chief owner. He bought up railways and steamboat lines and acquired immense wealth.

An intensely practical man, it must have been in some play-spell of his active brain that he conceived the idea of the Tampa Bay Hotel, which, in the line of a hostelry, is "something different" on a most magnificent scale. Imagine, if you can, an immense hotel, built fire-proof of red brick and railroad construction iron, thoroughly up-to-date in all its appointments, where during the tourist season railway trains back up to the rear entrance, and yet embodying so many features of Moorish architecture that the visitor, looking upon the beautiful verandas and the wonderful doorways modelled after the world-famous Alhambra, may almost imagine himself set down in old Granada. The tall dome-like minarets surmounting the structure, each topped by the crescent moon emblematic of the Moslem faith, are so like those that crown Mohammedan temples that one can easily fancy that long-robed muezzins will appear on the lofty balconies to summon the faithful to prayer!

To return to the actual, the furnishings of the hotel were largely bought abroad. Mrs. Plant traveled in Europe, China and Japan and purchased lavishly of all kinds of rare and curious things to equip this Southern treasure-house.

When ready to open in 1890, it had cost three million dollars. During the years following that Plant lived, he ran it at a loss of between \$20,000 and \$30,000 annually. His other investments yielded handsomely, so it did not matter.

After Plant's death, the hotel and the seventy acres of surrounding grounds, the latter beautifully planted with tropical trees and shrubs, were sold to the city of Tampa for \$143,000, less than a twentieth of the cost. The city leases the building, but uses the

Now Be Honest

Wouldn't you rather sell a flour that you are sure would satisfy your trade even if you do have to pay a little more for it?

Fanchon

"The Flour of Quality"

Is not just good enough for the ordinary trade requirements, but of such exceptional merit that it may be depended on for the best results at all times.



Judson Grocer Co.

Distributors

Grand Rapids, Mich.

grounds as a public park.

Before the sale some of the finest pieces of furniture and works of art were removed from the hotel, but there remains a wonderful array of pictures, statues, bronzes, mirrors, vases, cabinets, inlaid chairs and tables, some of very rare and beautiful designs—articles that were even the treasures of kings and queens now long buried—things which are not only extremely valuable but which it would be impossible to duplicate.

As the reader may surmise, during all the tourist season the place is thronged with sight-seers, who visit it just as they would a famous museum or art gallery. The management of the hotel extends a gracious hospitality to all visitors, even to the many who pass never a dollar into its coffers.

New as is Tampa, it has its trace of old romance. Nearly 400 years ago De Narvaez and De Soto, coming from Cuba, each landed on the shore of Tampa Bay, whence they set out upon their ill-starred expeditions into the interior of Florida.

On the grounds of the hotel is a huge live oak, near which legend has it that De Soto once made his camp. Even recently, knives and other steel implements have been found there which can be accounted for in no other way than that they were left by the great Spanish explorer. Since Time has swept away all those who could prove to an absolute certainty that this conjecture is untrue, it is as well to let the tradition live.

Quillo.

PLAYING STORE.

Some Complications Which It Naturally Led To.

Written for the Tradesman.

"Did you ever play at keeping store?"

"I don't know exactly what you mean," and Jack Hazzard bent a smiling glance at the old man who was rocking slowly to and fro in his comfortable easy chair on the porch of his lake cottage.

Jack Hazzard, drummer and son of an old time friend of the proprietor of Seaview cottage, was up from the heat and turmoil of business to pass a fortnight under the cooling influence of old Lake Michigan's breezes. Mr. Fenlow was a retired merchant, having left all his business cares to the management of his son.

"When I was a kid," and here the old man bent a smiling gaze upon his young friend, "I lived in a small village—or rather on a farm at the edge of said village. We were an imaginative lot of youngsters in those days, playing at war, preaching, storekeeping and steamboating, besides re-enacting some of the scenes from the famous or perhaps infamous career of Claude Duval, who, with his pals, Dick Turpin and Sixteen String Jack, made up a trio of heroes most thrilling and grateful to the senses of our young folks. You never read about those knights of the road, Jack?"

"Never," and the young man laughed.

"It is just as well that you did

not," chuckled Fenlow. "Duval was a knightly highwayman of old England, way back in the days of podagurs and witchcraft. He was the ideal hero of us boys. Why, Sam Hungerford and Tim Wallace, two high school lads of that time, actually quit school, ran away between two days, making for Grand Rapids, with the inward resolve to go out into the wide world and imitate Claude Duval and win for themselves great fame if not in the end a noose at the end of a rope.

"Duval had many remarkable adventures and hair-breadth escapes. Dick Turpin was a secondary hero, with his wild dashes on the back of Black Bess, his fleet young mare. But then it wasn't of such fool things I set out to talk.

The old fellow mopped his forehead with a silk handkerchief and breathed a sigh of contentment. Jack did not break in upon his friend's meditations, well knowing that he would go ahead in his own way, give him time enough.

"I had a sister Lucy, as pretty a child as the sun of Heaven ever kissed," pursued Fenlow, "and she was as good as she was pretty. If there had been stenography and typing in those days she would have been in my play store office as stenographer, but such conveniences were unheard of, consequently Lucy was scrub-woman and washed the windows and scoured the floors; menial work to be sure, but such as all women not born with silver spoons were subject to.

"We raised fruit, peaches, pears, plums and apples, all of which adorned the shelves of my model little store. For dry goods I tore some of mother's old gowns to strips, rolled or folded them into respectable bundles and laid them carefully on my shelves.

Boys and girls of the neighborhood were my customers and I took in a goodly number of pennies during the week and a half that my mercantile establishment flourished."

"And then came the end?"

"And then came the explosion."

"In what manner?" queried Jack. "Did your father interfere?"

"Not he. Father was quite agreeable to my little splurge in the world of business, thinking no doubt that it would prove a primary school in that line. It proved a school all right enough. Big Eph Turnbull made wreck of all my hopes. He was a neighbor's son, three years my senior, a sort of bully by nature, and a boy that, in my youth, I cordially hated. Had I been older I should on more than one occasion have mopped the ground with his carcass."

Again old Fenlow fell into silence. His companion broke it by asking: "Had this Eph injured you that you hated him so?"

"In more ways than one. He called my sister a speckled pullet because she was freckled, and slapped my face when I got back at him with 'Sorel-headed shrimp.' Oh, I would have given twice what my store was worth to have been able to trash

CARE makes Quality :: Quality makes Sales

"Williams" Sweet Pickles

in air-tight glass-top bottles

which protect them from **spoilage, leakage and rust** are of such Quality as can only be produced by careful handling of PERFECT RAW MATERIALS. "Williams" Sweet Pickles are the only kind you can afford to sell, because they will please your customers and **pay you for pushing them.** They

Conform with the Federal Pure Food Law

We distill our own grain vinegar, use only the purest spices and granulated sugar for our Sweet Pickles.

Consider Your Customers

because you must **please** them to **hold** them. You can depend on steady satisfactory sales on **Sweet and Sour Spiced Pickles, Jellies, Preserves, Fruit Butters, Vinegar and Table Condiments, Prepared by**

The Williams Brothers Company

Picklers and Preservers

Detroit = Michigan

that hectoring bully. He was always treading on my corns. His laughter when I slipped on the ice while escorting fat, fussy Miss Strode from spelling school one winter's night rings in my ears to this day. You see, I didn't care the snap of my finger for fat little Trissy Strode, but she lived a good long walk from the schoolhouse and somebody had to escort her. Billy Edgars dared me, and no boy with sand would take that so I went with Trissy."

"And slipped on the ice?"

"Yes, with fat Miss Strode kerflop on top of me—but that's not the story I set out to tell. It hasn't a thing to do with my playing store."

"But you might tell it all the same," suggested Jack, who, having lighted a cigar, was comfortably lolling in the hammock.

"Not this time. We will let the little fat girl rest. She wasn't such a bad sort; a trifle giggly and silly, but very much like other girls of the time. She married a duffer who lived at the Dam and grew into a dignified and skinny matron."

The old man sighed and seemed to fall to thinking. Jack smiled under his hat until the old chap, catching the flicker in the young fellow's eyes, flared up with a "Fudge and thunder! I didn't care a rap for the fat girl, boy, not a rap. She was good enough in her way, but it wasn't a way that attracted me."

"No, likely not," assented Jack feelingly.

"It was at the height of my prosperity that the explosion came," proceeded the old man. "Eph had walked past my store twice without stopping, his head high in the air. He laughed when Lucy came out to wring her mop after finishing cleaning the floor, and that roused the old Adam in me. I told him to go about his business and he snarled a word of wrath at me and went by."

"Two days later Eph poked his head inside my store door. The opening was so low he had to bend his neck. As he thrust his grinning face into the room he flourished a big wooden spear in his right hand. 'Ever hear of Claude Duval?' he asked. Of course I had heard of him and said so. 'Well,' he yelled, 'I am old Duval. I rob the rich and give to the poor. You are a bloated money-changer. I shall take your ill-gotten fortune and give it to the poor. Look out, the great Claude Duval is coming!' With that he uttered a yell and dashed into the little room, overturning the storekeeper and scattering fruit and dry goods all about."

"It was up and at him, madder than a wet hen. We had it hot and heavy all-out the little store. The counter was overturned, dishes smashed, the little balance scale flung across the room and put out of service for good. Lucy screamed and belabored Eph over the head with her mopstick. It was a second Donnybrook fair and no mistake."

"I fought the big robber tooth and nail. Biting and clawing like a young wildcat I soon made him howl. What had been only an imitation robbery turned into a genuine scrapping

match. Big Eph got me down and was thumping my head against the floor when Lucy sailed in with renewed energy. She wound her slender fingers in Eph's long locks and pulled and twisted with all her puny girl's strength. She succeeded in fetching a howl from the robber."

"His attention being turned in another quarter, I managed to squirm free, and crawling to a standing posture seized one of the scale weights, poisoning it in air. Eph had thrown Lucy aside and was rising to his feet, his face bleeding, his voice ringing forth words of angry defiance, when I brought down the weight full upon Claude Duval's temple. 'Take that from Sixteen String Jack!' I yelled. He collapsed as limp as a rag. Falling to the floor with blood upon his lips, big Eph Turnbull lay like one dead. I had killed him!"

"Maybe you think I wasn't startled at that. Lucy fell back sobbing, with her two hands across her white face. The store was in ruins and Claude, the highwayman, was dead. I never was so used up in my life."

"And yet you were not to blame—" "No, but to think of killing a human being quite upset my boyish nerves. I got away and ran for a doctor in the village. Eph was taken home for dead, but finally revived. He was sick a long time. Lucy carried him flowers, and—well, why make a long story of it? Claude Duval got up again, else there would be no millionaire railroader named Turnbull to-day, nor would my sister Lucy be now the contented happy wife of said rich railroad magnate. That was the last of my playing store."

J. M. Merrill.

Is Your Stock an Asset or a Liability?

Don't get in the habit of considering your stock on hand as an asset, says the Progressive Retailer.

In the apparel business it is more often a liability.

If you were handling pig iron you might count your stock as so much cash. But fashions don't change in pig iron.

That line of shoe you bought a couple of seasons ago may be on your invoices at twenty, thirty or fifty dollars. But you can not count them at that in figuring your profits for the year. They are of no value until sold. While you have them they take up valuable room. You ought to charge them rent.

And all the foregoing is a hint to watch the "buying end" as you watch nothing else. There is the keynote of successful retailing—to buy nothing you can not sell and make a profit on.

When you consider a purchase do not content yourself with considering how the goods will look on your shelves. Think of how they will sell; consider whether there is a natural demand or one you can create.

Do not let every salesman fill you up with a line because he offers you an inducement. Do not even stock up on a few of this and a few of that line unless you see a way to get rid of them. They soon make a lot.

This does not mean to turn down a salesman without considering his line. You owe him that much and you owe it to yourself. But you need not buy until you have thought over it long enough to see the way out. Use common sense in buying as well as in selling, and that's where you will win out.

And—don't forget that old stock on the shelves is a mighty poor asset, even if it is not a liability.

People who think they were born to regulate the world are always afraid they will die from being over-righteous.

It's an awful thing to be green, but it's a good deal worse to be born dried up.

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.

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

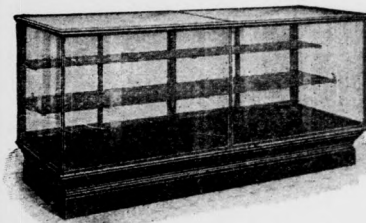
Where you know all about the business, the management, the officers

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 a dozen 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.

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We Solicit Accounts of Banks and Individuals

THOMAS BIERRE.

How Fate Worked a Change in His Vocation.

Thomas Bierre, of Rendeis, Denmark, orphaned but heir to almost \$100,000 under his father's will, determined as a young man that he would educate himself for the ministry and preach the Lutheran doctrine in his native country.

"Just think of that, will you?" challenges "Tom" Bierre, Chicago restaurateur and saloonkeeper, when occasionally some good fellow who does not know appears in Tom's philosophy to invite the confidence.

I'm extending Tom's challenge a little more widely. Just think of it; will you? Think of it, especially if you belong to the conventional, pedantic school of "success teachers," who, with some small sociological lotion, are advertising it as a cure-all to overcome any handicap in the young man's race to his ambition's goal.

Incidentally, too, I might ask the reader if Tom Bierre is a failure? But before you decide read the story of Thomas Bierre, of Denmark, and his metamorphosis into "Tom" Bierre, of Chicago.

When little Thomas Bierre was only 6 years old he had been orphaned of both father and mother. But two brothers of his father were living and little Thomas had a sister. Under the father's will the two children were heirs to about \$67,500 each. One of the uncles was a grain broker, and he had the children's legacy tied up in his business. The family of the other uncle took the two children in and gave them a home. Young Thomas was afforded every opportunity for a liberal education, and as he progressed he felt the call of the church. He felt old enough and wise enough to decide for himself.

"Nonsense!" exclaimed the uncle in whose home he lived. "We have one hypocrite in the family, which ought to be enough."

This uncle wanted Tom to become an artist, which Tom wouldn't have. With these points at sixes and sevens, Tom, sore at his disappointment over entering the ministry, left his uncle's home and at 18 years of age apprenticed himself to the dry goods trade. This was the straw which broke the last relations with members of his father's family.

In five years Tom was acquitted as a trained merchant. He had saved out of his liberal school allowance about 4,000 crowns. He left Rendeis for Copenhagen, where, still with the religious fervor of his youth, that next best thing appealing to him was the slum work pursued by the Salvation Army. It was not many months before all his savings were gone, and, still slumming, he was eating breakfast one morning in a cheap cafe when a greasy morning paper on the counter announced to him that the uncle who was trustee of his inheritance was dead, almost without warning.

Within a few weeks, through the same newspaper source, came the further shock that the uncle had mistaken the markets and had gone into

a hopeless financial crash. Instead of the \$100,000 which the young man had reason to expect from the principal and interest accounting, he received just \$85 from the ruin.

He decided he would go straight to Chicago, although without knowledge of kith or kin or friend in the great American city. One spring day Tom Bierre arrived in Chicago, and, guided by a Danish emissary at the station, spent his first night in a hotel without courage enough to risk creeping in between the sheets of the untidy bed.

An acquaintance in Copenhagen, hearing that Tom was headed for Chicago, had come to tell him of a son living in the suburb of Austin. To this day Tom Bierre is pleased to recall that, unacquainted with the city and knowing scarcely a word of English, he went out to Austin and found this son within twenty-four hours after his arrival.

The son was a traveling salesman, broken into English and the ways of the country, and Tom, tall and ungainly and in foreign garb, failed to impress him any more than Tom himself was impressed. They parted and Tom, who never had done a day's hard labor in his life, found himself on July 5, 1894, on a farm near Channel Lake, the hired man of all work, with a first task set him to hoe the weeds out of a corn field.

"And that first few hours of hoeing nearly cost me my job," Tom recalls, for his employer, coming out to look after the work, discovered that almost as much corn had been cut up as there were clumps of weeds sacrificed. It was almost as bad, too, that first evening when the farmer, coming from town, had ordered the horse unhitched from the buggy only to find that virtually every strap in the harness had been unbuckled and lay in a tangled heap on the ground.

But Tom held the job until late in October, returning to Chicago and later to Austin in his search for work. In Austin a small milk dealer took him into the shop as an accountant, offering him \$11 a month and board, with sleeping accommodations in the stable. As occasionally one of the eight drivers was indisposed or failed to show up, Tom was asked to learn the eight milk routes incidental to his small book-keeping and sales of milk, butter and cheese over the store counters.

Without knowledge of English Tom learned these routes and in the two and a half years he picked up a good deal of the language and managed to do a good deal of reading between odd jobs. Suddenly, flat on his back, with prospects of a year of invalidism and his money low, a kindly landlady over on the great West Side told Tom not to worry. She had been housekeeper in the Northwestern University settlement house in West Chicago avenue and she told Tom that when he was able she thought she might get him the job of janitor for the house and kindergarten attached.

Once more slum work crept into the life of the young immigrant. He received \$15 a month, board and room

for his janitor work, but there was a lot of the work. There were ninety windows to be cleaned, three floors to the building, seven stoves in winter and two furnaces; coal to be carried up and ashes to be carried down, to say nothing of about 150 chairs that might have to be assembled at the shortest notice on any floor.

It was as janitor of the settlement house, however, that Tom Bierre made some of the most pleasant acquaintances of his life. It was there that Dr. Henry Wade Rogers and Mrs. Rogers became his fast friends, and it was in their home that he made friends with well known families of Evanston. Also it was there that Tom feels he made one of his worst "breaks" with his newly acquired English.

Several well known people of the town and city were at the table when a wealthy grandame of the party had occasion to speak of the sudden pain in the jaw which sometimes comes at the first entrance of food into the mouth. Tom had experienced the sensation.

"Yes," he observed, "when I put my feet in my mouth I always feel it."

"Well, I hope you wash them first," retorted the woman, and the laugh was the first assurance that Tom had mixed the nouns "food," "feed" and "feet." But for a year and a half Tom did his janitor work at the Northwestern settlement house, making friends.

His next job was as book-keeper at the stockyards, and while there, disliking book-keeping, he wrote a downtown department store, remembering his dry goods apprenticeship. The letter appealed to one of the proprietors, who asked the young man to come to see him. It resulted in Tom's taking a place as sales clerk at the black dress goods counter in the basement, where on the first day his sales were \$20 in excess of those of the two older men on the floor of the same section. This was the beginning of the end of Tom's short service there.

One fellow salesman in particular was sore. The next morning when a woman came into the basement, asking that a certain sample of black goods be matched, if possible, the jealous older salesman stepped up as Tom was making comparisons, took the scrap from his hand, told the woman they had nothing like it, and walked away. Then Tom went on with his search.

The result was that Tom not only found the piece of necessary mourning goods to match, but it was minus a small section of a corner into which the scrap fitted to a nicety, showing it had been clipped from the bolt of goods.

"Yes," the customer explained, "I got the sample yesterday upstairs, and they told me it had been sent to the basement, and I want fifty-seven yards of it, for I'm a dressmaker and have to make clothes for a whole family."

Tom's spirits were high as he began reeling off this most expensive goods on his counters, but his elation

was shortlived. The elderly salesman came up, crowded in, and said he wouldn't risk Tom's measurements. But when he attempted to fill out the sales check the dressmaker came to Tom's rescue, jumped on the clerk and insisted that Tom should have the credit for the sale, as he had turned her down.

