

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 11, 1909

Number 1351

HE WORRIED ABOUT IT

The sun's heat will give out in ten million years more—
And he worried about it.
It will sure give out then, if it doesn't before—
And he worried about it.
It will surely give out, so the scientists said
In all scientific books he had read,
And the whole boundless universe then will be dead—
And he worried about it.

And some day the earth will fall into the sun—
And he worried about it—
Just as sure and as straight as if shot from a gun—
And he worried about it.
"When strong gravitation unbuckles her straps
Just picture," he said, "what a fearful collapse!
It will come in a few million ages, perhaps—"
And he worried about it.

And the earth will become much too small for the race—
And he worried about it.
Then we'll pay thirty dollars an inch for pure space—
And he worried about it.
The earth will be crowded so much, without doubt,
That there won't be room for one's tongue to stick out
Nor room for one's thoughts to wander about—
And he worried about it.

And the Gulf Stream will curve and New England grow torrid—
And he worried about it—
Than was ever the climate of southernmost Florida—
And he worried about it.
Our ice crop will be knocked into small smithereens
And crocodiles block up our mowing-machines
And we'll lose our fine crops of potatoes and beans—
And he worried about it.

And in less than ten thousand years there's no doubt—
And he worried about it—
Our supply of lumber and coal will give out—
And he worried about it.
Just then the Ice Age will return cold and raw,
Frozen men will stand stiff with arms outstretched in awe
As if vainly beseeching a general thaw—
And he worried about it.

His wife took in washing at a dollar a day—
He didn't worry about it—
His daughter sewed shirts the rude grocer to pay—
He didn't worry about it.
While his wife beat her tireless rub-dub-a-dub-dub
On the washboard drum of her old wooden tub
He sat by the stove and he just let her rub—
He didn't worry about it.

Sam Walter Foss.



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

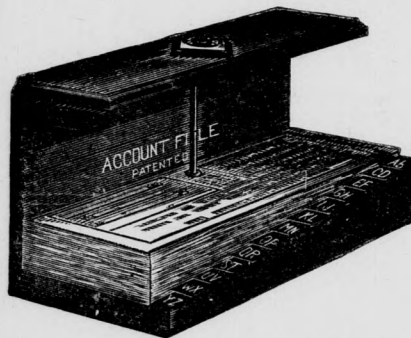
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Manufacturers

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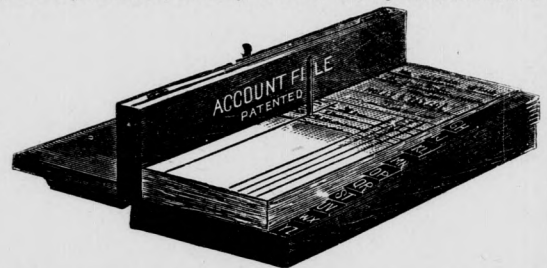
Detroit, Mich.

Simple Account File



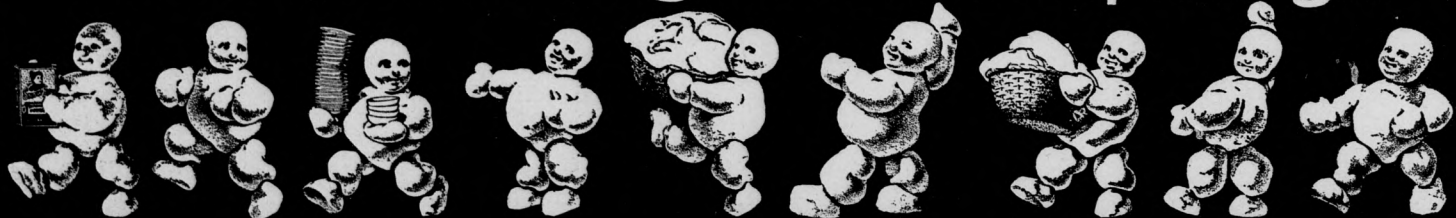
A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping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

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TRADESMAN COMPANY, Grand Rapids

Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

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AS TO TRADE JOURNALS.

In the issue of the New York Times last Sunday are given expressions of opinion as to business prospects, voiced by the editors of the Iron Age, the Railroad Age Gazette, the New York Lumber Trade Gazette, Dun's Review, the Crockery and Glass Journal, Dry Goods Economist, the Coal Trade Journal, the Electric Railway Journal, the Shoe and Leather Reporter, the Iron Trade Review, the Banker and Tradesman of Boston, the American Upholstery Journal, the American Agriculturist, the Northwestern Miller, the Engineering and Mining Journal, the Fur Trade Review, the Haberdasher, the Paper Trade Journal, the New York Furniture Trade Review and the Modern Miller of St. Louis.

These expressions are a unit in declaring that the commercial world, authorized to go ahead in safety by the settlement of the tariff problem, is proceeding with tremendous energy dominated by discretion born of experience and that the country is upon the threshold of the wisest and most discreet period of industrial, commercial and financial prosperity it has ever experienced.

The claim is quite generally admitted by business men everywhere and is especially interesting because of the emphasis given to the presence of discretion in the verdict about to be rendered by the business world.

But it is interesting from another point of view.

Why is it that a great daily paper, with almost unlimited resources, mental and financial, should solicit the opinions of twenty editors of twenty leading trade journals, upon such a subject and then publish those opinions in full?

It is because the editor of the New York Times recognizes the unqualified force of the fact that the editors of high grade trade publications are accurately informed from week to week as to all that goes on in the industrial and commercial world. It is their specific pride and duty to col-

lect and publish reliable data for the benefit of their clients and so, with their fingers upon the pulse of the country's business, they recognize and note every fluctuation; they are notified and record every new order for material or manufactured goods and are favored with advance information as to intentions on the part of dominating factors in the several departments of trade and industry to which they cater.

INVITING COMPETITION.

"Have you a copy of the last issue of The Evening Post?" asked a stranger of a woman clerk in a store in a small city in Michigan.

And the store in question presented an interior picture that strongly resembled a panorama of a vigorous hurricane passing through a group of retail stores.

There were tobaccos and cigars, fruits and confections, photograph postals, framed pictures, men's furnishings, toys, wall paper, newspapers, magazines, bound works of fiction, blank books, school books, dirty, dingy show windows and show cases, shelves awry, counters piled high and dusty—and three clerks busy pawing over things in an effort to find articles which were wanted by customers who were waiting.

And there were, perhaps, a dozen customers or would-be customers waiting.

"Have you just moved in?" asked the customer who had enquired for a copy of the last issue of the Evening Post.

"No, we haint jest moved in, Smarty," responded the clerk addressed, as he tugged away under a pile of mixed magazines, looking for something.

Just then the woman clerk who had been searching desperately through various heaps of books and papers, shouted, "Say, Tom, have we got a copy of the last Post?" and Tom called back, "I dunno, look and see," at which a majority of those who were present laughed riotously.

It was Saturday night and the streets and stores of the little city were filled with people with money in their pockets and errands on their minds, while the owner and his assistants in the store in question were struggling madly and ill-tempered to wait upon "the rush."

Failing to find the paper he desired, the stranger, upon reaching the street, asked his friend, a resident of the city, "Will you give me any good reason why that store should be in such a wild and wierd condition of disorder and dirt?"

"That's easy," responded the citizen, "The owner has a monopoly of the news stand business in this town."

"Good," observed the stranger, "now I know where there is a fine opening for a young lady, experienced and competent in the handling of books, stationery and all kinds of periodicals and daily papers, who is looking for just such opportunity."

How the incident ended has not yet developed, as it is less than a week old; but it is safe to wager that if there is a vacant store or even half of a store available in the city in question, the monopoly referred to will cease to exist.

And it ought to be disturbed. Any merchant so unappreciative, so short sighted, so shiftless and so completely not a merchant as is the owner of the monopoly in question, does not deserve to receive the good will and patronage of any community.

A FRAYED OUT FARCE.

Wherever there is a municipality—a community of individuals having joint interests governed by mutually agreed upon regulations—there is found an aggregate personality which must stand for an aggregate responsibility and must acknowledge the authorship of an aggregate result.

For decades the individual city of Grand Rapids has recognized the authenticity of the Grand Rapids Hydraulic Co.; has permitted various units embodied in the aggregate individual to acquire the stocks and bonds of that company; has allowed that company to secure hundreds of satisfied customers and has conceded to that company the use of various streets and alleys in the process of developing a great public utility.

On the other hand and for decades this aggregate community, this distinct individual, has penuriously puttered along in an alleged effort to provide itself with a water supply that should be adequate, reliable and in every way suitable for all industrial, domestic, sanitary and protective purposes.

In this effort and at an absurdly large expense, both of money and of individual reputation, Grand Rapids as an individual has been a dire failure. Because of rotten political practices, because of a communal parsimony, because of personal dishonesty and aggregate bigotry, Grand Rapids is decades behind sister cities of equal wealth, prosperity and importance and is found peevishly attempting in most niggardly fashion to compel every constituent portion of itself to accept, use and be satisfied with a public water supply which is neither adequate, reliable nor suitable.

Thus it happens that the Hydraulic Co. provides the only public water service which is fit to use for all purposes, and that is furnished in adequate quantity and reliably at a fair cost to consumers.

Thus it happens, also, that the present "sour grapes" phase of the city's attitude toward the Hydraulic Co. is nothing less than an outrageous imposition upon the 50,000 persons who desire the better and more wholesome water service and are willing to pay for it and who submit to the tax laid upon them in addition for a water supply fit only for irrigation purposes.

And another thing, it is a contemptible imposition upon all property interests that are insurable, because the regulations of the fire underwriters require those who use automatic sprinklers to provide two distinct systems of water service for protection against fire losses.

The National Candy Co. and the Hazeltine & Perkins Drug Co., having learned by expensive and irritating experience that it is utterly impossible to conduct their business—that demands large quantities of pure water—using only the city's water supply, have asked for the Hydraulic service and, thus far, pending the result of litigation, the city undertakes to prohibit that company from extending its service as is necessary.

Mayor George E. Ellis represents the city, the aggregate individual, and has had a lot to say on the water question, and now has discounted everything by referring the matter to the Board of Trade.

It is "a weak invention of the enemy."

Hizzoner ought to move that immobile countenance of his just enough, at least, to recall the fact that once upon a time there was a strong man in Washington who did things upon his own initiative and did them well. He was hated, derided, almost assaulted and, finally, was practically driven out of the National capital city; but he didn't go until he had fixed things irrevocably.

To-day the entire nation knows that "Boss" Sheppard performed an invaluable service for Washington and for the Nation when he took the reins absolutely in his own hands and drove the race to win, and to-day there stands in the city of Washington an ornate bronze statue erected by the people of that city to the memory of the man who dared to do right.

An Italian army officer claims to have perfected a wave power motor with which he lights his home and decomposes water so as to obtain hydrogen and oxygen in commercial quantities.

Meekness is the quiet that belongs to the right.

To keep evil out helps to keep one out of evil.

ORGANIZED EFFORT.

What It Will Do For the Hardware Dealer.*

As I stand here and realize that every part of the State of Michigan is here represented and that business men who can hardly spare the time are here from all over the State, intent on getting out of the meetings all they can from a social as well as from a business standpoint, I am impressed that there is a call for these meetings and that you gentlemen are answering a call that is so insistent that you willingly spend your money and give your time to come. What will you gain by coming? The answer to that question has many phases and it depends on the point of view what the answer shall be. The social side of the question opens up to us the possibility of a large acquaintance covering the entire State. And that acquaintance brings to each one of us many of the experiences of those we meet, and as we interchange these experiences we often find solutions for many of the problems which we have heretofore been unable to solve.

If we bring our wives with us, as we should, we give the better part of us a pleasure that not only enriches but brings memories to us for many a day. The entertainment we get at these meetings comes but once a year, and to have our wives with us, to see and have a part in the pleasures, brings additional satisfaction to all of us and helps to make our enjoyment the keener.

The business side of the question we can answer by pointing to the results that have been accomplished in the past fourteen years.

We commenced the organization with the hope that we would find some remedy for the injury which was being done to our trade by catalogue house methods. At that time every jobber who could was furnishing these houses with all the goods they could buy, but as they grew in size and volume of business they left the jobber and went to the manufacturer, who, too, was glad to sell them, for many of their orders were in excess of the those that very many of the jobbers were able to give. Both jobber and manufacturer have seen the error of their methods and, I think, are trying to bring trade back to the proper channels again. But we all know that bad habits are hard to overcome, especially when it means a loss of trade for the time being. The immediate present appeals so strongly to us and the present dollar looks so much larger than the dollar of to-morrow or next week that it will only be by some severe effort that we shall be able to get back into the old channels. The immediate inducement—the force that will surely cause both the jobber and the manufacturer to sit up and think—is the organization of twenty-seven different associations of hardware men, covering thirty-three states. That these organizations are more than simply a gathering of men bent on pleasure

is evidenced from the discussions which take place and the papers which are read that discuss conditions and suggest remedies for some of the troubles that compass us. One of the important results which has come from these discussions is the fact that but few of the reliable standard brands of goods are now listed and quoted in the catalogues of the catalogue houses and that restricted prices are in many cases insisted on before catalogue houses can get goods which are at all desirable. One of the results of this care on the part of the manufacturers in keeping their brands of goods out of the hands of the catalogue houses is that "special brands" are being pushed by them—brands of goods which no one knows anything about, but which are lauded as superior to any other goods and guaranteed as perfect in all respects. The guarantee has but little value, for when a house will guarantee a paint to last ten years and that it will not blister, peel nor rub off—a paint that, on analysis, shows the presence of 25 per cent. of water—it has certainly reached the height of absurdity in guaranteeing. If such a foolish guarantee is made on one line of goods, is there any reason to believe that other guarantees made by such a house would be any saner? And the question comes to us, Is such a system legitimate or such competition just or honorable?

We have, to a certain degree, shorn the catalogue house of the terror it once inspired and its competition we do not fear, provided the manufacturer will help us by giving us, through the jobber, an equal chance to get the trade of the consumer.

We find the sale of goods to be a very difficult proposition when the manufacturer regulates his prices on the quantity he sells a firm without regard to any other consideration.

There is much being said against syndicate buying, especially by retailers. It is held that it is a very bad business for retailers to indulge in. I am very much interested in the concern the jobber has for the welfare of the retailer, and in his desire to keep the retailer in the straight and narrow way; but I wonder if syndicate buying is not just as good for the retailer as for the jobber, if quantity is the only requisite for getting low prices. I am in hopes that the time will come when the manufacturer will realize that the sale made to-day will have an influence on the sale made to-morrow, next week and next year. The building up of our trade is never finished. Each day's work bears some relation to the work of the store in making it a success or failure. So it is with the manufacturer. The work of the day is not finished when he closes his office, but whatever has been done has its effect on the future, and if it is not done right the work of the day will come back to plague him. The great objection to me in syndicate buying is that you lose your identity to a large extent when you let another who has no special interest in your welfare

buy your goods. The individuality of a store is its good will and it has a value as an asset in business. Some firms have resorted to special brands in order to secure for their stores an individuality, but special brands, as usually indulged in, do not add much to the name of a store, but rather injure it. For if goods are bought in the open market, and price is the main consideration, then the mere pasting of a label on the goods has but little value, especially when it is known that the parties using the label do not manufacture the goods. The label, to have a value, should tell the truth. If it said, "Made for and guaranteed by," it would advertise much more effectively than to say, "Made by Blank," when it was known that Blank did not manufacture them at all. Because of a misstatement in regard to the making of the goods have we not a right to conclude that there is a possibility that the firm will not hesitate to make others? And if such a possibility exists is not the basis of our confidence lost in that firm?

I was in a large factory the other day and as I passed along I noticed several boxes marked with the names of a number of jobbers. In talking with some of the men I enquired what was the difference between the goods put up for the several jobbers and the goods that had the brand of the factory on them. There was a hesitancy in answering the question and to relieve the evident embarrassment I said, "No answer is necessary. I have all I want." It is claimed that we can get more for special brands than we can get for standard brands, but when it is known, as it is by both retailer and consumer, that the special brands have no superiority over the standard brands the effort to get a larger price for the special brands fails and there comes to the mind of the consumer a suspicion that the special brands are gotten up to make the consumer pay more for the goods than they are really worth. Thus the consumer loses confidence in the merchant he is dealing with. While competition has a good deal to do with the making of prices, yet there are but few, and they are short lived, who are willing to sell goods without a profit. The prices a merchant gets depend on the confidence the community where he lives has in him as a man, in his integrity, honesty and truthfulness and his ability as a salesman. The same rules apply to the jobber.

The fact that a merchant is selling a manufacturer's brands does not imply that he is selling "any old thing," but it does imply that what he is selling is the best that that manufacturer can make.

The relief from special brands must come from more individuality in the manufacturers and fewer combinations and trusts. The control of any line of goods by one or two great consolidations is not good for that line of goods. The claim that such consolidations make for greater economy in the manufacturing of the goods may be true, but experience

shows that the consumer does not participate in those economies, and when he realizes that the combination does lessen costs and he is getting no benefit his mind is embittered and he is ready to influence legislation that is aimed at the combination, but in very many instances it rebounds against the consumer. The manufacturer who is selling his goods to any and all that come and permitting the quantity to regulate the price, and who has no further interest in his goods as to where they go or to whom they are sold or of the prices being made on them is standing in his own light and will in the near future have troubles of his own. To sell men who are known price cutters and whose great aim is to undersell their competitors is but to sow dragons' teeth that will grow into troubles galore. There is a thing that we should all rejoice over, and that is the tendency to organize that we may get into closer touch with each other. The manufacturers and jobbers and retailers in their organized capacity have more consideration for each other and are learning to measure and respect the strength or the other branches of the trade. I look forward to the time when there will be discussion on the floor of the National conventions by representatives of all three branches of the trade as there never has been, and I believe that this interchange of ideas will accomplish much for the betterment of trade generally. To arrive at such a condition involves a more complete organization among retail dealers. There are some things we will have to face in the near future and to face them successfully means more complete organization. I was impressed by a remark made to us while in Washington by a very prominent statesman in relation to parcels post. He said, "The fight is on. You need all the strength you can get. To succeed you must perfect your organizations."

Left Out in the Yard.

"Isn't that a lovely shower!" exclaimed Mrs. Randall to her friend in the parlor as they gazed out on the sudden downpour.

"Yes, we need it so badly."

"Need it? I should say we did. It's a God-send! Why, our goldenglows, hyacinths and roses out in the back yard are shrinking for the want of rain. The sprinkler can not take the place of rain, you know."

"Indeed not."

"Oh, I tell you this is just lovely! See how it pours! And to think that just when everything threatens to dry up and every one is praying for rain Nature answers these appeals and sends us beautiful—Good Heavens!"

"What's the matter?"

"I've left the baby out in the yard!"

AGENTS WANTED

To take orders for

Fancy Kalamazoo Celery

As a side line. Good commission.

A. H. Scholten & Co. Kalamazoo, Mich.

*Paper read at annual convention Michigan Retail Hardware Association by W. P. Bogardus.

Humble Beginning of a Large Institution.

The American Laundry is one of the city's big institutions. It occupies a big plant out on South Division street. At the rush season it employs nearly 200 hands, mostly women, and even in the dull periods weekly pay envelopes are handed out to more than 100. The Otte brothers, John and Adrian, who are the American Laundry, live in handsome homes, dress well and show various evidences of prosperity. But do not envy them their good fortune nor attribute their success to mere luck. They have earned all they have. Their luck is based on hard work.

Few of the city's big industrials had a more humble start than the American Laundry. The Otte brothers, little more than boys, began life as cigarmakers, with a little shop on South Division street. They worked hard, but competition was keen and it was hard for a new concern to break into the established trade. It became apparent that the business was not big enough for two. One of the boys cast about for something else to do. At that time, twenty-eight years ago, there were two or three small hand laundries in town, carelessly conducted and making no great effort to please anybody. With \$35 cash capital the brother looking for a new chance thought he saw it in establishing a laundry which would try to please patrons. He invested his capital in equipments to be operated by hand. He lacked money after paying for his other equipment to

buy a stove. He went to Wilder D. Stevens, stated his circumstances and hopes and Mr. Stevens let him have the stove on credit. The laundry was started on South Division street, where the McGregor dye house is now located. It started on a very modest scale and Mr. Otte helped with the washing, did his full share of the ironing and in addition solicited business, gathered in the washings, made the deliveries and collected the money. He was at the laundry before sun up in the morning and often midnight found him at the ironing board. His rent was \$200 a year and some months he could not pay. The late W. D. Tolford was his landlord and when these periods came he good naturedly granted delay, but invariably demanded a note for the amount due and whether the default was for a week or a month he charged interest until paid. The first year was a year of desperate hard work and no play, but gradually headway was made, and when the business became large enough to offer fair prospects for two the brother gave up his cigar shop and took a share in the laundry. In the course of time improved machinery was put in and steam power was substituted for hand. The brothers worked together in harmony and with all their strength, and the big American Laundry of to-day is the result. In the very beginning the Otte policy was to please patrons whether with a single collar or a bunch of them, to make each job the best possible and to this day this policy is adhered to and to this is at-

tributed in large degree the success of the enterprise.

Would it be possible to start a laundry to-day on a cash capital of \$35? Perhaps it could be done, but it would be a much more serious proposition to-day than it was twenty-eight years ago. The margin of profit is smaller now than it used to be and the big laundries with which the new concern would have to compete have labor saving machinery which reduces the cost to a point that a small hand laundry could not meet. With a start of \$35 a new laundry might be established, but the Otte brothers would not like to tackle the job.

Hot Weather Don'ts.

Don't go around telling what your thermometer registers. Ananias was looked upon as a truthful man until he began that.

Don't imagine that a hot wave comes solely for your benefit.

Don't tell how you suffered with the heat last night. What in blazes do the rest of us care?

Don't tell that your grandfather cradled three acres of wheat on the hottest day of 1842 and never sweat a hair.

Don't hump yourself for a glass of cold beer every half hour and leave your wife and children to drink tepid water.

Don't wait at your gate to get off a joke on the ice man. He is leaving you short by five pounds every day, and the joke is really on you.

Don't swear at the ice trust. It

only makes their ice melt sooner.

Don't tell how you got sunstruck at the battle of Gettysburg. It might be hard for you to name the regiment you were in.

Don't put on a fur cap and overcoat under the idea that you will be regarded as an eccentric. Folks will simply call you an ass.

Don't fan yourself. A fan brings a breeze, but the exertion offsets it.

Don't talk about the snowbanks of last winter, or someone will remember that you were too lazy to shovel the beautiful off your sidewalk.

Don't ask anybody if it is—

It is, unless he's a hog and the query was played out years ago. Just conduct yourself like a decent, Christian gentleman and wait for a change in the weather. If you must bake and roast and stew and fry, then keep it to yourself and don't drag the rest of us in.

A clergyman went to have his teeth fixed by a dentist. When the work was done the dentist declined to accept more than a nominal fee. The parson, in return for this favor, insisted later on the dentist accepting a volume of the reverend gentleman's own writing. It was a disquisition on the Psalms and on the fly-leaf he had to inscribe this appropriate inscription: "And my mouth shall show forth thy praise."

A Kentuckian claims to save much time for bricklayers by his recently patented trowel, which carries a hopper from which the mortar is fed automatically in a smooth, clean stream.

A DOUBLE PROFIT

Royal Baking Powder Pays a Greater Profit to the Grocer Than Any Other Baking Powder He Sells

Profit means real money in the bank. It does not mean "percentage," which may represent very little actual money. A grocer often has the chance to sell either:

1. A baking powder for 45c a pound and make a profit of 5c or 6c or,
2. A baking powder for 10c a pound and make "20 per cent. profit," which means only 2c actual money. Which choice should you take?

Royal Baking Powder makes the customer satisfied and pleased not only with the baking powder, but also with the flour, butter, eggs, etc., which the grocer sells.

This satisfaction of the customer is the foundation of the best and surest profit in the business—it is permanent. Do not take the risk of selling a cheap alum baking powder; some day the customer may find out about the alum, and then your best profit—viz., the customer's confidence—is gone.

Royal Baking Powder pays greater profits to the grocer than any other baking powder he sells.



Movements of Merchants.

Northville—E. White, of Grand Rapids, will open a dry goods store here soon.

West Branch—Parry Bros. have sold their general stock to Holden L. Woughter.

Holton—Henry A. O'Connor is erecting a forty-five foot addition to his drug store.

Lake Linden—Arseneault & Northcott will open a tea, coffee and grocery store here.

Onondaga—W. E. Wilcox is succeeded in the drug business by T. G. DePeel, of Ithaca.

Ewart—L. H. Curtis has purchased the general stock of C. M. Haddix, south of this place.

Tawas City—A 5 and 10 cent store will be opened here by Mrs. E. C. Hebel, formerly of Alabaster.

West Branch—Ernest Parry has purchased a half interest in the men's furnishing stock of H. G. Merrill.

Redford—A furniture store has been opened by H. L. Weaver, who will also conduct an undertaking business.

Charlotte—C. S. Bowman, formerly engaged in the grocery business here, has opened a grocery and general store.

Jackson—Wm. Jacobson will continue the tailoring business which he formerly conducted with Herbert Whitman, who is retiring.

Manistee—Pettigrove & Hallock, shoe dealers, have dissolved partnership, Arthur Chisel having purchased the interest of Mr. Pettigrove.

Lansing—W. A. Jenkins will continue the commission house business formerly conducted by Babcock & Jenkins on Washtenaw street east.

West Branch—Arthur L. Nauman, for the past ten years clerk in the grocery store of Frank Estey, has become the latter's partner with a half interest.

Flint—Fred B. Baldwin, for some time past engaged in the clothing and men's furnishing business at Muskegon, has engaged in the same line of business here.

Rockford—C. F. Hosmer has sold his interest in the grocery firm of E. L. Pritchard & Co. to E. L. Pritchard, who will continue the business in his own name.

Hastings—Mrs. W. S. Godfrey has purchased from the administrator the clothing stock of her late husband and will continue the business under her management.

East Jordan—L. C. Madison, for the past twenty-five years engaged in the drug business, has sold his stock to Vernon S. Payton, who will continue the business.

Hillsdale—The dry goods business formerly conducted under the style of the Kline-Norris Co. will now be conducted under the name of the Central Dry Goods Co.

Grand Ledge—Soper & Root, dealers in harness, trunks, blankets and robes, have dissolved partnership, M. H. Maier joining J. N. Soper under the style of Maier & Soper.

West Branch—Ed. Gilbert is succeeded in the shoe firm of Gilbert & Gilbert by Arthur McLain, having traded his interest for a forty acre farm, seven miles east of West Branch.

Flint—The Flint is the name of a new corporation which will conduct a men's wearing apparel business with an authorized capital stock of \$9,000, all of which has been subscribed and paid in in cash.

Manistee—The wall paper firm of Somerville & Jensen has been dissolved, the business to be continued by J. E. Somerville. Jens W. Jensen will remain in the store in the employ of his former partner.

Battle Creek—A wholesale novelty store has been opened at 93 West Main street by Martin, Hunt & Martin, the personnel of the firm being C. R. and G. R. Martin, of this place, and D. L. Hunt, of St. Johns.

Lansing—Mrs. A. M. Donsereaux has bid in the stock of the Donsereaux Dry Goods Co. for \$28,000. Mrs. Donsereaux, whose late husband was the manager of this business, will continue the business at the same location.

Holton—O'Connor Bros., general merchants, are erecting a new building 40x120 feet in dimension, which will be on the north side of the building they now occupy and will be occupied with farming implements and hardware.

Greenville—Jacobson Brothers have merged their department store business into a stock company under the same style, with an authorized capital stock of \$100,000, all of which has been subscribed, \$10,000 being paid in in cash.

Williamston—The banking business formerly conducted by the Crossman & Williams Exchange Bank will be continued by a new corporation under the name of the Crossman & Williams State Bank, with an authorized capital stock of \$40,000.

Port Huron—George Parsons, a local grocer, had a narrow escape from death by suffocation when he was buried beneath 900 pounds of flour. He was piling sacks and had stacked the flour up to a distance of thirty feet when the piles tumbled over, burying him. He lay for an

hour and a half before his plight was discovered and rescuers could dig him out. He was slightly bruised.

Delton—Homer Green, general merchant at this place has been taken to the Pasteur institute at Ann Arbor, for treatment, he having been bitten on the hand by a dog which was since declared afflicted with rabies. The animal ran amuck in the village and bit several others and caused a panic until it was killed.

Shelby—The stock of the McKinnon Hardware Co. has been purchased by O. J. Morse and W. A. Olinder, who also have the privilege of purchasing the stores and warehouses. Mr. Morse will take the active management of the business.

Marcellus—The drug stock of the late W. O. George has been purchased by C. R. Miller, formerly of Lawrence.

Detroit—Harold E. Butcher and Walter Wightman, who have been conducting a manufacturing agents' business under the style of H. E. Butcher & Co. have formed a new corporation under the name of the Western Sales Company, with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed, \$550 being paid in in cash and \$950 in property.

Sebewaing—A receiver has been asked for for the bankrupt firm of Blumenthal Brothers, doing a dry goods business here. Edson, Moore & Co., one of the principal creditors, have petitioned that William B. Hewitt, of Detroit, be appointed in this capacity and Lee E. Joselyn, referee in bankruptcy, will probably accede to this request. In its petition this firm alleges that after a fire which occurred in the Blumenthal store some of the remaining stock was shipped to one of the brothers, Harry, who maintains a similar business in Standish. It is also alleged that instead of settling with the creditors, the insurance money was appropriated for some other purpose and all that remained was garnisheed by other creditors, leaving the petitioning creditor out in the cold.

Manufacturing Matters.

Jackson—The Frost Gear & Machine Co. has increased its capital stock from \$35,000 to \$60,000.

Detroit—The Clark Incandescent Lamp Co. has increased its capital stock from \$50,000 to \$150,000.

Detroit—The Hunt Show Case & Manufacturing Co. has increased its capital stock from \$10,000 to \$30,000.

Muskegon—The Continental Motor Manufacturing Co. has increased its capital stock from \$225,000 to \$500,000.

Reed City—H. L. Millsbaugh and F. S. Vincent will open a factory for the manufacture of electric stoves and toasters.

Plainwell—The factory of the defunct Plainwell Shoe Co. will be reopened as a branch of the Eady Shoe Co., of Otsego.

Perry—The Perry Glove & Mitten Co. knitting mill has been purchased by A. N. McQueen and John Alcott and will be reopened by these gentlemen.

Adrian—The Gray Furniture Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$12,000, all of which has been subscribed and \$7,200 paid in in cash.

Detroit—The Walsh Celery Ale Co. has been incorporated to conduct a manufacturing business with an authorized capital stock of \$10,000, of which \$5,200 has been subscribed, \$3,200 being paid in in cash.

Flint—A corporation has been formed under the style of the Flint Provision Co. to manufacture sausages and preserved and canned meats, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the Embroidery Tracing Pad Co., which will manufacture embroidery tracing or stamping pads, with an authorized capital stock of 2,500, of which \$2,000 has been subscribed and paid in in cash.

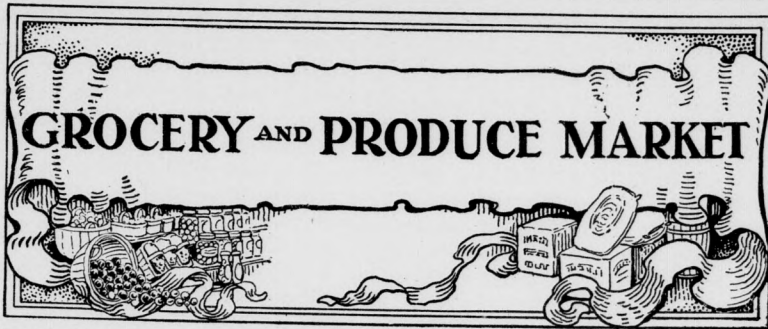
Detroit—A corporation has been formed under the style of the National Eave Trough Co., for the purpose of conducting a manufacturing business with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed, \$2,000 being paid in in cash and \$48,000 in property.

Lansing—The foundry business formerly conducted by the Gerson-Carey Co. has been merged into a stock company, the style of the new corporation being the Standard Casting Co., which has an authorized capital stock of \$20,000, of which \$10,000 has been subscribed, \$2,000 being paid in in cash and \$8,000 in property.

Owosso—John Himelberger and W. F. Hall, of Lansing, and F. E. Sutfin, of this place, have formed a copartnership to be known as the Owosso Knitting Co., Ltd. They have purchased the hosiery plant formerly owned by the Burnett Knitting Co. and will add glove machines with a view to making a full line of knit goods. They expect to begin operations by Sept. 1.

Jackson—The Jackson Chamber of Commerce issues the statement that the Oakland Automobile Works, of Pontiac, recently acquired by the General Motor Co., is to be removed to this city, and that it will occupy the factory buildings vacated by the Buick concern when the latter was moved to Flint. Work of preparing the vacant plant here for the reception of the Oakland concern has been going on for some time.

Sebewaing—This town gets on the map with the announcement of the organization of the American Marmorite Co., the stockholders of which are all Sebewaing men. Marmorite is manufactured in Germany quite extensively, and the machinery for the Sebewaing industry has been ordered shipped direct to that town from the foreign country. Marmorite closely resembles floor tiling, and can be made in an endless variety of finishes. Sawdust is the main ingredient that goes in its make-up, and it can therefore be sold much cheaper than tile. It is claimed it can be put to a great many uses, even to paving streets.



The Produce Market.

Apples—50@75c per bu. for Duchess and Red Astrachans.

Beans—String and wax command 50c per bu.

Beets—20c per doz.

Blackberries—\$1.50 per 6 qt. crate.

Butter—The market has been very active during the week and shows a very good consumptive demand for all grades. The high prices have curtailed the speculative demand, which has left more for the consumptive markets. The receipts are about normal for the season, with prices about 10 per cent. above normal. At the present writing there is some accumulation, owing to the lack of speculative demand, and if there is any change during the next few days it will more likely be a decline than an advance. 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. Michigan Osage, \$1.75 per crate and 75c per basket.

Carrots—20c per doz.

Cauliflower—\$1.20 per doz.

Celery—Home grown, 18c per bunch.

Cherries—Sour, \$1.35 per crate.

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

Currants—\$1.35 per crate of 16 qts.

Eggs—Market is strong and unchanged. Local dealers pay 21c f. o. b., holding selected candled at 23@24c.

Egg Plant—75c per doz.

Gooseberries—\$1.25 per crate.

Green Corn—12c per doz.

Green Onions—15c for Silver Skins.

Green Peas—75c for Marrowfats.

Green Peppers—85c 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, \$1.65 per crate.

Oranges — Mediterranean Sweets are moving freely on the basis of \$3 @3.25. Late Valentias command \$3.35@3.65.

Parsley—25c per doz. bunches.

Peaches—\$1.50@2.25 per bu. for white and yellow clingstones.

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—Crookneck commands \$1 per bu.

Sweet Potatoes—\$1.75 per bu. for New Jersey stock.

Tomatoes—Home grown now fetch 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 \$2.50 per bbl. of 8 to 10. Indiana Sweethearts will be in next week.

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

Only Woman Advertising Manager in Detroit.

Detroit, Aug. 10—Mrs. M. L. Taggart occupies a unique position in the Detroit field of mercantile business. She is the only woman advertising manager of a department store in the city, and her work with the J. L. Hudson Co. shows how a woman of energy and efficiency may arrive at a goal worth while.

Mrs. Taggart began her work as an advertising manager for the Lion Store, in Toledo, three years ago. She was sent for by the J. L. Hudson Co. to fill a man's position. She has some ideas of her own, which means the greatest results for her employers. She doesn't believe in all sorts of general publicity as it is undertaken by many in programs and other minor leaflets and publications. She talks of the time when in Toledo the Board of Commerce there went about a scheme to weed out this sort of advertising, which was becoming a burden to the business man, and which, unlike other varieties of publicity, does not bring a return.

E. L. Montgomery, who has conducted business several years under the style of the Friction Set Works, will change the name of his business to the Monarch Manufacturing Co. He has accorded working interests to J. D. Utley, Jr., and Daniel Vis. Mr. Montgomery will also carry on the manufacture of twisted or braided paper for use in the construction of chairs and settees under the style of the Fibre Grand Co. Both institutions will be located in the Leonard building.

The Grocery Market.

Sugar—Raws continue strong and excited. Refined is strong and higher values have been looked for for several days. It is understood that some refiners are anxious to advance, but that they are held back by the American Sugar Refining Co. for some reason. Possibly before this paper reaches all readers one or two advances may be received.

Tea—The demand for small lots of good quality teas continues good, with prices steady. The Government standard for Japans holds about 18c. Practically nothing is being offered from first hands at less than 22c. Ceylons remain the same, with market firm. Chinas and Formosas remain steady.

Coffee — Brazil grades are dull. Speculators seem to be disinclined to disturb the midsummer dullness and the slackness of interest is particularly shown in the winter months. In Brazil the receipts continue heavy. In the spot market the trade seems to be holding off for lower prices, as the receipts continue so large. Mild coffee is quiet, new Santos grades attracting the interest of roasters at present. Javas are firm.

Canned Goods—Tomatoes are firm for both spot and future delivery. This applies to full standards. Futures are usually offered subject to an advance of prices, and some holders of spot goods are withdrawing offers. Demand is limited. Corn is stronger, on a better inquiry and unfavorable growing weather; acreage is reduced, and the fact helps the market. Peas are in demand, but buyers are disinclined to meet holders' views. The cheaper grades are most wanted. Other canned vegetables are quiet. Canned fruits are in light demand. Prices are steady. Salmon is quiet, dealers waiting for news of the run in Puget Sound, where the prospect seems to be improving. In the Columbia River the fishing is slow work. Red Alaska salmon is strong; demand from jobbers is good. Domestic sardines are about as last noted and the French pack is also light to date.

Dried Fruits—Apricots are quiet and unchanged. Currants are in fair demand for future delivery, but dull on spot; prices unchanged throughout. Raisins are dull at unimproved prices. Other dried fruits are dull and unchanged. Future prices are still heavy and weak and the past few days have brought offers of Santa Clara fruit at 2¾c basis. The market seems to have no bottom, though it is still declared that most of the future sales have been short. Old prunes are selling on a better basis than new, sales having been made during the week at 25½c basis. Peaches are unchanged and still low, compared with last year's opening. The demand, however, is light.

Syrups and Molasses—Glucose declined 5 points during the week, and as corn has since gone off farther, another decline in glucose may follow. Compound syrup also went off ½c per gallon and tinned syrup 2@3c per case. The demand for compound syrup is only fair. Sugar syrup

is in good demand for export at unchanged prices. Molasses is in rather unusually good demand for the season at unchanged prices.

Cheese—The market is firm and unchanged. The receipts are cleaning up on arrival and the quality shows up very fine. The make is about 25 per cent. below normal, and prices about 15 per cent. above. A slight increase in the make is expected after the end of August, but probably without any material decline in prices.

Provisions—The tendency of the prevailing high prices is to curtail consumption and stocks of everything in smoked meats are accumulating. Prices are about ¼c lower. Both pure and compound lard are only steady, and if there is any change it may be a slight decline. Dried beef, canned meats and barrel pork are unchanged.

Fish—Cod, hake and haddock are dull on spot. There have been some sales for future delivery at prices slightly under last year. Domestic sardines are unchanged about on a \$2 basis of quarter oils. Some packers wishing to introduce new brands of smoked sardines have quoted \$1.50 on oils when bought in conjunction with the smoked at \$3, but there have been few takers as yet. Imported sardines are firm and fairly active. Salmon is unchanged and in fair demand. Mackerel continue firm and scarce, offers from Norway during the week asked \$1 more than the highest price which has been paid on this side. The demand is light in consequence. Irish mackerel are not figuring particularly, as Norways have been cheap. The shore catch is still very poor.

Benton Harbor—R. G. Peters, of Manistee, has been appointed receiver for the Geo. W. Pitkin Co. The buildings and equipment of the company have been purchased at auction by W. C. Hovey, of the Peninsula Lumber Co. A paint factory will still be in operation here, however, as a company has been formed under the style of the Peters-Pitkin Co., which is now doing business here. The officers of the new company are: R. A. Nickerson, President; J. R. Peters, Vice-President, both of whom are connected with the R. G. Peters Salt & Lumber Co., and R. S. Pitkin, who was formerly at the head of the Geo. W. Pitkin Co., Secretary and Treasurer. The new company has purchased from Mr. Hovey three of the buildings which he recently purchased at auction.

W. W. Watson has engaged in the grocery business at Middleville. The Worden Grocer Co. furnished the stock.

The capital stock of the John D. Raab Chair Co. has been increased from \$50,000 to \$75,000.

People who run around in a circle usually hire a calliope to call attention to their progress.

When people wish a newly married couple happiness they don't really expect it to come.

SEVEN HUNDRED.

Gradual Growth of Michigan Retail Hardware Association.*

In preparing my annual report in the past I have each time prefaced the same with a promise to be as brief as possible, and this one will be no exception to the rule. The less time I occupy reciting the details of the Secretary's work the more we will have to participate in the discussions which I hope will result during the opening of the question box. At past conventions I have felt that this important feature of the programme has been pushed aside and taken up so late in each session that proper time and consideration were not given to the important matters which are brought up under this heading. I hope that this year will be an exception and that we will all feel free to express our ideas on the questions submitted. In this connection I want to say that at the National conventions which I have attended the delegates have all taken a keen interest in the question box until that feature has become recognized as one of the most important parts of the meeting.

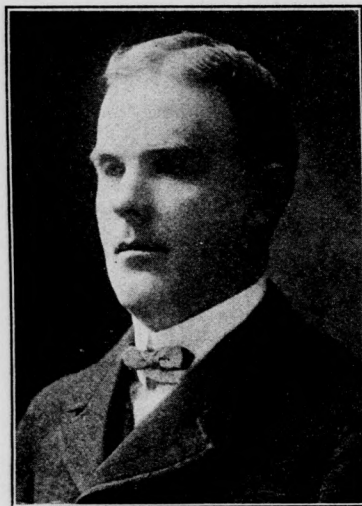
As our Vice-President, C. A. Ireland, of Ionia, will later give you a report of the last National convention, held at Milwaukee, and as Charles H. Williams, who at that convention was elected President of the Association, is here to tell us what the National is doing, I believe that we will all learn with considerable gratification of the effective work which has been done by the parent organization and realize, as we possibly have not done before, what a potent factor that body has become in carrying out the wishes of the several thousand retail hardware dealers throughout the country who go to make up its membership.

That the individual retailers are realizing more clearly than they have ever done before that it is to their interest to be associated with others in their line, I am glad to be able to report a healthy growth in the membership of our own Association during the past year. At our last convention the Secretary's report showed that we had 673 members. During the past year of the above number sixteen have either resigned or been dropped for the non-payment of dues, while forty-three have retired from business, leaving 614 of our old members still with us. We have taken in ninety-five new members during the year, giving us a present membership of 700, a net gain of thirty-six members. We have crossed the 700 mark and you know what that means. We have got to set a higher mark to shoot at. Shall we make it 800 during the coming year, or is that too easy for us? I believe that with the increasing interest which is being shown in the subject of hardware mutual fire insurance, whereby we can offer dealers an actual profit from their membership in dollars and cents, we can add an-

other 100 members to our list within the next twelve months.

It will probably prove interesting to know just how we secured the ninety-five members during the past year and this can readily be shown in the following way:

Received at the time of our last convention	20
Applications received by mail.....	18
Applications sent in by F. W. Davis	16
Applications sent in by W. A. Kendall	16
Applications sent in by F. E. Woolley	8
Applications sent in by R. O. Mimmack	7
Applications sent in by Roy L. Riker	3
Applications sent in by R. C. Wessels	2
Applications sent in by C. M. Alden	2



Applications sent in by M. J. Kiley	2
Application sent in by W. S. Beebe	1
Total	95

It will be remembered that last year a contest was arranged and prizes offered to our associate members as an incentive for them to get the dealers upon whom they call to join the Association. The results which followed this contest were so gratifying that the Executive Committee decided to repeat it and, as will be noted from the list of applications brought in by our associate members and referred to in the above list, we have secured twenty-three members from this source. W. A. Kendall, of Trade, and F. W. Davis have both done excellent work, although not eligible for participation in the contest.

At a suitable time during the meetings the first prize will be awarded to F. E. Woolley, who was last year tied with R. C. Wessels for first place, and the second prize will be presented to R. O. Mimmack. I believe that both of these associate members, as well as all of those who have assisted in the work of securing new members, should be extended a suitable expression of thanks at this meeting.

During the past year considerable

money has been spent by the Secretary for postage and printed matter and I trust that the members feel that this has been a profitable investment. Frequent circular letters have been sent to the membership, as well as to all the dealers throughout the State. Pamphlets describing the organization, etc., have been circulated and a great deal of printer's ink has been used in various ways to help along the time when every retail hardware dealer in the State will know and appreciate why he is standing in his own light when he fails to associate himself with this organization.

Some time ago supplies of short clippings pertaining to the subject of "buying at home" were sent to all the dealers in the hope that these would, through their influence, be published by the local papers throughout the State. In selecting these clippings an effort was made to refrain from giving the catalogue houses any advertising that might possibly be turned to their advantage.

I find that a great many of the hardware dealers follow the policy of refraining at all times from referring to the mail order houses, believing that it is better to appear to ignore them entirely. I have frequently received letters from members of our Association stating that the catalogue house competition has become of very minor importance in their territory and I hope that this has been the experience of the majority of those present at this meeting. At the same time I hope that some consideration will be given to this subject during the convention, for there are, undoubtedly, localities in which the habit of mail order buying is still an important factor.

On July 23 and 24 your President and Secretary attended a meeting at Chicago, at which the Presidents and Secretaries of the majority of the State associations were present. Ways and means were discussed and ideas were exchanged on subjects pertaining to the executive and clerical work of the Association. As a result of this conference the delegates, I believe, all returned home better fitted to carry on the duties expected of them by their various associations.

It is unnecessary for me to comment upon the fact that Michigan has this year followed the practice in vogue in other states of taking personal charge of the exhibits in connection with the annual convention. The primary reason for taking this action was to afford the delegates a better opportunity to personally inspect and familiarize themselves with the new ideas in merchandising and to conduct the affair so that it would fit in nicely without interfering with our business sessions. I trust that we will all avail ourselves of the opportunity to take full advantage of the educational possibilities which are open to us through this feature, always remembering that the manufacturers and jobbers represented here have been prompted to a certain extent by a desire to co-operate with the Association in making the convention a success.

In the souvenir programme sent you prior to the convention appears a list of hardware dealers which, I believe, is more nearly accurate than any similar list which could be secured from any other source. We believe it is within the province of this Association to compile and keep corrected at all times a list of this kind, not only for our own use but for the use of those jobbers and manufacturers who desire to market their product through the retail hardware man, and I would respectfully suggest that members make it a point to promptly notify the Secretary at any time during the year when any changes in business occur or when new firms enter into business so that a correct list will be available at all times.

We have had a few complaints this year, one or two of which I am sorry to say have possibly not been satisfactorily closed, but an effort has been made by the Secretary to adjust all legitimate grievances which have been reported, and reference to the complaint file will show that very little difficulty has been experienced in adjusting such grievances in cases where manufacturers or jobbers whose policy is to market their goods through the retail hardware dealer are concerned. I would respectfully remind members that in making a complaint it is essential that they give to the Secretary all the information which can be secured and the facts pertaining to the case, so that in writing to jobbers and manufacturers your representative may be thoroughly familiar with the matter which he is trying to adjust.

I have occupied more time than I intended to at the outset of this report, but in closing I desire to once more thank the officers and members for the courtesies and the encouragement which I have received from them as Secretary during the past year.

I have possibly had occasion to be more closely in touch with your President, Mr. Wright, than with any of the other officers and I can assure you that he has given more thought and time to the duties of his office and to the welfare of this Association than any one could realize who has not been personally in touch with him.

Our Treasurer, Mr. Moore, has also been called upon to sacrifice a great deal of his time in the interests of the Association, for with the growth of the organization the multiplicity of duties which has fallen upon the Treasurer has increased as well as the responsibility.

Our Vice-President, Charles A. Ireland, of Ionia, has been very active in your interest and his counsel has been very valuable in conducting the affairs of the Association.

The members of the Executive Committee have attended meetings faithfully and have given prompt and careful consideration to all matters submitted to them, and I am sure that any action which has been taken by the officers as a body has met with the approval of the individual membership.

*Annual report of Arthur J. Scott, secretary Michigan Retail Hardware Association, presented to Saginaw convention today.

TWO YEARS LATE.

Moore's Patent on Harvester Antedated by McCormick's.

Written for the Tradesman.

One of the several interesting centenary anniversaries observed this year is that of the birth of Cyrus Hall McCormick of harvester fame. Mr. McCormick is named among the world's great benefactors, and it is probable that none will question his title to this honor. Mr. McCormick, however, was only one of several earnest inventors who at practically the same time were working on the great problem of how to save the wheat crop in an easier way than by the old cradle method or by the still older sickle. Mr. McCormick was the first to take out a patent, but there were others very close upon his trail who, lacking capital, business capacity, enterprise or some of the other factors that make for success, eventually dropped out and were forgotten. One of the pioneers in the invention of the harvester was Hiram Moore, and the scene of his experiments was in Michigan. The machine he invented is described in the letters of Lucius Lyon, who had an interest in it as financial backer. Lyon was the last of the territorial delegates to Washington and one of the first two senators from Michigan, and later represented the Western Michigan district in Congress. He owned large farms at Lyons, Schoolcraft, Ada and Prairie Ronde and the Moore harvester was given its first trial at the last named place. In April, 1839, Lyon wrote from Detroit that he was about to go to Rochester to bring on his new harvesting and threshing machine so as to have it ready to do the work in Prairie Ronde at the next harvest. A month later, writing from Buffalo to Hiram Moore, he says:

"I have been to Rochester to get my harvesting machine from Mr. Filer, where you left it two years ago, and have this day shipped it on board the brig Virginia, Captain J. M. Douglass, master, to St. Joseph. It consists of about sixty-five pieces of wood and board and two barrels containing bars and bolts belonging to them, so that the machine may be put together at St. Joseph and hauled to Prairie Ronde if you think it worth the expense and trouble to do so. Nobody but you will be able to put it together, and if it is to be prepared for use this season you will have to do it. As to myself, I must say I have very little expectations that it will ever work to advantage and I would be very glad to have my money back again for my share of the invention. Not that I do not believe that grain may be harvested and threshed by machinery cheaper than it has ever been done by hand, but a machine to be useful on a farm must be far lighter and more manageable than the one I have removed. I have forwarded the whole of it except the gathering cylinder and the cylinder with which to carry off the straw, both of which I left because they were very large and because I supposed you thought them of little value or use."

The machine was duly delivered at St. Joseph, coming around the lakes by Mackinaw, and was put together, hauled to Prairie Ronde and there in the summer of '39 it was given its first trial. Writing in November to the Commissioner of Patents Mr. Lyon declared the machine "worked," that no longer was there any doubt as to its success. He wrote: "Mr. Moore had a machine in the field in Prairie Ronde during the past summer which harvested and threshed sixty-three acres of wheat in very superior style and would have harvested 250 acres with the greatest ease at the rate of twenty acres a day had it not been for one or two trifling accidents, the cause of which may be very easily guarded against in the construction of machines hereafter. Twenty of the sixty-three acres were harvested on my farm and every expense attending it did not exceed \$1 per acre. A great number of farmers witnessed the operation. All are satisfied with its complete success and many in sowing wheat this fall are calculating largely on the benefit to be derived from it next year. I have within the last three or four years advanced to Mr. Moore between \$3,000 and \$4,000 to enable him to bring the machine as near perfection as possible, and am much gratified at the results of his labors." The letter describes various improvements that had been made in the machine and gives enquiries as to patents on them.

The following spring Moore assigned interests in his patents to Rix Robinson and Lucius Lyon. In August, 1841, Lyon wrote to Arthur Bronson asking him to take an interest in the machine. "Two of the machines were operated during the last harvest and worked most admirably and are now in as good or better condition than before they were used. When the machines are driven with an ordinary degree of care nearly every grain of wheat is saved, while under the old method fully one-fifth is lost. Ira Lyon operated one of the machines and after paying all expenses cleared about \$300, which is more than 50 per cent. on the cost of the machine. In addition to saving one-fifth of the crop he harvested and threshed at \$3 an acre, while the usual cost is \$5 an acre. The machine will work well on any ground that is free from large stones and stumps and may be operated by any man of ordinary common sense after two days' experience. It will take money to manufacture and put the machine on the market."

Bronson replied to this letter, declining to take an interest in the invention as his experience with patent rights had been unpleasant and unprofitable. Moore had no money. Lyon at that time was too heavily involved in other ways to advance funds, and other capitalists willing to finance the invention could not be found. Moore tried to perfect his machine, but its manufacture seems to have languished and what became of those tried out on the Prairie Ronde farm is not related. Three

years later, in March, 1844, Mr. Lyon, then a member of Congress, wrote to Mr. Moore as to other harvesting machine patents on file in the patent office at Washington:

"Your patent is dated March 28, 1836," he wrote. "On June 21, 1834, Cyrus McCormick, of Rockbridge county, Virginia, took out a patent for cutting grain by a machine with a sickle edge saw, like the one you use and operate in a similar manner. It is said to do a good business in Virginia at the present time. March 16, 1841, A. Churchill, of Geneva, Ill., patented a harvesting and threshing machine. May 4, 1842, Jonathan Read, of New York, patented a machine to cut grain with a scalloped sickle edge just like one that you use. There are several others besides these I have mentioned, but I have given you the principal ones. I should think your safest plan would be to patent your improvements separately. I fear you have been anticipated in some of them although I have not had leisure to examine them very carefully."

Mr. McCormick's priority in the invention is recognized, but it is not always the first to take out a patent that wins the laurels. Mr. McCormick had the push and business capacity, or perhaps greater success in interesting financial backers, and was able to carry his invention on to splendid success, while the other fell by the wayside. Moore's effort may have been too ambitious to win easily. His machine was designed to cut and thresh, and crudely constructed as the first made usually are. This made a ponderous apparatus entirely out of proportion to a small farmer's needs or pocketbook. The McCormick machine was limited to cutting, leaving the threshing to be done afterward. This alone represented a great saving of labor, enough of a saving to make it worth while to own a harvester, and it was not so cumbersome nor so costly but that the small farmer could have one. This, no doubt, was a factor in Mr. McCormick's success. The improvements came afterward and they have been so numerous that the harvester of to-day bears little resemblance to the original invention. The Moore and the other harvesters might also have been improved, but Mr. McCormick's business capacity made him the winner over all competition and gained for him wealth and an enduring niche in the hall of fame.

Ships To Aid Weather Forecasts.

Wireless on the water may soon be obligatory. Prof. Willis L. Moore, Chief of the United States Weather Bureau, has urged the necessity of adopting regulations which will compel a ship beyond a certain tonnage to carry wireless instruments and

operators and to take at noon, Greenwich time, a daily observation of the weather. Observations received by ship could be transmitted to other vessels so that by means of such relays the weather conditions over the entire ocean would in a few minutes reach the central meteorological offices in the United States, England, France, Germany and other interested nations. Forecasts would then be distributed to the vessels by wireless telegraph.

A universal system like this it is thought would form a prime factor in saving life and property on land and sea. The meteorological conference of London has adopted an international weather signal code. Hitherto American vessels have used flags by day and lights by night to convey storm warnings, while other nations have used balls and cones. Hereafter any one will be able to read weather signals, be his nationality what it will.

A Dishonest Advertiser.

A few years ago an advertisement appeared in several religious and farm publications offering a list of staple groceries, including one hundred pounds of granulated sugar, for fifteen dollars. At regular prices the goods would cost about twenty-five dollars, the sugar alone being worth six dollars. I sent the bargain price, and in due time received the goods—less the sugar. A letter came at about the same time, which stated that the sugar was included in the list of groceries at one and one-quarter cents per pound, and, as they were just out of that article, a rebate was allowed, and draft was enclosed for one dollar and twenty-five cents.

A. M. Ingraham.

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H. A. STOWE, Editor.

August 11, 1909.

ON DANGEROUS GROUND.

Just as sectionalism with its accompanying prejudice between the South and the North is dying out, Governor Johnson of Minnesota attracts attention by urging the West to be for the West and by making a speech which some fear will create a deplorable feeling between the East and the West. In his Seattle address he declared that he preached no sectional divisions or strifes, but urged that the states between Minnesota and Washington and those south of them must rise up in their might and claim for themselves "that fair share of influence in the halls of Congress and in the administration of national affairs to which they are entitled by every law of common sense as well as of political economy." He pointed out that the section referred to holds the balance of power, "no matter under what name the national administration at Washington exists." Then he twits the Western States with having followed the leadership of men who represented little constituencies in the East. Perhaps this is a thrust at Senator Aldrich, who though he comes from Rhode Island, the smallest state in the Union, is the recognized leader in the Senate.

If Governor Johnson's speech shall prove to be only an incident, a passing comment on current events calculated to make his friends think a little, it will be beneficial rather than detrimental. If, on the other hand, it is the sounding of an alarm which shall be taken up and repeated, serving as a rallying cry to the Western States to set themselves up against the East and make a geographical division, then it will do substantial damage. The older civilization and the older state invariably can be depended upon to exercise more influence than the new. Rhode Island is not much of a state territorially, it is true, but it is not to be wondered at that it has more influence than Utah or Idaho or the others of the newer Western States. According to the last census, the city of Grand Rapids has a greater population than the whole state of Nevada and yet Nevada has two United States senators. It is a misfortune and exceedingly

unwise when any statesman of sufficient prominence to attract attention endeavors to stir up sectionalism or to put one region in this country at variance with another. What Governor Johnson said will doubtless help his popularity in the West, whose younger blood perhaps circulates more rapidly and is more easily aroused, but it is Eastern money which has developed those western fields and one can not get along without the other. It is not the South nor the North, the East nor the West, but the United States.

NOW THEN, ALL TOGETHER.

There is no serious need for alarm as to the part to be taken in the pending great revival of business by the average retail dealer in merchandise.

Every retailer knows or should know with reasonable accuracy just how much of a spreading out of his business is warranted by the trade he caters to, and he knows or should know what lines he can increase or abandon judiciously and what new lines it will be safe to introduce.

No, it is not the retailer, the real conscientious, upright and high grade retailer, who is apt to go wrong in the glare of a revival of business. Such merchants will not permit phenomenal crops and high prices for produce of all kinds to lead them away from the paths of discreet merchandising.

The average retail merchant is the most self reliant business man in existence and so is the most conservative and careful buyer and seller and the most exacting as to credits and reputations to be found anywhere.

They are fully cognizant of the fact that the unseasonable cold weather of the spring and early summer proved a handicap for the time being; that the later warm weather helped some toward the movement of their moderately stocked lines in underwear and clothing, dress goods and cotton fabrics and that the recent really hot weather has practically left them with little or nothing to carry over to the next spring. No one knows better than they that, as a rule, they are shy on winter staples and must needs depend upon prompt shipments for the fall and winter trade.

Knowing these things and experienced in the efficiency of telephones, telegraph, interurban cars and steam railway freight cars, they are going to go carefully until the expected revival is unquestionably developed.

Thus it is up to the manufacturers and the jobbers almost exclusively—this realization of business betterment. They are the men who must take the initiative and the element of uncertainty that goes therewith.

Moreover, it is up to the farmers as a class to realize that they hold the whip hand over the aggregate situation, but that in order to make their position valuable they must get into the swim by prompt payment of every indebtedness they acknowledge; by not asking for credit and by disposing of their products at ruling prices and not hanging back in a spirit of avarice for higher prices which may never arrive.

CHILDREN'S PLAYGROUND.

Has this feature come to your own town? If so, it has come to stay! The enthusiasm with which the crowds of little folk flock to meet the instructor is not of the sort which wanes after a short time. The sports which he inaugurates may, in some instances, lose interest after a time; but many of them will cling or be the means of originating variations that will prove even more popular.

The swing alone is worth much in developing the lusty-armed, level-headed boy or girl. It is invigorating and exercises many muscles. The child who has free access to it will not only soon find himself master of several positions, but will learn to climb the rope and to handle himself in many ways which serve to develop the body. A good piece of stout rope at the beginning of life would leave less use for one to hasten its end.

Even were there no advantage in having the children enjoy themselves, or exercise in the open air, the fact that they are out of mischief should be sufficient incentive to promoting the movement. The idle person is the one who studies mischief. The most successful teacher is the one who can keep him fully employed. Give him pleasant sport for a portion of the day and he is far less liable to hunt mischief-making during the rest of it; more apt to wish to apply the activity stirred up in some profitable work. Non-employment breeds inertia or the initial steps to crime. Pure play stimulates to work and is a builder of moral as well as physical culture. Contributions to the playground should prove a good investment.

THE LEMON.

At this season as at no other is the retailer justified in pressing the sale of the lemon. Lemonade is more than a pleasing drink. It is one means of cooling the system and promoting health, even during the hottest days.

Not until we discard sugar in connection with its use do we realize what a boon it is to assuage thirst. If the city water does not agree with you, try adding a half teaspoonful of lemon juice to a glass of water and see if this does not, to a great extent, solve the difficulty. If you are in a strange place where every swallow of water only makes you more thirsty, try the addition of lemon juice and note that the thirst is quenched. Any unpleasant after effects which the water alone might give are to a great extent banished. If typhoid abounds, this is one of the simplest precautions which can be taken for its mitigation.

When traveling one will find this simple draught satisfying, wholesome and easily supplied. An individual cup and a lemon are all that are necessary. The thin skinned, juicy fruit will give the most complete satisfaction.