"I hadn't said a word," said Tom, "but with my next pay check I got notice that I was discharged for insolent conduct toward my superiors."

Two years as salesman at a cigar counter in a big downtown lunchroom, a year or more at book-keeping and studying methods in downtown restaurants, and Tom Bierre became proprietor of his Chicago "restaurant and saloon," where he has \$20,000 or more invested.

Is all this failure? Tom himself is not sure of it when he talks to his friends, remembering his first ambition, for Tom guards his religious tendencies still. Ask one of Tom's tried friends and he tells you, "Tom Bierre is one of the best fellows in the world." Yet Tom failed of the ministry! As for Tom himself, he is not worrying. He is too much the philosopher and too sympathetic for his human kind.

"You saw the man and his little family that were in here a while ago?" Tom asked of me the other night as we sat talking. "He's the first friend I made in Chicago. He was on the down road when I loaned him \$700, almost the last money I had in the world. I don't know whether I'll ever get it back, but if I don't, merely looking on him and his little family makes me feel that it was the best spent money I ever had in my life."

But isn't that preaching—practical preaching—more convincing than much of that heard from the conventional pulpit? Hollis W. Field.

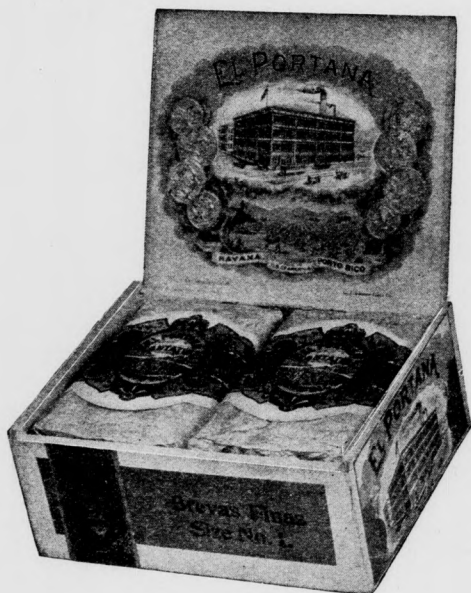
South American Railway in the Clouds.

An engineering triumph of first rank is expected in the great trans-continental railway of South America, which extends across the Andes from Chile to Argentina and is to be completed in June, 1910. The Chilean part of the work bristled with difficulties, especially in the still unfinished section between Juncal and the Argentina frontier. The line crosses the Cumbre pass at an elevation of 12,600 feet, after traversing a spiral tunnel nearly two miles long, the mouth of which is at an altitude of 10,400 feet and on a slope of 75 feet per 1,000.

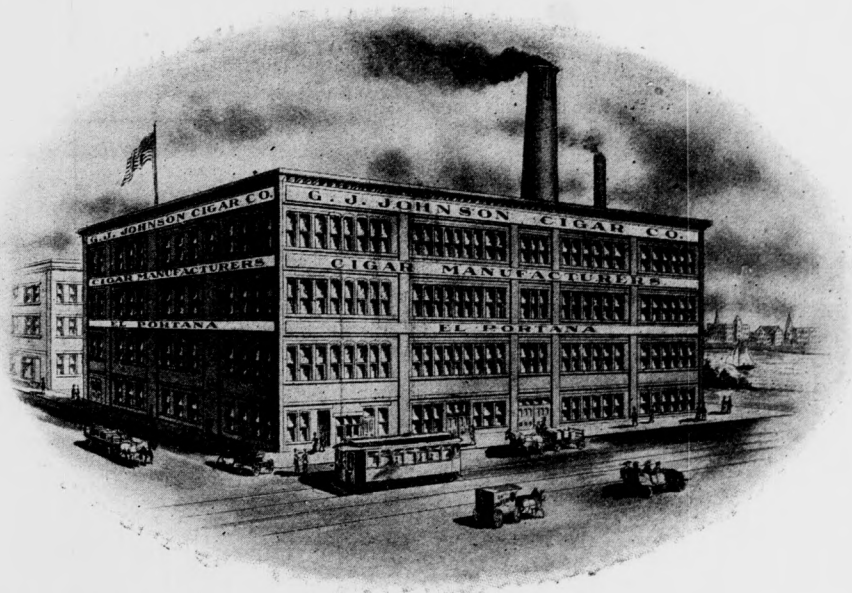
Still greater altitudes are reached by other South American railways, which are the highest in the world. The line connecting La Paz, Bolivia, with Arica, Peru, will rise at Incara to an altitude of 13,350 feet, and the existing line between La Paz and Antofagasta, Chile, crosses the Ascotan pass at an elevation of more than 13,000 feet.

Another line crosses from Peru to Bolivia at a height of 14,600 feet. The Peruvian railway from Callao and Lima to the silver mines of Cerro de Pasco traverses a tunnel 15,850 feet above sea level.

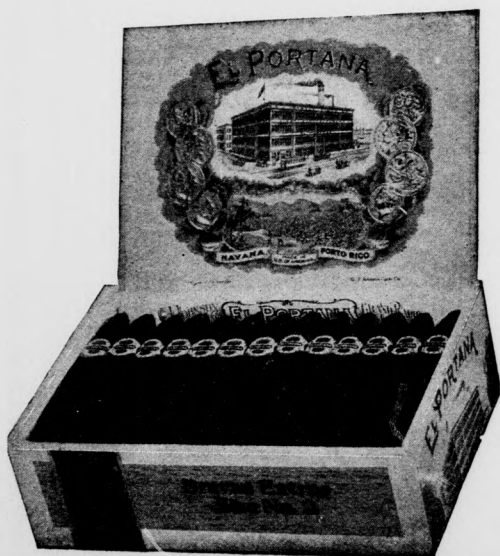
EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in
Five Sizes

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

Makers

Grand Rapids, Mich.



INGRATITUDE

The Basest Crime in the Criminal Calendar.

"Ingratitude, thou marble-hearted fiend."

The drunkard may be made abstemious; the braggart become modest; the thief honest; lying, laziness, vanity may be cured, but the ingrate is hopeless. Compared with the sin of ingratitude all other crimes may pass easily for virtues.

Of all forms of ingratitude the thanklessness of children, their forgetfulness of their obligations to those who bore them and protected them through the years of helplessness, is the most abhorrent to decent human nature. The story of King Lear where the heart-broken old King is abandoned, robbed and dishonored by his children pictures adequately filial ingratitude and its punishment. Shakespeare illustrates another phase of the same contemptible quality in Julius Caesar, when the noblest Roman of them all is stabbed to death by Brutus, upon whom he had heaped wealth and honors. His simple exclamation, "And thou, too, Brutus," carried to the heart of the assassin a reproof he never forgot.

How many persons are known to all of us who, through the sacrifice and love of parents, have had the chance which finally gave them wealth, power and influence; in the hour of success they concealed their humble beginning and, ashamed of the parents whose sufferings and unselfishness gave them their opportunity, abandoned them.

Which of us does not personally know the loafer and ingrate, content to live a life of lazy self-indulgence at the expense of a father and mother bent with toil when his best energy should be devoted to sweetening their declining years? The lazy, drunken son, the vain and idle daughter are too common in our age in every city and hamlet. These creatures may be clothed in fine raiment, denying themselves no pleasure, while the old mother over a washtub may be earning the food that sustains them, and the seamed and stiffened father, who should be resting comfortably in the twilight of his life, toils for a day's wage.

A few years ago a rich Frenchman left in his will a large sum of money for a hero fund, not like that of Carnegie, to reward the common quality of physical courage, but that more difficult virtue, moral courage, which impels a sister to wear threadbare clothes and remain in poverty; to give up marriage, home and happiness to support an invalid parent or to send a brother through college, only too often, alas, to have the object of her love and sacrifice show a total lack of appreciation for favors received, and the giver even hated, for it is but human nature to hate those whom we have wronged.

Ingratitude is a high form of selfishness that is the crying evil of the world, for from it springs much of the wickedness and crimes which fill home and nation with unhappiness. An elder brother or sister helps along

a family, at the expense of personal ambition and interest; as they are placed one by one in supporting positions, there is no disappointment more keen than to find them indifferent and finally hostile; secure in their mature strength they become neglectful of the staff that helped them to reach independence.

Psychologists have discovered that persons saved from death by drowning and those rescued from burning by fire almost invariably grow to hate the one who saved their life. This is explained on the theory that the mind retains its overwhelming horror of the event, and in some way transmits this feeling to the person associated with it. This form of ingratitude which can be explained by science is, therefore, to be excluded, but the psychologists do not attempt to come to the aid of the ingrate who gets a loan and instead of paying it becomes an enemy of his creditor.

The storekeeper who gives credit to a customer at a critical period sometimes finds that as a result his debtor transfers his trade and friendship to a store of a rival, while he is repaid with enmity and slander. How many times have we loaned money to our friends not only to lose the money, which was trifling, but their friendship, which was more important?

The selfish man or woman wants money, ease or power and is determined to get it at whatever cost. The love of personal adornment and gratification which makes one eccentric and indifferent to home peace is a detestable form of ingratitude based on selfishness. The ingrate seeks to get the greatest amount of good out of friends, relatives, the world, with the least possible return.

Political ingratitude is too common to call for more than an expression of contempt, and does not carry with it that feeling of abhorrence and anger which filial ingratitude excites. Republics, it is said, are ungrateful, and there have been striking instances of this ingratitude in its meanest form. Venezuela, for whom Simon Bolivar wrung freedom and independence from her Spanish oppressor, in the moment of frenzy and ingratitude drove her liberator into exile and poverty. The fact that after his death the nation raised monuments to his glory and honor will never take away from it the disgrace of having attempted to dishonor the man who made it a nation.

Let us not forget that the only thing our dead hands can carry with us into the unknown are the things which in life we have given away.

Gratitude is the fairest and most fragrant blossom which springs from the soul. The grateful mind by "owing, owes not, but pays at once, indebted and discharged."

Edward F. McSweeney.

A man never has much interest in the church until he has some principal there.

The farther your life reaches the deeper its roots will strike.

Sympathy opens the windows to life's sunshine.

Our June Jump!

We thought we were going some
when the sales of

Shredded Wheat

for May showed a gain of 7,000 cases (4,200,000 Biscuits) over May, 1908—but here we are with a gain for June of over 12,000 cases (7,200,000 Biscuits) over the sales for June, 1908.

"WHAT'S THE ANSWER?" We cannot attribute this increase to lack of competition or to extraordinary advertising expenditure.

There is but one answer—it is SHREDDED WHEAT. It stands at the top for nutritive value, for cleanliness and purity, for wide and varied culinary uses—a sane Summer diet for sane people.

Did You Sell Your Share?

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



"GET SOME"

Dollars in the Dozen Deal!

A woman with a dozen cans of Van Camp's Pork and Beans in the house will use them (because they're handy) at least twice as fast as if she bought one can at a time. To double your bean business just offer a small discount and

"SELL HER A DOZEN CANS"

The Van Camp Packing Co.

Indianapolis, Indiana

What Other Progressive Cities Are About.

Written for the Tradesman.

"The Trade Extension Association of Baltimore City, Incorporated," has been organized as a permanent institution in the metropolis of Maryland, the idea being to extend Baltimore's trade, especially in southern territory. All local organizations of merchants, manufacturers, commercial interests, travelers and the railroad and steamship companies, as well as warehouse people, are behind the movement.

The Commercial Club of Wichita, Kas., is having plans prepared for a new \$90,000 home in that city. The building will be 50x140 feet, five stories and basement, and the walls will be brick, with terra cotta trimmings.

Raleigh, N. C., is building a combined municipal and auditorium building at a cost of \$100,000. The site cost \$25,000. The auditorium will have a seating capacity of 4,500.

The People's Garden Association, formed in Buffalo to make use of vacant lots for raising potatoes and garden truck, is proving a success. Three hundred and fifty families were allotted one-third of an acre each in the spring and of these 250 have made a great success, the average yield per plot being estimated at \$60. The non-success of the others was due to the poor soil and to the prolonged drought. Dr. Crapsey, who has charge of the vacant lot cultivation in Rochester, N. Y., recently visited Buffalo and at a meeting it was resolved that Buffalo and Rochester shall call a national conference of people interested in cultivating vacant lots, to be held in Buffalo during the coming fall. Dr. Crapsey, who introduced the resolution, said: "There would be no need of giving alms if we could only give the people an opportunity to earn what they get. There ought to be a law compelling the owner of vacant land to put it to some use and if he didn't, to tax him. No man has an inherent right to hold valuable land idle or to make it a catch-all for refuse. Philadelphia has the best organized system of cultivating city lots, but some other cities, including Cleveland and Springfield, Mass., have taken advanced steps.

New Yorkers are pouring into New Jersey now since the opening of the new tubes under the Hudson. They are looking for little homes of their own, a garden plot, sunlight and pure air.

The Chamber of Commerce of Savannah, Ga., will pay the necessary expense in bringing agricultural experts to that city in the interests of the reclamation of unused farm lands throughout Chatham county.

Each owner of real estate at Aniston, Ala., will be asked to contribute annually, for five years, one per cent. of the assessed valuation of his property to a fund in the hands of trustees, this fund to be used in securing industries for the city. It is stated that at least 90 per cent. of the property owners will enter heartily into this plan. Of course the owners of manufacturing plants already in

operation there are exempt from this taxation.

The wholesale and jobbing interests of Savannah, Ga., are organizing a trade extension movement, stimulated by the efforts that are being made along this line by Baltimore, Atlanta, Lynchburg, Jacksonville and other trade centers of the South.

A New York engineer proposes to show Pittsburg how to dispose of its sewage with a plant costing only \$2,000,000, instead of the \$30,000,000 which is the outlay estimated for a standard sprinkling system. He plans to utilize the present sewerage system and sink large rooms into the earth at the sewer openings to receive the discharge. In these rooms machinery is to be installed to work the sewage over and transform it into fertilizer and other useful products.

St. Paul claims a population of 234,768, based on its new city directory, or a gain of 9,487 during the past year.

New ordinances promulgated in Cincinnati covering bill board advertising are in part as follows: wooden signs shall not be erected over two feet in height. Signs within the fire limits, more than two feet in height, must be entirely of metal. No matter that is licentious or obscene or depicting the commission of any crime shall be posted, and all matter for posting must be first inspected and approved by the superintendent of police. No sign or bill board shall be erected on or facing any public park, square, municipal, county or federal building.

The plan of establishing a municipal plant for the manufacture of cast iron water pipe is being considered by city officials of Buffalo. The failure of the so called trust in delivering pipe according to contract, as well as its poor quality, has prompted the investigation.

Over 4,000 persons visited Horticultural hall, Boston, Sunday to see the exhibit of the Massachusetts Horticultural Society.

The Board of Public Service, Toledo, is considering a change in the present faulty system of house numbering by blocks. To make the change would cost about \$25,000.

Washington, D. C., is making warfare on the caterpillars and other pests that threaten the beautiful trees of that city, under direction of the superintendent of parking. The trees are first sprayed with water from the hydrants to wash the eggs and worms from the bark and leaves, and torches will be used later in burning nests of caterpillars.

The Public Service Commission, second district, of Buffalo, has denied the application of the Niagara Falls Lighting Co. for franchise rights to enter Buffalo. The reason given is that evidence did not disclose that the existing lighting system was so inadequate or inefficient as to justify the introduction of a competing plant.

Grocers of Erie, Pa., have had difficulties similar to those of Grand Rapids in connection with early corners on market produce by hucksters and speculators at the city market,

for the purpose of a resale at a higher price. An ordinance was adopted forbidding this practice, which the speculators have been fighting, but Judge Walling has just handed down a decision sustaining the city.

Buffalo harbor will have a greater turning basin for vessels, the city bearing the expense, which is estimated at \$150,000.

The moving picture shows can not open on Sundays in Buffalo, pending the decision of the Court of Appeals late in September.

A number of prominent merchants of Louisville will discontinue the practice of having their imported goods consigned to brokers in New York and reshipped by them to Louisville. They will have the goods shipped direct, which is just as cheap, and they believe this will advertise Louisville and themselves as well.

Trade school courses for boys between 14 and 16 years in the public schools of Milwaukee are under preparation. The head of the trade school will go East soon to study the schools of New York, Boston and Washington with a view to getting ideas for the girls' trade school which will be opened in Milwaukee.

Almond Griffen.

A mother thinks it queer that her daughter should care for the things she never cared for herself.

The man who buries his talent usually gets busy sowing his vices.

Lust always puts a chain on you branded: "Free Living."

VOIGT'S

The Crescent Flour Guarantee

In selling Crescent flour to your customers, give a guarantee of absolute satisfaction with every sack.

We stand back of you on this and will cheerfully make good any losses you may receive by so doing.

The excellence of Crescent flour, its uniform quality and its usefulness for both bread and pastry makes a guarantee of this kind very easy to make and keep.

VOIGT MILLING CO.
Grand Rapids, Mich.

CRESCENT

"We Know How"

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

A Proper Adjustment

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.

Ewing & Alexander

Traffic Managers

304-5 Board of Trade Building

Grand Rapids, Michigan

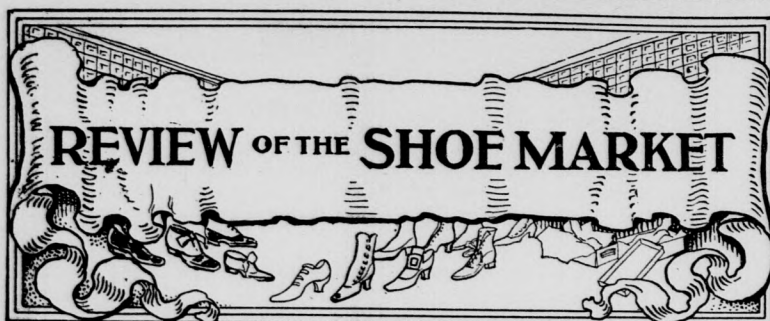


"State Seal" Brand Vinegar

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

pay you to investigate. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.



Stung by a Brilliant Idea in Shoe Retailing.

Written for the Tradesman.

My friend Tom Conrad is sole owner and proprietor of a small department store, otherwise known as a general store, at Martinsville.

Tom is also at the head of the buying department, book-keeper, window trimmer, advertising manager and head of the sales force. Bud Bodkins is Tom's right hand man and holds forth with undisputed authority when Tom goes to lunch or takes a day off in the city.

During the Saturday afternoon and evening rush Tom's wife, his oldest boy, Uriah, and his nephew, Hezekiah Toadvine, help to wait on the trade. At such times Bud Bodkins entertains cosmopolitan ideas of himself as being the head clerk in Martinsville's biggest and best store.

Tom's Shoe Department.

In a rural department store, where the trade is necessarily more or less restricted by circumstances and where the cream of the trade will flow off in a rich yellow color towards the city almost in spite of you, one can not, in the nature of things, carry a very large and choice assortment of shoes.

The things in the footwear line that Tom doesn't carry would equip quite an extensive retailing institution. As a matter of fact until quite recently Tom carried only a modest line of calf, grain and side-leather boots and shoes. They were of the clumsy, strenuous type and fit only for the roughest and heaviest work in a rough and rugged section of the country where the fields are tilled and limestone is literally cropping out of the earth.

The demand for such goods would naturally be a stable factor, while the style feature of the footgear was nil. The shoes were either made to lace or to buckle—the buckle sort having the call in summer. The boots might or might not have some gilt lettering on the tops. The younger generation preferred the gilt tops; old and staid citizens, whose disposition to gayety had become somewhat sobered by the passing of years, preferred the less conspicuous kind. But the toes were pretty much the same and corresponded in size and shape to the nose of a seven pound catfish.