Lemon is better than vinegar on many salads. Let this be known among your patrons. Use lemons freely on your own table for drink and in combinations of food. This will usually be remarked upon. Serve

unsweetened lemonade at home and your friends will not be slow in spreading the gospel of health through the lemon.

There is another use for the lemon—that of cleansing the hair.

THE COST OF LIVING.

There is a constant complaint that it costs more to live than it used to and this is the reason which people give for spending more money. The cost of commodities and what are called the necessities of life goes a little up and down with succeeding years, but the difference in the aggregate in the support of any one person for a year is a comparatively small item, not enough to base any very extended argument upon to sustain the first assertion. The fact about it is that the people not only pay more but they get more and the increased cost is due in a large measure to the fact that what were formerly looked upon as luxuries are now regarded as necessities and paid for accordingly. If anybody will take the trouble to look into this phase of the subject he can find innumerable proofs in every day life. The whole system of living is a great deal better than it was fifty or even twenty-five years ago. The people do more, see more, have more and, of course, they enjoy more, and all these things being true it follows as a natural consequence that they must pay more.

A half a century ago farmers received much less for their products than they do now, but the average of them probably saved more money than their successors. The difference is that the farmer's house in 1859 did not have a piano, nor a Brussels carpet, nor a furnace, nor a telephone, nor were there a handsome two-seated phaeton and a fine buggy with harnesses to match in the barn. In 1908 the reports say that 18,000,000 people rode on Pullman cars in this country and that they paid \$30,000,000 for the privilege. Riding on Pullmans is counted a necessity nowadays and in fact there is a wonderful increase of travel of all sorts as compared with what was true formerly. The cost of housekeeping, which includes the cost of board and lodging, has increased along with the necessity of supplying furnace or steam heating, gas or electric light, bath rooms, etc. It costs money to provide all these things and those who want them must pay money to get them. Years ago the people did not have them except in such rare cases as to make them literally luxuries. Here of a summer evening trolley cars are running every few minutes out into the country to pleasure parks and for a few cents people can have a pleasant airing in the open. But in the aggregate that costs a good deal of money and so valuable is it that it may almost be counted a necessity; yet it is only a few years ago that such an avenue of expenditure was not furnished. And so on through a score of instances which may be cited, and when these things are remembered it is no wonder that the cost of living has increased.

LAST YEAR AND THIS.

In a certain city of 50,000 souls, which it would be of little use to name, a certain quarter last year was given up to that class of citizen that looks upon the glass of beer that foams and the whisky that calls for a chaser. The leading saloon was on the corner and it was flanked on each side by other saloons all in full blast, so that from the rising of the sun and long after the going down of the same the streets converging at that corner were never deserted. The sidewalks were crowded with men generally, but on Saturday the crowds were largely increased by the farmers from the surrounding country who smoked very rank tobacco on the seats outside the saloons, exchanging gossip and stories and treating one another to their hearts' content. Old men were there with white heads and beards, both unkempt; there was middle-aged manhood with "threads of silver mingled with the brown, and a multitude of boys from 10 years old and upwards getting ready, when their time came, to take the old men's places when the rosy-nosed army of the unkempt had gone to "that bourne from which no traveler returns."

There is no need of telling how these crowds were clad. The old men were coatless—it was "the good old summertime"—many of them in jeans, as often without stockings as with them; shirts without collars that had been washed sometime within the memory of man and unbuttoned as to neckband and wrist, and, so located and so entertained, they wasted the day and went home only when the last nickel had been spent and the legal hour for shutting up had come.

This in a city of 50,000; but there was at that very time last year in every town and hamlet, almost the country over, the same scene enacted by the same kind of crowd, a little worse off for the visit to town and a great deal more miserable for the money worse than wasted there, while the home needing every cent of it became less and less "the dearest spot on earth."

This year at the last election the city went dry, and this year that same corner, where the big saloon was flanked on both sides with smaller ones, the atmosphere has changed. Gone are the bottled-decked windows; gone are the bar and the beer and the besotted crowd, drinking and swearing and getting ready for the vileness and crime traced directly and indirectly to the saloon that inspired them. With the nuisances of the neighborhood removed the authorities came and cleaned it up. When the alcohol went out the city with hose and water works went in. The sidewalk and the gutters were flooded. The very pavement was deluged from the wide open hydrants, and when the cleansing was over and the streets again were dry the respectable people of the city no longer shunned those two blocks and that corner as they had been shunned since the alcohol pest had

taken up its quarters there. It was a good job well done and so thoroughly that never again will the shame and the humiliation and the poverty—yes, and the sin, the crime, the disease and death itself, the children of the saloon—live and flourish in the location they made notorious.

A question or two only were needed to ascertain what the dry town has done for the Saturday-coming populace of the farms. The farmers of course come in weekly—they have to; but they no longer go home drunk. They do not now come in "tattered and torn," stockingless and with trousers held in place by a single suspender. The first change noticeable was well washed faces and untangled hair and beard, and the first thing called for was a hair-cut. Those who were interested in the movement enough to follow it up assert that more shirts were sold over the counter the first Saturday after the law was passed than had been sold for the same month of the preceding year. Old men who had wholly discarded collars and especially cuffs began to invest in such frivolities. The dirty shirt on the Saturday visitor has become a rarity; the boys are no longer barefooted on the city streets; there is less smoking indulged in and as a crowd there is much less of the objectionable in every direction. Last but by no means least, the mothers and their daughters are more and more coming weekly to town. The old-time drink money has passed to their hands, and as a result the women are stronger, their daughters are rosier and all are now well dressed. "As for their homes—come and see them," a remark which in itself proclaims the difference of condition between last year and this.

WHAT WILL HE DO NEXT?

Just now Theodore Roosevelt, who at one time was a distinguished President of the United States, is hunting lions and tigers and elephants and other big game in Africa and filling in his leisure moments with literary compositions which will bring a big price and more than pay the expenses of the trip, so that he will have all of the fun and part of the money for profit. What will he do next? That question has been asked frequently. Before very long he will be coming home. He is a very active, energetic gentleman and he will have to be into something head, neck and heels. What will it be? The query is suggested at this time by the publication of an item a few days ago to the effect that a petition is being circulated in Mexico City asking President Taft to appoint Theodore Roosevelt successor to Mr. Thompson, who is shortly to resign as American Ambassador to Mexico. It will occur to many people that the signers of that petition have a very poor sense of proportion. They fail utterly to see that the job is not as big as the man.

Since application for his services are beginning to come in, speculation as to what he will do will materially increase. It was thought at one time he might accept the presidency of

Harvard College, but that has been arranged for otherwise and is now out of the question. Some correspondent has remarked that he might succeed Whitelaw Reid as Ambassador to England, but there is not enough activity in that to suit. The mere matter of giving and attending dinners, entertaining and being entertained by royalty would pall on Mr. Roosevelt in about three weeks. He wants to be somewhere where he can hit somebody or something. Frequently he has been spoken of as a possible candidate for Mayor of New York City on a fusion ticket. There would be enough doing there to satisfy him and he could renew those experiences which gave him so much pleasure and publicity when he was a police commissioner. There might be danger of his defeat by Tammany and it would be very inglorious for an ex-President of the United States to be beaten for Mayor of New York. He can and will write articles for the Outlook, but any publication which comes out only once a week is too slow to engage all his attention. When he gets back he must be busy about something. So well known and so generally admired is he that the people all over the country are already wondering what it will be.

ADVANTAGE OF PUBLICITY.

When a man, firm or corporation does a large business it can be successful only when the employer knows precisely what every employe is doing, where every dollar goes, when, for what. If it is a corporation, as it is likely to be if it has very extensive interests, great care is taken to report to the stockholders, while those actively engaged in the management have reports practically every day. It has been often said, and is forgotten more often than it ought to be, that a municipal corporation, a village or a city, has much in common with any other corporation. The taxpayers are shareholders. It is their money which the mayors and presidents, aldermen and trustees, supervisors and all other officials expend. It is notoriously true that a private corporation can get more work or merchandise for less money than a municipal corporation. That this ought not to be true goes without saying, but that it is true is a matter of daily occurrence and common knowledge.

Politics is usually assigned as being the reason for this state of affairs. Of course politics seeks to make patronage of all these things and if there is to be much of a favor shown in the transaction the pay must be a little better than could be had under other circumstances. But back of this and deeper is the fact that the people themselves do not take enough interest in it to watch out and keep themselves well informed. They do not know enough about what is going on and the reason they do not know in many cases is because they do not apparently care enough about it to make honest enquiry. Publicity is a great purifier. It helps answer the prayer, "Lead us not into temptation," because there is no temptation to take a dollar when

there is reasonable certainty that it will be found out the next morning. The more the people can know about the management of their municipal affairs the better their municipal affairs will be managed.

The Topeka State Journal says that the men who come to work in the wheat fields are followed by a gang of gamblers of the worst type. They bob up in every little town where harvest hands are wont to congregate on Sundays when a week's work is done. Those who play against these men have no chance to win and usually lose all they have earned in the fields. Many who do not play are held up and robbed by the gambling thugs and often killed. The bodies of these men are then tossed on a convenient railroad track and credulous officials and the public charge their deaths up to the railroad companies. The Journal says that unless effective measures are taken to suppress these sharks "the harvest fields of Kansas and other states will soon become places of terror from which the most desirable classes of workers will stay away."

There have been found in the asphalt beds near Los Angeles, Cal., complete skeletons of a giant sloth, an animal almost as big as a street car, several sabre toothed tigers, a prehistoric lion of the African type, but larger, a giant camel, three species of prehistoric wolves, a horse that seems to have been larger than any that exist to-day, giant eagles and condors, a large number of miscellaneous rodents, a big prehistoric cat, the skull of a bird larger than an ostrich and portions of skeletons of elephants. These discoveries seem to prove that there were wonderful animals in this country thousands of years ago, far exceeding in size any now found in the jungles of Africa.

A postal card is a great convenience, but it may be used in a way that will make considerable trouble. Section 3,893 of the Federal statutes makes it a misdemeanor to place in the mails a postal card on which is written a statement of account or a demand for money of any description. A Rochester photographer was arrested recently on a charge of sending to a lady customer on a postal card a bill of \$2 for photographs. He wrote on the card that the bill was a year old and suggested that it be paid in weekly instalments of five cents.

A power of attorney given to an agent to sell and convey lands is revoked by the principal's death, and a deed made by the agent thereafter, whether with knowledge or notice of such principal's death or not, is void.

A new broom has a hollow steel handle to be filled with light oil, which filters through a small valve and a wick to the broom corn to hold dust instead of distributing it about the room.

He who is looking for a chance to feel hurt never has to wait long.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Aug. 7—Spot coffee seems to be taking a vacation and for the past three days the market has been distressingly quiet. Bourbon Santos of new crop are said to be of fine quality and for this sort the demand has been fair. The huge crop receipts at primary points are causing some comment, but it is pointed out that there is almost always a big out-turn during the first two months of the crop year. But this season the quantity is abnormally large as the amount received at Rio and Santos from July 1 to Aug. 5 amounts to 2,091,000 bags, against 1,322,000 bags a year ago and only 980,000 two years ago. In store and afloat there are 3,601,795 bags, against 3,281,142 bags last year. At the close Rio No. 7 is worth 7¼@7¾c. Mild coffees are moving slowly and individual orders are for very limited quantities.

Not an item of interest can be found in the tea trade. Prices are practically without change and neither buyer nor seller appears to be particularly interested in the situation, although the former are cheerful over the future outlook. New crop Japans are quickly passed into consumption upon their arrival here and stocks generally are not overabundant.

Business in the sugar trade has been rather quiet as the trade seems to be pretty well stocked up for a few days. An advance in granulated would have caused no surprise as raws are very firm. By next week the rate of 4.95c for granulated, less 1 per cent., may prevail.

Arrivals of new crop have been very meager as rains are causing delay in threshing. Some supplies of old-crop Japan have been exported, it is rumored, at prices showing little, if any, margin of profit, as holders do not wish to carry them longer.

Spices are simply moving in the smallest possible way and no changes whatever are to be noted.

Molasses is steady and the demand is probably all that could be looked for at this season. Quotations are unchanegd. Syrups are moving fairly well and prices are well held.

There is nothing of special interest to chronicle in canned goods. Tomatoes are being threatened with drouth in Maryland and already futures are taking on a greater degree of strength. Packers are not inclined to look at any figure below 70c for standard 3s futures. Still there is always time for the tomato and rains are apt to come at any hour. Peas are doing well and prices are firm. Corn is quiet. Prices are on a rather low level and packers are loath to part with holdings on the present basis. Other goods are moving in about the usual manner.

Butter is quiet and quotations are practically as last week. There is a good deal of off stock here and such works out at "what it will bring." Creamery specials, 26½@27c; extras, 26@26¼c; Western factory, firsts,

21½c; seconds, 20@21c; process, 24@24½c.

Cheese is well held with full cream New York State 14½@15½c.

Eggs are rather quiet for the general run, although quotations are well held for stock that is really desirable. Western extra firsts, 24@25½c; firsts, 22½@23½c.

Pathetic Incident of the Late Rebellion.

Written for the Tradesman.

In the days of the Civil War the up-country postoffice was usually kept in the general store, occupying a corner either at front or rear. The belongings of the department given over to Uncle Sam were housed in a home made desk, the letters all placed in one pile in said desk to be run over whenever a person called for mail.

Once in three months letters remaining without being called for were sent to the dead letter office at Washington. In the war time soldiers' letters were very important documents, be the writer ever so illiterate, and every postmaster was eager to see that they arrived at their destination.

Isaac Warrell was storekeeper and postmaster at Pine Bluff, and an efficient, thorough going man he was, patriotic to the last degree, a lover of the boys who wore the blue and ever ready to go out of his way to do one of them a favor. Once upon a time, however, he held a letter in his office for three months when the owner of said letter was in and out of the store every day during that time.

When Jim Gray placed his name on the enlistment roll Warrell promised to keep him posted with affairs at the home town. Jim had no relatives in Pine Bluff. He was considered something of a ne'er-do-well and yet he had a heart in him "bigger than an ox," and was very much of a hero when he donned the army blue to do or die for his country.

"I hain't much on the letter write," he said to Warrell, "but when I git down to Washington you'll hear from me ef I ain't killed too sudden by some pesky Secessher."

"All right, Jim," responded the postmaster, "and you shall hear from me right along, no matter whether you write often or not."

"That's mighty good in you, Ike. When I come home I'll have something to tell wuth saying mebbe."

The postmaster shook the hand of burly Jim as he turned to walk away with several comrades on the road to Grand Rapids, where the cavalry regiment to which he was consigned was making up its quota. Jim was illiterate but brave, honest and substantial in every respect. Warrell had seen the young chap tried out and knew that he was made of good stuff.

Warrell furnished two boys for the service, but they went to a different field from the one Jim Gray was to occupy.

News of the first battle of Bull Run very much excited Jim, who was in Warrell's store when the paper containing an account of the same

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Manufacturers of Good Whips
Try our No. 64 in 6 ft. only. It's like whalebone. Trim, will not lop when wet. You can not break the top if you whip the wagon wheel. Just wears out. Retail at 50 cents. Write for dozen or gross prices.
GRAHAM ROYS, Agt., Grand Rapids, Mich.

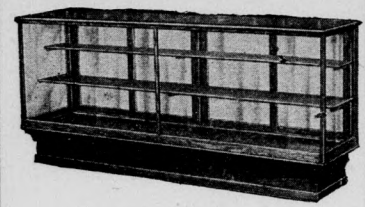
G. J. Johnson Cigar Co.

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

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

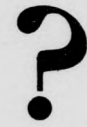


Wilmarth
THE CASE WITH A CONSCIENCE

When your cases bear the above mark you have a good case—a dependable one. Would you like to know more about this kind? Write

WILMARTH SHOW CASE CO.
936 Jefferson Ave.
GRAND RAPIDS, MICH.

VOIGT'S



If Crescent flour makes your customers friendly to you and your business—

If Crescent flour pays you a profit in the handling—

If the makers of Crescent flour are willing at all times to co-operate with you in securing new trade—

Why should you hesitate?

Why shouldn't you PUSH Crescent flour?

VOIGT MILLING CO.
Grand Rapids, Mich.

CRESCENT

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

was taken from the mail. Jim lay sprawled on the counter listening, while the postmaster read the thrilling news of how our boys fought the great battle and, when the Southerners were beaten and had begun to retreat, the sudden appearance of Johnston with a fresh army of graycoats startled our boys into a panic-stricken rout.

"Wherbouts was it they fit?" asked Jim.

And then Warrel had to explain the situation in simple language in order to meet the requirements of the big fellow's simple mind.

"By gosh, them Southerners are fighters, hain't they?" said Jim.

"They seem to be," admitted Warrel, who had been one of those who predicted an early and easy victory over the South. "McDowell has blundered; that's where the fault lies."

"Mebbe old Greeley's yelling 'On to Richmond' hurried the gin'ral inter fightin' fore he was ready," suggested Jim, who had heard read some of the Tribune philosopher's red hot editorials on the conduct of the war. It was nearly a year later that Jim Gray enlisted. At the time of the first Bull Run people believed the war would soon be over, a mistake which cost the country much useless blood and treasure. Uncle Sam has learned much about war since that time and knows how important it is to be good and ready before you fire the first gun.

Aside from the regular correspondence with his own boys, Warrel managed to take care of a large con-

tingent of the Federal army, and his arm ached sometimes from the unusual number of his epistolary effusions.

The weeks and months rolled around after Jim Gray's departure with no letter from him. "He's forgotten to write," thought the postmaster, who was true to his own word, however, and wrote frequently to the rough young soldier boy, feeling that however neglectful Jim was about replying he, at least, was doing his duty.

Letters accumulated which were among those destined for the letter morgue at Washington.

"Now, here's three for Jack Marel," said the postmaster one day, holding a thick buff envelope up to view. "Blamed hen-scratching. I wonder why Jack Marel don't call for his letters. They're from the front, too. It seems tough that a poor soldier can't have his letters taken and replied to. Poor chap!" with a sigh. "If I only knew his name I'd write him sure."

"Do you know anybody by the name of Jack Marel?"

This was the query propounded to every caller for mail during the three months that the first uncalled for soldier's letter lay in the Pine Bluff office. Nobody knew Jack Marel and so reluctantly the postmaster, when putting up the few dead letters to send to Washington, placed the first-received Jack Marel letter with the rest.

Among other good things of this world it chanced that Isaac Warrel possessed a wife of both an enquiring and keen-witted nature. She chanced

into the store one morning before the closing of the mail and, womanlike, poked her nose in among the letters ready to be mailed.

"Why, Isaac," suddenly called Mrs. Warrel, "what's this letter for you doing among the dead letters?"

"Letter for me?" ejaculated Warrel. "You must be crazy." Nevertheless, he stepped down to where his wife was holding aloft a bluff envelope, her eyes sparkling with merriment. "Pshaw, that's one of the Jack Marel letters; there's three of them. Nobody knows the man—"

"Why, you goose, this letter is for you," retorted the wife. "It reads plain enough, although a little off in the spelling—a short way of getting at your name. And there are three of them, you say. I wonder what the poor fellow thinks of you, Isaac," and Mrs. Warrel laughed at the chagrined expression resting on her husband's face.

Glancing at the superscription now the postmaster readily translated the name into his own. And there they were, three letters for him from a soldier, lying unanswered for a quarter of a year!

The letters proved to be from Jim Gray. Since Warrel had written regularly the big fellow at the front had not complained at some of his questions going unanswered. You may be sure that all letters for Jack Marel thereafter found their proper owner, and that brave, homely Jim Gray never lacked for replies.

Poor Jim! He fell mortally wounded at the Battle of the Wilderness and

doubtless never knew how near his epistles, written in the shadow of battle, came to never reaching their proper destination. J. M. Merrill.

An Electrical Curtain New Burglar Alarm.

An electric burglar alarm from Dresden has been tested thoroughly by the police authorities of Dresden and Berlin. The most experienced experts were unable to find flaws in the apparatus or to enter into the protected premises without starting the alarm. The appliance is exceedingly simple. It consists of a curtain or portiere wired with fine conductors. At certain places on the curtain are affixed small metal knobs which are connected with the wire conductors. The curtain is then drawn across the window or door, or around the safe, and the slightest disturbance of this position immediately breaks the circuit, as the metal knobs are thrown out of contact with each other.

Should the burglar notice the wires and cut one or several thereof, the breaking of the circuit would also start the alarm. Any other attempt to destroy the protecting curtain also would be noticed. Any curtain, unless made of fireproof material, would also act as a fire alarm. The alarm itself may consist of a series of bells, lights, or other electrical appliances. This invention can be used to protect doors, windows and safes. Curtains, forming the most conspicuous part of the device, can be designed and arranged to suit individual taste.

No Risk to Grocers
Who Stock

Post Toasties

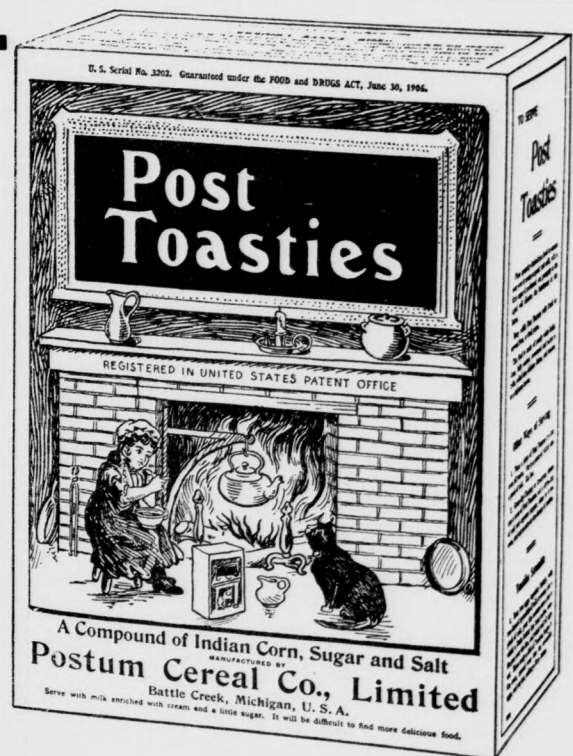
Steady, consistent advertising creates the demand, and the high quality of **Post Toasties** keeps them moving.

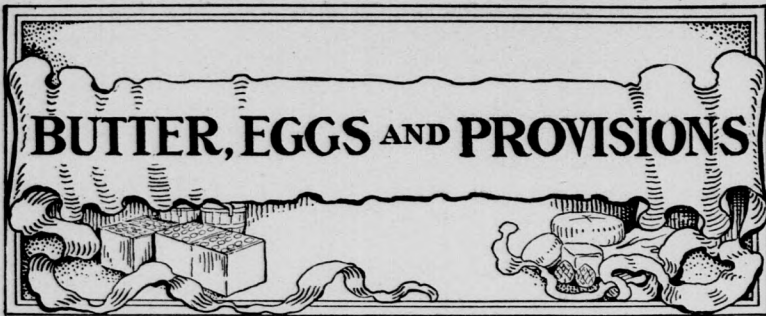
Crisp, delicious, wholesome corn bits, that make instant appeal to the appetites of old and young.

"The Taste Lingers"

Most Grocers like the good profit and guaranteed Sale.

POSTUM CEREAL COMPANY, Limited, Battle Creek, Mich.





Turkey Raising Given Too Little Attention.

When we consider the good prices at which turkeys sell it is surprising how few farmers there are who try to grow them. It is only on the occasional farm where turkeys are raised, where the managers take good care of them and know their peculiarities, and these make the business a profitable one. Many do not keep turkeys because of their inclination to wander away from home, which is one of their wild characteristics that has not been thoroughly bred out of them. This is a matter that is not wholly within the control of the turkey-growers. If they are managed properly there will not be such a tendency to wander away. If they are fed properly and at regular intervals about the barn and premises they will not be so likely to wander away except at nest-time and when insect life is most abundant. On many farms no roosting-place is provided for turkeys and they are compelled to shift for themselves, and the inclination is to seek proper roosting-places, which may lead them away from the buildings where they belong. Turkeys do not do well when confined, therefore roosting-places indoors will not answer. It is better to supply them some place out of doors, either in a grove or on the sheltered side of some building that is more open. If open sheds are provided where nothing can disturb them they will go there the worst days during the winter when sleet and snow make them seek shelter. A turkey seems to enjoy the branches of a tree. Turkeys seem to require indulgence in their wild habits, and when they have been turned too widely from that environment they are prone to disease. For this reason it is a matter of economy to compel turkeys to live as near to nature as possible, or to the same requirements as the original wild turkey, in order to get the best result.

Turkeys keep in better health when they are permitted to wander about the premises and obtain a good deal of their food themselves. As soon as they are housed and are permitted to feed and drink with other fowls, roup or some other fatal disease claims a number of them. One of the great drawbacks to growing turkeys in domesticity is that of practicing inbreeding, and yet in their wild state there is nothing to prevent it. The wild turkey we all know seldom has disease. In domestic life, where inbreeding is practiced, disease claims many young turkeys. In view of this condition it is therefore safest

to procure breeding stock unrelated. I am inclined to believe that the damage they do to grain and other crops in their rambles is slightly overestimated by those who do not own turkeys, and believe the amount of good they do in picking up bugs, worms, beetles, etc., is somewhat underestimated.

Turkeys are possibly the choicest fowls that can be taken to market, and invariably bring the highest prices. Success will depend very much upon the favorableness of the season for hatching and rearing. The turkey, of all fowls, is possibly the one that requires the most care and attention during the first few weeks following incubation. Then the birds are very delicate and very susceptible to all variations of temperature. Rainy or foggy weather is fatal to them, and it is not to be wondered at, therefore, that the percentage of mortality is so very high with young turkeys. I use a great many calomel tablets in raising young turkeys. If you are losing turkeys hold a post-mortem and examine the organs very carefully. In nine cases out of ten you will find the liver to be covered with yellow spots. These tablets will, if properly used, bring relief.

A great many people make the mistake of feeding too heavily. The little poults need to be fed often and a little at a time. Young poults require care similar to little chicks, only more of it. Guard against chill and dampness. Be shy of overfeeding the first week. Supply grit and water as for chicks. Feed bread crumbs for the first week or two, gradually working cottage-cheese into the bill of fare. Let them have the run of a good grass lot in pleasant weather, where they can get plenty of bugs and grasshoppers. As they get older let the mother run with them in the grass through the day. As turkeys are seed-eating fowls I now rely on the mixed seeds sold on the market. These contain grit also. I often mix black pepper in their soft feed. By midsummer they will have learned where the best bugs and weed seeds are to be found and care very little for the food that you have to offer them. But try to induce them to roost at home by giving them a liberal feed at night. No other class of poultry will forage so well through the summer and autumn. No other will so rapidly transform insects and weed seeds into the best flesh.

Turpentine is deservedly a popular remedy for worms in turkeys. Give about a teaspoonful to a fowl, follow-

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.

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 8½c 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.

ed by a dose of a teaspoonful of a solution of Epsom salts.

In mating turkeys one gobbler to ten hens is sufficient. Turkey eggs while being saved for incubation should be kept at an even temperature of fifty or sixty degrees. If temperature is not extreme either way it is not of so great importance as the frequent turning of the eggs. Turn them at least once a day—twice a day is better—and keep them covered from the light and dust. If good care is taken of the eggs they will keep for three weeks and hatch well. The turkey is our Thanksgiving and holiday bird, therefore sell before or directly after these seasons if you expect to obtain the best price for them. B. F. Wilcoxson.

Cost of Manufacturing Whey Butter in Canada.

Toronto, Ont., Aug. 10—Notwithstanding all that has been said questioning the advisability of making whey butter, it is expected that fully 100 cheese factories in Eastern Ontario alone will make whey butter this season, writes J. W. Wheaton, of Ontario. In some districts factories are being compelled to put in plants for making whey butter in order to retain their patrons, although it will be a losing venture from the manufacturer's standpoint from the start. A considerable number of the patrons of factories have arranged to give the proprietor all the whey for two years on condition that a butter plant is put in. After that the patrons are to receive half the profit derived from making whey butter. In factories already equipped with butter plants patrons are receiving half the profits from the sale of whey butter. Where farmers own the factories the makers are being paid up to \$2 per day extra for making whey butter.

Like every new thing, whey butter-making seems to have caught on here with vengeance. Factories are taking the matter up whether they have a sufficient amount of milk to make the business profitable or not. They will probably learn in time. One of the chief objections to it is that it is apt to put a premium on carelessness. Where makers are paid a percentage on the butter they make there is a tendency to be careless in making the cheese. Two cases are reported where makers were skimming the milk in order to make more butter.

W. M. Waddell, of Middlesex county, made whey butter last season. He is one of our most careful makers and his experience and advice in managing the business are worth noting. His is one of the largest factories in Western Ontario. In 1908 98,698 pounds of cheese, 186,080 pounds of creamery butter and 1,850 pounds of whey butter were made in his factory, which is a combined cheese factory and creamery.

The whey butter averaged 21 cents per pound or 3 cents below the creamery butter. The whey butter, he states, if properly made is a marketable product. The best plan is to cream the whey as soon as possible

after it is drawn off the curd. The development of acid injures the color and flavor of whey butter. The whey should be heated to over 100 degrees and the whey cream pasteurized and then cooled immediately to 40 or 50 degrees and held at this temperature until churning time. The cream should be held at a low temperature, at least five hours before churning, in order to thoroughly firm the fat globules. Just before placing the cream in the churn from 15 to 25 per cent. of pure lactic acid culture should be added. Better results are obtained by churning sweet cream with culture added just before churning than in cases where the cream was ripened. When making white cheese the butter has to be colored. When making colored cheese no butter color is used.

For the season of 1908 the average loss of fat in the whey at this factory was .23 per cent. The loss of fat in the creamed whey was .02 per cent. Experiments proved that a rich whey cream gave the best flavored butter. The average loss of fat in the buttermilk was 5 per cent. This is somewhat high owing to the amount of experimental work done. Whey butter does not contain so high a water content as creamery butter. The average moisture content for the season in the whey butter was 13.11 per cent. An average of 2.5 pounds of butter was made from 1,000 pounds of whey.

Mr. Waddell estimates the cost of a plant for making whey butter at from \$600 to \$1,200, according to the machinery already in the factory. If a factory is equipped with winter butter-making machinery then the cost would be quite small. An ordinary small barrel churn is sufficient to churn the whey butter made from 10,000 pounds of milk. For a factory handling less than this amount of milk the making of whey butter would not be profitable, assuming, of course, that a cream separator and the necessary equipment would have to be purchased. The cost of manufacturing one pound of whey butter under conditions as they existed in Mr. Waddell's factory was 7 cents per pound. This is lower than it would be in many cases as creamery butter is made throughout the year and cheese for from six to eight months each year. Mr. Waddell figures that at 7 cents per pound there is no profit in making whey butter for the manufacturer.

J. W. Wheaton.

Fido's Interest Explained

In the barber shop the scissors clicked merrily away, and the barber's dog lay on the floor close beside the chair, looking up intently all the time at the occupant who was having his hair cut.

"Nice dog, that," said the customer.

"He is, sir," said the barber.

"He seems very fond of watching you cut hair."

"It ain't that, sir," explained the barber, smiling. "Sometimes I make a mistake and take a little piece off the customer's ear."

Cheese Shipping Requirements.

The following requirements for shipments of cheese in cheese hoops were recommended by the Western Classification Committee at its recent meeting in Charlevoix:

Cheese in Cheese Hoops, Standard Box.

Recommended that the classification be amended so as to require that cheese in cheese hoops shall take the same rating as cheese in boxes, provided it is packed in cheese hoops meeting the following requirements:

1. The tops and bottoms (heading) to be not less than 7-16 inch in thickness.
2. The hoops and bands to be not less than 1-6 inch in thickness.
3. The hoop to overlap at joint not less than five inches and to be fastened with staples or nails not more than one inch apart and firmly clenched on the inside.
4. The bands to be nailed to the heading (top and bottom) with not less than fifteen nails in each.
5. The bottom rim of the hoop to be not less than one inch in width and the top rim not less than two inches in width.
6. Cheese in cheese hoops not meeting the above requirements to be rated 20 per cent. higher.

When the Weather Waxes Warm.

"These are the days when a man quarrels with his wife as to who shall answer the doorbell."

"I know. It's a question as to which looks the worse."

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

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

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

I want your shipments of
Butter, Eggs, Veal, Poultry, Cheese, Huckleberries, Apples and Potatoes
F. E. STROUP, Grand Rapids, Michigan

SEEDS for Summer Planting: Millet, Fodder Corn, Cow Peas, Dwarf Essex Rape, Turnip and Rutabaga.
"All orders filled promptly."
ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

W. C. Rea A. J. Witzig
REA & WITZIG
PRODUCE COMMISSION
104-106 West Market St., Buffalo, N. Y.
We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.
REFERENCES
Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.
Established 1873

HERE AND THERE.

Observations of Man Who Looks Deep Into Things.

It isn't man's mind or heart that makes most of the troubles here below—

It's his liver—

And this is not an advertisement for liver medicine.

When man's liver is inactive he sees yellow just as a man who drinks sees red—but yellow is a greater trouble producer than red.

A man with an inactive liver has low blood pressure and low vitality is the result. Worst of all, it has the final effort of mental depression—makes a man pessimistic.

Suicides are often the result of inactive livers.

We have all had periods when little things worried us yet during these periods we could look back to previous times when even big things had no effect. The difference is entirely in the state of the liver.

The liver is a more delicate organ than the stomach or heart. You can abuse your stomach and it will still continue to work; you can worry along for years on a wobbly heart, but the liver simply quits—it strikes and throws bricks at all the other organs in the system for staying on the job like they were scabs.

The liver is the wash-house of the human system and its idleness has the same effect on one man as a general laundry strike might have on a whole town.

* * *

The liver has the power to either purify or pollute, and in consequence it is responsible for the pollution in man's transactions with man.

Man creates as he feels, and a disordered liver will cause him to give his creations a coat of the yellow paint of fear and hate.

It's not all in the state of mind—it's in the state of liver.

The cause of inactive liver is over eating and under-exercising—the system gets full of clinkers.

By a certain amount of walking, horseback riding, golf or billiard playing or gardening a man will attend to his business far more effectually than by actually sitting at his desk—these will prevent him from seeing yellow while at his desk.

Taking medicine is not in accord with nature. By the selection of food any of the chemicals required can be taken into the system.

A little experimenting will find a food affinity that will figuratively hang out your liver on the line and beat it.

Obviously, what is one man's meat is another's poison.

Joe Gent, the inventor of the cereal process, a corn product largely used now by confectioners in place of glucose, and who built a very large industry around his invention, used to say that his invention and business were founded on apple sauce, and that he ate it because it was good for his business.

Arthur Brisbane, the editor of the New York Journal, the yellowest newspaper in the world, keeps his

liver active and prevents himself from seeing his own product yellow by walking down eight flights of stairs twice a day. Setting the heel down hard, he says, by the natural action of stepping down produces a jar to the whole body and thus prevents the liver from becoming torpid.

Eating meat and the highly seasoned foods found in hotels and restaurants designed for millionaires and sports will cause inactive liver.

There is 50 per cent. less nourishment in meat than in the grain foods, and the latter have the further advantage of 30 per cent. of the digestion being performed in the mouth rather than in the stomach.

If we would eat less meat and more grain foods we would be less savage—it would also result in many economies: Our neighbors would require less locks and other precautions against our savagery; it would cost everybody 30 per cent. less to live. Yes, and if we would quit bolting our grain foods we would require less of it, the digestion being in the mouth rather than 30 per cent. fermentation in the stomach to produce bile; this digestive energy and vitality lost due to inactive liver could be turned to greater production and more of the comforts of life.

The dark view of the big world, the still darker view of the little world around us, is not the fault of the worlds, nor all of ourselves—it's our livers.

* * *

Did you ever notice a gang of boys playing in the lot, how the play seems to be purely intellectual and physical. There is no heart quality involved until one of them gets knocked down and out and then the turmoil will change to gentle quietness in the twinkling of an eye. This simply indicates that the heart quality is there but latent.

Business life of to-day is an intellectual proposition; the heart quality is suppressed in the excitement of commercial pursuits. We are unmindful of the pain or even possible tragedy, but even the ordinary observer can now see many instances where we stop with the play to help some fallen fellow to a place of safety and comfort away from the field of action.

It is a proof positive that the heart is there, but latent; that no man is totally a mean man.

The heart is there, ready for action, it only needs awakening.

Yes, and it is awakening, for there is more kindness in business every day, and in consequence the world is getting better every day.

Things may go back rather far for a time—so far that some of us may get discouraged, but in reality they are only going back for a good start forward.

* * *

There is a lot of rough play going on in New York, but—

No man who has been a member of the New York Chamber of Commerce in honorable standing will ever stand in the bread line. Neither will any deserving member of his family.

If he has fallen honorably he will be helped to his feet; if he is too old

to totally regain his feet he will be provided for either with a living or congenial employment. If he dies after his fall there will be a provision for his widow, his children will be educated and helped to a place in life.

The money for this purpose is known as the secret fund, and it is in the hands of a secret committee known only to the President. The disbursements from this fund are not accounted for nor audited in anyway.

If more is needed for the secret fund than the general fund provides, the President issues a call to the members and twice as much will be offered as asked.

To-day there is about \$550,000 in this secret fund.

It is easy enough to understand men giving for the mere vanity of giving, but the workings of this charity are entirely underground, except that it is generally known that thousands are provided for by it.

Several times the New York newspapers have tried to get information about the heart department of the New York Chamber of Commerce with the idea of printing agreeable features, but the President and all members have asked to be excused and their wishes have been respected.

* * *

Here and there instances of sentiment are growing.

They must grow for perfectly simple, natural, selfish reasons. As our population and volume of business grow contention and fight will require too much time from actual production for meeting this growth. Sentiment will eliminate the fight. With less fear and hate men can expend the energy of precaution to actual production.

Here is an instance of the working of the heart that comes from Canada. Obviously, Canada isn't the United States, but they are near relation, so our problems are the same:

In 1907, A. H. Lofft & Co., dry goods merchants, Saint Mary's, Ont., had a fire in their store for which the adjusters allowed them \$6,250.00. At the next stock-taking the firm became convinced that they had in reality lost but \$3,750.00. After confirming this by a second stock-taking they sent a letter to their agency and a check for \$2,500.00, the amount overpaid.

This letter was such a surprise to one of the local insurance companies that they called a meeting of the directors, had the letter inscribed on their minutes and passed a resolution eulogizing the firm for their honesty and with an exalted appreciation for their high-mindedness.

Instances like this are conspicuous.

It was printed in all the Canadian newspapers, and the members of this firm will get a good deal more credit and publicity than had they obtained money any old way and afterwards donated it to a library of their town.

Just take this incident away from one of justice and truth for the love of justice and truth, and put it on a dollar and cents basis and it will prove profitable.

These people got publicity out of this act worth two or three times

the amount they returned in space advertising—they got publicity that couldn't be bought with money.

Think of the good will this act will inspire in their community? Good will is a big financial asset to any merchant.

The returning of this money by the Canadian firm was not an intellectual act, but an act of the heart.

It is just one of the many proofs that all these so-called social problems of which we are thinking so hard are in reality heart problems, and some day, when we all come out of our trance of fear, we will balance our heads with our hearts, then all our trust questions, municipal graft questions and land monopoly questions will vanish like mist in a blast furnace; then we will abandon watching the padlocks on the wood sheds of our possessions and go out into the country amid the green of real life. David Gibson.

Advertisements That Make Strongest Appeal.

I have watched billboards, have read circular letters, have perused mail sent to my office and to my house to see what in advertising appealed to me most. I have come to the conclusion that the thing which talks to my pocket is the thing that strikes me the hardest. I have also come to the conclusion that the thing which I get along with my reading matter has a more substantial appeal to me than merely the hand-bill put under the door. Somehow the latter method always seems to me a little cheap; it is sort of an effort to sneak in when a competitor is not noticing. I always like a man who will come out before the world and advertise his goods as through he were confident he had the rest of the community beaten a block. If he makes any statements then that can not be supported his competitors will pick him up. When he comes sneaking into my house with a circular letter no one sees it but him and me, and he may make statements that would not bear the light of criticism.

Since I like that open kind of advertising I figure that the small dealer likes it also, and so I believe in going to him in the regular channel, telling him what I have and letting him compare it with others if he pleases. But above everything I like the kind of an advertisement that argues the thing out. It proves, for one thing, that the man really knows the merits of his product.—Dan Howe in Black Diamond.

A Keen Clerk.

"I want some collars for my husband," said a lady in a department store, "but I am afraid I have forgotten the size."

"Thirteen and a half, ma'am?" suggested the clerk.

"That's it. How on earth did you know?"

"Gentlemen who let their wives buy their collars for 'em are almost always about that size, ma'am," explained the observant clerk.

The sense of imperfection may be the best evidence of a saint.

You Ought to Have White Bread

White bread has been pronounced by the Government food experts the best for human food, and the whiter it is the better it is.

White bread looks better, tastes better and IS better than the dirty looking yellow bread which many ordinary brands of flour make.

Why have yellow bread when your neighbor has nice white bread?

Why have yellow bread when you can get the kind of flour that makes white bread just as cheaply?

There is no excuse for yellow bread nor for flour that makes yellow bread.

LILY WHITE

“The flour the best cooks use”

Makes white bread. It always has made white bread All millers would like to make the kind of flour that makes white bread if they could, but they don't know how.

It's a matter of knowing how and of getting the right wheat. There's no better wheat than Michigan wheat. Outside mills do not grind Michigan wheat, and they cannot compete with Michigan flour in quality.

Michigan people who buy outside flour are paying a high price for an inferior article. The people of New England buy Lily White Flour at higher prices than they are willing to pay for other brands.

Keep your dollars in Michigan to help Michigan people buy your product.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICH.

REQUIRES REAL MAN

To Make Good Under Imperfect Conditions.

The boss who is yelling the loudest about incompetent help would not let anybody help him—he's afraid they might get his job.

There are men who, by one accident or another, are thrust into high positions; they are efficient fellows as to details, and possibly in all ways save as executives. They judge men by their own efficiency in detail and not by the standard of averages. This boss knows his weakness as an executive—he fears himself and everybody around him.

It takes a man with a good-natured bull-dog temperament to run a big business; one who can reach up and snap at the annoyance of the flies while he is ridding the place of a greater pest in the way of rats; a man who in other words can take the kicks from the detailed imperfection while the major ones are being perfected—he mustn't let the flies drive him off the big job of killin' the rats.

The man who can look imperfections and incompetency in the face isn't afraid of his job—he knows where there is another job.

The type of man to have men under him is one who does not jump up and run to the window every time the fire wagons go by; one who can hear an explosion in the rear of a business without leaving his business chair in the front.

The general manager of a big restaurant system in New York once said that he did not consider himself competent to run even one restaurant until he could hear a waiter drop a whole tray of Haviland china dishes right behind him without turning around to see how many the waiter broke.

Any business is just like the world itself, it is full of imperfections and it goes on in spite of them.

Every business institution has its skeleton—just as in the case of every household.

In every office of every big business there are a lot of fellows continually complaining of the men over them and the conditions around them; they compare them with some concern around the corner which they suppose to be ideal. They never consider that the concern may have the same or worse conditions—they know their own concern from the inside, but they only know the neighbor from the outside.

In almost every big business organization there is a lot of the rottenest kind of politics: Every fellow lower down tries every means in the world to hold his job with the fellow higher up except work for the common interest of the business. They believe in drags and pulls and in getting the personal preference of the man over them. Then there are always a lot of "snoopers" in every concern—fellows that go around trying to get something or somebody high up in order to hand it to somebody still higher up and thus gain favor.

Why, didn't you ever hear the toilet

room talks of a bunch of clerks in a big office? It is always their own little jobs, getting even with someone about them who tried to get over them. It is always selfishly petty and the subjects under discussion are never about their actual work or in the interest of the concern for whom they are working. Just exactly the same spirit as the talk around a Government department in Washington, a city hall or any place where the political prunes hang low on the tree of graft.

Everybody seems to take their little job seriously and as if the particular concern existed just to give them a place to be just as small, do as little for as large a salary as they can induce by talk rather than work.

Everybody about the establishment has a kick on the fellow above him—the little fellows never seem to consider that the fellow higher up may have a kick against the fellow higher yet. If they did they would cease to be little.

If the fellows in the ranks would work and think as hard in doing something for the interest of the business as they do in trying to get something for nothing, why, they would soon be in the private office class.

Some concerns have obviated these political factions by holding daily or weekly meetings of department heads, and by skilled toastmastership on the part of a general manager getting everybody to air their kicks against everybody else face to face in open meeting and in this way doing away with the private meeting in the toilet room.

* * *

While these are general propositions, yet they resolve themselves into individual ones: A big business institution represents all the world problems at a near or magnified view—where they can be seen working in all the elements both in harmony and discord.

The strifes in a commercial organization are nothing more than the social problems of a city, a state or a country, for these are nothing but enlarged businesses. All are made up of individuals and it is therefore an individual proposition. A business organization is perfect or imperfect according to the individuals who constitute it. It is a question of the individual making himself perfect, then the business will become perfect according to the degree with which he succeeds.

In its simplicity it means that each individual should do his part as well as he can for the good of all the parts.

If the head of a business succeeds by being able to look imperfections and inefficiency in the face, then those under him will succeed by doing likewise.

A week or two ago one of the hotel trade journals contained an advertisement for a head cook by a Cincinnati restaurant man. He stated that he knew that his kitchen equipment was not modern, that many of the utensils needed replacing; that the help under this pros-

pective head cook were not all that could be desired, but what he wanted was a man to make good even if he had to cook in a tomato can, and for the man who could he would not only buy a whole new equipment but equip his pay envelope with more money.

Here is the proposition concisely put: What this restaurant man wanted was one to make good rather than to make excuses. He wanted to test him on the material at hand.

Anybody can make good under perfect conditions, but it requires a real man to make good with imperfect conditions. Frank Stowell.

Was a Disciple of Wiley.

Farmer Wiseaker (in crossroads store)—Are yew sure there ain't no chimerical preser'tives in this here bottle o' pickles, Si?

Storekeeper—I'll make affidavit, b'gosh! Why, I bought that there lot uv pickles long before the pure food law wuz ever heerd tell uv!

**DAILY TO
CHICAGO \$2**
Graham & Morton Line

Steamers
"Puritan" and "Holland"

Holland Interurban Steamboat
Car Leaves 8 p. m.

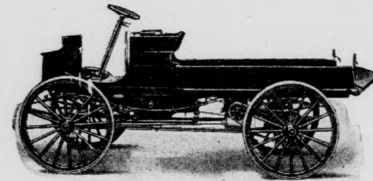
Baggage Checked Through

BAGS New and
Second Hand

For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.



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

Jennings' Extracts

Goods of Proven Merit

Flavoring extracts must pass harder tests, and are more carefully selected by the housewife than any other food product.

It's a pretty fair sign of superior merit when Jennings' Extracts have for thirty-six years met with universal favor.

Your jobber can supply Jennings' Extracts—they will assure the satisfaction of your customer and a profitable department for yourself.

Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872



America No Longer Mere Spectator.

It is difficult for Europeans, who live in a powder magazine and rarely have the fear of an explosion out of their minds, to realize the simplicity, spaciousness and unhampered self-absorption of American life. Foreign politics is minimized by them at least as much as it is exaggerated by Europeans. Americans can hardly be got to take them seriously. A diplomatic dispute with another power, conducted on either side upon the implication of force, is of all experiences the one most foreign to their normal routine of existence. When you have mentioned the Monroe doctrine you have pretty well indicated the sum of the average citizen's interest in external affairs.

During several years in the United States I do not recall a single well informed debate in Congress on the foreign policy of the republic or a single member who ever treated his constituents to an address on such a topic. The operative opinion of the commonwealth still desires to have as few dealings as possible with foreign powers, still quotes and abides by Washington's warning against "entangling alliances," still shrinks from any course that threatens "complications," still clings to the policy of isolation as the one that most adequately squares with the needs of American conditions.

This is so even although facts and necessity have outrun many of the formulas, prejudices and traditions that a decade and a half ago were all but omnipotent. The peculiarity of America's position in the general scheme of world politics is indeed precisely this, that her people are unconsciously engaged in adapting their mental outlook to their achievements. The Spanish war landed them on a stream of tendencies that has already carried them far beyond their old confines, and is inexorably destined to carry them farther still.

But the instinct of many millions of American citizens is still to pretend that nothing essential has been changed. They have overthrown Spanish power in Cuba and the Philippines, but the far harder task of overthrowing the mental habits and prepossessions of a hundred years' growth they have not yet accomplished. They have an empire, but they have not yet become imperial. They have expanded physically, but they have still to expand mentally. They are a world power in fact, but not in consciousness, in breadth of vision, in a resolute acceptance of new conditions, in a not less resolute emancipation from the precepts of an outworn past.

They are multiplying every year fresh points of diplomatic contact with the outer world, and yet no American statesman would dare to proclaim that the days of American isolation are over. Without quite realizing it, they are undergoing a course of education in the realities of their new international position. Events are teaching them, but the progress of enlightenment will be arduous and protracted.

Americans, for instance, have not

yet put tradition so far behind them as to admit the word alliance or any word pointing in that direction into their political vocabulary. Mr. Root, when he signed his agreement with Japan a few months ago, did not venture to submit it to the Senate in the form of a treaty. Americans as a whole are still far from realizing how much their prejudice against any kind of formal understanding and co-operation with other powers militates against their effectiveness in world politics.

They do not see that a power that automatically and unreflectingly rules out the possibility of alliance in any circumstances whatsoever is a power that willfully handicaps its freedom of action and runs the risk of sacrificing its interests to a theory.

In the broader field in which the United States has now entered immutable rules and castiron systems are a hindrance, not a help. That nice adaptation of means to ends which is the essence of diplomacy can not possibly be effected if the choice of means is abridged beforehand by a hard and fast formula.

Americans will understand this in time. It is simply a question of time before the bonds that already link British and American policy on more than one international field are formally cemented. Temporary circumstances and accidental events may hasten that consummation or retard it. It may be evolved from America's necessity or from our own.

No one can foresee how or when it will come. But that come it ultimately will, that the permanent currents of national interests and sentiment are setting full and fair towards it, is no longer, I think, open to question. That the better sort of American journals and of American politicians and publicists should not only discern but proclaim the fact that the German question is an American as well as a British question is little less than revolutionary.

Sidney Brooks.

Just Like His Father.

Mr. Jefferson had not been altogether an exemplary husband and father, but he possessed certain engaging qualities which secured him many friends and made his death the cause of sincere mourning to his widow. "Mis' Jeff'son, she's done broke up over Eb'nezer's being took off fr'm pneumony," said one of the neighbors.

"She sutt'nly is," said another. "Mournin' round de house all de time, she does. Why, day befo' yist'day I was thar helpin' her, an' she only stop cryin' once, an' dat was to spank little Eben for takin' m'llasses out'n de jug right into his mouf when her back was turned.

"When she'd spanked him good an' set him down, she say to me: 'He makes me t'ink ob his pa so much I cyan't bear it!' an' bus' right out cryin' agin'!"

A new space and fuel saving cooking utensil, patented by an Ohio man, contains three receptacles which may be placed within a single holder, covering a single range opening.

Karo

The Syrup of Purity and Wholesomeness

ALL your customers know Karo. And the better they know it, the better they like it—for no one can resist that rich, delicious flavor—and every sale means a quick re-order.

Karo is a syrup of proven goodness and purity. Unequaled for table use and cooking—fine for griddle cakes—dandy for candy. It's never "dead stock," and every can shows you a good profit.

Karo is unquestionably the popular syrup. The big advertising campaign now on is helping every Karo dealer.



**CORN PRODUCTS
REFINING COMPANY**

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

DON'T BE TOO SURE.

Never Permit Self-Interest To Decide a Point.

Written for the Tradesman.

Banker Herron, President of the 'Steenth National, was honest. There wasn't a man in the city where the 'Steenth National did business who could successfully dispute that. He was popular, too, in a way, for the successful usually are popular. Still, there was an imperious air about Herron which some of his customers did not like. He never argued nor disputed with a man who could not look at a business point as he did. He made his boasts that he never argued. "I tell them about it," he would say. And he expected that to settle it. When he had once made up his mind, why, there was no use in trying to reason with him.

Herron was condescending, too, on occasion, and seemed to have an idea that he might increase his own importance and the power of his bank by giving out the impression that he was doing a man a favor if he did business with him. One of the men who rebelled against this sort of treatment was Sutton, the commission man. Sutton was wealthy, too, as a man should be who tells his market what he will pay for produce, and also tells his customers what they must pay. I am aware that Mr. Crittenden, Mr. Vinkemulder and Mr. Moseley may rise up here and point out the fallacy of this inference concerning the riches of a commission man, but I'm not arguing the point. I'm telling you the history of a deal between Sutton and Herron of the 'Steenth National.

Anyway, Sutton was rich. Some said that he had more money than Herron. Perhaps he did have. At all events, he had so much that he kept some of it at Herron's bank, though, as has been said, he resented Herron's patronizing air.

Now, Sutton's account at the 'Steenth National was virtually a dormant one. Sutton wouldn't put it in the shape of a savings account for the reason that, in case of a financial flurry, the bank might hold out on him under the savings law. He wouldn't put it in the shape of a certificate of deposit, because the bank wouldn't pay interest on it unless he agreed to keep it in that shape for a year. So he just left it as a dormant account, never depositing more, never drawing a check against it. This was not business, but it was Suttoneque. The money was safe with Herron, Sutton said, and that was enough. But there came a time when Sutton began to think that no money was safe with Herron.

One day Sutton went to the 'Steenth National after his dormant account. Of course an account is not dormant, under the law, until it has not been exercised for twenty years or more, but it is just as well to call an inactive account a dormant account. So Sutton went after \$10,000 to buy a piece of farm land out in the county and drew his check for it. The paying teller looked at Sutton

and then at the check. Then he left his box for a moment and went back to the book-keeper.

"I reckon you've forgotten the transaction of a couple of weeks ago," said the teller, as he turned to Sutton again.

"What's that?" demanded Sutton. "Why, you haven't got that much money in the bank now," replied the official.

Sutton went right up in the air in a second.

"I've got \$20,000 in here this minute!" he roared, "and I'll change that check so as to draw out the whole sum. I don't like your cheap jokes!"

"But you drew out \$15,000 two weeks ago," said the teller. "Your checks passed through the Corn State Bank and were paid here."

By this time Sutton was running around in circles when he could keep on the floor of the bank long enough to give him steer-way.

"I never cashed a check at the Corn State Bank!" he howled. "I never entered the doors of that concern! Here! What is this? A hold-up? Where's old Herron?"

Just then Herron was standing in the door of the President's room, looking out over his glasses at Sutton.

"Look here, Herron!" shouted Sutton, waving his hands in the direction of the paying teller, "this man refuses to cash my check. He's got a cock-and-bull story about my not having money to meet it! You come down here and see about it."

Herron went down to see about it, while Sutton cavorted about the President's room and longed for the feel of his money as W. Jennings Bryan longs for the fat emoluments connected with a certain high position at Washington.

"There's something wrong here," said Herron, presently, walking back to where Sutton was wearing holes in the new carpet of the sacred room. "Our record shows that you drew out \$15,000 two weeks ago, your paper passing through the Corn State Bank. What do you know about that?"

"Nothing!" howled Sutton. "It is a scheme to beat me out of my money. Come, you old four-flusher, order that man to pay me \$20,000."

Herron's dignity was hurt. He did not like being called a four-flusher. Instead of considering the excited condition of his traducer, he became angry and ordered him out of his private room.

"If I drew any money here," roared Sutton, then, refusing to bridge, "show up the checks! You show 'em to me, you old scoundrel, or I'll have a bank examiner here in two hours!"

This was a reasonable request, and the President ordered the book-keeper to produce the two checks on which the \$15,000 had been paid. He looked and looked, did the book-keeper, but he couldn't find the checks. It was a mighty suspicious circumstance, but they had disappeared. There was nothing to show for the missing \$15,000 but the entry on the book-keeper's books.

"Now, you old humbug!" roared Sutton, shaking his fist under Her-



"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.

"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

Not a Substitute

California Genuine Sardines

Are the Best in the World, of Delicious Flavor—Very Fat
A Wholesome and Nutritious Food



Prof. David Star Jordan

The leading authority on fishes on the Pacific Coast, writes of the California Sardines in "Fishery Industries of the United States," 1894, page 569: "This species is everywhere known as the Sardines or by the Italians as Sardinea." It is in fact almost identical with the sardine of Europe.

They Will Double Your Sardine Business

Put up under these brands
Gold Fish, Sunset, Senorita, La Rouchelle Mission

In Oil and Tasty Sauces, Tomato, Mayonnaise, and Soused in Spices

ARTICLES	Weight Per Case	Tins Per Case
Goldfish Brand Ravigote Style 1/4s, Keys	58 lbs	100
Sunset Brand Le Croix Style 1/4s, Keys	58 lbs	100
La Rouchelle Style 1/4s, Keys	58 lbs	100
Senorita 1/4s, Keys	48 lbs	100
"C. P." large 1/4s, no Keys	75 lbs	100
Mission Brand Boneless 1/4s, Keys	44 lbs	50
Sunset Brand Le Croix Style 1/4s, Keys	44 lbs	50
"C. P." large 1/4s, no Keys	64 lbs	50
Blue Sea Tuna no Keys	48 lbs	50
Sunset Brand in Spices Soused 1 Oval	60 lbs	48
Tomato 1 Oval	60 lbs	48
Mayonnaise 1 Oval	60 lbs	48

Sold by Jobbers Everywhere

Sold by Over 565 Wholesale Grocers

And in Every State in the Country



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.

CALIFORNIA FISH COMPANY

Henne Building

Los Angeles, California

ron's nose. "Now, you fraud, you just hand over that money or I'll have your old bank tied up in three jerks of a lamb's tail. Make a claim like that, will you? What have you done with my money? Hand it over!"

But Herron did not hand it over. Instead, he explained to Sutton that he was a blackmailer and a bunco-stealer, and that he had stolen all the money he ever owned, and was now trying to make a bigger winning than usual.

"It was irregular, the way you kept your money here!" said Herron. "No sane man would let so much money lie idle. But I see now why you did it. You've been laying for the bank. We'll have you in jail if you don't get out of here!"

While this pleasant exchange of compliments was going on the bank employes and such customers as had business there listening in highly amused and interested attitudes, the cashier was telephoning to the Corn State Bank. It was learned that Sutton, or some one purporting to be Sutton, had deposited the checks there on the 17th of July and had left the proceeds there for ten days, checking against the account three times. The last check wiped out the account. The bank-book had never been returned nor closed by the bank.

"Do you see anything green in my eye?" roared Herron to Sutton, when this information was conveyed to him by the cashier, who walked sidewise into the room because of the belligerent attitudes of the two men. "You have a good nerve to put up such a game on me! Get out of here!"

This was undignified, and all that, and Herron should have calmed the angry customer and kept the thing quiet until the truth could be ascertained. But Herron was dead certain that Sutton was trying to rob him, and Sutton knew that Herron was trying to increase his wealth in an unlawful manner, and there you are. Both men had bossed other people so long that they would not yield a hair's breadth.

So Sutton started the story that Herron's bank was on its last legs, and that the President thereof was stealing money from his depositors, and Herron said at the Club that night that Sutton must be getting into a tight place, probably because of bad investments, to try such a game as that to raise money.

The result was that there was a run on the bank in the morning, and Herron went around collecting currency from other banks, the cash of the 'Steenth National being mostly out earning more. He went to a bank where Sutton was interested, in this search for currency, and found Sutton there trying vainly to borrow money. He heard the commission man saying that the lies Herron was telling about him had brought every creditor he had down on him for immediate payment. So the two men glared at each other, each thinking what a shape the other had got things into. There were doings in that city for several days. The banks lost hundreds of thousands of dollars in de-

posits, and Sutton had to sacrifice property in order to pay claims presented. And still the \$15,000 dispute waxed hotter and hotter. Both disputants were getting the worse of it!

Now, the Chief of Police of the city happened to be a clever man. I say "happened to be" because there are a good many chiefs who are not clever, who are not even intelligent, but are vicious brutes. One day this Chief went to Herron and asked him two questions which solved the whole puzzle, to-wit:

"Are there any other checks missing?"

"Where was the book-keeper on the 17th of July?"

There were no other checks missing. The book-keeper was away on his annual vacation on the 17th of July. He said, when questioned, that he was out of the city at a little resort with his family, and his wife backed him up in this. But he had been seen near the Corn State Bank on the 17th of July, looking more like Sutton than ever. It was because he resembled Sutton that he had plotted the steal. The book-keeper was a weak man, and confessed, when the first word of suspicion was said of him, that he had drawn the money and destroyed the checks. He had buried the \$15,000, and was about to make off with it when the officer who was watching him nabbed him and secured the confession.

This left a pretty kettle of fish for Herron and Sutton to settle! They had each been positive that the other was a rogue, and each had said actionable things about the other. They had both been too sure. I don't know how it was finally arranged between them, or whether it ever was arranged, but it is a well-known fact that they are both very conservative men to this day. Neither one of them would fly off the handle and call any man a swindler now unless he had the verdict of a jury and the sentence of a judge to back him up. And this is the correct business attitude. Don't be too sure!

Alfred B. Tozer,

How He Got It.

"You wouldn't take me for a sober, honest, competent workman who is anxiously lookin' for a job, would you, sir?" asked the glib hobo, sorrowfully.

"You're darn right I wouldn't!" replied the farmer, emphatically.

"Allow me ter congratulate you on yer keen insight into human nature!" said the hobo; "I knowed I couldn't entice a meal frum an intelligent man like you by misrepresentation—I'm just what you think I am an' dat's a poor, hungry hobo tryin' to scare up a handout!"