From one point of view Tom was a good buyer. He got so he could figure up pretty accurately on the sizes and quantities to order—and usually sold out to within three or four pairs. These he cleaned out at special sale—usually about blackberry

time—so that he could utilize the shelving for fruit cans, jelly glasses and preserving pots. Tom figured it out that the way to make money was to clean out, even if you did have to mark 'em down 25 cents on the pair. He didn't propose to allow any considerable amount of his working capital to run into dead stock accumulations.

Tom Gets Live Tip.

There are a number of interesting characters in Martinsville—just as you will generally find in every small place where the chief interest in life centers in the change and excitement incident to the arrival and departure of the trains.

And these characters congregate as a matter of course in Tom's store. Tom has what you might call a combined office and rest room in the rear of his general store. A good many of Martinsville's most important citizens spend a good deal of their leisure time "resting" and discussing various and sundry questions, social, commercial, religious, governmental, local and general, there in Tom's "rest room" and office.

Of these local wiseacres who drop in from time to time to buy things and disseminate knowledge and hear the news Bill Snodgrass is most respected, both for his acuteness and for his wit. Bill Snodgrass is truly typical of a leisurely, contemplative age which has altogether passed in the cities and is rapidly passing in the country.

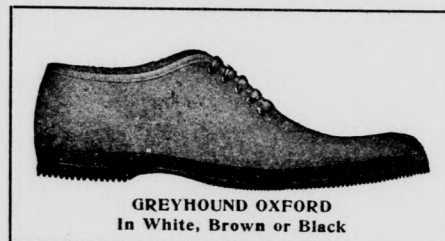
Bill has a boy of whom he is prodigiously fond, who is a retail shoe merchant, and a successful one at that. He owns two large and prosperous retail stores and is thinking seriously of opening up a third. He has old Bill come up to the city every fall and make him a visit. He shows the old man a good time, sends him samples of his souvenirs, booklets, advertising literature, etc., also copies of the trade journals that come to his office.

Old man Snodgrass, like a true father, is interested in learning all he can about his son's business—what he buys, where and how he buys and how he sells it when it is bought. Thus through sheer force of personal interest Bill is kept in touch with outside conditions; and when it comes to knowledge about selling plans and methods Bill is right there with up-to-date information.

One day Tom Conrad and Bill Snodgrass were discussing the mail order houses and their methods of cutting-in on the business of country dealers. Tom was giving it to the big catalogue people right from the

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



Rikalog

Rikalog is a word we have coined to represent our men's heavy shoes.

This word and our trade mark in connection with a shoe means in every case greatest value that the price can buy.

If your trade wants shoes that satisfy under conditions where the service is unusually rough and severe write us. Some one of our Rikalogs will fully meet your wants in every requirement.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

shoulder out, when Bill leisurely shifted his cud of long-green, spat meditatively in the sawdust spit box and delivered himself of the following observation:

"Tom, me and you's been friends fer a long time, and I don't want to say nothing that would hurt your feelings; but it does 'pear to me that you country dealers air a set of durn fools. Why is it, I ask y', that the young fellers go to Cynthianne for ther patent colt bluchers and foxy tan low-cuts? Why is it they send off to Chicagy fer 'em if they ain't got time to hook up and go to town? It's jist becuse you hain't got 'em. You ain't got nothing but plow shoes and winter boots—and never did have nothing else. What'd you do if a feller came in and wanted a pair of dress shoes? Huh? Why don't you git the sort the young fellers want when they want t'r dress up and go to see ther best girls? You can't sell goods unless y'r got 'em, that's a cinch. Now why don't y'r git 'em—and then when you've got 'em why don't you advertise 'em? Write foler-up letters. Put in a winder-trim. Be like them fellers in the cities. Mail order people git the business becuse you won't take it. And thet's jist the reason I say y'r all of you a set of durn fools."

The Idea Soaks In.

Now, when Bill Snodgrass had cudgelled Tom Conrad with these ideas he cudgelled better than he knew.

Tom is nobody's fool, and when you have pointed out an object on the landscape once you can depend upon it Tom will take note of it thereafter.

Now this little talk of Bill's had a good effect on Tom. It first made him mad—made him mad at Tom, mad at the shoe-buying people of his community, mad at the world in general and the mail order people in particular. But what is more to the point, it made him think. Otherwise there would be no story to relate about Tom's shoe merchandising antics. But there is something, and it is in its way quite interesting and instructive.

The more Tom got to thinking it over the more he began to see that Bill was right. He couldn't expect young fellows to come in and call for patent leather bluchers when they knew as well as he did that Tom did not carry them in stock. Why should they not go to town after them? Why should they not send to Chicagy for them if they wanted to? Yes, after all Bill was right; he was a "durn fool."

So one day very late in winter, just as there began to appear the first symptoms of the incoming of spring, Tom sat down and wrote a letter to a shoe manufacturer—a producer of men's medium grade shoes in up-to-date lasts—asking him if it was too much trouble to send a man down with his sample trunk; that he wanted to look over some seasonable shoes with a view to buying a few dozen pairs just by way of experiment.

In less than twenty-four hours after the receipt of the letter a shoe salesman stepped off the south-bound

train at Martinsville and walked across the platform to shake hands with Tom Conrad, the country merchant who had waked up.

Tom looked over the samples carefully, asked a good many intelligent questions about the leather, the lasts, and so forth, and finally bought six dozen pairs in patent colt, gun metal and Russia calf shoes. About two-thirds of them were low cuts; all of them were seasonable, substantially built and stylish spring shoes. They were bought to retail at three and a half and four dollars—with a nice profit at that—and quite as good as you can get in any city shoe store for the money.

Window Trim and Follow-Up Letters.

Tom didn't stop with buying his shoes. Not he. That six dozen pairs of shoes, in leathers and lasts foreign to anything Tom had ever handled before meant a venture for Tom.

So, in order to make a success of his experiment, Tom resolved to get busy at the selling end of his proposition. For that reason he cleaned out a space communicating with his front window—and it must be remembered that the window itself was not built with a view to being trimmed—built up a floor on a level with the windowsill, boxed it neatly with wainscoting, put in about a dozen pairs of shoes on neat metal stands, together with some shoe laces, shoe polish, shoe horns and a pair of shoe trees. The goods were all marked with neatly gotten up price tickets; and that window, believe me, created a sensation in Martinsville.

But that was not all. Tom sent out a batch of letters to young fellows throughout the country which read as follows:

"What's the use of going to town for patent leather shoes and Russia calf oxfords? I've got the swellest line of seasonable footwear for dressy young men that ever meandered down the pike.

"For a long time I have been thinking about putting in a line of top-notchers—a big line of young men's shoes straight from the big centers of footwear style. The only reason I have not cut loose sooner is that I wanted to be dead sure I was right before I went ahead.

"I am sure now. I have the genuine stuff. Talk about footwear style—shucks, man, you have not seen anything stylish in footwear creations until you have seen my line of spring beauties for young men who care. They are prettier than a speckled pup under red running-gear; they are positively stunning; and absolutely guaranteed to be 99 and 98-100 per cent. pure fit, style, comfort and service.

"Better come in and get a pair quick before they are all gone.

Yours truly,

Tom Conrad."

Did Tom sell that six dozen pairs of shoes? Well, he did now, and five dozen on top of them.

Now he's selling summer shoes to beat the band. Next fall he is plan-

ning to go it strong on fall and winter footwear.

Tom says this thing of getting the country trade is just a matter of going after it. And, by the way, Tom is not swearing at the mail order people any more. Says he knows a better way of getting even with them than that: He just beats them at the business.

Cid McKay.

A Charity Patient.

A young physician on the West Side spends much time in charitable practice. In fact, he sometimes gives to a poor patient enough money to pay for prescriptions. "I'm not getting rich," he explains, "but I simply can't see them suffer for medicines that may put them on their feet again."

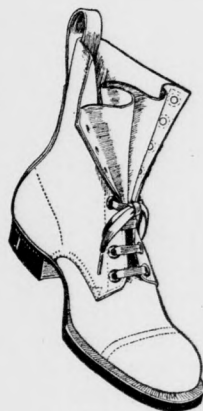
Not many days ago the doctor had occasion to visit a woman who occupied one small tenement room with her three children. After making out a prescription he gave her \$2, telling her to buy the medicine and to use the change for needed food. On the following day, as he was about to enter the tenement for a second call, he met the 10-year-old daughter of the patient.

"How is your mother?" he enquired of the child.

"Oh, she's all well," was the answer. "She took that \$2 and got a real doctor."

Health is happiness, but it must be spiritual as well as bodily health.

Progress is the movement toward better things.



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

Your Shoe Men Know Good Salesmanship

Is often capable of putting any kind of shoes on a customer, but your profit on a single pair is not enough to pay for the loss of any person's year in and year out trade.

Then figure it up in your mind what it will be worth to you to handle a line of shoes that has gone steadily ahead until it leads the procession for wear and, every day after the customer leaves your store, satisfactory service.

There are a lot of points about "H. B. Hard Pans" that pull—that the other fellow don't put in—and they are even better than ever this season.

Just like our H. B. Hard Pan Shoes, our selling plan has greatly increased in value to the dealer—it's yours—and the extra profits—for the asking.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.

MAYER Mariha Washington
Comfort Shoes hold the trade

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
Cltz. 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.



EDWARD MILLERISMS.

Personal Observations of the Hoosier Merchant.

Written for the Tradesman.

The philosopher omits more than he writes. The wise man omits more than he says. The editor of any publication omits more than he publishes. The tradesman omits more than he explains. All of this is done on account of policy. We are left to guess at more than half of what we see and hear and at times our guessing means failure on our part. If the above is true, what are we to do in order to get the truth? The key to all parts of nature is unity and simplicity in the mind of man. The masters live with the thoughts of humanity and by doing so they have learned to catch the truth concerning all things written and unwritten. If you wish to be a good guesser never omit the truth as you see and know it.

* * *

There is always a great drawback to our enthusiasm if our activities are of a low, cunning, cowardly nature. The sentiment of good honest dealing makes speculative work more profitable and there can be found in it great action. All experiments should be carried out with the whole truth. We should not pay such a high tax as is charged up to those who wish to be cunning and love to live on a lower plane of existence. Men's true actions are too strong for us to play with and if we wish to play the game of business we ought to do it nobly. Let us try to establish a new standard of speculative work by doing things as near as we can on the bases of facts.

* * *

Everything real is self-demonstrative or is self-existent. If your business is made up by true and natural thoughts from your own mind you have nothing to fear, for it is just as strong as any other thing built up by nature which is self-existent. We are not children of circumstances. We make our own conditions. Let any of my thoughts be different from those of yours and my surroundings will show my personality and not yours. There is an invisible mould standing right in front of each and every one of us and we are pouring in the melted material by each thought that we act on. Thoughts are free to go where they please and they come to our minds, but they can not do us any harm or good only as we act on them.

* * *

We are all overpowered by the law of action. We have failed to learn just what co-operation means. We seem to be too willing to follow the advice of those who call on us with "the greatest bargains on the road." When we are always true to ourselves we are never overpowered by the action of another. We live by and through our own acts. Co-operation is a wonderful principle, speaking scientifically, but too many of us co-operate with minds which are not willing to add blessings to all concerned.

Let us all be reflectors of the

truth and then we will not be overpowered with the actions of those who have no regard for the right of others.

* * *

The time has arrived when those who expect to be successful in business must become idealists. The trouble with the business world today is that we have too many materialists. The idealist believes in individual culture from a higher point in nature and the materialist sees things only as they represent themselves. Everything is affected by the illusion of the senses, but facts are in nature and when we learn to govern ourselves by and through the ideas of the idealist we came nearer the truth than in any other form. Every materialist who begins to think for himself will become an idealist sooner or later and he will never go backward and be a materialist, for he will have learned the value of individual culture which makes all men wiser.

* * *

The public is learning to sympathize with its own intellect. The people are reading more carefully. Their trading is done on a more scientific plan. They are inspired with the competition that has touched the life of almost every merchant in the land, and this education has taught the people not to grant any more pardons, but to attend the funerals with all the grace in the world. If you do not wish to be taken to the graveyard, get in sympathy with the public and try to learn the wants of your customers and fill them as promptly as you can. I urge you with all the earnestness at my command to watch the thought running through the minds of the people, for your success or failure depends upon the knowledge you have in regard to the above.

* * *

In our childhood we dreamed of great men, of the sweet life of the powerful genius, of the great fortunes that practical men have made, of the noble characters we heard our fathers speak of, of the education that enables men to make discoveries of nature very useful to mankind, of the services that some of our inventors have given to the world and hundreds of other things, yet most of us have failed to learn how to make our dreams come into full beauty. We should allow the threads of truth to run through our minds and justice will be done to us, just as it has been done to all things and persons in the progress of mankind.

* * *

What is the essence of friendship in business or otherwise? The greatest friend we can have is one who is willing to do us all the favors he can without asking for any in return. A true friend will put himself out of all false relations with you. If you are selling strictly for spot cash, a true friend will not ask you to sell him on credit. If you have one price to all of your customers, a true friend will not ask you to sell him cheaper than the price named on the ticket. We should court friends who will

help build for us a good character instead of a fat pocket book.

* * *

I am not a Christian Scientist, but I do believe that thought is the only power we are dealing with. We are living in the thought world which has always existed. We think ourselves into trouble and we can think ourselves out of it. The more we think about a given thing, the bigger it grows. If you want success, drive

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

Post Toasties

Any time, anywhere, a delightful food—
"The Taste Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Mich.



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

Why not a retail store of your own?

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.

Hart Brand Canned Goods

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

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



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



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.

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lot.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gr. case, per case 20 gr. lots.....\$3.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.25
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

trouble out of your mind and think only those thoughts that you know will bring success. It all depends on how we mix our thoughts whether the results are good or bad. We must deal with all kinds of thoughts, the same as we must deal with all kinds of people, but the question is, What kind are we going to live with? If we live with thoughts which make everything successful, we can not help but be successful, but too many of us seem to think that we can think one thing and be another.

* * *

The best things are done in the easiest way. It is no trouble to the wise soul to convey its quality. There is no use in trying to hold on to things. Hard labor and difficulties are not natural. We should be related to the life of the effective, constructive, the fertile and magnetic sources which work while we sleep as well as while we are awake. Let us open our eyes to the things we need and want in a true light and stop this painful labor for things which in the end last longer than we do and are unnecessary. This machine I am using to write with will be here long after I am gone. Why should I want to guard anything more than the power that controls me? Let us try to learn to do our work easy.

* * *

The greatest service we can render another is to help him to help himself. If we have good ideas which will help our friends and neighbors we should give them out as freely as we receive them. It is weakening our friends to help them with money or to give them supplies, but there are always great encouragement and strength in giving out good advice that will enlarge the mind and make the life of the individual stronger. Every joy, every happiness—everything of real value—comes to us through our experience, and when we have enjoyed blessings which we know others have not enjoyed, let us pass them around. The man who lives his life alone lives a little, dwarfed and stunted life. We should take part in this larger life of humanity. A power which works for righteousness leads to optimism. Optimism leads to power, which recognizes the fact that we have infinite power in our own hands to open our minds in such a way that there will be an ever-increasing sense of power working through us in conjunction with all other natural forces.

* * *

Let us exchange congratulations with our friends while they are still with us and not wait until they are dead and buried. If we have kind words to offer to anyone, words of encouragement and strength, let us give them to the living, for it is only the living minds that can do the world any good. No man can foresee or understand how much power there is in a few kind words. One kind word can build a city. Remember, this world was spoken into existence. If we wish for a new, a better and a happier world, we must begin to speak kind words to those we know are speaking the truth.

Reason is not to be set aside, but it is to be continually illumined by the higher thought of justice. When we fail in business or anything else, we first failed in reasoning out the differences that differ. When we reason with ourselves and enter into the truth, as we know it from our experience, we become thoroughly individualized and the wisdom we have gained carries us into the realm of knowledge where no man can enter except through a like experience.

* * *

All things which are valuable to us will come to us if we make ourselves worthy of them. Good business ideas will never go to a man who sits around waiting for them to come. They are too wise to go where there is no life. We must be wide awake and up and doing something if we ever expect to attract good things. I would never have written the above if I had not been writing. Such thoughts never come to our minds when we are willing to idle our time away. Be willing to be kept busy and you will find success.

Edward Miller, Jr.

Corn Is Surely Now King.

At the time of the Civil War patriotic orators who were of the North declaimed and patriotic poets wrote alleged poetry, in which it was set forth that King Cotton had been supplanted by King Corn. But after the Civil War was ended and the demoralization consequent upon reconstruction had been in some measure eliminated, King Cotton again asserted his supreme authority.

In 1877 Samuel J. Tilden returned from a summer sojourn in Europe. After the Electoral Commission declared that Rutherford B. Hayes had received one more electoral vote for President than Governor Tilden, the defeated candidate decided to sojourn in Europe during the summer months. On the evening of a day in September, when the first frost of that autumn was chilling the air, Governor Tilden addressed a very large throng who assembled in front of his house in Gramercy Park to welcome him home. He did not touch upon American politics. His theme was the development of our commerce with Europe. He spoke with real eloquence, because he was very earnest and sincere in what he regarded as sure to be ultimately the greatest in money value in its wealth-producing qualities and in quantity of the American harvest—namely, Indian corn, or maize. Governor Tilden said that it might require a generation of time to teach the people of Europe the food value that is in Indian corn.

Governor Tilden said that there was no reason why, within the course of a few years, the United States should not raise a harvest of 3,000,000,000 bushels of corn. He ventured to predict the money value of a harvest of that kind at not far from \$1,600,000,000, and in graphic manner depicted the relation of so great a harvest as that to the prosperity of American railways. In the last five or six years of Governor Tilden's life he frequently, in private conversa-

tion, referred to the wealth-producing possibilities for the American people that lay in the production of Indian corn. What he then predicted is this year realized. We are to have at least a 3,000,000,000-bushel harvest of Indian corn, and the money value of that will be from \$1,600,000,000 to a little under \$2,000,000,000.

It also means no idle cars for the railways, renewed net earnings of great amounts, the ability of American financiers to lead to some extent in the foreign exchange markets and to take up the finance bills that have been discounted in London this summer.

The Demon Debt.

Honesty is often another name for freedom from debt. The honest man always will try to discharge his just obligations, otherwise he can not appropriate to himself the title.

Many have such a dread of debt that they would rather forfeit life itself than contract it. Carlyle hated debt to such a degree that he could not be induced to borrow to relieve real distress. All through his life the sage of Chelsea labored hard for merely enough to keep himself and his wife and died a poor man.

John Bunyan was another that never could be induced to borrow a shilling. Many a time he traveled the roads hungry and with insufficient clothing, yet would not allow his friends to relieve his necessities.

When Sir Walter Scott got into debt he never had an hour's contentment of mind, so he sat down to work as perhaps never man toiled before and turned out the Waverley novels, which happily were the means of relieving him from the incubus that pressed him down. These men realized, as all self respecting men realize, that debt takes away independence of character, saps the manhood and leads the way to disgrace and ruin in the end.

Horace Greely wrote:

"Hunger, cold, rags, hard work, contempt, suspicion, unjust reproach are disagreeable, but debt is infinitely worse than all. If you have but fifty cents and get no more for a week buy a peck of corn, parch it and live on it rather than owe any man a dollar." The life of Greeley himself was a noble commentary on these words. He fought his way from poverty to competence, from obscurity to honorable fame.

It is easy for the man who amounts to nothing to give himself away.

The only way to move a mountain tomorrow is to take a pickax today.

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THE CROSS ROADS DEALER.

Success of Some Men Directly From the Farm.

This and other similar terms are sometimes applied promiscuously to a large number of men who, although unable to make much of a showing in the financial world, undertake to break into the ranks of business life by way of the implement trade. This classification works a real injustice to very many energetic men whose best efforts are directed toward the very laudable purpose of obtaining a standing in the business world.

Previous Business Experience.

It does not necessarily follow that because a man may have had no previous business experience or may have worked on a farm the greater part of his life that he will make a failure of his business venture. It is a fact that some of the greatest successes in the implement business have started with the most meager capital and with no business training whatever. How many dealers are there to-day who are the fortunate possessors of flourishing and well equipped business establishments who can remember the time, perhaps but a few years back, when the term "cross roads dealer" was applied to them, and as justly as they themselves are now using it with reference to their vigorous but less fortunate competitor?

Ability of New Competitor.

It certainly will do no harm to think of these things once in a while, and it would be a wise thing for every dealer to be careful and not undervalue the ability of the man who is located a few miles out of town and is just starting in the implement business. He may prove to be a hustler and have enough stick-to-it-iveness about him to make serious inroads in the trade of the district in the course of a few years. In this event, and in order to prevent this man from becoming a dangerous competitor, it is good business policy on the part of the old established dealer to make the acquaintance of the new man at once and to meet him in the most friendly spirit, and it is of the greatest importance to both that a mutual understanding be had regarding the trade. This matter can not be attended to too quickly as it is often the means of preventing a ruinous price cutting competition which usually ends disastrously for both parties as well as ruining for years the trade in the affected lines.

Must Maintain Regular Selling Prices.

One of the most common as well as the most serious mistakes made

by the out of town man who undertakes to start business with perhaps a barn floor for a warehouse and his coat pocket for an office (and, by the way, there are a great many dealers who to-day occupy the front rank in the implement business who made their start with just this kind of an outfit), comes from the fixed opinion that because his expenses are so very light compared with those of his established competitor in town he will be able to sell goods at very much lower prices. It does not seem to occur to him that the amount of his sales for the first year or two must necessarily be small and that his expenses will increase in direct proportion with the increase of his business. Under these circumstances if he expects to retain for himself even a very modest sum of money as a result of his sales, he must maintain the regular selling price of the goods at all hazards.

Another Important Point.

Another thing that the inexperienced dealer is pretty sure to overlook is the fact that if he sells at starvation prices simply because his expenses are low upon starting business, he will establish a price precedent for the goods that he will never be able to overcome and retain the patronage of his early customers.

The dealer who has been long established and has come to regard himself as the sole proprietor of the trade of the territory that he has pre-empted is not apt to look with favor upon the arrival of a new claimant for a share of the business, but this is one of the things that is likely to happen at any time and with any dealer. There is no law that will prevent a man from starting in business wherever he will, providing he is willing to risk his money in the venture.

The Opportunity Presented.

What a lack of consistency is sometimes found in the actions of the dealer who sees his trade gradually slipping away from him by way of the catalogue house, but who stands stoically by without raising a hand to help himself, all the fight gone out of him because of the wonderful trade-getting power that his morbid imagination has given to this modern selling agency. He has become self-convinced of the uselessness of any effort on his part toward reclaiming the trade of the district and has acquired a settled belief that his only hope for keeping the sheriff away from the property lies in the most drastic retrenchment in the matter of expenses, and in this apathetic state of mind he dispenses

with the services of his salesman, cuts out his advertising expenses, confines himself to his store, complainingly tells his hard luck story to all his remaining customers and calmly awaits the coming of the business executioner. Such a state of affairs can not exist for any great length of time without attracting the attention of the entire community and as a general thing some energetic man who has been looking for business opportunity begins to take notice that a large part of the implement trade is being handled by outside parties and that the local dealer has practically lost his nerve and is allowing the trade to slip through his fingers. After giving this matter careful thought he comes to the conclusion that there is a good opportunity for a new man and therefore, although possessed of but a moderate amount of ready cash, he secures as much financial backing as possible and starts in to obtain the agency for various lines of machinery and implements. He then begins to solicit patronage and get acquainted with the trade by a personal canvass of the territory.

Competition for the Established Dealer.

About this time the established local dealer discovers that something has happened; in fact, he learns that a farmer has started in the implement business just a few miles from his place, that he has obtained the agency for several lines of goods, one of which the dealer himself is handling, although he had failed to make a single sale during the last season. Now, for the first time in his business career the dealer discovers that he has tangible competition. A real live man has dared to start in the implement business on his own private preserve. The fact that a half dozen catalogue houses were taking about three-fourths of the trade of the district and that the outside salesmen of outlying dealers were getting most of the remainder had never seemed to strike him as competition that could be stopped; this for the most part was merely a matter of fate. He could not be expected to fight this mail order octopus single handed, but here was something plainly visible, a matter he could lay his hands on—this business pigmy, this inexperienced man

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See that they
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Exclusive Agents for Michigan. Write for Catalog.

Grand Rapids, Mich.

attempting to rob him of his trade, striking at the very root of his business establishment. Surely, he can no longer be charged with lethargy. His fighting blood is up. This usurper and his business must be destroyed, and to this end he devotes his time and energy, constantly yelling "cross roads dealer" and throwing mud at his unwelcome neighbor, and every time he throws a handful of mud it carries with it a customer or two into the camp of the new man.

Direct Cause of Increased Business.

From any standpoint this attitude on the part of the established dealer toward a newcomer in the business is most deplorable and is sure to result in demoralizing the trade in the lines in which both are dealing. Paradoxical as it may seem, it is nevertheless true that the advent of a new dealer on a territory has frequently been the direct cause of a large increase in the business of the established dealer, for the simple reason that the presence of the new man made it clear to him that he had to be up and doing in order to retain his business standing, and where formerly he had stayed at home and waited for his customers to come to him, he now believed it necessary to get out after the trade with a vengeance, and this change in policy has resulted in bringing in trade that heretofore had been diverted by various outside influences.

Pleasant Business Relations.

The only fear that the wide-awake local dealer need have on account of the coming of a new man is that he may undersell him or give longer credit and this the inexperienced man is very likely to do, but the dealer is in a better position than any other man to prevent this thing if he will only accept the inevitable and make the best of the situation by going at once to the new man and talking the matter over, giving him the benefit of his experience in the matter of expenses, making clear to him the necessity of maintaining prices and making common cause against common enemies. The friendly feeling resulting from a visit of this kind in nine cases out of ten will assure pleasant business relations in the future and these advances, which must be made by the local dealer, are simply matters of good business policy and will often bring better results than a deal that he may consider of vastly greater importance.

The Real "Cross Roads Dealer."

While maintaining the right of any man to start in business, provided that he is honest in his intention to do a legitimate business and to receive a reasonable profit on the goods he sells, and while objecting to the title of "cross roads dealer" being applied to such a man, it must be admitted that occasionally a man is found who is fully entitled to the appellation and for whom there is nothing but condemnation and in a much greater sense for the person who is responsible for his business existence. This alleged dealer is usually brought about in this way. It is found that a certain farmer is in

the market for one or more tools of considerable value and he is visited at various times by several dealers and also by the representatives of several manufacturers. Finding that so many are anxious to supply his needs he thinks to get the goods at rock bottom prices by holding off until the very last minute and pitting one against the other in the matter of prices. He therefore obstinately refuses to close a deal even although he may have expressed a preference for one of the several tools and the price named is as low as it is possible to make. After this case has become chronic one of the salesmen, becoming over-anxious and fearing that one of his competitors will eventually land the deal and knowing that his nearest agent is far enough away to prevent trouble, makes a contract with the farmer by means of which he is enabled to sell the tools at wholesale price. The farmer signs this agent's contract but has not the slightest intention of selling any of the goods. He has simply obtained his tools for a few dollars less than the market price.

Only the Beginning of Trouble.

But this is but the beginning of the real trouble, as some neighboring farmer may like the looks of the tools when they arrive and finding that the owner is an authorized agent, asks how much he will charge for a similar machine. On the strength of friendship and without any idea of business in the matter, a price is quoted that will just cover the invoice and freight charges, and the neighbor, realizing that the price named is several dollars less than the marked value, orders a machine at once and proceeds to tell every farmer in the district how much he paid for it. This contract may remain in force five years, each year being on a sale or two of this character. Of course the manufacturers know nothing of these conditions. When the contract is sent in the sales department find that the man is a farmer, but that he is financially good and located at a point that will not interfere with the business of any other agent and they are led to believe that the man really intends to make a start in the implement business. It is only when the matter is brought to their attention by the nearest agent, who discovers that prices are being slaughtered in the adjoining territory and it begins to affect his trade, that they learn the real facts of the case. Then the contract is annulled and the salesman severely censured. No reputable manufacturer will stand for this kind of a deal and the salesman must be blind indeed who can not foresee the trade demoralization that will surely follow an action of this kind.

Responsibility of the Salesman.

This is a sample of a real "cross roads dealer" and the responsibility for his existence as such rests entirely with the salesman who wrote his contract and there is nothing that can be put forward that will justify his action. In days past when the intense rivalry between the salesmen of competing concerns was often the cause of many unbusinesslike trans-

actions such deals were altogether too common, but it is a pleasure to say that at the present time it is a rare thing to find a salesman who will risk his reputation as well as that of his employer by making this kind of a contract. It is in the interest of every man who follows the implement trade as a means of livelihood, whether he be dealer, manufacturer or salesman, that such disreputable methods are universally condemned.—Maximus in Implement Age.

What Then?

The eye of little Willie's teacher was sad and sorry, for notwithstanding that he was her favorite pupil, he stood before her convicted of the heinous charge of a theft of toffee from a fellow-pupil.

It was his first offense, however, and she did not desire to inflict corporal punishment—a moral lecture, she thought, would fit the case.

"Bear in mind, Willie," she concluded, "that these temptations can be resisted if determination is used. Always turn a deaf ear to temptation."

Little Willie's lip trembled.

"But, teacher," he answered, "I ain't got a deaf ear."

Where a person tacitly encourages an act to be done, he can not afterwards exercise his legal rights in opposition to such consent, if his conduct or acts of encouragement induced the other party to change his position so that he will be pecuniarily prejudiced by the assertion of such adversary claim.

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

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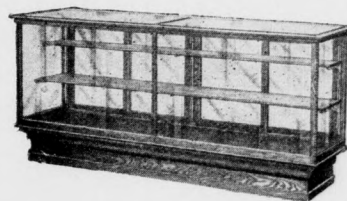
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THE CASE WITH A CONSCIENCE

Yes, your present show cases hold the goods, but do they **sell them?**

It isn't all in the ad or all in the salesman. You must **make your displays attractive**, you know that.

Let your competitor play the complacent act, **you** get busy and **tone up your store**. Make it so inviting that people will take delight in trading with you—so enticing that they will spend more than they planned on.

It's surprising what a little it will cost. Our catalog and any help we can give you are yours for the asking.

WILMARTH SHOW CASE CO.

936 JEFFERSON AVE.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 31—Midsummer business pervades almost all markets. A glimmer of light is found in the fact that the tariff is actually out of the way and another is that we are going to have such a wonderful crop year. These two items alone are enough to give great encouragement to business men and just as soon as "possible" we are going to have the most "hustling" time the country has ever seen.

Spot coffee shows very little, if any, change. The demand is simply of an everyday character and sales are not individually large enough to cause any comment. At the close there are in store and afloat 3,514,313 bags, against 3,347,006 bags at the same time a year ago. At the close Rio No. 7 is worth $7\frac{1}{2}$ @ $7\frac{3}{4}$ c. In mild coffees there is a fairly satisfactory call for really fine sorts and a correspondingly quiet time in the average grades. Good Cucuta is quoted at $10\frac{1}{4}$ c.

Sugar is doing better. Orders for granulated have been coming in at a satisfactory rate and the whole market is feeling in a better humor than for some time. Withdrawals under previous contract have been large and there seems to be a tendency to a higher level.

Teas are doing better. Buyers are, apparently, past the time when they feel any alarm over "tariff tinkering" and are now settling down to legitimate business and sellers are confident that they can go ahead without any fear. Stocks in some directions must be pretty well run down and the future is going to be in favor of the seller.

Foreign rice seems to be having an inning this week and is out-distancing the domestic sorts, although the market closes quite satisfactory all around. Prices are well held and if anything tend upward. Good to prime domestic, $5\frac{3}{4}$ @ $6\frac{1}{4}$ c; Parna, $4\frac{7}{8}$ @ 6 c, and Bassiens, $4\frac{3}{4}$ @ 5 c. The two latter have been most called for.

Spices have had a good week. No large transactions were made, but quotations are well sustained on the basis of the last report. Sellers look for a good fall trade.

Molasses and syrups show little, if any, change either as to supply, demand or quotations. Of course, little enquiry is expected with the thermometer at dog-day heat. Dealers look forward, however, with a good deal of confidence.

Canned goods are quiet and naturally so at this time of year when "the boys" are all away. If they are talking business it is in the mountains or elsewhere away from the city. For the next four weeks there will be mighty little doing. At the close of this week there seems to be more enquiry for cheap peas than anything else, but when it comes to really desirable New York State canned peas there is nothing "cheap." The pack has been very greatly curtailed, of course, and buy-

ers will be lucky to get a supply at any figure before long. Stocks with retailers must be pretty well reduced and before long canned goods generally will "come unto their own." A number of packers of Maryland tomatoes will positively decline considering any figure below 70c for really desirable stock. Other goods are about unchanged.

Butter is quiet. Creamery specials, 27c; extras, $26\frac{1}{2}$ c; firsts, $25\frac{1}{2}$ @ 26 c; Western factory, firsts, $21\frac{1}{2}$ @ $21\frac{1}{4}$ c; seconds, $20\frac{1}{2}$ @ $20\frac{1}{4}$ c; process, $23\frac{1}{4}$ @ $24\frac{1}{4}$ c.

Cheese is steady at $14\frac{1}{4}$ @ $15\frac{1}{4}$ c for New York State full cream.

Eggs are quiet except for top grades. Western extra firsts, $23\frac{1}{2}$ @ 25 c; firsts, $22\frac{1}{2}$ @ 23 c; seconds, $20\frac{1}{2}$ @ 21 c.

Power of the Children.

How do you treat the children who come into the store to buy? Do you wait on them in the same courteous manner with which you serve their elders or do you treat them in an indifferent manner—allowing them to wait until other customers—later arrivals—have been attended to? If you are in the habit of doing the latter, change your tactics at once, for by so doing you are not only driving present but future trade away from your store.

Many merchants think that "it's just a little girl," or "only a little boy," and that it does not matter how long they are required to wait. But perhaps mother is patiently waiting for the meat for supper. She is not likely to send her children to your store again in a hurry unless they get prompt and courteous treatment.

And then children have minds and are capable of more thought than they are often given credit for. If given a choice they will not go to a store where they are treated indifferently. A pleasant word and a bright smile will do much toward encouraging and holding trade through the influence of the child purchaser. People reason that a man who will notice the children and treat them kindly and considerately will be conscientious in all his dealings.

There are many families in which the children do the greatest of the buying and whose entire trade may be obtained if you are considerate in your dealings with them.

Cursory Remarks.

"Eddie," said the teacher, "can you give a definition of cursory? The word is generally used in connection with public speaking. For example, we often read that some one 'made a few cursory remarks.' Please write a sentence containing the word cursory."

After a brief struggle Eddie solved this:

"Yesterday my pa helped my ma to hang pictures, and when the ladder fell after pa had climbed to the top of it he bumped his head against the corner of the diningroom table and then made a few cursory remarks."

Sorrow is heaven's school, where we learn the alphabet of love.

OUR PIONEER JOBBER.

Incidents in the Life of Leonard H. Randall.

Written for the Tradesman.

The arrival of Leonard H. Randall in the city a few days ago served to remind the writer that forty-four years ago the firm of L. H. Randall & Co. was the only one engaged in the jobbing business in Grand Rapids. The firm occupied the ground floor of the Kent Savings Bank building, at the intersection of Lyon and Canal streets, and its trade seemed to the onlooker to have been largely in salt. Long rows of salt barrels covered the sidewalks in the vicinity. The firm did a very prosperous business under different firm names and finally became incorporated and is now known as the Worden Grocer Co. Mr. Randall was a very public spirited citizen and his usefulness was proven on many occasions. As Eminent Commander of De Molai Commandery he organized and carried through a movement having for its purpose the assembling of all the commanderies of the Masonic order in the State at the Western Michigan Fair held in the year 1872. Mr. Randall served the city one term as Mayor, during which the first municipal police force was organized and the extension of Canal and widening of Monroe street, creating the plaza known as Campau Place, were consummated. This improvement hung fire for a number of years, owing to litigation growing out of the imperfect descriptions of the property to be taken on the assessment rolls, but when the final rolls under which the sum of \$40,000 awarded the owners had been approved by the court Mayor Moses V. Aldrich withheld his signature because the sum of \$34,000 was to be paid by the city at large and \$6,000 by the owners of property benefited by the improvement. When Mr. Randall entered upon the discharge of his duties as Mayor his first official act was the writing of his signature upon the roll. It was then placed in the hands of the marshal for collection.

Mr. Randall was one of the first to enter into contract with Hollingsworth & Coughlin, of Chicago, for raising the buildings he owned on Canal and Lyon streets from five to

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
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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.

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

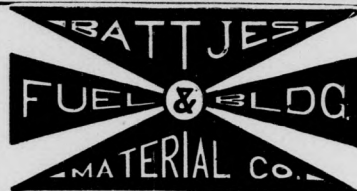
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Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

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Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color,
and one that complies with the pure
food laws of every State and
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Manufactured by Wells & Richardson Co.
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Baker's Cocoa
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Registered,
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A perfect food, preserves
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GRAND RAPIDS
BRUSH CO.

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8	Wholesale Trade of	9
7		0
1	Solid Back	9

Hair, Cloth and
Toilet Brushes

and

Leather Back

Horse Brushes

GRAND RAPIDS BRUSH CO.
Grand Rapids

six feet. The Pantlind Hotel (then known as Sweet's) and all buildings on Canal street between Pearl and Bridge were elevated to the new grade line of the street. Among the buildings now standing which were lifted to the new level are the Giant clothing house, the buildings owned by the Goodspeeds, those of the Nelson-Matter Furniture Co., the Carroll block on the east side of Canal street, north of Crescent avenue, and the buildings owned by George W. Thayer. Many of the buildings elevated were afterward destroyed by fire and replaced by structures duplicating the originals. Among their number were the stores occupied by West, Fox and the Western Beef Co.

Arthur S. White.

Schemes To Increase the Sales of Trunks.

Written for the Tradesman.

An exclusive trunk and bag dealer is enforced constantly to display his samples in his windows, but far, far too many department stores do not half often enough show samples in the window front of the goods of this description which they carry. Especially is this asseveration true during early summer when the annual hegira to the resorts takes place. Lots of people with the migratory bee in their bonnets would buy a trunk if it were thrust upon their notice, whereas they would get along with the old one if they did not happen to see any in a window exhibit.