Where He Came In.

Minister—I made seven hearts happy to-day.

Parishioner—How was that?

Minister—Married three couples.

Parishioner—That only makes six.

Minister—Well, you don't think I did it for nothing!

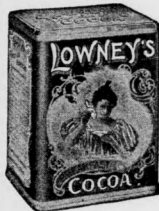
He who is only skim milk in character tries to be cream in conversation.

Commercial Credit Co., Ltd.

Credit Advices and Collections
MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY
Grand Rapids, Mich. The Leading Agency



LOWNEY'S COCOA and CHOCOLATE



For Drinking and Baking

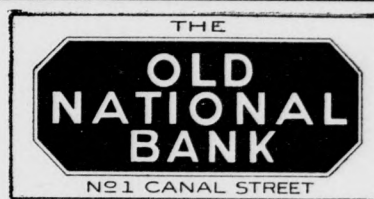
These superfine goods bring the customer back for more and pay a fair profit to the dealer too

The Walter M. Lowney Company
BOSTON

THE NATIONAL CITY BANK
GRAND RAPIDS

WE CAN PAY YOU
3% to 3½%
On Your Surplus or Trust Funds If They Remain 3 Months or Longer
49 Years of Business Success
Capital, Surplus and Profits \$812,000
All Business Confidential

Capital
\$800,000



Assets
\$7,000,000

A National Bank with a very successful Savings Department

3% compounded semi-annually
Oldest and Largest Bank in Western Michigan

Hot Time Candy

Nut Butter Puffs

Made only by

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

ONE YEAR'S WORK.

Accomplishments of the Michigan Hardware Dealers.*

To-day it is with pleasure that I stand before you to welcome you to the fifteenth annual convention of the Michigan Retail Hardware Association, and in doing so I think I am safe to say that I voice the sentiment of all present that it is a good place to be on such an occasion, realizing that we are all here from every nook and corner of the State for the common purpose of bettering our condition as retail dealers by the interchanging of ideas one with the other and listening to the interesting papers which will be read in the convention and in the discussions that will follow.

It is an old saying, and a very true one, that "In union there is strength," and when a body of intelligent men such as I see here, who are wide awake to the opportunities that are before them, start out to do a thing they are pretty sure to succeed in their undertaking.

One year ago this honorable body paid me the highest compliment they could possibly have done by electing me as their President. I accepted the office with many misgivings, feeling, perhaps, that you had made a mistake in so doing, when there were so many others in our ranks who would have made a better officer. In accepting the office I promised to do all in my power to promote the in-

*Annual address of Porter A. Wright, of Holly, at annual convention Michigan Retail Hardware Association at Saginaw.

terests of our Association. How well I have succeeded will be shown by the record made during the past year.

I am well aware that my labors as President will soon be over and I bespeak for the officers to be elected the same hearty co-operation which I have received during the year just closed.

During the past year I have visited a number of our members in their places of business and have also written a good many letters urging upon them to be loyal in helping to secure as many new members as possible, and in every instance I have received cordial co-operation.

At one of our executive meetings, held in Saginaw, it was decided to adopt the universal booth system for exhibitors to use in showing their goods, and at that time A. Schoenberg was appointed to attend the Ohio Association at Columbus in March to learn what he could do to the manner and expense of conducting the same. Thinking that I might be of some assistance to him, I went to see that he did his duty along that line. How well he succeeded may be learned by a visit to the Auditorium below, and I hope that every member while here will devote as much attention to the exhibits and exhibitors as time will permit.

In visiting the several dealers I was very much impressed with one thing and that is, that I have never seen a time when there was as much done to improve the looks of hardware stores by putting in new fronts

with fine display windows, new shelving, new fixtures, etc., which to my mind is an indication that the hardware dealers are in a more prosperous condition and making more money than they have ever done before. Why should they not when they are active members of such an association as the Michigan Retail Hardware Association—men with brains and ability coupled with a determination to win at all hazards.

Again I ask, Where can you find a more intelligent and good looking lot of men than are here assembled? I tell you it gives me great pleasure to preside over such an intelligent body.

There was a time when it was thought anyone could run a hardware store, but since that time conditions have changed and to-day the hardware dealer must be a man of good judgment, with plenty of experience as well as some capital. I presume to say that there is no other line of merchandise which is so complicated and varied as is the hardware line to handle, with its innumerable lists and puzzling discounts, and it is hard for a good many dealers to arrive at the correct cost of their goods.

The Catalogue House.

This is a question which has always bothered merchants at large, but I do not think that it is as vital a question to the hardware dealer as it is in many other lines, and I am of the opinion that the best way for us to handle it is to let it alone. What I mean by this is not to agitate or discuss it with our customers, but

to give them to understand that it is not going to bother us in the least, and to have them know that it is not necessary to send their money away for goods that they ought to buy from their home merchants. I do not know of any better way to do this than for us to keep a large and well-selected stock, with prices on staple lines sufficiently attractive so that they will know that they can do as well or better at home, and they will then have an opportunity to see and examine the goods before they buy them.

I fear that many hardware men do not lay stress enough upon the fact that we must let our customers know that we appreciate their trade and are sufficiently interested in them to let them know that we can supply their wants at all times. Of course, we can not expect to ever entirely drive the catalogue house out of business, as their field is wide, and we expect that they will continue to do business as long as time lasts, but we do want to curtail their trade as much as possible.

Cutting Prices a Detriment To Trade.

One of the greatest evils, to my mind, in any line of business is the one of price cutting. It is a well-known fact that no merchant can succeed in business unless he gets a profit on what he has to sell. It matters not whether he is doing a business of \$5,000 per year or \$50,000, he must have profit sufficiently large that will enable him to pay the running expenses of his store, such

The Square Deal

CAN YOU BEAT IT?

In JUNE our factory turned out and shipped 130,000 cases of



At our uniform price of 10 cents a package, that meant that, on the output of a single month, the retail grocer of the United States, making 80 cents a case or more, salted down the neat little

PROFIT of \$104,000. AND THAT ISN'T ALL

On KELLOGG'S TOASTED CORN FLAKES the retail grocer knows that he buys them on equal terms with every other retailer. We make no direct sales on preferred terms to "the big fellows"—no premiums, no free deals, no quantity price, whether you buy a case or a carload. How about other corn flakes? Look it up. After you do, you'll decide to stick to

KELLOGG'S TOASTED CORN FLAKES

The Square Deal

as clerk hire, heating, lighting, taxes, insurance, etc., and this varies according to the size of the city or village in which he lives, but in any case he must get a profit.

I believe that another one of the evils which is working great injury to the Michigan Retail Hardware Association is this everlasting price cutting which engenders jealousy and hatred between dealers in the same town as well as in adjoining towns and the result is that one dealer makes a cut on a certain article and the others are bound to follow. As a result, instead of helping each other out by being neighborly, they are stabbing each other in the back all the time. I am glad to say that no such conditions exist in my home town.

There is one plan which I would like to see adopted by every hardware man in Michigan, and that is a one price motto, selling to everybody at the same price, and if that time should ever come there will be no need of a customer running from place to place to see who has the best price.

Hardware Insurance.

In the matter of insurance every member should be vitally interested, as many of us are carrying a large amount of insurance, and everyone some amount, and when it is known that we can save from 35 to 50 per cent. of the amount usually paid for insurance, which amount would pay our dues in the Association for many years, I can not see why every member of our Association does not avail himself of the opportunity.

Sharon E. Jones, of Richmond, Ind., at the National Association,

held in Milwaukee, read a paper upon this subject which was the ablest paper I have ever heard, and every member of this Association should secure a copy of the same and read it very carefully.

Mr. Jones carries every dollar that he can get in hardware insurance, amounting to about \$72,000, and as soon as he can get more by the addition of new companies he will carry all of his insurance in the hardware companies, which now amounts to \$101,000.

At a meeting of the Executive Committee, held at Saginaw, it was deemed advisable to go to the National convention at Milwaukee with as large a delegation as we were entitled to and make an effort to secure for Detroit the 1910 convention.

I accordingly appointed Geo. W. Hubbard, of Flint, Henry C. Weber, of Detroit, C. M. Alden, of Grand Rapids, F. M. Brockett, of Battle Creek, Charles A. Ireland, of Ionia, Vice-President, and A. J. Scott, of Marine City, Secretary, who with our wives, with the exception of Mrs. Hubbard and Mrs. Brockett, attended the National Association and all had a very enjoyable time.

Although we did not succeed in our efforts to secure the 1910 convention for Detroit, on account of the fact that Denver was entitled to it next year, through the persistent efforts of our friend, Henry C. Weber, of Detroit, who was appointed on the Nominating Committee, we secured the election of our worthy friend, George W. Hubbard, as Second Vice-President, and I hope that in 1911 we shall be honored by the

election of Mr. Hubbard as President of the National Association. Charles A. Ireland will give a full account of the convention later.

On July 23 and 24, together with our Secretary, Mr. Scott, I attended a conference of the Secretaries and Presidents of the different State associations at the Auditorium Hotel, in Chicago, and a good many points were brought out in the discussions which were of interest to us and which will have a tendency to make the work of the associations more uniform. Personally, I think such a meeting a very important one for our officers to attend, and it was decided to make it a permanent thing.

The Secretary's Office.

This is the heart and soul of our organization, and in order that we may keep the body well and healthy we must keep up the heart action.

Our Secretary is ever on the alert to originate and suggest new ideas which will assist our members in any way, and I sincerely hope that, whenever any member receives a communication from the Secretary's office, he will do all that he can to comply with the requests in order that the Secretary's duties may be lessened as much as possible and that the members will thus be benefited to the extent that was intended.

Attendance at Meetings.

I think that you will agree with me that a full attendance at all of the sessions is very necessary. You must realize that the efforts of any organization can do but little without the help and co-operation of the rank and file. Such being the case, I can not urge you too strongly to

attend all of our meetings and be in the convention hall on time, so that we can open our meetings promptly at the hour named and get through with our programme in time to take advantage of the entertainment which has been provided for us. If we will all do our duty we will all go from this meeting with the satisfaction of knowing that we have helped to make the 1909 convention the best one we have ever held. When we return to our several homes I hope we will all have a kindlier feeling towards our competitors than we have had before and will use our best efforts to induce them to attend the next convention.

Her Answer.

A Kalamazoo man was in great distress one morning not long ago by reason of the delay in serving his breakfast.

"I wish you'd go to the kitchen," said he to his wife, "and see what the trouble is. I've an appointment at 9."

The wife complied with his request. When she returned to the diningroom the husband observed a strangely melancholy expression on her face.

"Well," asked he, impatiently, "did you tell the cook that I wanted my breakfast immediately?"

"I did."

"And what did she say?"

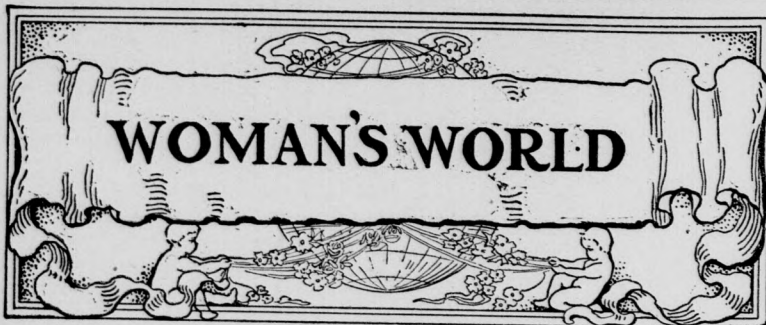
"She said," responded the wife, "that 'we all have our disappointments.'"

The most heavenly truth may be evil when it forms a barrier between brothers.

Many a man mistakes ruffled self-pride for an aroused conscience.

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Wife Should Laugh at Her Husband's Jokes.

A man somewhere in the United States has secured a divorce from his wife solely upon the complaint that she did not laugh at his jokes. The court called it "incompatibility of temper"—that inclusive reason for so many and varied disagreements; but the wife's want of appreciation and nonperception of her husband's attempts at wit were held by judge and jury as conclusive proof of her lack of that conjugal sympathy which is a prime essential to happiness in married life. The question of the quality of the jokes, good, bad or indifferent, did not enter into the evidence. It was considered beside the question. It would be difficult to find twelve men who could unanimously agree as to the excellence and mirth provoking powers of so elusive a thing as a joke. The moral of the tale is that a wife, to be satisfactory as such, must dance when her husband pipes; must laugh when it pleases him to be merry.

Nor can this statement be refuted. It has been said by keen observers of human nature that among the best foundations for a happy marriage is that of a similar taste in humor. People who laugh much at the same things and at the same time are by no means likely to quarrel, since there is much truth in the old saying that laughter is the oil of life. Shakespeare's Rosalind, in her summary of what a wife might do to provoke her spouse, puts "to weep for nothing when he is disposed to be merry" before the counter offense of "laughing like a hyena when he is inclined to sleep." We all, men and women, like to be appreciated, we want to be admired, and it is a stab to our tenderest vanity when our wit meets with no favor. Ellen Thornycroft Fowler hits the nail on the head when she says, describing an instance of marital happiness: "They appreciated and applauded one another's jokes to the full, which is the secret of all true family and conjugal happiness. Even the love which beareth all things and believeth all things staggers now and then when its attempts at wit are greeted with the stony stare of the unamused."

The world everywhere gives cordial welcome to those who can amuse it. It is even truer that all people bear a grudge against those who decline to laugh. It is more important to be able to rejoice heartily with them who do rejoice than to weep with those who weep, since humanity is disposed to hide its sorrow and flaunt its joy. A sense of humor is

undoubtedly a saving grace which helps its fortunate possessor through many a tight place in life. It is the sauce which makes it possible to swallow many a bitter pill and make no wry faces. To be able to meet fate with a laugh and jest is usually to disarm it. The jester is always sure of a seat at the king's table, even although the laughter of fools be, as the wise man hath said, "like the crackling of thorns under a pot," they make the pot boil as well, perhaps, as other fuel may do.

That the two who walk together may be agreed, and walk in paths of pleasantness and peace, it is desirable that their sense of humor, if not identical, shall at least be kindred. Mary Cholmondeley says: "Those who differ upon humor will differ also upon principle," a striking way of putting the fact that they who see the fun of anything from totally different points of view will differ as greatly in their ways of looking at serious matters, and, therefore, will seldom, if ever, find themselves in accord upon any subject. All shields have their two sides, and they who stand opposite each other must forever disagree. Widest of all, perhaps, is the gulf which separates those who, having no sense of humor, are compensated by the conviction that they possess it abundantly. The crevasse seems to extend to the heights and watersheds of character, a chasm which no effort of any, on either side, may ever avail to bridge.

There are no more winning, few more desirable, qualities than the spontaneous ability to laugh with, but never at, other man and women. This is temperamental:

"Cares thou hast none and they who stand to hear thee

Catch the infection and forget their own;"

but the faculty may, to some degree, be acquired, and in great degree it may be cultivated. It calls for the exercise of sympathy, the power of putting one's self in another's place, the subordination of self, which is the chief cornerstone of happiness in any intimate relation of life. It is a great mistake to take things too seriously. "They'd no sense of humor," says one of the characters in a recent charming love story; "and, perhaps because they cared so much, they made tragedies out of every frown, every careless word, every forgotten kiss." Which is too often the case with young married couples. It is better to let the smile keep away the frown, to be always good humored, come what may. There is a

bright side if one looks diligently for it.

Much ridicule has been cast upon the "sweet smile" with which writers of a past generation, advisers of youth, insisted that every wife must welcome her husband under any and all conditions of life. Yet both she who welcomed therewith and he who was welcomed thereby had cause for self-congratulation if the smiles never failed. There is no more potent factor in human happiness than that of good humor, and the wife who finds herself unable to laugh at her husband's jokes may take shame to herself if she can not at least smile with satisfaction at the merry spirit which prompts them, although it may happen that the jokes are themselves below par. So long as they are not ill natured, still less cruel, they are not to be despised but rather to be encouraged and applauded. Jokes, however weak or silly, are infinitely preferable to some other possible expression of opinion, such as curses, for example. There are few things in life so bad that they might not be worse.

"A merry heart doeth good like a medicine, but a broken spirit drieth the bones," said King Solomon ages ago. His wisdom is proved by the fact that nowadays great nerve specialists frequently prescribe laughter as a cure for many of the ills which our overweight, hypercivilized twentieth century flesh is heir to. It is said that S. Weir Mitchell once ordered a distinguished patient to tell a joke, not necessarily original, every day at dinner as part of his regimen, and privately bade his wife and children laugh heartily at the joke, whether they saw the point or not.

Dorothy Dix.

Make Customers Welcome.

If there is any one element about a store that will aid in the selling of merchandise, next to good goods and good prices, it is the courteous treatment of customers by clerks. Any salesman will tell you that it is twice as easy to sell customers when they are in a good humor, so the first aim should be to get them to this pleasant frame of mind as soon as possible, if they are not already there, and if they are, jolly them into a better one. A "glad-to-see-you" greeting put forward in the right manner is worth a dozen of the formal bows that make the customer feel that he has interrupted some valuable moment of your time, trodden on some forbidden ground, or, more likely, that the clerk is waiting in hopes that some fellow salesman will be pressed into doing the serving.

This halting is a very poor way to gain patronage. The customer who feels that his presence is a bore soon concludes to make his purchases elsewhere, but when the salesman steps up promptly with a friendly greeting a favorable impression is at once made.

Care should be used not to overdo your friendly greetings. If you have a passing acquaintance with the different members of the family it is well to refer to it in a kindly way,

but don't send regards to grandma unless you are absolutely sure that she is still in earthly realms. A miss of this kind would only prove your affectation in the matter.

If, for any reason, some find it convenient to wait a short time after their purchases have been made, this same element of good cheer should prevail and every effort be made to make them feel welcome.

Many Ways of Making a Living.

There are still plenty of business openings in this glorious republic if you only have the genius to start something original. I have just been reading an account of a woman who is operating a most successful rat and mouse farm over in Missouri. Now it looks as if that is about the limit, doesn't it? And yet it is said that the woman is growing rich out of her enterprise. The most of her mice and rats are used for experimental purposes in modern surgery. Doctors all over the country are studying such diseases as cancer and tuberculosis and diphtheria. They want animals to experiment on. Rats and mice are inoculated with the cancer microbe, for example, and then the progress of the disease is traced; also, all sorts of experiments on its cure. Guinea pigs are also raised on the farm, principally for the purpose of furnishing the serum known as anti-toxin, used in diphtheria. The doctors believe, also, that they are in a fair way to drive out the dread disease cancer. Perhaps more people die from cancer than from any one disease, except consumption. It seems pretty tough on the mice and rats, but we can not think of any more useful purpose a rat or mouse could be put to. The woman is a public benefactor, and at the same time she is building up a fine business. There are gold mines all around us if we only have sense enough to develop them.

He Was a Diplomat.

It is claimed by the many admirers of a rising author that his tongue is as ready and clever as his pen.

During a conversation with a lady of uncertain age, she said, with a mock sigh:

"But you are young, while I can already count my gray hairs."

"But, dear lady," and the young man let his well-known genial smile play over his features, "surely you know that as long as gray hairs can be counted they do not count!"

What Every Man Knows.

Resenting a disparaging remark in regard to woman's ability properly to wield a vote, the suffragette warmly retorted: "Let me tell you, sir, that man has no monopoly in the knowledge line; a woman has more under her hat than most men imagine."

"I'll have to admit that," said the mere man, "for rats and switches alone are pretty flimsy supports for present-day millinery!"

Many saints think they have fixed their foundations if they have but made sure of having the right number on the front door.

We Even Make the Vinegar for
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We use the purest spices and sweeten only with pure granulated sugar. Such care makes quality—the quality that makes **“Williams” Sweet Pickles** best for you and best for your customers in EVERY RESPECT.

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all make them PLEASE BETTER and SELL BETTER than other brands. There're both Reason and Reward for you to push them. We pack them in glass-top bottles and you will see instantly the selling qualities of this package. We use only FRESH, SOUND, RIPE fruit and vegetables for our products and prepare them in a sanitary factory and kitchens.

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Jellies, Preserves, Fruit Butters
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Detroit, Michigan

UNCLE JAKE'S GIRLS

And Their Visit To the Old Homestead.

Written for the Tradesman.

"For the land of love, who's that turning into the lane—two of 'em, as I live, fine as fiddles? Mary Elizabeth, do run into the sitting room and see if it's decent enough to ask a human being into and, for pity's sake, put a collar or something round your neck. Uow, then, I should like to know who's come here right in the middle of haying with all these men on our hands. If—"

"There, now, Mother, I wouldn't go into hysterics, if I were you. Like enough you're going to have a couple o' summer boarders to help along; you know that's what you've been threatening all along. Who knows—" but at that moment open came the L. door and in came the two, as beautiful and fresh as the morning, with an explosive "How do you do, Uncle Josh and Aunt Ruhamah! We are Uncle Jake's girls, Papa told us to tell you, and he told us, too, that we must open the L. door and come right in, and here we are."

It is hardly necessary to go through in detail with what followed. It was a good, wholesome welcome that the girls received and as the girls, both of them, came right up and, with their arms around his neck, kissed him as if they meant it and did, he and "Mother" both concluded that if the menfolks were twice as many and the work three times as hard they would manage it somehow and give Jake's girls the summer of their lives.

"Now, Father, let somebody hitch up and you go right over to the depot and get the girls' trunks; and, Mary Elizabeth, you clear off the table and we'll get the girls some breakfast the first thing. They must be pretty hungry after their long ride."

"Oh, no, we're not, Auntie. We had breakfast on the train. All we want is to get off the travel stains that will stick in spite of everything and then, while we are resting, Sarah and I—I'm Jane, you know—are to tell you what Papa wants and if you say so, we're to stay, and, if you can't have us, he wants us to come home after a little visit. Go ahead, Sarah, and tell Uncle what Papa said."

"Well, until the car dust is taken off, short stories are the best: Papa wants it understood from the first that we are to do work enough 'to pay for our keep,' and now, Auntie, if you'll excuse us, we'll put on our working clothes, as Papa calls them, and be ready for the first thing that comes along."

After the girls withdrew Aunt Ruhamah looked at her husband and laughed. "Jake hasn't changed much and it's easy to see that he does not encourage any nonsense in the girls. They seem to take to the work idea, but it looks to me as if they are going to be more bother than anything else. Their coming unfits Mary Elizabeth for anything, but I don't know but I rather like that; but that

leaves me with more than I can get along with and, if you don't mind, you'd better drive over and see if the Smith girls don't want to come and help while the girls are here. I've a notion they'd take to one another and that is going to make it pleasant all around."

"All right, Mother; but, if you do not mind, let's see what Jake's girls are made of. I'll drive over to the Smiths' and tell them to be ready; but I do just want to have a little fun with Jake over his idea of training a city girl to work in a kitchen on a farm. I've a notion that a week will do the business and by that time the Smiths will be ready to come and we shall all be ready to have them. Just give them the hot end of the poker to start in with and we'll make it up to them later. 'Pay for their keep!' If that isn't Jake Dunning all over then I wouldn't say so."

His hearty laugh at the thought was interrupted by the girls, who reported themselves ready for duty. They didn't look like the same girls. The hair of each was arranged not unbecomingly, but it was put up to stay. As for the rest, one was a symphony in blue gingham and the other in brown, if a short-sleeved garment reaching from the throat to the ankles, relieved only by a collar and neck ribbon, can be called a symphony, even with a pretty young face that goes with it.

"Now, Auntie—where is she, Uncle Josh?—I hear her. Here we are. Do the dishes come first?"

"Land of love, child! What can you do with a cartload of dishes? Go into the sittingroom where it's cool and when you get rested up, if you want to help a little, I'll give you something to do."

"Not a bit of it. We haven't come here to 'set round and not do nothing,' as Papa puts it, when he gets his Yankee on. Sarah, you fetch Auntie's rocker from the sittingroom and, Auntie, you watch us to see that we do it all right; because we're going to learn how just as soon as we can and then we're not going to have you out here at all. There! Now, if you don't mind—and you mustn't!—we'll do it our way; then if you don't like it you must tell us your way. Now, Sarah, I'll wash and you wipe and, Auntie, you tell us about Uncle Josh's taking you home from singing school."

"Oh, girls—"

"Sarah, we must use violence! You take her by that arm and I'll take this. Come along, Aunt Ruhamah, we're going to do the work; you are to boss the job and tell us stories."

It was plain that there was to be no resisting and for the first time in years Mrs. Joshua Dunning sat quietly in her kitchen while the work was done up.

In the meantime Mary Elizabeth had finished her duties upstairs, was going through the kitchen on her way to the spring house to take care of the milk and, girllike, gave an appreciative "Oh!" to the creations in blue and brown as her eyes fell upon the red-cheeked and fair-armed goddesses of drudgery at the sink.

"My! Mother, I wish I had a dress like that to work in."

"You are going to have," responded Sarah. "Whoever goes for the trunks will find my sewing machine with them. It's going to be a blue and white check"—the feminine reader will catch the drift—"and Auntie's is a grey. We like overdresses so well that we were sure you would, and we have brought the material with us. It'll take but a little while to cut and make them, and they'll be ready by suppertime. Jane will take what little measuring is needed and the sewing is next to nothing. Oh, we are going to be very fine in our working clothes, I can tell you that."

"Don't you find the collar warm; and out here on the farm we haven't any laundry to depend on? I never could iron starched clothes so that they were fit to be seen; and ironing is hot work, if I know anything about it and I think I do. Papa would wear a collar all the time if Mamma and I didn't have such a time with them."

"There's where I come in," said Jane. "I'm the laundress at home, and, Mary Elizabeth, if you're not stupid—Sarah is—I can teach you to do it in less than no time. Get out some of Uncle Josh's linen and we'll surprise him. Let's try to-morrow. It's better to do such work in the cool of the day, and, then, too, we ought to get an hour or two in the afternoon for resting. Now, Auntie, isn't it time to begin the dinner? What is it going to be? I'm going to help, you know."

"Oh, child, you can't do that. It's going to be a boiled dinner, with vegetables from the garden to wash, and meat from the cellar. You rest now and let me take care—"

"Oh, please let me. One of the things I came to learn was getting up that kind of dinner. Papa's always saying that one has to go out of town for that sort of cooking, and I know better. When I go home I just want to show him; and he says, Aunt Ruhamah, that you are the only woman he knows who can cook one just right. Don't you want me to let him find out that there are two women who can do the same thing so nearly alike that he can't tell the difference? Please do."

There couldn't be any saying no to that, at least by Aunt Ruhamah, with that pretty niece's face looking so pleadingly into hers; and soon the two were in the kitchen garden, Aunt Ruhamah with her apron turned up over her head for a sunbonnet and Jane Dunning's keen eyes and eager hands ready, the eyes to see in them what decided her aunt's choice and the hands to gather them. Then with their selected prizes they were soon preparing them, a task of which the willing fingers made short work.

"Did I do it all right, Auntie?" came the question when the vegetables were in the dinnerpot and the delighted aunt, "tickled to death," as she told Uncle Josh that night, willingly confessed that she couldn't have done it better herself; and it is just as well to say here as anywhere that

no boiled dinner came to the table all that summer that she did not prepare, and when she returned to the city and when Uncle Jake, her father, with an explosive "What!" as his favorite dinner was placed before him, showed by the way he disposed of it that in his estimation it was all right, the happy girl told him that there were then two women in the world who knew how to prepare and cook a boiled dinner!

With two such pretty girls as they in the old farm house and a dozen, more or less, of young haymakers under the same roof, it took but a little while to make the Dunning place the center of attraction, so that "many a time and oft," when evening came, the front veranda and the elm-shaded lawn in front of it were lively with the young life of the neighborhood. At first the young people, both men and women, seemed to consider it the proper thing to be distant and reserved; but Uncle Jake's girls were equal to that, and it soon became apparent that at heart country and town are very much alike.

Would Miss Dunning play? And when that young woman announced without hesitation that silver and gold she had none but what she had she would give unto them and, without saying she was out of practice and without making believe she could think of nothing to play, gave them a bit of jolly old ragtime, the ice was all broken up, never again to freeze. Could she sing? No, but Sarah could, and Sarah without teasing went to the piano and, accompanied by her sister, sang a sweet, simple song that touched their hearts and for an encore came out with another, that waked up the fun in them so that when the chorus began every voice in the gathering started in at its best and kept at it.

So all summer long Uncle Jake's girls had the good time of their lives, and when the aster and the sumac flung out their banners to welcome the coming fall the proprietors of the Dunning Place invited "the country round" to come and give Uncle Jake's girls a send off that was worthy of them. Then, if you will believe it, came the first shadow over the farmhouse during that summer and Jane and Sarah saw and smiled and kept still. The party was to be the grand event of not only that season but of every season in the history of that neighborhood and vicinity, and neither Aunt Ruhamah nor Cousin Mary Elizabeth had anything that was at all fit to wear. What was worse neither of Jake's girls seemed to care anything about it, and when Uncle Josh was appealed to he unfeelingly concluded that they'd manage to get along somehow.

Finally on the day of the evening party after aunt and cousin had solemnly declared that there was to be no party for them, there was a call down the front stairs for them to come up and pass judgment on the party dresses they had been busy with for several days. Assuming the virtue of cheerfulness when they had it not, they obeyed the call and on



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MICHIGAN TRADESMAN

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- No. 4288 Child's "DEPENDON" Vests and Pants, \$2.25 a doz. size 16, rise 50c.
- No. 5474 Child's "DEPENDON" Union Suits, \$3.75, size rise 25c.
- No. 7450 Women's "DEPENDON" Vests and Pants, \$4.25 a doz.
- No. 8436 Men's Fleeced Vests and Drawers "DEPENDON," \$4.50 a doz.

Terms net 30 days, no discount.

JOHN V. FARWELL COMPANY

Sole Distributors **DEPENDON** TRADE MARK Dry Goods

CHICAGO, The Great Central Market.

entering the chamber saw spread out for their inspection not two very handsome evening dresses but four! Three were the daintiest of white gowns, one of them decked out with the loveliest shade of pink ribbons, which Mary Elizabeth instantly knew to be intended for her, while the fourth was a soft faille silver-gray silk that sent Aunt Ruhamah in a straight line to the finest gown that had up to that time ever blessed her sight. A heart-felt "Oh!" escaped her as her eyes fell upon the costly lace it was trimmed with, while an opened jewel box displayed a sunburst of diamonds that left her open-mouthed and speechless.

"You see, Auntie, it's a family affair," said Jane. "Sarah and I furnished the silk and made the dress for your kindness to us during the long happy summer; Mother sent the lace to thank you for taking such good care of us, and the pin is from Papa for teaching me how to cook a boiled dinner that is a boiled dinner; and Sarah and I both hope that you'll change your minds, you and Mary Elizabeth, and be at the party after all!"

They did; and the affair is spoken of always as "the party." As for Uncle Josh, he has gotten over the idea that city girls can't do anything and when he hears any such statement he denies it and proves his point by quoting what he knows of Uncle Jake's girls and their visit to the old homestead.