A watchful eye should be kept on the daily papers (or weekly in a small town) and whenever mention is made of any parties contemplating an extended stay away from home, or even a short absence, an attractive letter printed in typewriting (or better yet a real typewritten letter) should be mailed to them calling attention to your handsome line of trunks, bags and other traveling necessities. One dealer says that he even finds it pays to employ the special messenger service to deliver a letter written by his own hand to certain wealthy people intending an European tour or a sprint across the continent.

An excellent plan to hasten the sales of trunk and suit case requisites is to have a window illustrating the departure of some one going ajourneying.

Let us suppose that a fashionable young lady is about to make a visit to a far-off friend and is taking an affectionate leave of those under the family roof-tree.

Have the window (which naturally must be a large one) arranged as a cheerful living room. The dramatic personae is the young lady herself, a dummy to look like a father, ditto a mother, and two or three children dummies for the "young fry" of the family. They should all be on a plane as to dress, that is, all stylishly attired. The traveler should be becomingly gowned as for outward-bound and should be most tenderly embracing her mother, the father standing expectantly nearby, while the youngsters dance around the trio awaiting their turn for a sisterly

hug and kiss, their arms outstretched as if impatient to be fondled.

In an open doorway in the background a dummy clad as a baggage-man should be posed as if about to pick up and shoulder the elegant trunk of the traveler.

This could be plastered with all sorts of foreign labels (which, by the way, may be obtained in quantities somewhere in Chicago, so I am informed), which should be defaced and soiled somewhat, so as to give them more of the appearance of the genuine article. The girl's suit case should also show a proper sprinkling of the foreign labels.

If the store cared to go to the expense the background could be a canvas painted by some scenic artist to represent one side of the room, with a hallway or vestibule leading on to a piazza through the open doorway of which the expressman is to take the young lady's trunk. The piazza should have vines clambering to the top, with spaces left free for window boxes, in which is a profusion of red geraniums and white petunias and other flowers the colors of which do not scream at red. (One sees so many, many window boxes around town containing red-flowered plants and others that bear flowers totally inharmonious to red, which is enough to give a sensitive soul the hypos.)

A typewritten card could be attached to the window with tiny stickers or stood on the floor against the trunk. It should not be an obtrusive card in size or color and should be not more than six inches square. The color could be brown with white lettering to read:

This Pretty Young Lady
Is
Going
On a Trip
She Can Be Proud
Of Her Trunk and Suit Case
We
Have
Dozens of Other Fine Samples
H. E. R. S.

How She Knew.

"I do think," exclaimed Mrs. Tolker, indignantly, "that Mrs. Gadabout is the most aggravatingly inquisitive woman, if I must say so, I ever knew. Why, I never pass her on the street but what she invariably turns her head and stares back at me to see what I've got on and how it sets from behind."

"How—er—that is, I was wondering, my dear, how you found out that the mean thing looked back. Some one tell you?" enquired Mr. Tolker, innocently.

And Mrs. Tolker straightway turned the stream of her indignation, seething hot, from Mrs. Gadabout to her "insinuating wretch of a husband," as she fondly termed him, and after the first pyrotechnic outburst steadily refused to speak to the fortunate man for the rest of the evening.

A German manufacturer has succeeded in making a satisfactory high speed steel by using powdered ferro-tungsten instead of tungsten metal.

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.



Help Tactful Letters Give the Salesman.

Here is a letter which got results and is, therefore, a model of the epistolary art, although it is plain, brief and not a bit flowery. In passing it may be remarked that the greatest merit any letter can have, even a purely social one, is its power to get results of one sort or other. This quality of effectiveness gives any writing a higher order of merit than it would gain from the choicest metaphors, epigrams or landscape English.

In this case the first result obtained was that of bracing up a salesman who had been falling down in his work. One result deserves another and the fact that the salesman was braced up resulted in his getting more business in the next month than any other of the 1,000 men in the force. The letter follows. It was written by the manager of one of the biggest concerns in the world:

"My Dear Blank:

"I am sorry to see that you have fallen down in business recently. Do not get discouraged, because I believe that when you once strike your stride again you will be all right. I am sorry that you could not have given us more help this month, as we depend on the help which our salesmen give us, and always look for a lot of it from you. Brace up, however, and go at them stronger than ever next week. You know the great merits of our goods, and you know the retailers in your territory need them. You have the backing of all your users to prove this. Don't let these people, who know nothing about it, down you in an argument when you know as much as you do about our line, and its usefulness and economy.

"Above all, I say again, don't get discouraged. I have been on the road myself and know that discouragement unfits a man mentally for argument."

This is the manner in which the salesman replied to his manager's letter. It evidences an appreciation of the encouragement he had received, and shows the right sort of spirit for a salesman. After reading it, it will not be difficult to understand why this salesman retrieved his failure and became the leader of the force in the next month's sales:

"Dear Sir:

"I am in receipt of your kind letter and wish to state that if there is any medicine that could be administered to a man that would be an incentive for him to get out and hustle, it was just such medicine as is contained in your letter.

"I am well aware that my business has been very bad, not only this month, but for several months past. However, I look for something good in the near future, and if hard work and continual plugging will secure an unusual amount of business, I assure you that I will do my share of it.

"When a person has worked faithfully and his results are poor, there is nothing on earth that should make him feel as good and as ambitious as a letter such as you have written. I give you my word and honor that I will endeavor to make a radical change in the near future."

To go back to the first letter and consider it again—the most conspicuous quality in it is the sympathy that the manager had for the salesman. There are two kinds of sympathy—the "fool" kind and the judicious kind, and they are radically opposed to each other. When "fool" sympathy is extended to a delinquent by some well wisher it has the effect of making the delinquent feel that, after all, there are sufficient excuses for his failure, shortcomings or crime, as the case may be. It favors the idea that he has done well enough considering, and that nobody else in his circumstances could have done much better. It blinds him to his own fault, and in doing so, blinds him to the ways in which that fault can be overcome and the occasion for sympathy removed. It is an anesthetic, or pain killer, which makes the patient entirely comfortable and leaves him careless of the fact that at the same time it deadens his activities.

If that salesman's letter had read: "I am sorry to see that you have fallen down in business lately, but never mind; this is an unfavorable time to introduce our product, and your territory is a hard one. None of our men have been doing very well anyhow, so don't you care," it would have been sympathy of the "fool" sort. Of course no salesman would ever give this line of talk to his salesman—that goes without saying. But a great many delinquents give this line of talk to themselves. It is the foolish reasoning suggested by the "fool" sort of sympathy they have for themselves through disappointments and defeats.

It is perfectly proper to be a self-sympathizer, but the sympathy should be of the judicious kind—the kind that stimulates and arouses a man and shows the way out of the woods. Judicious sympathy is relentless in holding up to a man his mistakes in order that he may correct them; it excuses nothing, for if it did, and he

learned to depend on it, he would always be needing excuses. It may on occasion convey a roast, but never a sneer; criticism, but never condemnation. It conveys a friendly hint that he is capable of better things; makes him want to attain them, encourages him to believe that he can and attempts at least to show him how to attain them.

Another instance may be cited to show how an unsympathetic letter may affect a salesman, and through him affect to some degree the business of his firm.

Brown is a young man who started out for a Western wholesale house with very little experience but with great ambition and an unlimited capacity for work. Orders came slowly for the first month. He realized that the fault was in himself, and set about studying to improve his selling method. He made some improvement and business was better after that, but still not up to standard. After conscientious preparation Brown at last thought he was competent to put his proposition up to the buyer of X & Co., who was by far his most important and most difficult prospect—the man whose business the firm most coveted, and whom Brown had reserved until such time as he should be more practiced in the selling game and should feel strong for battle.

He arrived in the town where X & Co. had their establishment, and spent an evening in bolstering up his selling talk. He nerved himself up to the highest pitch and felt ready for the supreme tussle.

"I know I can do it—I know I can convince Mr. X. if any salesman in the force can," he said to himself, and he was so sure of the victory that it seemed already won.

In the morning he received the following letter from his manager:

"Dear Sir:

"Your orders have been entirely unsatisfactory, and from the small amount of business you have done it would appear that you are not trying to sell our goods, that you don't want to sell them and that you have no regard for our interests or your own in this matter.

"You are supposed to be out for business and not on a pleasure trip. We have not much hope of your getting orders, but if you can spare the time from your social engagements you might try to round up a few.

"See X. & Co. while you are in their town. An efficient man is needed to handle their case, but we shall have to let you try. If by any miracle you land this order we shall think you are improving after all."

When Brown approached Mr. X. that day he was more than ever determined to win that order, or to die in the effort. But he was nervous and his confidence in his ability was shaken. The phrase "an efficient man is needed to handle this case" kept ding-donging through his mind, and drowned the reasons he had intended to force upon Mr. X. His salesman's idea of his inefficiency got control of him and he lived up to the

part. The interview was a fizzle.

Subsequently Brown quit the firm and became a salesman for its competitor. He got the encouragement that eventually made a successful salesman of him, and, as it happens, X. & Co. are one of his regular customers. This matter of written co-operation—the help that the tactful letter gives—is a generous factor in all result getting. B. S. Donaldson.

Not Worth Shingling.

The late Thomas Bone, "the sailor missionary," was the soul of kindness, but he was seldom worsted in repartee. One of the many instances of this given in his last-published life is the following:

"His work was not without its humorous side. Among the new-men there were always some who sought a little amusement at his expense, but they reckoned without their host. His kindly manner never changed. The smile never left his face. There was no venom in the retort, but it seldom failed to silence the interrupter. The laugh raised at his expense made it quite certain that no second attempt would be made.

"Seeing him approaching one day, one of a group of sailors announced his intention of having some fun. He stepped forward and removed his hat, revealing a perfectly smooth crown, and asked:

"Can you tell me why my head is so bald, while all my companions have plenty of hair?"

"I don't know," was the smiling reply, "unless the reason given me the other day by a farmer would apply—that an empty barn is not worth shingling."

It is better to be regarded as a prude than to rot as a mental garbage can.

Elevator term:

"Going Up?"

There is a finely appointed room with every convenience awaiting you when you hear the elevator boy say these words at

Hotel Livingston
Grand Rapids

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.

Gripsack Brigade.

J. J. Frost, who has traveled for Clark & Co., of Lansing, for nearly thirty years, has engaged to represent the Lansing Wagon Works after Sept. 1. Clark & Co. have sold their carriage business to the Lansing Wagon Works and will devote their entire attention to the manufacture of automobiles.

Ernest A. Foster writes the Tradesman from Los Angeles that the obituary published in the issue of July 21 was somewhat premature, because he is still in the land of the living. The news of his alleged demise was obtained from the daily papers of Traverse City, and the Tradesman felt no hesitation in accepting the report as true because of the care with which both papers are edited. The Tradesman congratulates Mr. Foster on his good fortune in being able to read his own obituary. Few men are permitted to enjoy such a rare privilege.

A Coldwater correspondent writes: C. W. Anderson, who for the past several years has been making weekly trips to Coldwater for the National Biscuit Co., and is so generally known here, made his last trip here this week in the interest of his former employers, having resigned his position to accept a much more lucrative and responsible one with the American Pin Co., of New York City, for which company he will be the sales manager of high grade specialties, with New York City as his headquarters. He will be succeeded in this territory for the National Biscuit Co. by Edwin F. Snyder, of Grand Rapids.

A Jackson correspondent writes as follows: When it comes to taking life easy and mixing work with pleasure of the most enjoyable kind, F. R. Bentley, traveling salesman for the Novelty Leather Works, has demonstrated that he is the candy. Mr. Bentley sells goods from city to city, traveling in a auto coupe. The machine is propelled by a 25-horse power engine and Mr. Bentley has cut out train riding entirely. Since starting out on his rounds throughout the country he has kept an accurate expense account and finds that he travels for one cent a mile. When he is through with his customers in one city he does not wait several hours lounging around a hotel or studying time tables. He gets right into his car and beats the train to the next city. His machine has a fine appearance and attracts attention wherever he goes.

Will Make Picnic Day a Civic Holiday.

Bay City, Aug. 3—The "Civic Holiday" idea has caught on to a point where it is now believed that when the Grocers' and Butchers' Association has its annual outing at Tawas Beach on Aug. 18 the entire mercantile end of this city will be out of business. President M. L. DeBats and a Committee of the Association have been interviewing the downtown clothiers, dry goods men and other merchants and the idea of taking a day off once a year has met with much favor.

"We have most of the big downtown stores with us on the proposition so far," said Mr. DeBats. "You see, the grocers' and butchers' annual picnic always draws a big crowd from business and retail business is practically dead on the day we go on our outing. Several gentlemen suggested making the day a civic holiday. At first we felt that perhaps there were already enough holidays for most merchants, but after considering the matter and finding that little, if any, business was done on the picnic day; that it was always during the heated term, when the stores can close with little trouble,

Club Women Go After Grocers With Boycott.

Kalamazoo, Aug. 3—Local club women will inaugurate a boycott against all grocers and confectioners in the city who do not protect their fruits, vegetables and candies from flies, according to a statement made by one of the most prominent club women of the city.

The action is taken in accordance with resolutions which were passed recently by the Woman's Civic Improvement League in an effort to assist the health department in its campaign against the house fly. According to the statement of several of

things which can be scrubbed, but in the case of candies, berries and many fruits this is impossible and we feel that the only safe way is to refuse to buy anything which has not been protected," said one of the leaders in the movement.

Partner Sells His Interest and Disappears.

Ithaca, Aug. 3—Frederick H. Kinney, general merchant, has filed a petition in bankruptcy in the United States Court at Bay City which shows a somewhat unusual situation: Kinney and one Christie Passenger were in partnership until July 26, 1909, at which time, it is alleged, the latter suddenly left here and went to some place in Wisconsin. At the same time one Kosciusko P. Peet, of that city, walked into the store and represented that he had purchased a half interest in the business from Passenger.

It is claimed in the petition that the price was very normal and that the deed was made without the knowledge or consent of Kinney. The latter still refuses to accept Peet as a partner. The petition, therefore, seeks to have the firm adjudged a bankrupt, alleging that "upon his information and belief, and as the result of the best investigation he has been able to make up to the present time, the said Peet is irresponsible financially and has no property, money nor effects and no established credit in the mercantile world which he could bring to said firm for its assistance."

The petition further says that "Peet, notwithstanding the circumstances, has taken said place in the store and insists that he is owner of one-half of the business and entitled to the same rights and recognition as was the said Passenger."

The liabilities of the firm are about \$3,000 and the assets will a little more than exceed that amount.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Aug. 4—Creamery, fresh, 24@27c; dairy, fresh, 20@22c; poor to common, 17@19c.

Eggs—Strictly fresh, 23@25c.

Live Poultry—Fowls, 14@15c; ducks, 12@14c; geese, 10c; old cox, 10c; springs, 15@17c; turkeys, 12@14c.

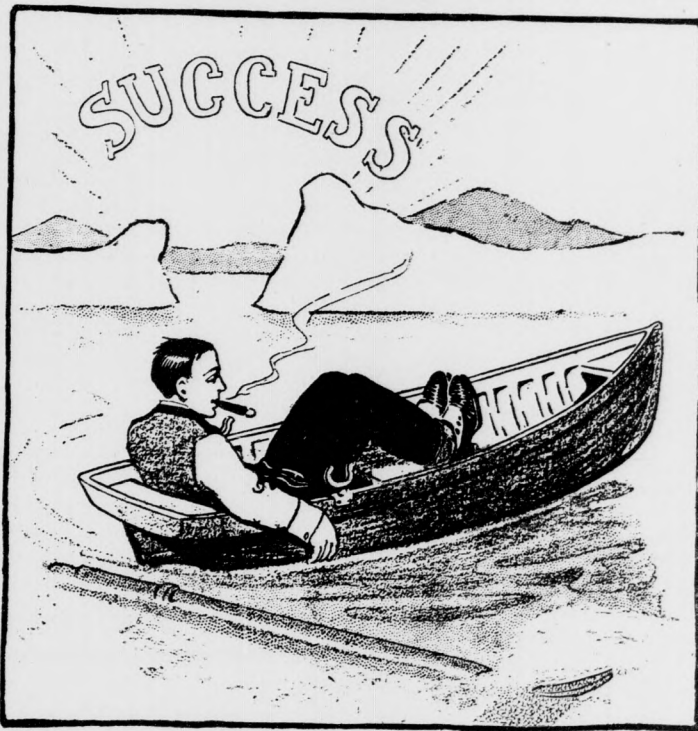
Dressed Poultry—Fowls, 15@16c; old cox, 11@12c.

Beans—New Marrow, hand-picked, \$2.85; medium, hand-picked, \$2.60@2.65; pea, hand-picked, \$2.60@2.65; 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.

Neatly Put Together.

Little Edwin, in answer to his question, had been told that God made him. At his bath the next morning his mother saw Edwin examining his skin closely, and looking at his arms and legs and trying to get a glimpse of his back in the glass. Finally he said, "Say, mamma, God made a good job not to leave any seams."

**WILL THE TIDE DRIFT HIM IN?**

In selling goods, as in every other line of human activity, nine-tenths of the prescription for success consists of plain every day honest hard work.

Some salesmen seem unable to absorb this simple truth. A good many never make the attempt. Philosophers long ago gave up seeking for the principle of perpetual motion, but there are a lot of salesmen who are still hoping to discover some principle of perpetual rest. Every sales force has its complement of floaters, drifters, waiters and dreamers—luck-seekers who hope to ride into the harbor of success on the crest of some fortunate wave that will relieve them of the necessity for effort.

They forget that the current runs always out of that harbor, not into it. If a salesman wants to get his boat past the frowning headlands at the entrance he's got to settle down to a long spell of hard rowing. He's bound to have blistered hands and a tired back before he can step ashore on the golden sands, and he might as well make up his mind to it first as last.

and that the larger merchants seemed to have little objection, we concluded to try the plan on the others.

"Thus far we have met with success and I believe that when we have our annual picnic next month all the stores in town will close for the day and permit their clerks to have a good time.

"Of course, we invite all the merchants and their clerks and their families and their neighbors to join with us. The more the merrier."

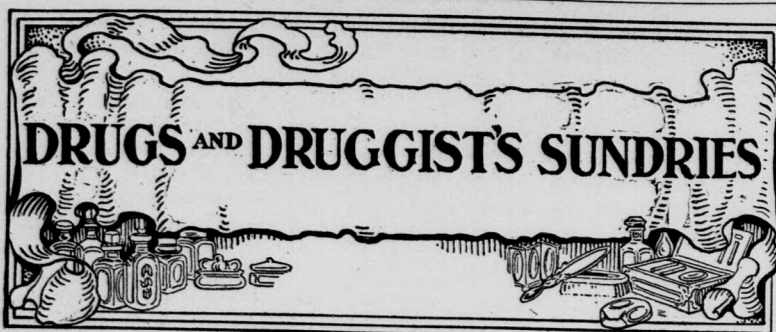
W. Zuller has engaged in the grocery business at Greenville, the stock being furnished by the Worden Grocer Co.

Bay City—The Hanson-Ward Veneer Co. has increased its capital stock from \$105,000 to \$210,000.

the Club women the action will be begun at once and it is hoped by this means, in addition to a campaign of education, to remove the menace of flies.

Several prominent women have already announced their intention to the grocers and in some cases the fruits and vegetables have been covered as a result. The work is being taken up among the children and in several instances children have refused to buy candy because it was uncovered.

"The grocers and confectioners have no right to ask us to buy the fruits, vegetables and candy which have been exposed to the infection which flies carry and especially at this time of the year when it is so easy to get typhoid fever. There are some



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.