Richard Malcolm Strong.

Conscience Struck.

Alderman Mulcahy, of New York, discussing credit, recently said: "The man who asks for credit awakes your suspicion, and your suspicion usually turns out to be just."

"A bartender told me how, the other day, a seedy chap turned to him from the free-lunch counter, and said:

"Can you trust me for a glass of beer until to-morrow evening, friend?"

"No, sir! Nix!" said the bartender.

"Well, I'm sorry," said the man.

"It seems kinder small to eat the amount of free lunch I've done and then not buy nothin'!"

The world is being helped not so much by our admiration of the gospel as by our practical interpretation of it.

MAIL ORDER COMPETITION.

How One Ohio House Is Meeting It.

Written for the Tradesman.

From various parts of the country comes the cry of small retailers against the octopus mail order houses; and as a result of the growing fear over half a million retailers of the West have been organized to wage war on the city catalogue houses.

Campaigns have been planned to meet this feared competition by forcing both manufacturer and jobber to give local merchants the same rate as the mail order concerns. Under the present system of buying the large concerns obtain better terms by purchasing in immense quantities from manufacturer and jobber. Naturally the small dealer, who buys in small quantities, pays more and must sell at a correspondingly higher rate.

This attempt of the small retailers to change a natural system of buying is a colossal undertaking. On the face of it their line-up in this particular appears about as feasible as a small boy attempting to move a mountain.

The plan of campaign summed up amounts to about this: Merchants have pledged themselves not to buy a dollar's worth of goods of any jobber or manufacturer who sells to a catalogue house. Warning circulars have been issued to merchants and editorials have been printed in local papers and in pamphlet form urging dealers to have nothing to do with manufacturers and jobbers who favor mail order houses.

There are also circulars issued appealing to local pride, urging loyalty on every community. Other merchants are resorting to knocking their city competitors and some go as far as to refuse to buy the farmer's butter and eggs who buys of a mail order house. Some have even formed conspiracies to annoy the mail order houses and cause them unnecessary expense by writing for catalogues and samples by the thousand.

On the other hand there are as many small retailers who do not fear the catalogue house. They have studied the selling plans of the large concerns so thoroughly that they are able to meet their competition to the

extent that they are holding their own.

Instead of forming National leagues to battle the mail order houses by force and compulsion the retailers who are the least disturbed about the talk of ruin to home and town are directing all their efforts upon the consumer. They realize the reason the volume of business of mail order houses aggregates hundreds of millions every year is because they are good salesmen.

With the small merchant it is purely a matter of applying salesmanship to his business. He can not fight competition, back of which are used the most fertile and highly developed brains of the age, by sitting down or rushing about shouting his anger at the mail order houses. They sell goods in his community because they go after business just a little harder than he does.

The retailer can only solve the problem of this so-called unfair competition by getting closer to his customers and keeping there. This can be done only by studying their wants, desires and needs and making preparation to supply them by applying common sense salesmanship to every customer entering the store.

A good illustration of how one small retail concern in a small town has analyzed the methods of the mail order houses and met their competition unflinchingly is that of the Shibley & Hudson store at Wooster, Ohio.

The proprietors of this store are both young men under 25, but they are alive to the present day conditions of retail merchandising. Their first step was to study carefully the mail order catalogues and now they are meeting this competition along the same lines as used by their long distance competitors. The ideas of these two young men, however, are far in advance of the average retailer.

The next step of the two youthful retailers was to issue a catalogue in which they displayed and described "leaders" just as do the mail order houses. Of course, their catalogue is on a small scale, but it covers their general line. They use cuts, which they secure from manufacturers at cost, and advertise the articles most commonly purchased. These catalogues are sent to every family residing in their county and then a fol-

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

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.

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



Registered,
U. S. Pat. Off.

52

HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

It's a Bread Flour



"CERESOTA"

Made by The Northwestern Consolidated Milling Co.

Minneapolis, Minn.

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

low-up four letters, blotters and calendars are used.

As Wooster is the county seat, a place frequented by all the farmers of the county, this young concern secures a large volume of business which would undoubtedly go to the mail order houses if it were not for Shibley & Hudson's hard fight to keep it at home.

"We realized that all this talk about crushing the mail order houses and drowning them out of business was foolish," said Mr. Hudson in discussing the subject one day. "So we made up our minds we would brush up a little and try to use a little good salesmanship instead of merely tying up packages and handing them over the counter.

"We noticed a great many of our rural customers would come in, ask the price of an article, look it over and then go out. Naturally the clerks in a small store are not supposed to be crack-up salesmen. Usually when a man does not want a thing he is allowed to walk out without any attempt at persuading him to buy.

"Well, we soon became wise to the fact that when Farmer Elkins asked the price and walked out that he did it merely to compare our prices with the mail order house prices. Then he sent his money to the city. We knew that if Farmer Elkin's barn was to burn the next night we would be called upon to donate while he was not helping us in the least.

"We did not raise a howl nor knock the mail order houses, because knocking would only hurt us. We made up our minds to keep this money at home if possible. It is no use trying to force a man to buy from you. He is after prices, which is only human nature. To win a customer you have to show him where you can sell as cheap as anybody. Saving money or getting their money's worth is about the only argument we have ever found to keep people's trade. It is just human nature to want all they can get for their money, and you can not blame people for sending their money to the city when they think they can get more for it.

"Well, we sent for a lot of mail order catalogues and began to study them. We found they were a little cheaper on a lot of commonly used articles and on others their prices were no better than ours.

"In this business there are certain articles we sell almost every day. We found the catalogues had them listed very low. We had heard of merchants advertising 'leaders' to get the people into their stores, and right here we knew we had the secret of the mail order houses' low prices.

"We immediately began to lay in a supply of 'leaders;' we bought them in large enough quantities to get good prices, so that if necessary we could sell them at cost and beat the catalogue price. We put the price just a little lower than the catalogue price and attached a display card with the figures standing out boldly. We displayed most of the 'leaders' in the showcases where they were in

plain view. Then we waited for Farmer Elkins. He came in, asked a price, examined the article and was about to go out as before.

"Wait a minute," said I. "Here is a table fork which I can sell you for \$5 a dozen. It is the same thing some of the catalogue houses sell for \$5.50. My personal talk was stronger than the catalogue's paper talk so I sold him a dozen of the pattern he looked at in the first place for \$5.

"We handle all our 'just looking' trade in the same way. We use the mail order houses' methods. They advertise to sell just a little cheaper than the local merchants and we turn around and use their talk and win every time.

"After we had our 'leaders' working we began to fill our windows with bargain sales of these 'leaders' on the market days when the town was filled with farmers and shopping townspeople. Of course, we do not expect to stop the mail order buying in this community entirely, but we are certainly getting our share of the business. While that is about all the average retailer asks for, we are not satisfied here and will not be until we are getting more than our share of business."

The proprietors of this store at Wooster talk guarantee, money refunded and the satisfaction of buying at a reliable house where the people can call and see the articles. Every catalogue sent out is followed up regularly with circular letters. They do not make a large profit in these leaders; in fact, some are sold at a loss, but it brings the country people to their store and it is building up a good trade and protecting them against the competition of mail order concerns. Everything else being equal it is the natural tendency of people to buy at home, where they know they can obtain satisfaction if everything is not as represented.

In order to hold their own against mail order house competition local retailers must talk prices and values to their customers rather than waste their time talking against their competitors.

What the people want is the best value for their money. The retail merchant can meet their demands if he will only apply a little clever salesmanship to his methods of disposing of his stocks.

The concern which gets the most business is the one that goes after it the most persistently and keeps after it constantly. That is the whole secret of the success of the catalogue house. They know how to go after the business and get it. And every small retailer can hold the trade of his community if he studies the mail order man's plan of campaigning and applies it to his business just as Shibley & Hudson are doing. These young men have made their business a profitable success and have clearly demonstrated that there are plenty of chances for the small business to win even when the competition is colossal.

H. Franklin Thomas.

There is no coming into the heritage of life without leaving your old home.

A Surprise For Jim.

Mel. Trotter was visiting a reformatory near this city not long ago when he observed among the inmates an old acquaintance, a negro lad long thought to be a model of integrity.

"Jim!" exclaimed the Mission worker. "Is it possible I find you here?"

"Yas, sir," blithely responded the backslider, "I've charged with stealin' a barrel o' sweet pertaters."

The visitor sighed. "You, Jim!" he repeated. "I am surprised!"

"Yas, sir," said Jim. "So was I, or I wouldn't be here!"

Will Know Better.

Stranger—Why are you crying, sonny?

Boy—Paw hit his fumb wiv a hammer an' I laughed.

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.

A HOME INVESTMENT

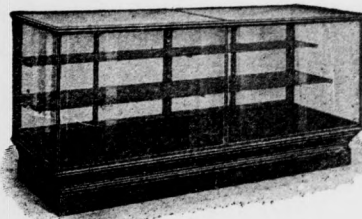
Where you know all about the business, the management, the officers

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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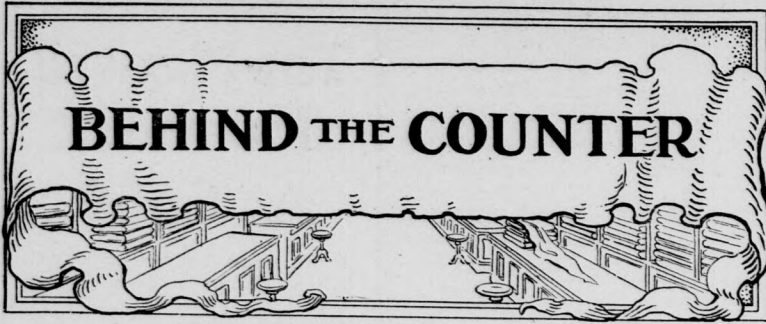
Cases and Fine Interior Finish

For the Home, Store and Office

High grade work that will be a satisfaction in years to come

Estimates Furnished

Correspondence Solicited



SHOE SALESMANSHIP.

Qualities and Experiences Necessary for Success.

There are very many capable retail shoe salesmen in the country, but there are a larger number who do not understand, or at least do not put into practice, even the elementary principles of shoe salesmanship. Too many are willing to let "well enough alone" and to plod along the same path year after year. There is, it is true, no royal road to knowledge nor any short cut, but there is a quicker method than is being taken advantage of by most of the retail shoe salesmen of the country. There are certain things which if put into practice will materially aid the salesman in reaching a greater efficiency in the retailing of shoes, and I will endeavor to point out a few of these things:

The first or basic principle underlying the science of salesmanship is "know your goods." A man, it is said, is sufficiently eloquent upon a subject upon which he is well informed, or something to that effect; and the most progressive salesmen are those, nearly always, who know every part and parcel of the goods under their immediate control. It is, of course, obvious, that to be able to sell anything we must first know, thoroughly, intimately, if you please, every part of that article; know it in such a manner as to inspire confidence in the purchaser's mind regarding the reliability of our statements.

A shoe is composed of a good many parts; a number of different grades and kinds of leathers enter into its construction before it becomes a complete shoe ready for milady's foot; and the better informed the shoe salesman is the easier will be the sales. It is extremely difficult to sell something of the value, the component parts, and the make-up of which he is somewhat ignorant. To know a thing is to be able to talk it and not to know it means that there will be in all his arguments a lack of self assertiveness, a hesitancy in putting forth all his arguments.

Of course anyone can sell some customers. There are people who are not particular—not as particular as they should be—and any shoe which has a good appearance and feels easy on their foot they will buy. Remember, however, this: that these are not the sales that count for you if you are employed where salesmanship is a science. It is the difficult customer, the one who wants—and rightly so—his shoes to be a perfect fit, who wants the arch as a support and to

fit snugly against his instep, who will not tolerate a slipping at the heel and who despises the least slackness in the uppers; when you sell such a person you have done something that the majority of the retail shoe salesmen fail to do. These are the ones who want to know the difference between a patent colt and a patent calf; between a box calf and a velour; between a McKay and a welt. In short, before they buy they must be perfectly satisfied that the shoe will retain its shape and appearance and give good, reasonable service. When you make a sale to such a person you have achieved something of which you may well be proud.

That selling and satisfying such a customer make much of an impression upon the proprietor. I had very clearly demonstrated to me once. A young man entered the store in the half-hesitant way you have seen them do and in a careless, don't-care-whether-I-buy-or-not manner asked to look at a shoe. "No, he would not try it on; was just looking." After some questioning I learned the size, style and about the price he wanted. We had a great variety of shoes similar to the kind he described, and I showed him several until I noticed that carelessness

slightly disappear and his manner became more earnest. He took one shoe in his hand and while talking to him I managed, without his noticing it, to get most of the others out of his range of vision. He enquired the price and I then launched into a talk about this shoe, giving its good points; the durability of the leather; the manner in which it was constructed, showing the impossibility of its ever becoming or looking "sloppy;" the wearing quality of the oak tanned sole leather, and the heel composed of one piece of the very best grade of bark tanned sole leather, and when I had his interest aroused to the point where I thought I could, I told him the price. This proved quite a snag. It was fifty cents more than he wished to pay, but I had a few arguments in reserve: the difference that this extra fifty cents made in the wearing quality and the appearance of the shoe, etc., the difference in its life, its fit and the greater satisfaction he would get from this shoe by paying the extra fifty cents. Five times, if I remember correctly, this young man started for the door saying that he would "look a little farther," but each time I managed to bring out some argument regarding this shoe that brought him back, and at last he said that he would take the pair.

It was a difficult sale, to one who really did not care whether or not he purchased a pair of shoes just at this particular time. Had I been less persistent he might have bought them at some other store, or he might not. Anyway, I convinced him that he had an unusually good shoe and one that would give him complete satisfaction in every way, which indeed it would. It was one of the hardest sales I ever made and I was almost fatigued when it was over with.

One point I wish to bring out right here and that is do not show too great variety of shoes. It only bewilders your customer and ends in his purchasing none of them. The moment you see the least flicker of interest over one particular shoe, that moment work on that shoe and if you can avoid it keep all reference away from other kinds. This is, of course, if you know that this shoe is suitable for him, for we all know, of course, that true salesmanship does not consist in selling something that is not suitable or something we know will not be satisfactory, but rather in selling something that will be a factor in inducing future purchases.

Again, some tell us that we must not be too persistent; that too much perseverance defeats its purpose, but in this case just related I felt that I was right in my methods of salesmanship. The shoe that I showed the man was as good, if not better, than any other he could get in town. I knew it. I knew also that it would fit him and if not that we had all sizes. I knew, too, that he would thank me for selling him that shoe after he had worn it some time, and under these circumstances I felt that I was justified in being unduly persistent. And what was more than adequate reward for me for my work was the proprietor coming to me and laying his hand on my shoulder and saying: "My boy, those are the sales that count." Winning his approbation was reward enough for me.

As soon as I had sold this young man these shoes and was reviewing the case I knew that had my arguments been weak in any one place, had I been less confident concerning this shoe, I would have lost the sale. The sales that really count are those where you have to use every bit of your initiative, all your ability and

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

HAND SAPOLIO

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

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

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

where you have to preserve at all times a calm, self-confident, smiling front. If you thoroughly know your goods you can not help but be confident.

There are times, I believe, when it is better not to be too persistent and also when it is best to use every bit of your staying powers, every bit of your perseverance. It depends on goods you are selling or that are called for. If you know for an absolute certainty that the shoes you are trying to sell will prove satisfactory to your customer, both in wearing quality and appearance, if you know that he can not get a better one, use every endeavor to sell him. But if you are doubtful concerning the shoe, if you are not sure concerning the wearing qualities or if it does not quite fit and you have not a complete range of sizes in stock in the style in which he appears to be pleased, don't be too persistent. Don't make a single statement that is not absolutely true, for when you make such statements as will reflect on your truthfulness you are damaging yourself and the house for which you are working. I have told customers, very good customers, politely and quietly that we had nothing in the store such as they wished. I knew from the description they gave that we had nothing which had incorporated in it those qualities or characteristics which they desired, and I knew that to try and influence them toward some other kind of shoe would not result advantageously to the store.

Value of Factory Experience.

I believe that every young man who aspires to be a retail shoe salesman would do well to first take a position in some shoe factory, working from the bottom up, and thereby gaining a clearer, more definite insight into the construction of shoes, the different grades of leather that go into their construction, etc. He will find that this knowledge will later become invaluable to him. As a salesman he will be obliged many times to call upon this reserve information and should he become the buyer, which is a position that a great many young men strive to reach, he will find that this knowledge, which perhaps he despised at one time, will be of the greatest good to him. An intimate acquaintance with the different grades and kinds of leathers is very important to a salesman. Then he should know the construction of a shoe; he should be able to tell a McKay from a welt; a thin sole shoe from a turn, etc.

Never Run Down Competitors.

It is not alone enough that he know the shoes he handles and sells but he should know the peculiarities, the defects and also the strong points in the manufacture of nearly every other make of shoe, at least all the well known makes. This will give him an untold number of arguments to bring in rebuttal of some argument a customer is making. But, mind you, never in a direct way. I have seen a salesman contradict a customer flatly, but that kind do not make salesmen. There is always a way

to get around these things. Remember I never advise the making of statements derogatory to your competitor's stock. Talk your shoes and let your competitor's business take care of itself, unless you see a chance to show a customer tactfully and politely just where yours are better. Don't try to prove that his shoes are worse than yours, but rather that yours are better than his. Allow, too, your customer to draw conclusions; give him something for his mind to work on.

Do Not Talk Too Much.

As to whether you should say little depends greatly upon the circumstances under which you are trying to make a sale. In some cases you will have to advance every argument you know, while in other cases too much argument will ruin your cause. It is a condition which will call for the keenest display of judgment on the part of the salesman, and if he is a correct judge of humanity he will err only in exceptionally rare cases. I have seen times when I was hoarse after making a sale and there have been times when I have hardly said over two dozen words and both were particular customers.

Study to Advance.

Then you will find that there are many ways of keeping informed regarding your business. Too many shoe clerks think that giving their employer eight or ten hours per day constitutes their whole responsibilities in this world. Billiards and pool fill their evening hours, they forgetting the difference between pool and

careful study in the evenings means the difference between mediocre work and advancement, more salary, greater responsibilities. Every shoe salesman must study, every salesman must, and a shoe salesman surely can not expect to be counted with the fortunate unless he does study. Every shoe salesman should have a library; not of fifty cent novels, but books and magazines on the manufacture of shoes, the selling of shoes, store arrangement with reference to shoe stores, stock arrangement, window trimming, and he should keep thoroughly informed on the fashions, not alone in his town but in all the other places where the new styles originate.

As At the Beginning.

After all is said and done, we must come back to the first statement: "Know your goods." If you know them as you should you will be able to sell a great many more shoes than you will if you have only a superficial knowledge gained from what you have heard your brother salesmen say, or possibly what the proprietor said. Of course, too, should you know a shoe as well as a shoe manufacturer, and lack those essentials which enter into the question of success for a shoe salesman, you will fail as such. Tact you must have. You must be able to read character. You must have intelligence and you must be courteous. All these characteristics combined in one person make success almost certain, and lacking any one of them success would be very uncertain. R. D. Cassmore.

FANCHON

A Reliable Flour

Sold by

SYMONS BROS. & CO.

SAGINAW, MICH.

RIGHT LIVING.

It Is the First Thing We Ought To Learn.

Written for the Tradesman.

Nature placed a set of brains in man so he would be able to reason out the differences that differ. The human brain is the most perfect organism in existence. It works to perfection in each and every case. The results of its work depend upon the thoughts that come through it.

The most important question that man can discuss is whether or not he can govern the thought that makes him move and have his being. Every man starting out in life, it makes no difference what vocation he wishes to move in, ought to make an investigation of the principles by which all men have learned to know the difference between the right and wrong road on which to travel.

Since it is a fact that we know we can reason with ourselves, we should be able to make this reasoning power successful.

Before any attainment is possible man must assume its possibility. We must feel within ourselves that we can do the thing desired. We must reason with all of the different ideas in our minds. When we do this we attract all the thoughts in and around us, and with just a little consideration of the truth we have received from our past experience we get the right word.

A friend of mine asked me this question, "What is truth?" Truth is that knowledge we have received from our own personal experience. We can not accept what others call truth. If we listen to the truth we know it is true from our own experience; it will make us free. This is a point we should never forget, it is that experience we should listen to that wants us never to make the same mistake again.

Nature did not give man his brain to think and reason with only but to direct every action and motion of his body, to form every secretion, to produce growth, development, health, strength, renewed energy, life and whatever else he wants in the way of pleasure. If you want a great business make it a pleasure, make it your only desire, but do not do this until you have learned how to find the differences that differ in your own mind.

We hear a great deal about the development of the brain. We say this or that man has a fine brain. It makes no difference how well a brain may be so-called developed, it is of no use to its owner unless that person knows how to reason out the things that differ.

When we know how to exercise this reasoning power we become the master of our kingdom.

Life is a mixture of power and form and there is a line of practical wisdom backing it up, but to find the differences that differ we must live the greatest number of our hours with the very best wisdom that we have attracted to our minds.

Divinity is behind us calling us to stand in line with the truth as It has

shown it to us. It tells us that all truth exists now and awaits simply our perception of it, so in this thought we can see that all things necessary for present needs exist now and await simply the power of reasoning out the differences that differ.

Nature and all of its beauty belong to the eyes that see them. It depends on the thought of man whether he shall see and understand the language as his mind is trying to reason out the truth concerning the structure he is made to believe he can build.

Some thoughts pick us up and make fools and playmates of us, and at the same time we are made to believe that we are doing wonderful things, but after we are allowed to look at the results we can readily see and understand that we have been misled.

The sharp peaks and edges of

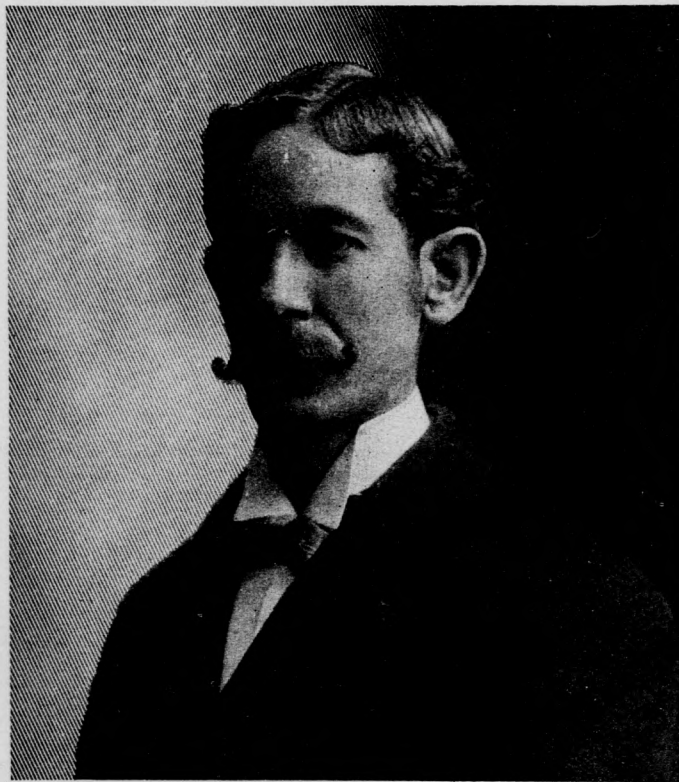
never made ourselves a channel through which the creative forces manifest themselves.

When we fail to realize that the Infinite Power of Life is back of all, that it manifests itself in and through all, that it is the self-existent principle of life from which all has come, then we will go along in life not knowing how to reason out the differences that differ.

If there are differences in our lives from the lives of other men there can be no mistake about their being in thought only. The only differences we have among men are in ideas and opinions.

We must go to ourselves and talk with our genius and ask it the difference between ourselves and other men if we wish to know what the truth is concerning our business and all other things.

The men who truly enjoy life are



Edward Miller, Jr.

truth will turn their points upwards so we can plainly see them if we will not allow the counterfeit of reality to bring us to grief.

Let us go down to the locksmith and get the key which will unlock that part of our minds that will open up our willingness to renew the platform of faith within ourselves.

We will have the power—the power within us—to open or to close ourselves to the divine inflow of intelligence which can and will decide for us the differences that differ.

In the degree that we unlock ourselves to the line of thought we most desire we are changed from mere men into the life of the more successful ones.

Mankind has not yet realized that the real self is one with the life of Nature. Through our ignorance we have never yet opened ourselves to the Divine inflow, and so we have

those who have connection with the higher thoughts in life. They are the individuals who understand that man is within man. They are those who destroy distrust by their trust. They use their native forces and rely on Nature's force, which is alive and beautiful and which works in and around, from top to bottom. All men are secret believers in these laws of justice. They know that the best in man is true. They feel that right will be done at last.

We sit and converse with one another and each of us feels the power of truth concerning the subject in question and we can plainly hear the true word that contradicts us on every side if we have not learned to obey the higher thoughts within our own experience.

It is a very easy matter to learn how to find the differences that dif-

fer if we would learn how to answer our own questions.

We all desire to be great. We feel as if we wanted to be touched with that All Wise and Intelligent Force of Nature and we all want our existence to be a benefit. None of us want objections from the outside world or our friends. We don't want to be poor and a slave. We don't like to be haunted with the thought of fear, but we do want to be lifted to some higher platform that we may see beyond this present state of affairs. In order to receive all of our wishes we must do all we can to learn to find the differences that differ in our own minds before we try to find them in anything else. All honest men wish to be convinced of their error and they are honestly seeking the way out, but the trouble with most of us is we have not realized that all there is in us.

Let us find the differences that differ and then do something.

Edward Miller, Jr.

Some Facts About the Earth.

Our dear old earth which seems immovable and solid as we go about our daily work or travel over its furrowed surface, is yet spinning and rolling, and swaying in complex but orderly motion. Its axial rotation gives us day and night. Its circuit round the sun brings the seasons and the year. The circling of the poles produces the procession of the equinoxes. The planets perturb in its courses. The plane of its orbit sways up and down, and its perihelion is slowly shifted. The moon swings it round a center of gravity common to both, which the sun and all our system speeds onward to some far distant goal. And if the bright star in the constellation Taurus is the central point round which this vast orbit sweeps then Alcyone is the center of the universe for us.

As far as astronomers can judge this motion through the vast abyss of interstellar space is at the rate of about a million miles a day, and it is in the direction of the constellation Hercules. The motion through space is believed to be away from Argus and towards Hercules. Some have thought that Alcyone in the Pleiades is somewhere near the center of the vast circuit swept over by the sun and his attendant worlds. If this is true, that beautiful star as it silently twinkles in the constellation Taurus becomes of surpassing interest to mankind.

The Originals.

The Hon. Theodore Hallam, one of Kentucky's most able lawyers, was often provoked to exasperation by the play his friends made on his name. Hallam had borne allusions without end to the "Middle Ages," "constitutional laws," and the rest of it, when one day in Washington he was introduced to Governor Hogg, of Texas.

"Hallam? Hallam?" the Governor queried. "Are you the original?" "No, Governor Hogg," replied Hallam. "Are you?"

Undue anxiety about white hands often causes black hearts.

The Greatest Campaign of Advertising Ever Conducted to Help the Sale of a Food Product

Scarcely a man, woman or child in the United States who will not be influenced to buy **QUAKER OATS** this fall—prepare for the demand that is certain to be made on you.

The figures which follow will give you an idea as to the wonderful scope of this unprecedented campaign.

Summary of Number of Persons Reached:

Magazines	=	=	=	=	=	=	=	10,000,000
Newspapers in Small Towns	=	=	=	=	=	=	=	8,090,000
Agricultural Papers	=	=	=	=	=	=	=	1,120,000
Newspapers in Cities	=	=	=	=	=	=	=	12,750,000
Religious Papers	=	=	=	=	=	=	=	1,143,000
Street Cars	=	=	=	=	=	=	=	3,600,000
Demonstrations	=	=	=	=	=	=	=	1,000,000
								<u>37,703,000</u>

NOTE.—The magazines and papers reach more than (33,000,000) thirty-three million families every issue. This is equivalent to two copies to every family in the United States.

This means that practically *everybody everywhere* will become interested in **QUAKER OATS**. The enormous demand we create must be supplied by grocers, and every case we sell for grocers brings them a splendid profit—just for filling orders.

Don't be caught without **QUAKER OATS**; lay in a supply now and get the profit.

QUAKER OATS COMPANY
CHICAGO



Whooping Up the Summer Shoe Selling.

Written for the Tradesman.

A good many of my retailer friends and acquaintances whom I have interviewed recently tell me that there is encouraging activity in Oxford shoes for men, low cuts and ankle strap pumps and all manner of summer and outing footwear for women.

Others report more or less disappointment—the burden of their refrain being that the movement of these goods is not as encouraging as the demands of the season and the evident picking up of business in other lines would seem to warrant, while a few are apparently quite pessimistic, contending that the business is far below their expectations.

With the data that I have gathered by canvassing the retailers of our city—a city famous for the size and number and up-to-dateness of its retail shoe shops—I am forced to the conclusion that the shoe retailers who are just now getting the business in encouraging quantities are the retail shoe dealers who are out after it in unusually aggressive ways.

People are buying shoes somewhere. It is not considered good form to go barefoot in polite circles—and you can't very well dodge automobiles nowadays if your outer sole is ripped loose from the inner and hangs thereto after the manner of a slap-stick. It is liable, you know, to hang on a car rail or some other obstruction in the street and cause one to lose his equilibrium and his dignity all at the same time.

People are wearing summer shoes to match their two-piece summer suit and the new panama hat. And since they are wearing them in more and more perceptible quantities, they are buying them. But they are buying them from the men who are holding out special inducements in the way of style and fitting features, low prices, and the like. They are buying them from the men who are getting up new and fetching ideas in the way of window trims. They are buying them from the men who are getting out unusual and particularly attractive specimens of advertising, advertising utilities and novelties. In other words, they are going to the retailers who are compelling attention by virtue of conspicuous methods of selling.

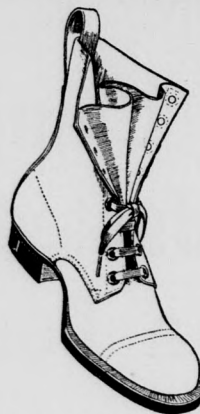
And after all there is nothing sensational nor unusual in this. It is the same old story. It holds good locally and it applies generally. The shoe trade is very largely a transient trade. The only way to cinch a customer is to keep everlastingly

after him. Let up for a season and the probabilities are the other fellow will coax him and sell him a pair of shoes. The retail shoe merchant can not afford to relax. Resting on one's oars is an expensive proposition from the shoe retailer's point of view.

Particularly in the summertime it behooves the shoe dealer to be out after the trade. I sometimes think people are inclined to browse about more in summer than at any other season of the year. For one thing they are about the city more—actually do more walking and thus see more different shoe windows, window cards, shoe styles and shoe findings.

One dealer whom I interviewed told me about the activity that is going forward day by day in his basement. He has all of his odds and ends in the medium priced goods and cheaper stuff down there, along with whole rafts of extremely cheap shoes both for men and women's summer wear. There is always something doing in the basement. Nearly every day is a big day for bargain-hunters down there. He advertises it variously as "The No-Rent Basement," "The Under-Priced Basement," and exhorts the economical public to "Step down a flight and save a dollar!" an invitation which will appeal to many people. The argument sounds feasible—and wins customers. Sometimes all shoes in the basement will be marked down to a dollar a pair. Some of the stickers—odds and ends of broken and discontinued lines—will prove actual bargains to the fortunate few who can be fitted. They may have retailed one time at from two to two and one-half or three dollars a pair. But the bulk of the stuff will be, of course, very cheap shoes—bought at about 55 or 60 cents a pair. Another day the price will be a dollar forty-eight a pair. And the grade will, to be sure, be a trifle higher. Maybe the next day the price will be a dollar ninety-eight, buying a still better grade of shoe.

You would be surprised to see the crowds in that basement—and the kind of people who shop there. Of course the bulk of them are of the "eternally feminine" persuasion (a woman takes to bargain-hunting just as a duckling takes to aqua pura) and not a few of them handsomely gowned. Query: Isn't it a funny proposition that a woman with a drawn-work linen suit that cost forty-seven fifty and a picture hat that cost thirty-seven seventy-five will descend to a "No-Rent Basement" to get a pair of blue suede Oxfords for one-ninety-



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

Some Shoe Dealers Are Ambitious Others Hope to Exist

and the worst thing about it is that the plodding dealer is just the result of conditions into which he happened.

The result getter is doing what any sensible man will do, he encourages and pushes the sale of

H. B. Hard Pans "Half Price Because Twice the Wear"

The trade learn to know him and to believe in him and to follow him because he is honest and giving a value for value return for every penny spent in his store for shoes.

Facts have a stubborn way of proving themselves—he is the man that makes the profits.

The quicker you write the quicker you'll begin making money.

Prompt "H. B. Hard Pan" deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

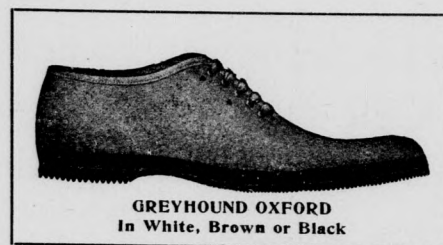
Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



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

eight? She will do that very thing, for, at the solicitation of my dealer friend, I mosied down into the marvelous bargain emporium beneath the sidewalk line just to see with my own eyes the things that were going forward therein.

Price cutting, clearance sales, mark-'em-down campaigns, and so forth, are now in the heyday of their glory—with all and sundry of the incidental drawbacks connected therewith. Our dealers are selling shoes. Some of them are probably netting 7 per cent. on the deal; some more and a good many considerably less. But the shoe-buying public is immensely tickled because it is buying footwear so cheaply—and that, too, right in the face of the upward revision of the tariff. Now since lines must necessarily be broken and discontinued from time to time, and since a merchant will every now and then over-buy in certain lines, there is really a logical reason—a practical necessity so to speak—for the clearance sale. But that the thing is over-worked, and worked to the hurt of the shoe retailer, is a proposition that can not be denied. Retail merchants ought to get together and decide upon the day when the cut-price campaign is to open. They should pledge themselves to secrecy as to the date—and make it just as late as possible. Then when they open up it should be a general opening. The present method of each fellow trying to beat the other fellow by about six days results in pushing the date of the cut-price campaign a little farther back

into the legitimate season for right prices. And the campaign in most places opens at least thirty days or six weeks earlier than it really ought to open. The public are not to blame; for the earlier the better from the public's point of view. They are the ones who profit. The shoe dealers themselves are to blame—and it is up to them to remedy the evil which they themselves have created.

One of our local dealers executed quite a clever advertising stunt at small cost recently: He had printed a long slip—a piece about two and a half inches by eighteen inches. He had these slips neatly and compactly folded from the bottom to the top until they made a little folder two and one-half by one and one-quarter inches. It looked like a parcel of some sort—maybe a souvenir or a pink powder to be taken in the morning before breakfast. There was no printing in sight; just a white surface fore and aft. The thing had a way of piquing your curiosity when it was handed to you—and that is the way it was delivered. Boys stood at the end of the bridge over which the working people—perhaps ten or fifteen thousand strong—passed on their way home after the day's labor. Every pedestrian received one—and read it. Turning over the first flap he was confronted with the words: "Turn Over." And he invariably did. Then down the line appeared other words—exhortations, encouragements and incitements to further perusal. The advertisement read somewhat

like this when you finally got it unrolled:

Turn Over
Take Care
No Harm
Will
Befall You
Don't Get Nervous
Keep On
Get in Line
And

Buy Your Shoes
At Burnham's Shoe Store
We are just now offering the following specials, which ought to appeal to every economizing person, etc.

Another dealer who is selling shoes in encouraging quantities has a follow-up plan which he believes in thoroughly enough to work. He keeps after the trade with circular letters, folders, post cards and various other pieces of advertising literature. When a man buys the literature, of course, ceases coming; but until he is sold a pair of shoes the presumption is that he is a possible customer and he is, therefore, pursued with clever advertising.

Another dealer floods the office buildings in his immediate vicinity with blotters. They are given out three in a set with a neat blue band about them. The band as well as the back of the blotter carries advertising. His theory is that a blotter is about the handiest thing on the desk of a business man. That he is reaching for his blotter every now and then, and that, when he lays hold of the blotter, he necessarily glances at

the advertisement of a certain shoe dealer. The impression thus created is cumulative. He contends that it is a practical and highly efficient method of advertising.

Other dealers are using fans. With women and children such a utility as a cardboard fan is perhaps more serviceable and effective than it would be with men, as men are less prone to use them.

Closing this article even as I began, it must be said that the dealer who is experiencing any out-of-the-ordinary activity in the retailing of shoes is the dealer who is going after the business vigorously. The business is to be had—provided it is gone after.
Cid McKay.

A Friendly Warning.

The farmer was gazing open-mouthed at the motorist cranking his car.

"Do you ever forget to wind it up?" enquired the ruralite.

"Sometimes—when I'm in a hurry to get to bed," replied the motorist smilingly.

"Gosh! You ought to be more careful," said the farmer; "just think uv the fix you'd be in if you forgot to wind it and it run down on a railway crossin' in front uv a train!"

Our Coal Supply.

According to Government statistics the estimated coal supply of the United States is put down at 3,135,708,000,000 tons, while the output from the mines of the United States in 1907, the year of the largest production, was 429,000,000 tons.



Rouge Rex

(Red)

(King)

High Tops

We have a most excellent line in all heights, 7 in., 8 in., 9 in., 10 in., 12 in., 16 in. and 18 in.

These we have in Waterproof Chrome and Kangaroo Calf of the very best of Western tanned leather.



This line of shoes is made to meet a demand for this class of footwear that has been constantly growing for the past few winters, and extreme care has been exercised in the selection of stock, so that shoes of the highest degree of serviceability are the result.

We solicit your most careful examination of the line, confident of resulting orders.

Rouge Rex High Tops are trade winners.

HIRTH-KRAUSE CO. Shoe Manufacturers Grand Rapids, Mich.

THE BUSINESS PROBLEM.

Each Man Must Solve It For Himself.

Confidence is the basis of all trade. It is impossible to build any business or successfully promote any enterprise without the element of confidence. The confidence in an institution is made up of the sum total of the confidence which is secured through the personality of all the persons employed in that institution.

Personality is more than good looks and good clothing. It is that which rings true in the voice, which flashes sincerity in the eye, which reflects honor and honesty in every deed and business dealing.

When the individuals of an institution attain success the institution is all right; when the institutions of a community are all right the cities are all right; when the cities of the state are all right the state is all right; when the states of a union are all right the union is all right. Therefore, in the last analysis the business problem is primarily a problem of the individual. "The science of business is the science of service—he profits most who serves best." This is the universal principle. The firm that succeeds must ever keep in mind the idea of quality of goods and excellence of service. The employe must harmonize with the heaping measure—pressed-down-service principle—not how little but how much can I do?

Confidence is the basis of all trade. Let the confidence of the patrons of any business be shattered or destroyed and that institution will close its doors and hang up a "For Sale" sign. There are seven ways in which an institution comes in contact with its patrons and builds confidence, as follows:

1. Through the advertising. Good advertising men to-day earn some of the largest salaries in the business world. This in itself is evidence of its importance. Liberal advertising, carefully worded and attractively displayed, is one of the best ways of creating confidence in any institution. When advertisers consider that in most media the cost per word is more than is charged in telegraphing or the cable message, they will realize the importance of weighing every word and studying carefully the construction of ideas which they wish to convey to the general public.

2. Through the window display. I recently saw the window of a store which advertised to be "par excellent" in fittings and furnishings and yet the window of this superb store was full of dead flies and accumulated dust. We should realize that the windows are the eyes of the store; they should be kept bright, pleasing and attractive. Successful decorating is a high art. Other things being equal, people like to go into stores where the display windows reflect dignity and refinement.

3. Through the telephone. Many institutions depend largely on building business through the telephone service. A soft, cultured voice, with polite, courteous attention to the customer, is a wonderful force in build-

ing business. Abruptness should never be tolerated.

4. Through the correspondence. Frequently too little care is given to the appearance, spelling and punctuation of the letters that go from some of the best houses. The letters should be gotten out with the idea of creating confidence and bringing results. Even the best letters are often spoiled by sloppy folding and enclosing. Many customers are never seen or reached except through correspondence. It is, therefore, very important if we wish to build and hold patronage that the letter should be as strong as human skill can make it.

5. Through the salesman. While in the broad sense the entire institution is established to sell goods for a profit and is, therefore, the salesman, yet individually every salesperson making up the composite personality of the institution should be of the highest possible type. We need not only men who can make quick sales and produce good results, but they should be business builders in every sense. The most meritorious merchandise that science and invention produce, the most attractive display of it and the most carefully planned advertising, do not guarantee success unless supported by active, intelligent salesmanship.

6. Through the delivery service. There is nothing quite as exasperating to a customer as to find pledges of prompt delivery service unfulfilled. Neatness in packing, regularity in the time of service, well fed and groomed horses and frequently painted and varnished wagons all tend to make a favorable impression upon a customer.

7. Through the bills. A Philadelphia merchant told me recently that he prided himself on the carefulness, the arrangement and the accuracy of his bills and monthly statements. Many customers have been thoroughly satisfied with the service until they got their monthly statements. Mistakes and errors, as well as untidy appearance, have a disastrous effect upon a customer's confidence in the firm.

Realizing that the advertising, telephone service, window display, salesmen, delivery service and billing are all factors in the establishment of confidence and the maintaining of it,

General Investment Co.
Stocks, Bonds, Real Estate and Loans
Citz. 5275. 225-6 Houseman Bldg.
GRAND RAPIDS

Becker, Mayer & Co.
Chicago
LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES

FLOWERS
Dealers in surrounding towns will profit by dealing with
Wealthy Avenue Floral Co.
891 Wealthy Ave. Grand Rapids, Mich.

The Best Work Shoes Bear the
MAYER Trade Mark

Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE TELEPHONE CO.

GRAND RAPIDS BRUSH CO.

1	Manufacturers for	1
8	Wholesale Trade of	9
7	Solid Back	0
1		9

Hair, Cloth and Toilet Brushes
and
Leather Back Horse Brushes

GRAND RAPIDS BRUSH CO.
Grand Rapids

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.

R.K.L. & CO.
GRAND RAPIDS SHOF

Easago

Our Easago shoes are so called because they not only go on easy, but are easy on your feet wherever you go. Moreover they are as durable as they are comfortable.



As an article of footwear that meets the demand of this day and age for a soft upper that stands hard service our Easago will prove thoroughly satisfactory. Made blutcher or bal cut, tan or black. They are certain to please your workingman's trade better than anything you ever sold.

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

it would be well for us all, as business men, to check over those various items to see if there are any leaks in our business through any one of these channels.

When we pause to consider we will see that back of every one of these seven confidence builders there is a personality. It is, therefore, an important thing that we should determine in this problem of success the value of every employe and apply every means toward strengthening the personal equation. Like a chain, no institution is stronger than its weakest link, and no employe is stronger than his weakest link.

I find in traveling from city to city that most firms spend more money in polishing the brass and the windows and varnishing their wagons than they spend on the polishing or developing of the brain power—the real dynamic force back of their business.

John Wanamaker is putting in a complete educational system for every one of the 15,000 employes in his two stores in Philadelphia and New York. Every one, from wagon boy to general manager, is required to study and attend lectures two or three times each week. No one is excused. The entire expense of thousands of dollars is charged to the firm.

It has been scientifically demonstrated that mushrooms growing under a flagstone weighing eighty-three pounds were able to lift the weight of the stone. It is impossible to fertilize any plant under favorable conditions and keep it from growing; so it is impossible to develop the mentality of an individual by exercise and proper mental culture without a perceptible growth which means an enlarged success.

If Burbank, the great wizard of the plant world, can make a thornless cactus, a fadeless rose, a pitless plum and the old pear tree to raise two crops of pears a year, is it not high time that we, as human plants, get busy and make two ideas grow where one grew before?

The business problem is one for each man to solve for himself. It is impossible to develop or fertilize, if you please, the brain tendrils without increased power and its attending success. You can not keep a growing man of ability, reliability, endurance and action down. Every firm can use one or more such men in important positions. The world has lots of room for the fellow who gets to the top of the ladder and then calls for more ladder. H. N. Tolles.

Went To the Top of the Class.

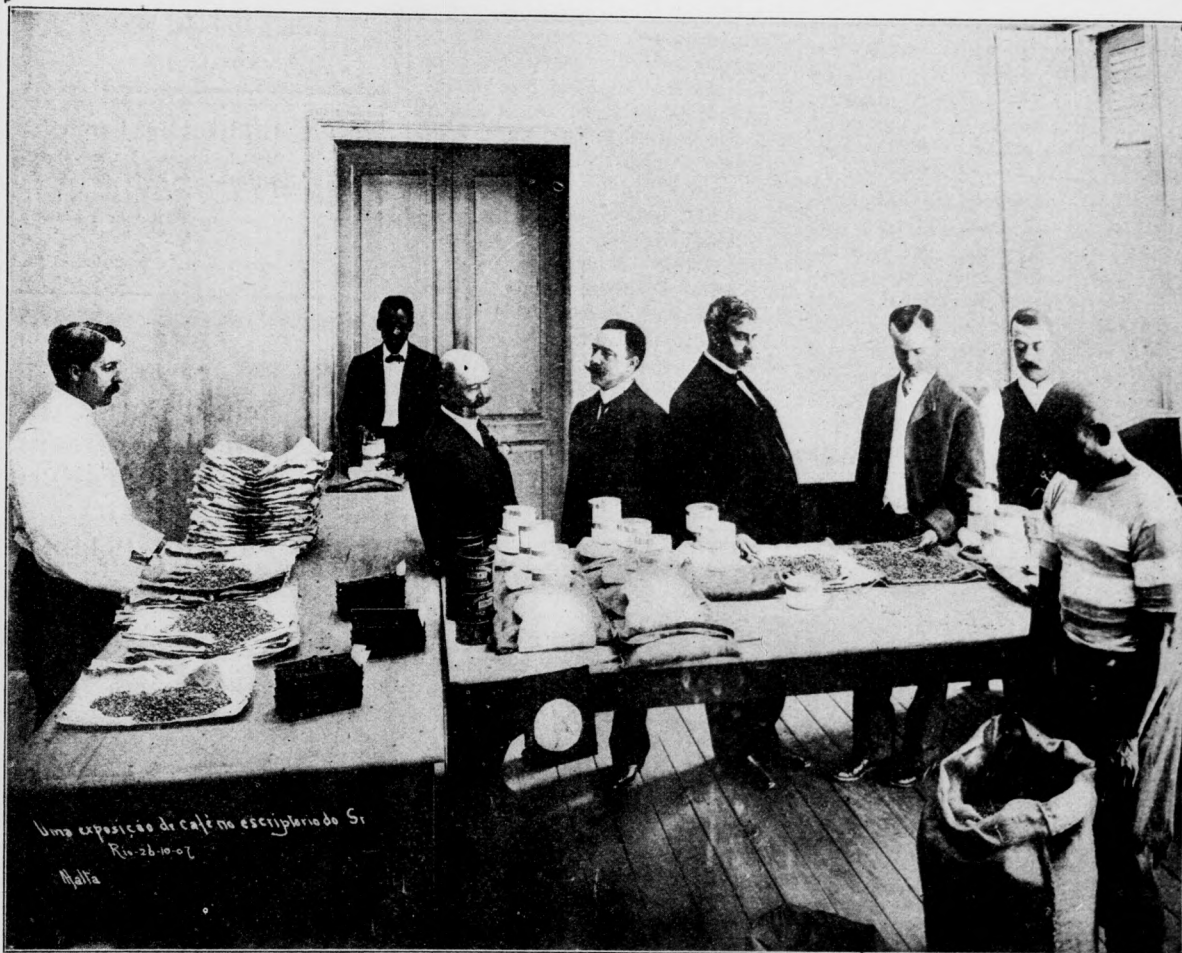
At a school one day a teacher, having asked most of his pupils the difference between an island and a peninsula without receiving a satisfactory answer, came to the last boy.

"I can explain it, sir," said the bright youth. "First get two glasses. Fill one with water and the other with milk. Then catch a fly and place it in the glass of water. That fly is an island, because he is entirely surrounded by water. But now place the fly in the glass of milk, and it will be a peninsula, because it is nearly surrounded by water."

McLaughlin's Coffees

Always better at the price

In order to **sell right** you must **buy right**.
We do not depend on middlemen; our own salaried buyers deal direct with the Planters and, not only get the best, but they **buy right**.



Buying Coffee from planters at Rio de Janeiro.
Our manager has his hand in the coffee at the right of the picture.

W. F. McLaughlin & Co.

Chicago Houses—82-96 So. Water St., 16-18 Michigan Ave.

Warehouses—North Pier, Chicago River

Branch Houses—Rio de Janeiro and Santos, Brazil.

WRITE US FOR PRICES AND SAMPLES

DON'T BE A FOOL.

Pertinent Hints To the Beginner in Business.

You have only one life to live here on earth, young man. That is, so far as any information we have at present goes, you have only one life to live, and I adjure you, don't be a fool.

It is reasonably safe to figure that if you have been born with a good constitution and don't make a fool of yourself by undermining the powers that nature has given you, you will live for seventy years.

You may live longer than that, but you can not bank on doing it, and even if you do you are not likely to be of so very much account after you have passed the point of three score and ten.

You may as well figure that it will take twenty-five years for you to acquire an education and get over the fool ideas that go with youth so that you are really fit for doing business.

That leaves you forty-five years for business. But unless you have extraordinarily good luck it will take at least ten of the forty-five to get established in business, and it is more likely to take fifteen. That puts you up to forty with thirty years yet to run. The most of what you make of yourself must be made in the next twenty years, for after you are sixty it will be time for you to begin getting your business wound up so that you will be ready to quit when the end comes. I do not believe that it is a good notion to think about quitting business when you reach sixty if you are in good health at that time.

I have seen several men who worked hard until they were sixty and then quit and retired. It was the worst move they could have made.

After they quit work they did not amount to a whoop. They got stale and before long were just common nuisances. They loafed 'round all day, generally kicking about everything that was doing and not trying to do anything to help the situation. It isn't good for a man to work all his life like a plow or dray horse, but on the other hand it is good for him to have something useful to do. So I am of the opinion that a man ought to keep on at some sort of useful work as long as he lives and has reasonable command of his bodily and mental faculties. It is not always so easy to determine when a man's faculties have failed to the extent that he is not fit for business. The man himself is apt to labor under the delusion that he is all right mentally when everybody else knows that he is not.

However, it is safe to say that the really active, successful years of a man's business life do not number much over twenty. It takes him twenty-five years to get sense enough to go into business, fifteen years to get really established, and then he has twenty years to round up his business career. So you see, young man, that you haven't much time to fool away. You may think now that twenty years is a long, long time, but as you get older you will be astonished at the way the months and

years do fly past, and how soon you get bald headed and gray and fat and clumsy. Don't fool away the precious years, young man, for if you fool away an opportunity it is double time wasted. You not only lose the time that has been spent in foolishness, but you also waste the time that it takes to get back to where you were when the mistake was made.


I knew a young fellow who seemed to have all sorts of chances to begin with. His father was a judge and a man of prominence. The young fellow had all the opportunity any young fellow could want to get an education, and after he was out of school there were the friends of his father ready to help him get a place to start. But the young fellow chose to make a fool of himself. He thought it was manly and the proper thing to drink. He didn't have any more taste for liquor in the first place than other young fellows, but he soon acquired the habit and the appetite. Nature kicks on the young man making a fool of himself and warns him as well and as hard as she can, but after a few warnings Nature gives it up and lets the fool have his way. The young man got several positions, but he couldn't keep them, because he was a fool. It is getting harder and harder for the booze fighter to hold a job. Business men in this strenuous age can not afford to be bothered with a booze fighter. He can not be depended on. Just when he is needed most he is incapacitated. So it came about that business men did not want the young fellow, and he was frequently out of a job. Then he braced up or said that he intended to brace up. He married a nice young girl who may have known something of his habits, but she thought that it would be all right after they were married. She was also a fool. Nice girls can not afford to take chances on marrying fools. The young fellow's friends were still willing to help him. They were handicapped because they always had to make excuse for the young fellow when they asked people to give him a job, and say that they knew that he used to drink a good deal, but that he had straightened up and they thought he was all right now. He was on the point of getting a job, but he could not help making a fool of himself again as it seemed and went off to get on a disgraceful spree. Of course, his friends who had been trying to get him a job quit. They had nothing more to say. It will take the young fellow a long, long time to get back to the place he was when he last made a fool of himself, and the chances are that he will never get back.

Don't you make a fool of yourself, young fellow. Don't you take any stock in the old saying that every young man must have his fling and that every young fellow must sow his wild oats. Sowing wild oats is as rank foolishness as it would be for a farmer to go out deliberately and sow his farm with cockle burs. If any farmer, young or old, were to do that he would be hauled up before the probate judge within twenty-four



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

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Grand Rapids, Mich.
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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.**

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**Quick Meal
WICKLESS
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NO SOOT SMOKE DIRT
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ASHES
QUICK CLEAN SAFE
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hours and tried for insanity. And yet it would really be a good deal more sense for the farmer to sow his fields with cockle burs than for a young man to sow the field of his life work with bad habits. It would be easy to kill the cockle burs just as they are springing out of the ground. One or two good harrowings would do the business, but when the young fellow sows his life field with bad habits there is no power on earth that can ever entirely destroy the effects of his folly.

One time a boy's father made a bargain with his son. When the boy did a wrong and foolish thing the old man drove a nail in a post and when the young fellow did a good and meritorious act his father pulled one of the nails out. For a good while the boy was a fool. The nails multiplied in the post until it was nearly full of nails. Then the young fellow took a tumble to himself, as the saying is, and got down to business. He quit all of his foolish and evil habits and became a really model young man. Nail after nail was pulled out of the post, until finally the last nail was gone. His good deeds had balanced his bad ones. His father was delighted and took his son out to look at the post and see that it was free from nails. He congratulated the young man warmly, but the boy did not show the satisfaction that his father had anticipated.

"Are you not glad that the nails are all gone?" asked the old man.

"Yes," said the young fellow, "but the marks of the nails are still there, father."

I want to say to you, young fellow, that you can't do a foolish or dishonorable thing that will not leave its mark on you. People will forgive you and you may succeed in business. In fact, most men have made fools of themselves on different occasions and have done things that they were ashamed of, but they never live long enough to get over regretting the follies of their youth.

Have a good time, but don't make a fool of yourself, young fellow.

Let booze alone, or sooner or later you will find that it has you down. Don't stoop to any trick. Do not be a liar, and do not be a cheat. The years will fly fast, young man, and before you know it your hair will begin to turn gray and your shoulders to bend. If you are established in business that won't make much difference, but if you fool away the precious years of your youth and middle age you will never get another start when you are old.—Merchants Journal.

The Question of Your Position's Value.

I was talking with a bright young fellow the other day who has been nursing a little soreness against his employer. He went into the establishment as almost a beginner in the business. He has worked hard and faithfully for two years or more, with only one small increase in his salary. Six months ago, feeling that if he had progressed as he felt he had done, he was worth more money,

he asked for more. But he hasn't got the "raise." He wasn't refused it; simply his employer hasn't given it to him.

Under the circumstances the young man is worrying rather more over the meaning of the situation than over the increase of salary itself. He is of the nervous, sensitive type and he wants to know the reason of things.

"I thought I was worth more money and I asked for it," he said. "If I'm not worth more money I've been making a comparative failure here and ought to know it. If I am worth more money I ought to have it, shouldn't I?"

Well, we talked the situation over. It isn't a question to be answered offhand in modern business without going into the phases of the individual case in their relation to other people and things. Especially is this true of the young man making his start in life. I began to question him.

I discovered that except for doubt of whether he was "falling down" in his work, he wouldn't think of leaving his present position. In fact, he had been offered a place in a rival establishment at more money and had refused it. Questioning farther as to the methods of the house and of his particular department in it, both of us arrived at the conclusion that he had been "making good," in reasonable measure, at least, for the disposition of the management had been always to let an employe know promptly and without quibble when he wasn't coming up to the scratch.

That one greatest reason why this young man wouldn't think of leaving his employer was that in his work he felt he was getting a broad, liberal education in his specialty. That house which, through a friend there, had offered 50 per cent. increase in salary was slow, conservative, practically making no advance. In his present place of employment aggressive methods and unquestioned money to put them through had made it a standing example of up to date progress.

"In my personal association with some of the persons in the office I feel that I am learning something every day," he said. "Not only this, but those associations are unusually pleasant socially. I doubt if I could duplicate the office atmosphere anywhere in that line of business."

Practically, then, that young man fixed his own answers to his questionings. Unless one shall impeach his whole judgment in everything he shouldn't think of leaving his present position. He couldn't afford it, either through hyper-sensitiveness or because of a fancied imposition of his employer, who may have guessed his state of mind and is imposing upon it in the matter of salary.

But is his employer imposing upon this young man under all the circumstances? Here is a point too often overlooked by thousands of unthinking young men, if not by quite as many other thousands of men old enough to know better.

You have met that occasional business man, perhaps, who says to you

that his business isn't all he would like it to be. He knows another town or city or neighborhood in which he feels certain that to move there would mean a tremendous increase in his profits. Probably you have asked this man why he did not go.

"Say," he begins an almost stereotyped reply, "I wouldn't be found dead in that place! It's the limit—the jumping off place!"

Which is just the situation of the young man who isn't making enough money on a salary. He isn't making enough, but he wouldn't think of leaving. In comparison, any other position is more or less a "jumping off place." Then why should he feel hard at paying something for the privilege of staying where he is? The man controlling his private business stays where he is, conscious that he is paying money for that privilege—paying it for no more than mere social advantages, while in the case of the young man on the salary he is paying also toward his own liberal education which in after years may yield him back his principal, interest and handsome dividends.

If a man should engineer alone the building up of a suburban neighborhood, finance it and execute his designs until the community not only was architecturally and physically unapproachable, but had been filled up with an unusually desirable social population and atmosphere, wouldn't he be justified in fixing rents to attach full cash value to that social asset? That idea was in his plans and he has accomplished it. The social side of the ideal community virtually is as great an attraction as is the physical side of the town. Shall he be denied the power to trade upon it?

Men in business have built up organizations where along just such lines they are besieged with applications for positions. Ordinarily that man who is an organizer in the true sense is not searching out high priced, developed talent in other quarters with which to back up his business machinery. He is developing it himself. For this reason, in many lines of work, he has a double appreciation of the man who appreciates his organization for what that organization is. If he has a man drawing \$10,000 salary who refuses to accept \$20,000 a year in a third class establishment—and time and again such cases develop—should the organizer volunteer to increase the employe's salary because of the refusal? The man is tried and proved through the refusal of that offer; he

has indicated to his employer that he means to stay where he is and do his whole duty according to office standards. But the organizer himself made the organization attractive. Shall he not have some of the benefits?

There are exceptions and plenty of them. Thousands of men are paying too much for employers' reputations. Thousands of employers are allowing men to continue to pay this exorbitant ethical premium. But in scores of attendant circumstances affecting the individual case it becomes a serious, thoughtful proposition when the man attempts to prove that he is paying too much.

John A. Howland.

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

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.
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Special Department
Dealing in Bank Stocks and
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Are you looking for a chance to go into business for yourself?

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

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



CLOTHING

Increasing Demand for Everything in Cap Line.

In nearly every clothing and furnishing goods store a hat department is found in which considerable business is done annually. The department is considered to be one of the important features of the establishment and great care is taken to display stiff, soft and straw hats in their proper seasons, and to the best advantage to attract the attention of possible purchasers, but how about the cap department? Is it developed to the best advantage? In many stores the cap stock consists of a few boxes of cheap caps, which are brought out only when a customer asks for them.

The merchant who is abreast of his opportunities has of late realized that there is more in the cap section of his hat department than an occasional sale, and when handled right, with due care to the selection of stock, a handsome profit can be credited each season to this much-neglected section of the business.

Americans are rapidly becoming an outdoor people, the auto, yachting, golf and other healthful recreations take people into the open; they must dress for comfort; and there is the demand for the cap. A few years ago the schoolboy and the traveler wore most of the caps sold, but nowadays the old man, the middle-aged man as well as the youth and traveler, want at least one cap—possibly more—as their needs require, and as the cap is worn it is found to meet the requirements and in many cases is adapted for general wear.

To meet the growing demand caps are now fashioned on well-defined lines, which bring with them a stylish and natty appearance. The highest grade fabrics are used, some of the cloth is imported for the purpose. Formerly 50 cents was considered about the right price for almost any kind of a cap, but to-day caps retail at \$1, \$1.50 and \$2 quite as readily as at the old price. There are a better profit and no more trouble in making a sale at the higher price, and the buyer is satisfied that he has obtained the best article on the market. Retail merchants should investigate the cap possibilities of the store; a few caps, well displayed, may be the means of awakening the interest and developing a section in the business which has already lain dormant too long.

In viewing a line of caps recently the writer was impressed with their beauty of line and the great care with which they were made. The regular Boston shape or "Full Golf" was shown in a variety of fabrics, some of which were highly colored, in browns, grays and greens, the patterns being mostly large plaids. Some especially effective samples were shown in camel's hair in dark gray effects. The "Boston" is fashioned in eight pieces, handsomely lined and has a square

cut English visor. The "Besemer" is a four-piece cap, which is so designed that the fabric patterns are shown to the best advantage. The full English cap is the "Beaufield," which is larger in the crown than the "Boston" and has the full English round cut visor. It is extreme in shape, as well as in the fabrics from which it is made, and the sale is designed for trade which desire a "classy" cap.