Making the Mineral Water Department Pay.

The popular idea is that the druggists' most profitable stock in trade is the familiar mixture of hydrogen and oxygen known as water. "Because," reasons the laity, "seven-eighths of our \$1.25 prescription contain that very plentiful ingredient. Now why should we be so persistently victimized," they say. "We will take physical culture exercises, get strong and then cut the drug store off our visiting list."

But the fact of the matter is that they are back at the old stand for their pills and powders for their various ailments—or, which concerns us now, drinking some mineral water.

The drinking of medicinal waters is not a fad. It has been a recognized mode of treatment since the time of the ancient Hebrew law givers. Water gives results—and they are what make good trade in this hustling age.

There is no doubt that the drinking of plenty of water is very beneficial to the system. When the doctor can get his patient to drink a quantity of water, which is often quite difficult, he is pleased, and when the druggist assists him by means especially attractive to the patient, the druggist will gain in reputation and financially. Besides this, the positive results that the drinking of medicinal waters produces bring the patient to the drug store time and time again and make many a lifelong customer.

When the druggist decides to put the handling of waters on a paying basis he has to consider many sides of the proposition, as, for instance, the kinds to sell, buying, service, advertising and deliveries.

The kinds to sell are a matter of locality. I have heard of as many as ninety-six different kinds being carried, but about twenty-five to forty are the usual range to be found in a first class store.

The selection should be carefully thought out, the druggist using his present demand as a basis, and being governed entirely by that. Bottled

medicinal waters such as the favorite lithias, "bitter waters," and the other preparations, and the carbonated alkalines should be put on, and the dealer should make a specialty of two or three good table waters that can be bought by the barrel or in such quantities that they may be handled profitably.

As soon as his customers learn that the druggist is making a specialty of waters they will voice their favorites, and if he is not cautious and diplomatic he will be led to overstock. Positively he should not undertake to get every brand of water for which he has a call.

Buying.

Various remarks under the preceding head can be considered also under this one. Let the dealer buy all still waters in bulk if possible. He may get carbonated and bottled waters in case lots. He should watch the market quotations and his jobbers' prices. He ought to try to get the exclusive agency for some bulk lithia water. He should get discounts whenever he can, as such details count very much at the end of the year. It is a bad plan to buy too much at first. I can not put it too strongly that the dealer should get assortment first and quantity afterwards.

Serving.

The first thought under this head sends us to the soda fountain. That is the right thought, too. The attractive dispensing jars of the inverted-container type are particularly appropriate here. An extra charge of 5 cents for serving bottled waters should invariably be made. Five cents is also the price to be charged for a glass of bulk lithia or other medicinal water.

Advertising.

We now come to a very important feature of this—or any other—business, advertising. Personal letters to doctors and patients and customers I have found to give the best results. A demand is created by consistent newspaper advertising. It is not necessary to take a large space. Testimonials, when permission to publish them has been granted, make excellent convincing advertisements.

The fountain should be trimmed with good signs and attractive displays of bottled waters. Some druggists put on the lithia water, "All you can drink for 5c." I do not think much of this myself, but any who wish to are at liberty to use such a sign.

Good window displays are a valuable advertisement. Here is a suggestion:

Get two large clear bottles. In one

put pure lithia water. In the other put plain city water. Label them appropriately and display a card reading: "Make your own comparison and draw your own deductions." Surround these bottles with all kinds of bottled waters. A raised background of shelves helps the trimmer place good displays on the shelves.

Many variations of window schemes can be thought out.

In newspaper advertising campaigns the companies selling the waters often advance part of the expense for this purpose. They might also be asked to make an allowance for special displays of their wares.

Deliveries.

The trade demands waters for home consumption, and these should be delivered in one-half gallon, one gallon and five gallon quantities, at a fair margin of profit, plus a deposit for the container. The porter can deliver small bottles, but for large containers a wagon should be hired.

Through personal solicitation doctors' co-operation, etc., the druggist can rest assured that in time a very profitable trade can be built up. Not only will old customers appreciate the kind of service I have briefly outlined, but many new ones will be attracted by it. Bert Kahnweiler.

Method of Cleaning Wedgwood Mortars.

A solution of lye or potash is about as effectual as anything you can use for cleaning Wedgwood ware. The most difficult parts to clean may be rubbed with sand soap or a little

pumice stone. Sometimes a bath of sulphuric acid may be necessary. For stains from anilin dyes, fuchsine, marking ink, etc., use a solution of tartaric acid. For deposits of fluid magnesia, Parrish's syrup, Easton's syrup, etc., use hydrochloric acid. For most organic extracts and vegetable resins a solution of potash. Tincture of cannabis indica, old paint and grease stains may be removed by chloroform. Thornton Douglass.

The Drug Market.

Opium—Is weak and slightly lower.

Morphine—Is unchanged.

Quinine—Is steady.

Cocaine—Is very firm on account of the proposed duty.

Glycerin—Is steadily advancing.

Canada Balsam Fir—Is weak and tending lower.

Balsam Peru—Has declined.

Oil Orange—Has advanced on account of the proposed duty.

Arnica Flowers—Have advanced and are tending higher.

Gum Asafoetida—Remains very high with small prospects of lower prices.

Celery Seed—Is very firm and advancing.

When the Test Came.

Patience—Before she married that man she thought he was the most graceful of men.

Patrice—And is she disappointed in him?

"Disappointed! Say, you just ought to see him try to carve a chicken!"

Liquor Register System

For Use In
Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

Tradesman Company
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Aceticum	60	8	Copaiba	1 75	1 35	Scilla	50	50	Rubia Tinctum	12	14	Vanilla	9 00	10 00
Benzoinum, Ger.	70	75	Cubebae	2 25	2 35	Scilla Co.	50	50	Saccharum La's	18	20	Zinci Sulph	7	10
Boracie	10	12	Erigeron	2 35	2 50	Scilla	50	50	Salacin	4 50	4 75	Oils		
Carbolicum	16	23	Evechthitos	1 00	1 10	Scilla	50	50	Sanguis Drac's	40	50	Lard, extra	35	40
Citricum	48	55	Gaultheria	2 50	4 00	Scilla	50	50	Sapo, G	10	15	Lard, No. 1	60	65
Hydrochlor	3	6	Geranium	2 50	4 00	Scilla	50	50	Sapo, M	10	15	Linseed, pure raw	56	60
Nitrosum	3	6	Gossypii Sem gal	70	75	Scilla	50	50	Sapo, W	10	15	Linseed, boiled	57	60
Oxalicum	14	15	Hedeoma	2 50	2 75	Scilla	50	50	Seidlitz Mixture	13	16	Neat's-foot, w str	65	70
Phosphoricum, dil.	14	15	Junipera	40	21 20	Scilla	50	50	Sinapis	20	22	Spts. Turpentine	Market	
Salicylicum	44	45	Lavendula	90	3 60	Scilla	50	50	Sinapis, opt.	18	30	Whale, winter	70	76
Sulphuricum	1 1/2	1 1/2	Limons	1 15	1 25	Scilla	50	50	Snuff, Maccaboy,	30		Paints		
Tannicum	75	85	Menta Piper	1 75	1 90	Scilla	50	50	De Voes	51		Green, Paris	21	26
Tartaricum	38	40	Morruhuac, gal.	1 60	2 15	Scilla	50	50	Soda, Boras	6	10	Green, Peninsular	13	16
Ammonia				Potassium				Tinctures				Lead, red	7 1/2	8
Aqua, 18 deg.	40	6	Myrica	3 00	3 50	Aloes	60	60	Aloes & Myrrh.	10	10	Lead, white	7 1/2	8
Aqua, 20 deg.	60	8	Olive	1 00	1 00	Aloes & Myrrh.	60	60	Anconitum Nap's F	10	10	Ochre, yel Ber.	1 1/2	2
Carbonas	13	15	Picls Liquida	10	12	Aloes & Myrrh.	60	60	Anconitum Nap's R	10	10	Ochre, yel Mars	1 1/2	2
Chloridum	12	14	Picls Liquida gal.	94	1 00	Aloes & Myrrh.	60	60	Arnica	10	10	Putty, commer'l	2 1/2	2 1/2
Aniline				Radix				Benzoin				Putty, strict pr	2 1/2	2 1/2
Black	2 00	2 25	Riclna	94	1 00	Aloes & Myrrh.	60	60	Benzoiln Co.	10	10	Red Venetian	1 1/2	2 1/2
Brown	30	1 00	Rosae oz.	5 00	7 00	Aloes & Myrrh.	60	60	Cantharides	10	10	Shaker Prep'd	1 25	1 35
Red	45	50	Rosmarini	1 00	1 00	Aloes & Myrrh.	60	60	Cardamom	10	10	Vermillion, Eng.	75	80
Yellow	2 50	3 00	Sabina	30	31 00	Aloes & Myrrh.	60	60	Cardamom Co.	10	10	Vermillion, Prime	13	15
Bacca				Sassafras				Benzoin				American	13	15
Cubebae	30	35	Sinapis, ess. oz.	35	3 00	Aloes & Myrrh.	60	60	Cantharides	10	10	Whiting Gliders	13	15
Juniperus	10	12	Succini	40	45	Aloes & Myrrh.	60	60	Catechu	10	10	Whiting Paris Am'r	1 1/2	1 25
Xanthoxylum	30	35	Thyme	40	45	Aloes & Myrrh.	60	60	Cinchona	10	10	Whiting Paris Eng.	1 1/2	1 25
Balsamum				Theobromas				Cinchona Co.				Whiting Paris Eng.	1 1/2	1 25
Copaiba	65	75	Thyme, opt.	1 10	1 20	Aloes & Myrrh.	60	60	Columba	10	10	Varnishes		
Peru	2 00	2 10	Tigill	1 00	1 20	Aloes & Myrrh.	60	60	Cubebae	10	10	Extra Turp	1 60	1 70
Terabin, Canada	80	85	Potassium				Castor				No. 1 Turp Coach	10	120	
Tolutan	40	45	Bi-Carb	15	18	Aloes & Myrrh.	60	60	Catechu	10	10			
Cortex				Bichromate				Catechu						
Abies, Canadian.	18		Bromide	13	15	Aloes & Myrrh.	60	60	Cinchona	10	10			
Cassia	20		Carb	12	15	Aloes & Myrrh.	60	60	Cinchona Co.	10	10			
Cinchona Flava.	18		Chlorate	12	14	Aloes & Myrrh.	60	60	Columba	10	10			
Buonymus atro.	60		Cyanide	30	40	Aloes & Myrrh.	60	60	Cubebae	10	10			
Myrica Cerifera.	20		Iodide	2 50	2 60	Aloes & Myrrh.	60	60	Digitalis	10	10			
Prunus Virgin.	15		Potassa, Bittart pr	30	32	Aloes & Myrrh.	60	60	Ergot	10	10			
Quillaja, gr'd.	15		Potass Nitras	6	8	Aloes & Myrrh.	60	60	Ferri Chloridum	10	10			
Sassafras, po 25	24		Prussiate	23	26	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Ulmus	30		Sulphate po	15	18	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Extractum				Senna				Gentian Co.						
Glycyrrhiza, Gla.	24	30	Aconitum	20	25	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Glycyrrhiza, po.	28	30	Althae	30	35	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Haematox	11	12	Anchusa	10	12	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Haematox, 1s	13	14	Arum po	10	12	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Haematox, 1/2s	14	15	Calamus	20	25	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Haematox, 1/4s	16	17	Gentiana po 15.	12	15	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Ferru				Glycyrrhiza pv 15				Gentian Co.						
Carbonate Precip.	15		Hellebore, Alba	12	15	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Citrate and Quina	1 00		Hydrastis, Canada	12	15	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Citrate Soluble.	55		Hydrastis, Can. po	12	15	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Ferrocyanidum S	40		Inula, po	18	22	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Solut. Chloride	15		Inecac, po	2 00	2 10	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Sulphate, com'l.	2		Iris plox	35	40	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Sulphate, com'l, by	70		Isalapa, pr.	65	70	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Sulphate, pure	7		Maranta, 1/4s	10	12	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Flora				Podophyllum po				Gentian Co.						
Arnica	20	25	Rhei	75	1 00	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Anthelmis	50	60	Rhei, cut	1 00	1 25	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Matricaria	30	35	Rhei, pv.	75	1 00	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Folia				Sanguinari, po				Gentian Co.						
Barosma	50	60	Scilla, po 45	20	25	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Cassia Acutifol.	15	20	Senega	35	40	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Cassia, Tinnevely	25	30	Serpentaria	60	65	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Cassia, Acutifol.	25	30	Smlax, M	60	65	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Salvia officinalis.	18	20	Smlax, off's H.	1 45	1 50	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
1/2s and 1/4s	8	10	Spigella	1 45	1 50	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Uva Ursi	8	10	Symplocarpus	1 45	1 50	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Gummi				Valeriana Eng.				Gentian Co.						
Acacia, 1st pkd.	65		Valeriana, Ger.	15	20	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Acacia, 2nd pkd.	45		Zingiber a	12	16	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Acacia, 3rd pkd.	35		Zingiber j	25	28	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Acacia, sifted sts.	18		Semen				Gentian Co.							
Acacia, po	45	65	Anisum po 20	10	16	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Aloe, Barb	22	25	Apium (gravel's)	13	15	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Aloe, Cape	25		Bird, 1s	4	6	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Aloe, Socotri	45		Cannabis Sativa	7	8	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Ammoniac	55	60	Cardamon	70	90	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Asafoetida	65	70	Carui po 15	15	18	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Benzoinum	50	55	Chenopodium	25	30	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Catechu, 1s	13		Coriandrum	12	14	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Catechu, 1/2s	14		Cydolium	75	1 00	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Catechu, 1/4s	16		Dipterix Odorate	2 50	2 75	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Comphorae	60	65	Foeniculum	10	12	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Euphorbium	40		Foenugreek, po.	7	9	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Galbanum	10		Lini	4	6	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Gamboge	25	35	Lini, gr'd. bbl. 2 1/2	3	6	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Gaulacum po 35	25		Lobelia	75	80	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Kino	45		Pharlaris Cana'n	9	10	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Mastic	75		Rapa	5	6	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Myrrh	50		Sinapis Alia	8	10	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Opium	4 50	4 60	Sinapis Nigra	9	10	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Shellac	45	55	Spiritus				Gentian Co.							
Shellac, bleached	60	65	Frumentl W. D. 2	00	2 50	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Tragacanth	70	1 00	Frumentl	1 25	1 50	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Herba				Juniperis Co.				Gentian Co.						
Absinthium	45	60	Juniperis Co O T	1 65	2 00	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Eupatorium oz pk	20		Saccharum N O	1 90	2 10	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Lobelia	20		Sut Vini Galli	1 75	2 00	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Majorium oz. pk	20		Vini Alia	1 25	2 00	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Mentha Pip. oz pk	25		Vini Oporto	1 25	2 00	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Mentha Ver. oz pk	25		Sponges				Gentian Co.							
Rue	25		Extra yellow sheeps'	01	25	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Tanacetum V.	22		wool carriage	01	25	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Thymus V. oz pk	25		Florida sheeps' wool	03	50	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Magnesia				Carriage				Gentian Co.						
Calcined, Pat.	55	60	Grass sheeps' wool	01	25	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Carbonate, Pat.	18	20	Carriage	01	25	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Carbonate, K-M.	18	20	Hard, slate use.	01	00	Aloes & Myrrh.	60	60	Gentian Co.	10	10			
Carbonate	18	20	Nassau sheeps' wool											

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

Provisions and Fresh Meats
Cheese

DECLINED

Wheat
Spring and Winter Wheat Flour
Corn, Oats and Feeds.

Index to Markets
By Columns

Col	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Ammonia	1																								
Axle Grease	1																								
Baked Beans	1																								
Bath Brick	1																								
Bluing	1																								
Brooms	1																								
Brushes	1																								
Butter Color	1																								
Candies	1																								
Canned Goods	1																								
Carbon Oils	1																								
Catsup	1																								
Cereals	1																								
Cheese	1																								
Chewing Gum	1																								
Chicory	1																								
Chocolate	1																								
Clothes Lines	1																								
Cocoa	1																								
Cocoa Nut	1																								
Cocoa Shells	1																								
Coffee	1																								
Confections	1																								
Crackers	1																								
Cream Tartar	1																								
Dried Fruits	1																								
Farinaceous Goods	1																								
Feed	1																								
Fish and Oysters	1																								
Fishing Tackle	1																								
Flavoring Extracts	1																								
Flour	1																								
Fresh Meats	1																								
Gelatine	1																								
Grain Bags	1																								
Grains	1																								
Herbs	1																								
Hides and Pelts	1																								
Jelly	1																								
Licorice	1																								
Matches	1																								
Meat Extracts	1																								
Mince Meat	1																								
Molasses	1																								
Mustard	1																								
Nuts	1																								
Olives	1																								
Pipes	1																								
Pickles	1																								
Playing Cards	1																								
Potash	1																								
Provisions	1																								
Rice	1																								
Salad Dressing	1																								
Saleratus	1																								
Salt Soda	1																								
Salt	1																								
Salt Fish	1																								
Seeds	1																								
Shoe Blacking	1																								
Snuff	1																								
Soap	1																								
Soda	1																								
Soups	1																								
Spices	1																								
Starch	1																								
Syrups	1																								
Tea	1																								
Tobacco	1																								
Twine	1																								
Vinegar	1																								
Wicking	1																								
Woodenware	1																								
Wrapping Paper	1																								
Yeast Cake	1																								

1

ARCTIC AMMONIA

Doz.

12 oz. ovals 2 doz. box .75

AXLE GREASE

Frazer's

1 lb. wood boxes, 4 doz. 3 00

1 lb. tin boxes, 3 doz. 2 35

3 1/2 lb. tin boxes, 2 doz. 4 25

10 lb. pails, per doz. 6 00

15 lb. pails, per doz. 7 20

25 lb. pails, per doz. 12 00

BAKED BEANS

1 lb. can, per doz. 90

2 lb. can, per doz. 1 40

3 lb. can, per doz. 1 80

BATH BRICK

American 75

English 85

BLUING

Arctic 40

16 oz. round 2 doz. box 75

Sawyer's Pepper Box

Per Gross 4 00

No. 3, 3 doz. wood bxs 4 00

No. 5, 3 doz. wood bxs 7 00

Sawyer Crystal Bag

Blue 4 00

BROOMS

No. 1 Carpet, 4 sew. 2 75

No. 2 Carpet, 4 sew. 2 40

No. 3 Carpet, 3 sew. 2 25

No. 4 Carpet, 3 sew. 2 10

Parlor Gem 2 40

Common Whisk 90

Fancy Whisk 1 25

Warehouse 3 00

BRUSHES

Solid Back 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

Stove

No. 3 1 25

No. 2 1 20

No. 1 1 75

Shoe

No. 8 1 00

No. 7 1 30

No. 4 1 70

No. 3 1 90

No. 2 1 90

No. 1 1 90

BUTTER COLOR

W. & Co.'s 25c size 2 00

W. & Co.'s 50c size 4 00

CANDLES

Paraffine, 6s 10

Paraffine, 12s 10

Wicking 20

CANNED GOODS

Apples

3 lb. Standards 1 00

Gallon 2 75

Blackberries

2 lb. 1 25

Standards gallons 50

Beans

Baked 85

Red Kidney 85

String 70

Wax 75

Blueberries

Standard 1 35

Gallon 6 25

Brook Trout

2 lb. cans, spiced 1 90

Clams

Little Neck, 1 lb

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family, 6 45 Golden Horn, bakers, 6 35 Duluth Imperial, 6 60 Wisconsin Rye, 4 80 Judson Grocer Co.'s Brand Ceresota, 7 30 Ceresota, 7 20 Ceresota, 7 10 Lemon & Wheeler's Brand Wingold, 7 10 Wingold, 7 05 Wingold, 6 95 Worden Grocer Co.'s Brand Laurel, 7 20 Laurel, 7 10 Laurel, 7 00 Laurel, 6 80 Voigt's Crescent Voigt's Flour, 7 10 Voigt's Flour, 7 10 Voigt's Hygienic Graham, 6 55 Voigt's Royal, 7 60 Wykes & Co. Sleepy Eye, 6 80 Sleepy Eye, 6 80 Sleepy Eye, 6 80 Sleepy Eye, 6 80 Sleepy Eye, 6 80 Meal Bolted, 3 90 Golden Granulated, 4 00 St. Car Feed screened, 31 00 No. 1 Corn and Oats, 31 00 Corn, cracked, 30 00 Corn Meal, coarse, 30 00 Winter Wheat Bran, 26 00 Addings, 28 00 Buffalo Gluten Feed, 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal, 34 00 O P Laxo-Cake-Meal, 32 00 Cottonseed Meal, 33 00 Gluten Feed, 30 00 Brewer's Grains, 28 00 Hammond Dairy Feed, 25 00 Alfalfa Meal, 25 00 Oats Michigan carlots, 54 Less than carlots, 56 Corn Carlots, 78 Less than carlots, 80 Hay Carlots, 12 Less than carlots, 14 HERBS Sage, 15 Hops, 15 Laurel Leaves, 15 Senna Leaves, 25 HORSE RADISH Per doz., 90 JELLY 5 lb. pails, per doz., 2 25 15 lb. pails, per doz., 5 55 30 lb. pails, per doz., 9 80 LICORICE Pure, 30 Calabria, 25 Sicily, 14 Root, 11 MATCHES C. D. Crittenden Co. Noiseless Tip, 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle, 40 Choice, 25 Good, 22 Fair, 20 Half barrels 2c extra MINCE MEAT Per case, 2 90 MUSTARD 1/2 lb., 6 lb. box, 18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 50 Bulk, 2 gal. kegs 1 35 @ 1 45 Bulk, 5 gal. kegs 1 25 @ 1 40 Manzanilla, 3 oz., 75 Queen, pints, 2 50 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 90 Stuffed, 3 oz., 1 45 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob, 90 PICKLES Medium Barrels, 1,200 count 6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat, 85 No. 15, Rival, assorted 1 25 No. 20 Rover, enam'd 1 50 No. 572, Special, 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle, 2 00 No. 632 Tourist, 2 25 POTASH Babbitt's, 4 00 PROVISIONS Barreled Pork Mess, new, 22 00 Clear Back, 23 00 Short Cut, 21 50 Short Cut Clear, 21 50 Bean, 20 50 Brisket, Clear, 21 50 Pig, 24 00 Clear Family, 21 00 Dry Salt Meats S. P. Bellies, 12 Bellies, 12 Extra Shorts Clear, 11 1/2	Lard Pure in tierces, 12 1/2 Compound Lard, 8 1/2 80 lb. tubs, advance 1/2 50 lb. tubs, advance 1/2 20 lb. pails, advance 1/2 10 lb. pails, advance 1/2 5 lb. pails, advance 1/2 8 lb. pails, advance 1/2 Smoked Meats Hams, 12 lb. average, 14 Hams, 14 lb. average, 14 Hams, 16 lb. average, 14 Hams, 18 lb. average, 14 Skinned Hams, 15 Ham, dried beef sets, 16 1/2 California Hams, 10 1/2 Picnic Boiled Hams, 14 Boiled Ham, 22 Berlin Ham, pressed, 11 Minced Ham, 11 Bacon, 15 1/2 Sausages Bologna, 8 Liver, 5 Frankfort, 10 Pork, 11 Veal, 11 Tongue, 11 Headcheese, 9 Beef Boneless, 14 00 Rump, new, 14 00 Pig's Feet 1/4 bbls., 40 lbs., 1 00 1/2 bbls., 80 lbs., 2 00 1 bbl., 160 lbs., 3 00 Tripe Kits, 15 lbs., 80 1/4 bbls., 40 lbs., 1 60 1/2 bbls., 80 lbs., 3 00 Casings Hogs, per lb., 32 Beef, rounds, set, 25 Beef, middles, set, 25 Sheep, per bundle, 90 Uncolored Butterine Solid dairy, 10 @ 12 1/2 Country Rolls, 10 @ 12 1/2 Canned Meats Corned beef, 2 lb., 2 75 Corned beef, 1 lb., 1 60 Roast beef, 2 lb., 2 75 Roast beef, 1 lb., 1 60 Potted ham, 1/4, 50 Potted ham, 1/2, 50 Deviled ham, 1/4, 50 Deviled ham, 1/2, 50 Potted tongue, 1/4, 50 Potted tongue, 1/2, 50 RICE Fancy, 7 @ 7 1/2 Japan, 5 @ 6 1/2 Broken, 5 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint, 2 25 Columbia, 1 pint, 4 00 Durkee's, large, 1 doz., 4 50 Durkee's, small, 2 doz., 5 25 Snider's, large, 1 doz., 2 35 Snider's, small, 2 doz., 1 35 SALERATUS Packed 60 lbs. in box, 3 10 Arm and Hammer, 3 10 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 lbs., 3 00 SAL SODA Granulated, bbls., 85 Granulated, 100 lbs. cs, 1 00 Lump, bbls., 80 Lump, 145 lb. kegs, 95 SALT Common Grades 100 3 lb. sacks, 2 25 60 5 lb. sacks, 2 15 28 10 1/2 lb. sacks, 2 05 56 lb. sacks, 32 28 lb. sacks, 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks, 24 Common Granulated, fine, 80 Medium, fine, 85 SALT FISH Cod Large whole, 7 @ 7 1/2 Small whole, 6 @ 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 Pollock, 6 @ 6 Halibut Strips, 14 Chunks, 15 Holland Herring Pollock, 4 White Hp. bbls., 8 50 @ 9 50 White Hp. 1/2 bbls., 4 50 @ 5 25 White Hoop mechs., 60 @ 75 Norwegian Round, 40 lbs., 3 75 Round, 40 lbs., 1 90 Scaled Trout No. 1, 100 lbs., 7 50 No. 1, 40 lbs., 3 25 No. 1, 10 lbs., 90 No. 1, 8 lbs., 75 Mackerel Mess, 100 lbs., 14 50 Mess, 40 lbs., 6 20 Mess, 10 lbs., 1 65 Mess, 8 lbs., 1 35 No. 1, 100 lbs., 13 00 No. 1, 40 lbs., 5 60 No. 1, 10 lbs., 1 50 No. 1, 8 lbs., 1 25 Whitefish No. 1, No. 2 Fam 100 lbs., 9 75 @ 10 50 50 lbs., 5 25 @ 5 90	SEEDS 10 lbs., 1 12 8 lbs., 92 48 Anise , 10 Canary, Smyrna, 4 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Mixed Bird, 4 Mustard, white, 10 Poppy, 9 SHOE BLACKING Handy Box, large 3 dz, 2 50 Handy Box, small, 1 25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 SNUFF Scotch, in bladders, 37 Maccaboy, in jars, 35 French Rappie in jars, 43 SOAP J. S. Kirk & Co. American Family, 4 00 Dusky Diamond, 50 soz, 2 80 Dusky D'nd, 100 6 oz, 3 80 Jap Rose, 50 bars, 3 60 Savon Imperial, 3 00 White Russian, 3 15 Dome, oval bars, 3 00 Satinet, oval, 2 70 Snowberry, 100 cakes, 4 00 Proctor & Gamble Co. Lenox, 3 00 Ivory, 6 oz., 4 00 Ivory, 10 oz., 6 75 Star, 3 00 Lautz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 25 bars, 4 00 Acme, 100 cakes, 3 25 Big Master, 70 bars, 2 80 Marseilles, 100 cakes, 5 80 Marseilles, 100 cakes 5c, 4 00 Marseilles, 100 ck toilet, 4 00 Marseilles, 1/2 box toilet, 2 10 A. B. Whisley Old Cheer, 4 00 Old Country, 3 40 Soap Powders Lautz Bros. & Co. Snow Boy, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 00 Kirkline, 24 4lb., 3 80 Pearline, 24 4lb., 3 80 Soapine, 24 4lb., 3 80 Sabbitt's 1776, 3 50 Roseine, 3 70 Armour's, 3 70 Wisdom, 3 80 Soap Compounds Johnson's Fine, 5 10 Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-No-More, 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots, 9 00 Sapolio, half gro. lots, 4 50 Sapolio, single boxes, 2 25 Sapolio, hand, 2 25 Scourine Manufacturing Co. Scourine, 50 cakes, 1 80 Scourine, 100 cakes, 3 60 SODA Boxes, 5 @ 5 1/2 Kegs, English, 4 1/2 SPICES Whole Spices Allspice, 10 Cassia, China in mats, 12 Cassia, Canton, 18 Cassia, Batavia, bund., 26 Cassia, Saigon, broken, 40 Cassia, Saigon, in rolls, 65 Cloves, Ambayna, 22 Cloves, Zanzibar, 16 Mace, 55 Nutmegs, 75-80, 85 Nutmegs, 105-10, 25 Nutmegs, 115-20, 20 Pepper, Singapore, blk., 15 Pepper, Singp. white, 15 Pepper, shot, 17 Pure Ground in Bulk Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 28 Cloves, Zanzibar, 24 Ginger, African, 15 Ginger, Cochin, 18 Ginger, Jamaica, 25 Mace, 65 Mustard, 18 Pepper, Singapore, blk., 17 Pepper, Singp. white, 20 Pepper, Cayenne, 20 Sage, 20 STARCH Corn Kingsford, 40 lbs., 7 1/2 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 Gloss Kingsford Silver Gloss, 40 lbs., 7 1/2 Silver Gloss, 16 3lbs., 6 1/2 Silver Gloss, 12 6lbs., 8 1/2 Muzzy 48 lb. packages, 5 16 lb. packages, 4 1/2 12 lb. packages, 6 50 lb. boxes, 4 SYRUPS Corn Barrels, 31 Half barrels, 33 20lb. cans 1/4 dz. in cs, 2 10 10lb. cans 1/2 dz. in cs, 1 95 5lb. cans 3/4 dz. in cs, 1 25 1 1/2 lb. cans 1 dz. in cs, 1 15	Pure Cane Fair, 16 Good, 20 Choice, 25 TEA Japan Sundried, medium, 24 Sundried, choice, 32 Sundried, fancy, 36 Regular, medium, 24 Regular, choice, 32 Regular, fancy, 36 Basket-fired, medium, 31 Basket-fired, choice, 38 Basket-fired, fancy, 43 Nibs, 22 @ 24 Siftings, 9 @ 11 Fannings, 12 @ 14 Gunpowder Moyune, medium, 30 Moyune, choice, 32 Moyune, fancy, 36 Pingsuey, medium, 30 Pingsuey, choice, 30 Pingsuey, fancy, 40 Young Hyson Choice, 30 Fancy, 36 Oolong Formosa, fancy, 42 Amoy, medium, 25 Amoy, choice, 32 English Breakfast Medium, 20 Choice, 20 Fancy, 40 India Ceylon, choice, 32 Fancy, 42 TOBACCO Fine Cut Cadillac, 54 Sweet Loma, 34 Hiawatha, 5lb. pails, 55 Telegram, 27 Pay Car, 39 Prairie Rose, 49 Protection, 40 Sweet Burley, 41 Tiger, 41 Plug Red Cross, 31 Palo, 35 Hiawatha, 31 Kilo, 41 Battle Ax, 35 American Eagle, 37 Standard Navy, 37 Spear Head, 7 oz., 47 Spear Head, 14 oz., 44 Nobby Twist, 35 Jolly Tar, 59 Old Honesty, 43 Toddy, 34 J. T., 33 Piper Heldick, 69 Boot Jack, 86 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 39 Nickel Twist, 32 Mill, 32 Great Navy, 36 Smoking Sweet Core, 34 Flat Car, 32 Warpath, 26 Bamboo, 16 oz., 25 I X L, 6lb., 25 I X L, 16 oz. pails, 31 Honey Dew, 40 Gold Block, 40 Flagman, 40 Chips, 33 Kiln Dried, 21 Duke's Mixture, 40 Duke's Cameo, 43 Myrtle Navy, 44 Yum Yum, 1 1/2 oz., 39 Yum Yum, 1 lb. pails, 40 Cream, 38 Corn Cake, 2 1/2 oz., 26 Corn Cake, 1 lb., 22 Plover Boy, 1 1/2 oz., 39 Plover Boy, 3 1/2 oz., 39 Peerless, 3 1/2 oz., 35 Peerless, 1 1/2 oz., 39 Air Brake, 36 Cant Hook, 30 Country Club, 32-34 Forex-XXXX, 30 Good Indian, 25 Self Binder, 16oz. box, 20-22 Silver Foam, 24 Sweet Marie, 32 Royal Smoke, 42 TWINE Cotton, 3 ply, 20 Cotton, 4 ply, 20 Jute, 2 ply, 14 Hemp, 6 ply, 13 Flax, medium N, 24 Wool, 1 lb. balls, 8 VINEGAR State Seal, 12 Oakland apple cider, 14 Barrels free. WICKING No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 WOODENWARE Baskets Bushels, 1 10 Bushels, wide band, 1 25 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, Clothes, large, 8 25 Willow, Clothes, me'm, 7 25 Willow, Clothes, small, 6 25	Butter Plates Wire End or Ovals. 1/2 lb., 250 in crate, 30 1/2 lb., 250 in crate, 30 1 lb., 250 in crate, 35 2 lb., 250 in crate, 40 3 lb., 250 in crate, 40 5 lb., 250 in crate, 50 Churns Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 55 Clothes Pins Round Head. 4 inch, 5 gross, 50 4 1/2 inch, 5 gross, 55 Cartons, 20 2 1/2 doz. bxs., 60 Egg Crates and Fillers Humpty Dumpty, 12 dz, 20 No. 1 complete, 40 No. 2 complete, 28 Case No. 2 fillers, 135 Case, mediums, 12 sets, 15 Faucets Cork lined, 8 in., 70 Cork lined, 9 in., 80 Cork lined, 10 in., 90 Mop Sticks Trojan spring, 90 Eclipse patent spring, 85 No. 1 common, 85 No. 2 pat. brush holder, 85 12lb. cotton mop heads, 1 40 Ideal No. 7, 85 Pails 2-hoop Standard, 2 15 3-hoop Standard, 2 35 2-wire, Cable, 2 25 3-wire, Cable, 2 45 Cedar, all red, brass, 1 25 Paper, Eureka, 2 25 Fibre, 2 70 Toothpicks Hardwood, 2 50 Softwood, 2 75 Banquet, 1 50 Ideal, 1 50 Traps Mouse, wood, 2 holes, 22 Mouse, wood, 4 holes, 45 Mouse, wood, 6 holes, 70 Mouse, tin, 5 holes, 60 Rat, wood, 80 Rat, spring, 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1, 9 25 18-in. Cable, No. 2, 8 25 16-in. Cable, No. 3, 7 25 No. 1 Fibre, 10 25 No. 2 Fibre, 9 25 No. 3 Fibre, 8 25 Washboards Bronze Globe, 2 50 Dewey, 1 75 Double Acme, 2 75 Single Acme, 2 25 Double Peerless, 4 25 Single Peerless, 3 60 Northern Queen, 3 50 Double Duplex, 3 00 Good Luck, 2 75 Universal, 3 65 Window Cleaners 12 in., 1 65 14 in., 1 85 16 in., 2 20 Wood Bowls 13 in. Butter, 1 25 15 in. Butter, 2 25 17 in. Butter, 3 75 19 in. Butter, 5 00 Assorted, 13-15-17, 2 30 Assorted, 15-17-19, 3 25 WRAPPING PAPER Common straw, 1 1/2 Fibre Manila, white, 2 1/2 Fibre Manila, colored, 4 No. 1 Manila, 4 Cream Manila, 3 Butcher's Manila, 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls, 19 YEAST CAKE Magic, 3 doz., 1 15 Sunlight, 3 doz., 1 00 Sunlight, 1 1/2 doz., 50 Least Foam, 3 doz., 1 15 Yeast Cream, 3 doz., 1 00 Yeast Foam, 1 1/2 doz., 58 FRESH FISH Per lb. Whitefish, Jumbo, 16 Whitefish, No. 1, 11 1/2 Trout, 1 1/2 Halibut, 10 Herring, 7 Bluefish, 14 1/2 Live Lobster, 29 Boiled Lobster, 29 Cod, 19 Haddock, 8 Pickercel, 12 Pike, 9 Perch, 7 1/2 Smoked, White, 12 1/2 Chinook Salmon, 15 Mackerel, 10 Pinnan Haddie, 10 Roe Shad, each, 9 Shad Roe, each, 9 Speckled Bass, 9 HIDES AND PELTS Hides Green No. 1, 11 Green No. 2, 10 Cured No. 1, 12 Cured No. 2, 13 Calfskin, green, No. 1, 13 Calfskin, green, No. 2, 11 Calfskin, cured, No. 1, 14 Calfskin, cured, No. 2, 12 1/2 Pelts Old Wool, 30 Lambs, 25 @ 30 Shearlings, 20 @ 30 Tallow No. 1, 5 No. 2, 4 Wool Unwashed, med., 28 Unwashed, fine, 23 CONFECTIONS Stick Candy Standard, 7 1/2 Standard H H, 7 1/2 Standard Twist, 8 Cases Jumbo, 32 lb., 7 1/2 Extra H H, 10 Boston Cream, 12 Big stick, 30 lb. case, 8 Mixed Candy Grocers, 6 1/2 Competition, 7 Special, 8 Conserve, 7 1/2 Royal, 12 Broken, 10 Cut Leaf, 8 Leader, 8 1/2 Kindergarten, 8 French Cream, 9 Star, 11 Hand Made Cream, 16 Premio Cream mixed, 14 Paris Cream Bon Bons, 10 Fancy-in Pails Gypsy Hearts, 14 Coco Bon Bons, 14 Fudge Squares, 12 Peanut Squares, 9 Sugared Peanuts, 12 Salted Peanuts, 12 Starlight Kisses, 11 San Blas Goodies, 12 Lozenges, plain, 12 Lozenges, printed, 12 Champion Chocolate, 12 Eclipse Chocolates, 14 Eureka Chocolates, 15 Quintette Chocolates, 14 Champion Gum Drops, 9 Moss Drops, 10 Lemon Sours, 10 Imperial, 10 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Walnuts, 12 Red Rose Gum Drops, 10 Auto Bubbles, 13 Fancy-in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 20 Orange Jellies, 50 Lemon Sours, 60 Old Fashioned Horehound drops, 60 Peppermint Drops, 60 Champion Choc. Drops, 60 H. M. Choc. Drops, 60 H. M. Choc. Lt. and Dark No. 12, 1 10 Bitter Sweets, asstd., 1 25 Brilliant Gums, Cryo, 60 A. A. Licorice Drops, 90 Lozenges, plain, 60 Lozenges, printed, 60 Imperial, 60 Mottos, 65 Cream Bar, 60 G. M. Peanut Bar, 60 Hand Made Crms, 80 @ 90 Cream Wafers, 65 String Rock, 60 Wintergreen Berries, 60 On Time Assorted, 3 75 Buster Brown Good, 3 50 Up-to-date Asstnt, 3 75 Ten Strike No. 1, 6 50 Ten Strike No. 2, 6 00 Ten Strike, Summer assortment, 6 75 Scientific Asst., 18 00 Pop Corn Cracker Jack, 3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 50 Azulikit 100s, 3 25 Oh My 100s, 3 50 Cough Drops Putnam Menthol, 1 00 Smith Bros., 1 25 NUTS—Whole Almonds, Tarragona, 16 Almonds, Drake, 15 Almonds, California, sft. snell, 12 @ 13 Brazil, 12 @ 13 Filberts, 12 @ 13 Cal. No. 1, 12 @ 13 Walnuts, soft shell 15 @ 16 Walnuts, Marbot, 13 @ 13 Table nuts, fancy 13 @ 13 Pecans, Med., 13 @ 13 Pecans, ex. large, 14 @ 14 Pecans, Jumbos, 16 @ 16 Hickory Nuts per bu., Ohio new, 10 Cocoanuts, 10 Chestnuts, New York State, per bu., 10 Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves, 5 @ 5 1/2 Walnut Halves, 30 @ 32 Filbert Meats, 27 Alicante Almonds, 42 Jordan Almonds, 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 Roasted, 6 1/2 @ 7 Choice, H. P. Jumbo, 6 1/2 @ 7	

By All Means Come to Market Now=== You Will Be the Loser If You Don't

To learn percentages, one must go to school. To learn Greek, one must go to the University. To know the goods, one must go to market.

The growing retailer knows that he must get into touch with merchandise if he is to keep on growing—if he is to keep the sand out of the grease box.

One can not build a locomotive without a knowledge of mechanical engineering. Neither can he build a retail business without mastering the merchandise.

And the place to master the merchandise is in the market.

Why should you exclude yourself from the inspection of the best the market affords? Why should you not take your pick from completed lines—not from the culled out samples which are too often considered “good enough for the country trade?”

One of the big reasons why the retail mail order houses have been able to make inroads into the local merchant's volume is that the merchant has been content to stay at home and make his purchases in the easiest way—from the meager samples of the roadman.

Your customers don't want the same old things year after year. If they can't get the new things from you—why, they'll go elsewhere—perhaps to the retail mail order house.

Variety is the ginger of retailing—and your business needs spicing.

Of course, if you can't come to market, our catalogue is the best—ideal—substitute. By all means you should see a copy of the August issue. Ask for catalogue No FF730.

But, if possible, come to market—this season if never before. Supplement the advantages of our catalogue by the needed trip. You can't afford to growl, gabble and grumble in garrulous guise at the inevitable. Change possible defeat into victory by changing your methods—now.

And come to market this season—if never before.

We can not make this invitation too insistent. We would make it a command—if we had the right. And we know you would thank us for it—thank us for the many inspirations and practical advantages gained. There is nothing like a trip to your source of supply to put new life into yourself and new blood into your business.

Of course, you will come to market this season—if never before.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise
New York, Chicago, St. Louis, Minneapolis

Sample Houses:—Baltimore, Cincinnati, Dallas,
Kansas City, Omaha, San Francisco, Seattle.

Business-Wants Department

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Small stock of general merchandise and buildings on Grand Rapids and Indiana Railroad; cheap. Address Calvert, Valentine, Indiana. 866

Irrigated land at \$100 per acre will pay dividends. Ours planted in bananas will certainly pay \$50 per acre annual profit. If 50 per cent. on your investment is worth while write us. Mexican Banana Company, Apartado 117 Bis, Mexico City, Mex. D. F. 867

For Sale—Stock of dry goods, clothing and shoes; annual sales averaging \$50,000; best class of trade; town of 2,000; stock clean; business prosperous; reason for selling, poor health; no trades. F. W. Reed, Arcade Bldg., Peoria, Ill. 868

To Sell—A good clean stock of groceries in the best town in Michigan for its size. Surrounded with a magnificent farming country. Stock and fixtures invoice about \$1,000. Cash business. Good location on corner, near bank and post-office. Must leave on account of wife's health. Do not answer this if you do not mean business. F. B. Ballinger, Clare, Mich. 869

For Sale—Good paying clothing, gents' furnishing and shoe store in live town of 2,000 in southeastern part of Michigan. Owner must devote all his time to wholesale business in which he is interested, only reason for selling. If interested, address No. 870, care Tradesman. 870

For Sale Cheap—E 1/2, se 1/4 Sec. 6, T. 24 n. R. 8 e 4th P. M., in Lincoln township in Olge county, Ill. No trade; bear investigation. Price \$80 per acre; \$3,000 cash, balance 5 per cent. mortgage. Creek, orchard, fair house and barn; about three miles s. w. of Forreston, Ill. Edward E. Haller, Forreston, Ill. 871

\$250 will buy a 250 light Brush Dynamo with wire, lamps, switches, etc., all in first class condition. Easy terms. Address No. 872, care Tradesman. 872

Dry goods stock for sale. Best store, best stock in one of the best 7,000 towns in Southern Michigan. Invoice over \$10,000. Will sell for cash, trade for part real estate, or retain interest in stock with reliable party. Have entered the manufacturing field in the East, reason for selling. Address Box M. F., care Tradesman. 873

Exchange—Full bearing fruit ranch, mile from town Yakima Valley, Wash. Will exchange for stock of dry goods or general merchandise. Price \$8,500, including crop on trees. J. Burkart, Alfalfa, Wash. 874

For Sale—A good clean stock of hardware, tinware, paints, oils, varnish and glass with a tin shop doing \$18,000 business per year in one of the best cities in Southwestern Michigan of 10,000 inhabitants. The oldest hardware store in the city, invoice \$10,000, no dead stock and up-to-date. Owner wishes to retire. Address No. 875, care Michigan Tradesman. 875

For Sale—For cash, one clean, up-to-date stock general merchandise; best trading point in Iowa; stock in best condition, running \$5,000 to \$6,000. Write me or come. Box 12, Mt. Sterling, Iowa. 876

For Sale—79 acre fruit and stock farm, located in the grape belt of Southern Michigan, three miles from town, good roads, 3,000 grape vines, 40 apple trees, house, barn, tool and poultry house, balance of farm adapted to hay and stock, has flowing water. Price \$4,500. Would take \$1,000 to \$3,000 stock of merchandise, balance cash on time. Address No. 878, care Tradesman. 878

For Sale—A small stock of clothing, furnishing and fixtures. Stock will inventory about \$2,500. Must sell at once. Only cash deal considered. Address No. 879, care Tradesman. 879

It will pay you to consult us before purchasing fire extinguishers (we have both liquid and dry chemical) or any other fire protecting appliance. Gillette Chemical Co., Henry M. Gillette, Mgr., 109 Monroe St., Grand Rapids, Mich. Citz. phone 1579. 880

For Sale—Machinery. 25 H. P. Fairbanks & Morse gasoline engine, double surfer, box stapler, shafting, pulleys, belting, etc. Good condition. G. W. Willoughby, 27 W. Bridge St., Grand Rapids. Phone 1930. 881

For Sale—Clean stock of clothing and shoes in small town, expenses light, doing a good business. Address No. 882, care Tradesman. 882

For Sale or Rent—Brick store building in center of business district, adapted to any line. Box 2212, Zeeland, Mich. 883

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

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

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—Entire balance of stock, consisting of shoes, dry goods, notions, etc. Will invoice about \$7,500. Cheap it 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 in Michigan. 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

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

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

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

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

Want Ads. continued on next page.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal

10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz. box. 40
Large size, 1 doz. box. 75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32
Worden Grocer Co. brand
Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .8 1/2 @ 10
Hucks .6 @ 7 1/2
Plates .5
Livers .5

Pork

Loins .@ 14 1/2
Dressed .@ 11
Boston Butts .@ 13 1/2
Shoulders .@ 12 1/2
Leaf Lard .@ 13
Pork Trimmings .@ 10

Mutton

Carcass .@ 10
Lambs .@ 14
Spring Lambs .@ 14

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra. 1 00
72ft. 3 thread, extra. 1 40
90ft. 3 thread, extra. 1 70
60ft. 6 thread, extra. 1 29
72ft. 6 thread, extra. 1 50

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 16
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 20
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
60ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids. Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godmark, Durand & Co., Battle Creek; Fiebach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

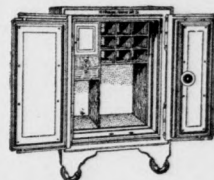
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd. doz. .1 25
Oxford .75
Plymouth Rock .1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 3 85
50 cakes, small size. 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

WHY NOT THE OLD MEN?

The young man who wonders why he and those of his age have to stand as often as once a week with held out porringer to catch the periodical shower of wisdom and advice which then comes pouring down will receive no answer, at all events from the advice-givers. "It is more blessed to give than to receive," one reason, possibly, why Solomon was so generous in that direction; but the real reason why the old men are not hammered with advice is because they will not put up with that sort of nonsense and it—the advice—would do them no good if they did.

It is a savage thing to say, but men at the advice-giving period are not always "the salt of the earth." They "have been there," but it is open to the objection that they have stayed "there" too long and have seen too much. In fact, "the salt has lost its savor" and they seem to forget the rest of the quotation: "it is thenceforth good for nothing but to be cast out and to be trodden under the foot of men"—a statement that explains the usual reception of the copious advice and the abundance of the unappropriated articles lying around underfoot. This with the fact that in spite of the unlimited reservoirs of unappreciated counsel the moral progress of the world is hindered, if not hopelessly stopped, recalls the expression often frequently repeated that in order that virtue may realize her high ideals the first thing to be done is to kill off these same old men that are thwarting every move she makes.

Is there a childhood or young manhood, since Solomon told the sluggard to go to the ant, that has not been nagged to a frazzle with the little busy bee and its improvement of each shining hour? And yet the same old man who dings that into the ears of the 6-year-old and "Put not off until to-morrow what ought to be done to-day" into the ears of his 16-year-old brother and, after taking out his pipe and spitting and wiping off his chin, tells very wisely to the young man of 22 the old legend of opportunity with its hand on the doorknob making his one call of a lifetime, does not seem to be aware that he is a refutation of the sermon he thinks he is preaching, and that, if he were dead and out of the way and with him his "saws and modern instances," the chances of the world's fight with idleness and shiftlessness would be far more favorable than they are, now.

During the week Chicago has been "taking off the lid" and the atmosphere is fervid and offensive with the odor that "smells to heaven." Does any one doubt what the theme of the following Sunday's sermons was, or its method of treatment? How the gamblers and the grafters caught it and rightly, too; but does not everybody know that every sermon ended with an appeal to the young to take timely warning of the practical lesson of the hour and resolve in life's green spring to keep out of the broad and flowery road that leads to death, with hardly a word to the gray-hair-

ed sinner who up to his neck in graft and stock gambling—such things have happened—passes the plate when the sermon is over? Do not these sermonizers know that the very measures they advocate leave little chance of success so long as these middle-aged and gray-haired violators of the law remain above ground, living and moving and having their being, and that with these examples before them the earnest appeal in the eloquent sermon is so much hot air tommyrot to the young man who, unless he is a fool, has learned the difference between chalk and cheese, with wit enough to avoid the one and utilize the other, as each presents itself? It is more than suggestive that the pulpit believer in Dr. Osler's theory should advocate the death-limit, applying it, however, to those instances where the vicious example is an unquestioned barrier to the commendable advancement of the young. "Kill 'em off!" as it was recently expressed in this hearing, "and by putting an end to the pest put a stop to the inevitable evils that follow!"

Very outspoken is Dr. Abbot in talking about the vices of college boys. These "are chiefly drinking, gambling and licentiousness," in regard to which "it is difficult to form a trustworthy opinion, since every man who yields to this temptation endeavors to justify himself by declaring that everybody is licentious." In harmony with this justification the men we are talking about must be a sorry lot; and, if "youth is instructed in no way better than by example," forlorn indeed is the future looming up before young men and before the country whose interests are to be placed in these young men's hands. Suppose the advice of pitching into the old men—these men who are fond of speaking from white-haired experience—and letting the young alone be followed, would the pitching into do any good? Not the slightest, for the reasons already given: they are too old for such nonsense and equally too old to make it available. There are no chance and no hope of change, and yet their very existence is a menace. We are fighting the saloon to its death; disease, however revolting its form and development, is giving way to the wholesome forces assailing it; but this, the most repulsive and deadly of plagues that has so far attacked humanity, must be let alone, because its annihilation can be accomplished only by the destruction underlying the bestial selfishness of the race.

It looks much as if the only hope of the future lies in young and old joining hands and together resolving, each for himself, into a committee of one to keep clean his own doorstep and, so far as in him lies, to extend the individual healthfulness so begun until thus generated it shall be found as contagious as the disease it alone can kill. This will put a stop to the advice vending, it will give the young fellow a much needed rest and by removing the evil complained of will make the world a better place to live in.

Men Who "Get There."

The man who is really in earnest takes pride in his work. If he fires a furnace for a livelihood, he gets satisfaction out of doing it well, of making a ton of coal produce as much heat as possible, of being "on the job" a little better than another could be. If he is proprietor of a hardware store he takes pride in his stock, every bit of it has a fascination, he gets pleasure out of a well conducted store. The clerk who carves a place for himself doesn't perform his duties as though they were irksome, for they are not. He's not elated because the day's work is at an end; he's not regretting that in a few hours he will have to return to the "grind." He takes pride in doing good work and he is so full of it that he can't help bubbling over and "talking shop" out of business hours. There is no necessity urging him not to be an eye servant. As far as affecting his work is concerned, he doesn't know whether his employer is in the store or on a vacation trip. He's in love with his job, proud of the way he performs his duties and time never hangs heavy on his hands, and he "gets there." The man who is proud of his business will prove entertaining to customers. His stock is his hobby. His trade is his delight. With what pride the owner of a lot of fine pictures, gems, books, dogs, horses, will show them to friends and point out their good qualities, their beautiful points. The business man who is truly interested in his stock will take equal pleasure in showing his goods, in talking of their merits, in inviting friends and acquaintances to visit and inspect his store. And he "gets there."—Stoves and Hardware Reporter.

It is always easy to know whether to forgive your enemy after you know how big he is.

BUSINESS CHANCES.

For Sale—Stock of groceries and market in city. Old stand, established trade. Address O. care Tradesman. 885

The country of opportunity: Mr. Merchant, if your eyes turn to the great and prosperous states of Minnesota, North and South Dakota, Montana, Idaho or Washington, get in touch with us by correspondence or when in St. Paul, as we have some valuable information about desirable openings for merchants. Finch Van Slyck & McConville, Wholesale Dry Goods, Men's Furnishings, Notions, etc., St. Paul, Minn. 884

For Sale—Dry goods and shoe stock in St. Joe county, population 1,000, one competitor. Merchant, care Tradesman. 886

For Sale—Summer home, Ganges, Mich.; furnished complete; five-room house, one acre; best corner in beautiful Ganges; ½ mile from boat landing at Pier Cove on Lake Michigan; on main road; five miles from Saugatuck; fruit trees, grapes, barn, small chicken-house; \$800. Wm. J. Krueger, 643 Blue Island Ave., Chicago. 887

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, Cal. 821

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—Well established, clean drug stock, invoicing about \$3,500 in live town 550 inhabitants. Only drug store in town. Reason for selling, other business. Rent reasonable or will sell building. Address 812, care Tradesman. 812

Patents, trademarks, copyrights, reliable service, reasonable terms. Advice free. Washington connection. Bonhardt & Co., 163 Randolph St., Chicago. 802

Profitable work 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

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. 805

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago. 808

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

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—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. Kauffer, 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 39,000 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.

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. 842

SITUATIONS WANTED.

Wanted—Position as clerk in general store. Thirteen years' experience. Speak Holland and American. Address 877, care Tradesman. 877

Wanted—A reliable young man wants position in grocery store. Experienced. Address X. Y. Z., care Tradesman. 883



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THE McCASKEY REGISTER CO. are the Owners by Priority of Invention or purchase of the Original Patents covering **The Gravity Principle in Credit Register** construction.

The McCaskey Credit Account Registers are **Recognized by Expert Accountants, Auditors and Up-to-date Merchants** in all lines of business as being the **quickest, easiest and most satisfactory Register** made.

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The McCaskey Credit Register System handles your accounts with **only One Writing**.

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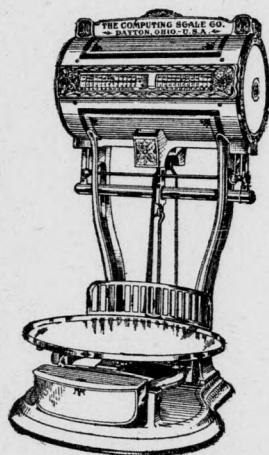
Yes Indeed

"AN ALL-THE-TIME WINNER" referring, of course, to White House Coffee, the undeniable favorite with thousands of families who know by experience its **DEPENDABLE** qualities. Its "all the time" winning qualities are testified to by many a grocer who, once having decided to carry it, finds that the demand for it is **CONTINUOUS** and progressive, with a never-let-up grip on the friendships it forms. Then, too, it's an all-the-time winner in another way—for the experience of one grocer with this reliable coffee leads another grocer to take it on, and so it goes, multiplying its connections and all the time becoming more and more a National **NECESSITY**.

Symons Bros. & Co.

Wholesale Distributors—SAGINAW

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

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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

If Somebody Else Made Ketchup

As Good as Blue Label, We Would Make it Better—But
Neither is Possible



Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

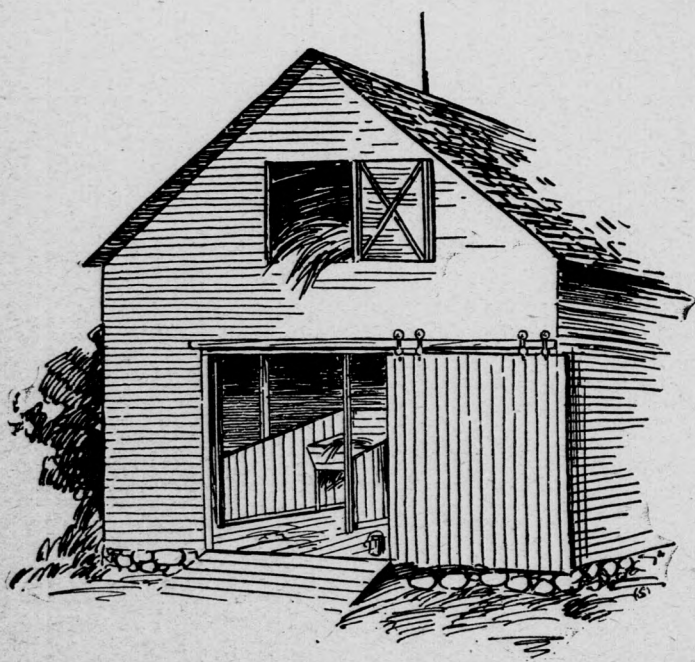
The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

There is another reason for telling them to use BLUE LABEL KETCHUP—it pays you a good profit. These are the only things you need think about—pleasing your trade and making money.

Conforms to the National Pure Food Laws

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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.

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