The day of the soft hat is again with us and the show windows of metropolitan hatters blossom with an unusual variety of new and attractive styles. There are a variety of colors; some extreme, such as blue and catwaba. These hats have a variety of crowns, some being creased and others telescoped; the brims are bound with silk braid, stitched or have turned edges. The brims are turned down in front to shade the eyes.

Straw hat salesmen left on their annual visits to their trade soon after July 4 and already advance orders for the summer of 1910 have been booked in considerable numbers. Retail dealers have had an exceptionally good season for straw hats this summer, as the demand began early and has lasted well, and they are therefore in a mood to purchase liberally for next summer. The new sample lines contain a large variety of split and sennit braid hats in yacht shapes, besides flexible straw hats, which are considered especially good numbers in the lines. In the higher grades Panamas and Bangkok hats, which have sold extremely well during the past summer, are pointed out as being the favorite selections of the hat buyers.

Fancy hat bands are receiving considerable attention at the present time, and many hatters are using the attractive ribbons to liven up their hat windows. These vari-colored bands have been worn more than ever this summer, and will undoubtedly be just as popular this fall for wear on the soft hat. New and attractive combinations of color and designs are being constantly introduced and retailers find it greatly to their advantage to have in stock a carefully selected assortment of these fancy hat bands.—Clothier and Furnisher.

New Way of Drawing Notice To Men's Suits.

Written for the Tradesman.

A bright young window dresser recently hit upon a something-different idea in a leading trade journal and he utilized it as follows:

To begin with the floor and all the rest of the woodwork of the window, which were of fumed oak, were gone over with a preparation to make them in proper condition. Then a large rich rug in Oriental colors and designing was spread in the middle of the floor, and on this was stood a big "directors' table" in the same finish as the floor and paneling. This was neatly littered—there is such a thing—with letters and other documents, also circulars and some newspapers. There were letter files and plenty of writing materials.

The window trimmer took six dummies, dressed them in the finest and most fashionable business-men's

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.

Grand Rapids Supply Co.
Jobbers
Mill, Steam, Well and Plumbing
Supplies
48-50-52-54-56-58-60-62 Ellsworth Ave.

BATT JES
FUEL & BLDG.
MATERIAL CO.

No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it

CHAMPION 70 TO 72 GRAVITY

Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.



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.

Prices Going Up

Prices on nearly all kinds of wash goods will no doubt be higher for spring 1910.

We still have good assortments to select from at old prices, some at exceptionally LOW prices to close.

Get Busy

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

suits and posed them around the table. One was sitting at either end, while one sat with his back to the window. On the same side of the table as the latter was another dummy, standing, he also having his back to the window. One other dummy was in a chair, on the opposite side of the table. Next to him stood another dummy.

With the attitudinizing of these "good lookers" the window dresser took the utmost of pains, making them all face the oldest-looking dummy, the one at the right hand end of the table, as if intent on absorbing the wisdom which he was evidently expounding. He fixed them all to appear just as natural as their unnatural joints would permit, and when he got through with this he saw no reason to be displeased with that part of his work.

On the wall hung two pictures, both bust photographs. One was that of the older dummy at the right, who was supposed to be the President of the bank, the other was that of the man who was his vis-a-vis and presumably the Cashier of the same financial institution.

A card read:

We Have the Trade
of
Bankers
And Many Other Moneyed Men
Why
Not
Yours
?

This window was certainly a departure from the usual way of doing things in windows and attracted any amount of attention, besides selling more suits like those worn by the pseudo business men than ordinarily.

H. E. R. S.

Moderate Drinker Worst Enemy To the Boy.

I would like to have every young fellow who has not taken a drink, but who is tempted to begin, with the idea that he wants to be one of the boys, read an article in the last McClure's Magazine. It is the plain statement of a man of forty-five who commenced to drink beer when he was a boy of 14 and kept it up until the drink habit got the better of him and has practically put him down and out. There are no frills about the story. It is told in a plain, matter of fact sort of way that is a good deal more effective than the dramatic style of so many stories of intemperance. This man seems to have had a sort of genius for figures and the keeping of accounts. He has footed up the actual cost in money that he paid out for liquor during the thirty-one years that he has been drinking and finds that it amounts to \$17,364.17. That seems like a good deal, but after all it is not the most important item of loss. For some time after he commenced to drink he held good jobs and was one of the men who was entirely satisfied that he could drink or leave it alone. He was also one of the kind who could drink a vast quantity of the stuff without showing it either in his walk or ability to attend to business. But in the course of time his resisting power

began to give way. Finally he got drunk and lost his job. Then he was not able to get as good a job right away and had to take a poorer one at less pay. As he got more and more under the domination of drink he lost jobs more frequently and found it harder to get new ones. In the past nineteen years he has lost twenty-four jobs on account of drunkenness. Of course, there is no show for him to climb up in his present condition. He estimates that in the past twenty years, counting what he has actually paid for liquor and what he has lost in the way of wages on account of being let out of jobs, together with a reasonable interest on the same, it amounts to more than sixty thousand dollars.

In addition to his losses direct and indirect if he had stuck to his job as a railroad man and been sober he would undoubtedly have by this time occupied an important and big salaried position. In a short time he would be entitled to be retired on a pension that would last as long as he lived. All this he has lost, but even that is not the worst: He has lost his reputation and his self respect. In addition to that he blames himself with having led at least twenty young men to drink by his example. Four of the twenty committed suicide, and two were killed by accident while drunk.

Nine of the twenty married and quit drinking. One became a tramp and has not been heard from for a long time. It is not known whether he is alive or dead. One died from pneumonia and one from tuberculosis, their constitutions probably undermined by drink.

The worst enemy to the boy is the moderate drinker, the man who boasts that he can drink or let it alone. The real drunkard who gets down in the gutter never tempts the young fellow to drink. The experience of this man shows that no young man can take a drink without being in danger. There is only one safe rule and that is to let the stuff absolutely alone.—*Merchants Journal.*

A More Practical Way.

It was the dreamy hour when the Christmas dinner, having been eaten, was doing its best to digest itself and the girls were talking in the hushed tones appropriate to the occasion.

"I've just heard of a new charm to tell whether any one loves you, and if so, who it is," whispered Elsie.

"What is it?" queried Sophie, absently fingering her new diamond ring.

"Well, you take four or five chestnuts, name them each after some man you know, and then put them on the stove, and the first one that pops is the one that loves you."

"H'm," said Sophie, "I know a better way than that."

"Do you?"
"Yes, indeed. By my plan you take one particular man, place him on the sofa in the parlor, sit close to him with the light a little low and look into his eyes. And then, if he doesn't pop you'll know it's time to change the man on the sofa."

Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100	-	-	-	\$ 3 00
200	-	-	-	4 50
300	-	-	-	5 75
400	-	-	-	7 00
500	-	-	-	8 00
1000	-	-	-	15 00

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

**Tradesman
Company**
Grand Rapids, Mich.



The Marshall Field Idea of Selling Goods.

The late Marshall Field was a most perfect example of what a salesman should be. He began his career as a salesman, and it may be said that the founding and furthering of his great enterprises owe their success to the faculty, so wonderfully developed in this man, of judging values in men or merchandise; of forcing himself and his purposes to the front, and of finding a means to eliminate all obstacles in the way of any achievement upon which he had set his mind. This is a broad definition of what salesmanship is, and I should say of the late Mr. Field that he was primarily a salesman to the day of his death—his being a millionaire and one of the world's great merchant princes is a less characteristic fact about him.

Next to his unswerving integrity, the most conspicuous quality about Mr. Field as a business man was his strict attention to details. It never satisfied him to be at the top of a business solely—he must be the root and branch of it besides. He must know that every minor department was being able and practically conducted, and must be posted on the details of its modus operandi in order to be satisfied that his own work as chief of the business was well done. He depended as little as possible upon subordinates, and where he was forced to do so he satisfied himself that his business principles were well represented by the man in trust. There was not a department in the business which was not feeling constantly the support of personal influence, and hardly a person in his employ who was not animated by a consciousness of Mr. Field's high aims in the matter of thoroughness, accuracy and integrity.

Two of the wisest opinions that Mr. Field ever uttered give a key to his entire character and are an explanation of this wonderful success in salesmanship. The first that I quote has a bearing upon the quality of loyalty: "National progress is the sum of individual industry, energy and uprightiness. See that you contribute your share toward the progress of your country." He believed that every citizen, however humble, had a duty toward his country, not only by his serving her in her wars or voting conscientiously for her best interests, but in the performance of his own daily work and the example which he set of fair dealing and right living.

That was the interpretation which Mr. Field put upon the word "loyalty," and he applied it not exclusively

to a man's relation with his country, but to his relation with his business house as well. He felt that the

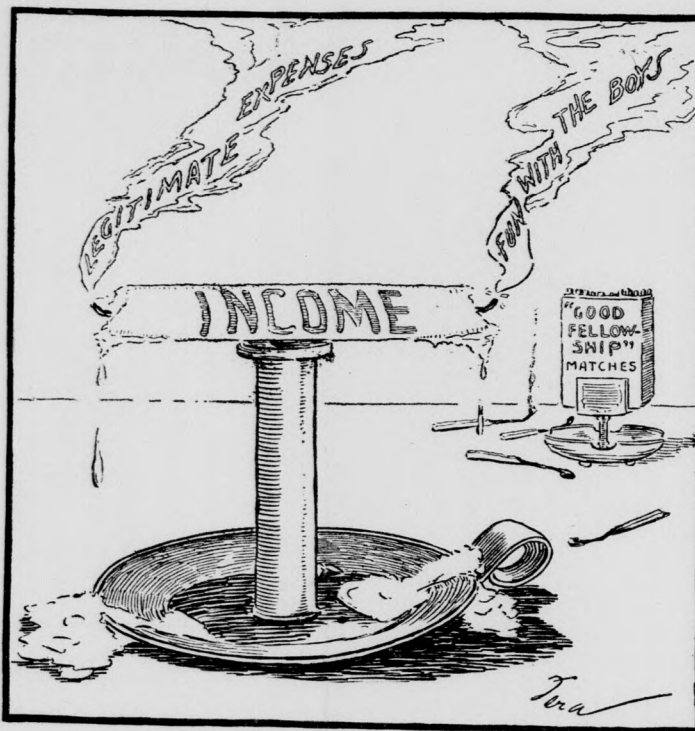
which I propose to quote is this: "Every person has two educations—one he receives from others and one, more important, that he gives himself." This idea of not depending entirely upon others for information, but of developing resourcefulness and thinking out ways and means for one's self, is the keystone of Mr. Field's great advancement in the commercial world. In my experience with salesmen I have known a great many who diligently accumulated facts and figures about the line they handled, and about competitors' lines, facts concerning territory, substantial methods, markets, changing prices,

need of finding a use for every fact and bit of information about the selling game which they store up. There are some salesmen who can talk on lines of merchandise with an expertness that comes of careful study and long familiarity, and who could write volumes on the subject of what they have to say, but who have no notion of putting all this information into play, or making it serve any practical purpose, for all the use they find for it is in drawing comparisons between one line of goods and another, or of convincing the customer or exciting his interest, making that accumulation in their minds as practically so much dead weight. Mr. Field had no dead weight material stored up in his brain cells. Every fact that he knew was alive and working for a chance to impress somebody and win an object. He had developed in himself the highest degree of ingenuity, and this, I believe, is what he meant by the "education which every man should give himself."

In these modern days it takes a salesman of mettle and resourcefulness to sell goods of any kind in the face of the various obstacles and strong competition which he is bound to meet. He has to develop a peculiar faculty to win success, and the name of this faculty is salesmanship. Once he has thoroughly mastered it, however, he has a profession which is more remunerative and a more reliable source of a livelihood than almost any other that could be named. He enjoys the advantage which every man enjoys who knows that there is a high premium upon his special capability. This is what competition in commercial lines has done toward developing the efficiency of a salesman to its maximum.

In our business a man who has had experience in the retail line is likely to be the most available as a road salesman. I believe it is a mistake to suppose that a man who has spent several years behind a counter in a retail store is dwarfed or narrowed to mere proficiency in judging the relative merits of goods. It is usually a calumny to say that he is less capable of dealing with men of the world than is the man who has spent all his life in doing business on the big scale of a wholesaler. The man in the retail store is constantly rubbing up against human nature in the rough, catering to the uncertain tastes and variable dispositions of the masses, and so far from becoming narrowed he is apt to obtain a broader knowledge of his public than any other professional man, with the possible exception of a lawyer.

But the essential advantage of his retail training lies in the fact that he gets a general knowledge of merchandise, which the man who has trained only in the wholesale establishment rarely has, since his training has been in some one department or other exclusively. Men who are capable of handling general lines are in demand, and we often recruit them from the ranks of the clerks in small retail establishments. These men, from their long familiarity with merchandise of all kinds, are especially



BURNING THE CANDLE AT BOTH ENDS.

The clown at the circus is the man who makes a fool of himself for the amusement and entertainment of other men.

Wilder and more reckless grow his pranks as the audience cheers him on. But when at last the show is over—when the lights are out and no one is left to laugh with him—then he is forlorn enough.

How many of us make fools of ourselves by burning the candle at both ends, spurred on by the applause and laughter of the other reckless spenders and "good fellows" in our crowd. But when the show is over—when the candle of income is exhausted—when the fire is out—then we are left forlorn. The crowd of "good fellows" who cheered us on during the burning won't come round afterwards with fire and light when the fun is over. Burning the candle at both ends! There's nothing in it that's worth going after.

prosperity of any business enterprise would amount exactly to the sum of the individual industry, energy and uprightiness of the people engaged in promoting and furthering it.

When he himself was a salaried man he was as resolutely devoted to the interests of his employer as though all the profits of the business were accumulating to his own credit; he never hesitated in the sacrifice of any personal inclination or preference if he believed that such a sacrifice was necessary in the interests of business. He always looked upon the business in which he was engaged, whether for himself or others, in much the same way as a patriotic soldier regards the cause for which he is called upon to fight.

The second remark of Mr. Field's

etc., but they gave little thought or time to that other education which is a matter of developing one's ingenuity and the power to think for himself.

Not only in salesmanship but in a great many other lines men make the mistake of supposing that education consists solely in accumulating a stock of facts and observations, failing to realize that the extent of such an accumulation is not what makes it serviceable. Mr. Field was perhaps the most widely observant man whom one could name; and his observations were always pertinent to strengthening some department of the business, furthering some enterprise, accomplishing some aim, and were always prolific of expedients. I should be glad to impress upon all salesmen the

fitted to get results as "general" road men.

We do not insist that the men who come to us as salesmen on the road shall be thoroughly experienced in the retail line, for there are other qualifications that may make up for the lack of that experience. As a general thing, however, I think it is a capital plan for a man who proposes to make a road salesmanship his life work to begin his career early in the game with some years of training in the retail line.

Subsequently, on becoming connected with a wholesale establishment, he should expect to go through a thorough training in the house departments before attempting to sell its goods on the road. Because a man has general knowledge of merchandise it does not make him qualified to sell some one line of goods without a careful and painstaking study of the individuality of that line. Every line of merchandise, no matter whether it is millinery, dress goods, shoes, or anything else, has some peculiarity which distinguishes it from similar manufactures. This peculiarity may not be apparent to the most observant buyer; he may see in two lines of goods absolute equality in the matter of texture, finish, durability, etc., and there may be no difference in price to influence him to prefer one to the other. There is, however, no excuse for the salesman's not being thoroughly familiar with the special qualities of his goods which make them a little different from all competitors'. He can not arrive at this knowledge by guesswork, or through the imaginative faculty; he has to know his line. He has to be trained in the home office, to get in touch with the manufacturing department and study his product from the "ground up," or his arguments will lack the sincerity which comes of intelligent conviction.

There is a difference between believing in your line because it is to your advantage to believe in it and believing in it because you have made a personal study of it and informed yourself on its merits.

Too many salesmen have only a superficial knowledge of the goods that they try to sell to the trade. No matter how glibly they talk of special features, their selling talk lacks the force of conviction; the average buyer would rather know fewer particulars about the line and have larger belief in the confidence which the salesman himself places in it.

People who live in glass houses must not throw stones. If a customer is criticising your competitor and his goods be careful about joining him—he may find the same fault with you and your line in talking with the next fellow who comes along.

A stitch in time saves nine. A friendly letter to an old customer telling him when you will arrive in town and enquiring about the health of his family may save you the trouble of getting him back from your competitor.

W. F. Hypes.

Philosophical puppies are always dogmatic.

Doings in Other Live Michigan Cities.

Written for the Tradesman.

The floral parade given at St. Joseph, August 5, under the auspices of the Civic Improvement Association was a complete success. It was the most beautiful pageant of flowers ever witnessed in that city.

Hastings has four flourishing factories, which went there because factory buildings were ready for them, and the Journal of that city is urging that more factories be built to accommodate concerns looking for new locations.

For the purpose of helping the local street railway company out of its financial straits the Marquette Common Council has granted the request of the company in amending the ordinance providing for "six for a quarter" tickets, so that straight five cent fares may be collected during the next five years.

The park commission, Bay City, is asking for bids for extensive improvements at Carroll Park.

Owosso is taking steps to secure small park sites in each ward. The business streets will also be arched with incandescent lights.

Albion merchants have secured the passage of an ordinance requiring transient traders to take out a license at a cost of \$25 per month.

The Howard City Board of Trade has bought the factory formerly occupied by Skinner & Steenman and later by the Michigan Case Goods Co., and will endeavor to land some live industry there.

Since August 1 the Grand Trunk has been giving through passengers 10-day stop-over privileges at Lansing.

Escanaba will entertain the Delta county fair and farmers' picnic August 27 and 28.

The Port Huron Gas Co. this month reduced the price of illuminating gas 25 cents and advanced fuel gas 20 cents to consumers in that city, making the net prices \$1.25 and 80 cents per thousand feet, respectively.

"Manton for Business" is the slogan adopted by the Board of Trade of that town.

Ishpeming has purchased a motor street sprinkler of 600 gallons capacity, 30 horse power, and guaranteed to cover from twelve to fourteen miles an hour.

The annual picnic of Lansing grocers and butchers will be held at Ottawa Beach August 12.

Dowagiac has adopted an ordinance prohibiting children under 17 years from driving automobiles within the city limits.

Menominee will adopt the street arch system of electric lighting, following the custom of Marinette, its twin city across the State borders.

The annual picnic of the grocers, butchers and general merchants of Bay City will be held August 18, at Tawas Beach. Almond Griffen.

Movements of Working Gideons.

Detroit, Aug. 10—Jacob J. Kinsey, State Secretary Michigan Gideons, made his trip last week north of Bay City and while at West Branch took

the largest order his pencil ever recorded.

C. G. Clark, representing the National Supply Co., Zion City, Ill. was in Cheboygan last week taking orders. Brother Clark lives in Sturgis and is a member of Kalamazoo Camp.

Wheaton Smith led the Griswold House hotel meeting last Sunday evening, aided by C. L. Mitchell and wife, C. H. Joslin, W. L. Brannon, and the writer. The evening was very hot and the guests of the hotel gave audience from the hall. Brother Smith read the third chapter of first Corinthians and made a forceful talk from the 9th to 17th verses.

Charles M. Smith was selected as chairman of a committee selected by himself to arrange for the next National Gideon convention, to be held in Detroit last of July, 1910.

Aaron B. Gates.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Aug. 11—Creamery, fresh, 24@26½c; dairy, fresh, 20@22c; poor to common, 17@19c.

Eggs—Strictly fresh, 23@25c.

Live Poultry.—Fowls, 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.

Traverse City Eagle: The United Commercial Travelers' picnic, which is slated for Saturday, Aug. 14, looms up bigger than ever as the one event of prominence in the lives of the commercial men and their wives. Not to be selfish about the matter, they have invited all of the business men of the city with their wives to join with them in making the occasion a grand day of enjoyment. All are requested to bring their baskets. If Fred Richter gets back into pitching form, they will present a team to compete with the Alden resorters, for a ball game in the afternoon, which will undoubtedly be a fast and furious affair, as the travelers are well known as exponents of the national game. Up at Alden they are getting ready to entertain the boys and their families in a royal manner. Two big tables, each 125 feet in length, have been built expressly for the occasion. A special train has been secured on the Pere Marquette, which will leave this city at 8:30 Saturday morning and returning will leave Alden at 6 o'clock, arriving home at 7, making a day just long enough not to prove tiresome.

Hillsdale—F. W. Stock & Sons, who conduct the flouring mill business here and at Litchfield, have merged the same into a corporation under the same name with an authorized capital stock of \$100,000, all of which has been subscribed, \$30,000 being paid in in cash and \$70,000 in property.

His Mean Revenge.

"I've met a great many mean, spiteful men, in my time," said Gladys, "but Harry Morton is certainly the spitefulest of them all!"

"What's the matter now?" asked her chum, Marie. "I thought it was all off and done with."

"So it is," answered Gladys decisively. "I'm not referring to our broken engagement—broken beyond repair, thank heaven—but to his subsequent actions."

"What on earth has he done?"

"What has he done? This is what he has done: He's sent me half a dozen boxes of face powder, with a note stating that inasmuch as we had returned to each other everything that had passed between us he thought it only right that I should have the powder, seeing that he must have taken at least that much home on his coat since the time he first met me!"

Bay City—The retail merchants of Bay City have agreed with the Grocers and Butchers' association to make the annual picnic day a civic holiday. The grocers and butchers' picnics attract from 3,000 to 6,000 people, depending upon where they are held, and business suffers so much for the day that the clothing, hardware and other merchants fell in with the idea. The picnic this year will be held August 28 at Tawas. It is expected that from 4,000 to 5,000 people will make the trip.

No man ever knows anything about Heaven except as he tries to make some one happy.

Some think they are standing by the faith when they are but frozen in their tracks.

Hotel Cody

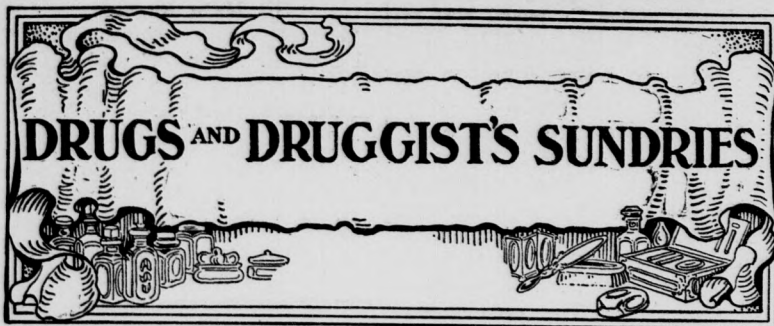
Grand Rapids, Mich.

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.

When you see a traveler hustling extra hard make up your mind his object is to reach Grand Rapids by Saturday night. Sunday passes quickly at

Hotel Livingston



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.

Conversation Necessary To Increase Sale of Toilet Articles.

Written for the Tradesman.

I never quite could understand how it is that any feminine clerk, standing behind the counter and in front of the shelves of the toilet preparations department of any store, could have so little to say about these goods as some of them do.

I have in mind several dummies in these interesting sections of stores in which they sell everything. For all the things they have to say about the merchandise they are put there to sell, their places might just as well be supplied with automatons, for they do not make the least sort of effort to do anything towards pushing business other than to do up what is called for and rake in the customer's money.

If a query is advanced as to any of the various toilet preparations such a clerk answers, to be sure, but answers merely laconically; there is no branching out, no going into a sprightly little conversation that shall so impress the questioner that the very next time she is in need of any of this description of merchandise she shall hie herself at once to this particular store where she so enjoyed shopping that other time.

A girl or woman always likes to be given little chunks of information about any toilet preparation she contemplates purchasing, be it powder, lotion, grease (skin food is much the more elegant name) or some manicure stuff. The clerk can say pretty much what she wants to about any of these and it will "go down" with the average customer. If the clerk knows that the store makes more money on one powder or what not than on some of the others, she can find a whole lot to spin out for the one that is the more profitable to the concern. However, she should always stick strictly to the truth in whatever statements she makes.

Solely on the strong recommendation of a clerk I bought a box of face powder of the properties of which I was totally ignorant. When I enquired for powder I had no idea what

kind I was going to purchase. Through their personal use for years, I was perfectly familiar with a number of popular brands, which had proven entirely satisfactory to me, but this time I thought I would try something new. I did so, but wished afterward that I had let well enough alone and had clung to goods of long and universally recognized merit.

It was a large box and that powder is kicking around the house yet. I was real generous with it. Contrary to my usual custom of keeping (or, rather, trying to keep) my face powder to myself, I surreptitiously took quite a supply out of my new carton and put it around in the bathroom, lavatory, spare room and one or two other places where my brothers and sisters are everlastingly "putting the finishing touches on the fresco." I well knew the coarse and otherwise disagreeable qualities of my new powder. I didn't like to use it myself, so, as I say, I grew benevolent and made a donation party for the benefit(?) of the others. I was mum as an oyster about it, but I kept my eyes wide open and I noticed that my near relatives weren't helping themselves to that powder with the usual freedom with which they dipped into my "dopes," as my brother Charlie irreverently designates my toilet preparations. After a while one by one gently hinted to me that "that powder was no good on earth—simply a fake—and I'd better get some more and better soon," and a lot more expressions were given vent to with fraternal and sisterly nonchalance.

Now there was a case where merchandise that was N. G. was sold on recommendation. That it proved unreliable might not have been the fault of the vender. She probably didn't know what she was talking about; that was all.

But a clerk should know what she is talking about. She should know her goods—all the points of excellency—all the points that are not excellent. She should know what preparations are good for certain imperfections. She should know what she keeps that is an ameliorator for oiliness of the skin and for the opposite characteristic. She should make a profound study of the skin, the hair, the nails, and know what of the remedies she vends are the best for certain conditions that are described to her.

How is she going to do this? Of course, she can't try everything herself, but when she sells a preparation for a particular ill, let her po-

litenly ask the purchaser thereof to inform her as to the efficacy or non-efficacy of said preparation. When she "knows whereof she speaks," from personal observation and experience of herself or others, the clerk can say all the commendatory words possible.

Most women like a toilet preparation that is somewhat perfumed, but the perfume has to be very delicate to suit an aristocratic nostril. Common people—the hoi polloi—prefer something perceptibly strong in odor. When a clerk once learns what perfume in toilet goods is best liked by her regular customers she should make an effort to remember them. It flatters a lady to have her choice in anything—no matter what—recollected by a clerk, or any one else, for that matter.

And now I approach a somewhat tabooed subject: There is always a natural antipathy—it is shared by everybody having "nice ideas"—against ever mentioning anything about pedal extremities, and yet pretty much all humans have "troubles of their own" in regard to those same extremities. These need never be gone into in detail by the clerk, but she would be justified in bunching on the counter the various "foot-easers" which she carries in stock and having a small legible card stand against the cartons setting forth the information that all the summer misfortunes to which feet are heir may be relieved to a certain extent by the use of those special "easers." In this way there need be no great amount

dialogue expended on the subject. This is the only place where talks about toilet preparations should be omitted. H.

A Small Book.

The street car had just passed the excavation for a great building when a man on the rear platform who had the face of an artist or poet asked of the one at his elbow:

"How many people should you estimate were standing around gazing down into that hole?"

"About seventy-five, sir."

"And will they stand and gaze all day?"

"Yes, most of them."

"They must have thoughts as they gaze at the men toiling below. If one could go among them and collect and write down each man's thoughts what pages of human life they would make—what a book those pages would give the world!"

"It would be a very small book, sir. I am a publisher, and I shouldn't care to bring it out. There would be just one leaf and just one sentence on that leaf."

"Is it possible?"

"Yes, sir. Those seventy-five men with their arms on the railings and looking down do not have different thoughts. They all have the same one thought, and it is expressed in the sentence:

"What a lot of durned fools those men are to work when they could loaf."

To dodge the facts is in the end to destroy the faith.

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

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Macis, Magnesia, Menthol, Morphia, Myrica, Nux Vomica, Opil, and Quina.

Advertisement for 'A New Departure' featuring 'Walrus Soda Fountains'. Text includes: 'We are agents for the Walrus Soda Fountains', 'And All the Necessary Apparatus', 'We are prepared to show cuts of styles and furnish prices that are right for the goods furnished.', 'Please talk with our travelers or write us direct for particulars and general information.', 'Hazeltine & Perkins Drug Co. Grand Rapids, Mich.'

Advertisement for 'LaBelle Moistener and Letter Sealer'. Text includes: 'LaBelle Moistener and Letter Sealer', 'For Sealing Letters, Affixing Stamps and General Use', 'Simplest, clearest and most convenient device of its kind on the market.', 'You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.', 'Price, 75c Postpaid to Your Address', 'TRADESMAN COMPANY GRAND RAPIDS, MICH.'

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns: ADVANCED, DECLINED. Lists various grocery items and their price changes.

Index to Markets By Columns

Index to Markets table listing categories A through Y and their corresponding column numbers.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, etc.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, etc.

Table 3: CHEWING GUM, CHICORY, CHOCOLATE, COCOA, COFFEE, COCONUT, etc.

Table 4: Family Cookie, Fig Cake Assorted, Frosted Cream, etc.

Table 5: DRIED FRUITS, FARINACEOUS GOODS, FLAVORING EXTRACTS, etc.

Table 6: Spring Wheat Flour, Roy Baker's Brand, Golden Horn, Duluth Imperial, Wisconsin Rye, Judson Grocer Co's Brand, Ceresota, Lemon & Wheeler's Brand, Worden Grocer Co's Brand, Voigt's Flour, Voigt's Hygienic, Sleepy Eye, Meal, Dairy Feeds, Oats, Corn, Hay, HERBS, HORSE RADISH, JELLY, LICORICE, MUSTARD, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, Dry Salt Meats.

Table 7: Lard, Compound Lard, Pure in tiers, Skinned Hams, Smoked Meats, Sausages, Leaf, Pig's Feet, Tripe, Casings, Uncolored Butterine, Canned Meats, RICE, SALAD DRESSING, SALERATUS, SODA, SALT, Common Grades, Solar Rock, Granulated, SALT FISH, Cod, Halibut, Holland Herring, Trout, Mackerel, Whitefish.

Table 8: SEEDS, Anise, Canary, Caraway, Cardamom, Celery, Hemp, Mixed Bird, Mustard, Poppy, SHOE BLACKING, Scotch, Soap, American Family, Duskly Diamond, Jap Rose, Savon Imperial, White Russian, Dome, Satinet, Snowberry, Lenox, Ivory, Star, Lantz Bros. & Co., Acme, Marselles, Soapine, Rabbitt's, Roseine, Armour's, Wisdom, Soap Compounds, Johnson's, Nine O'clock, Rub-No-More, Scouring, Enoch Morgan's Sons, Sapolio, Scourine, Soda, Kegs, SPICES, Allspice, Cassia, Cloves, Mace, Nutmegs, Pepper, Pure Ground In Bulk, Mustard, Pepper, Sage, STARCH, Kingsford, Muzzy, Kingsford, Silver Gloss, Muzzy, SYRUPS, Barrels, Half barrels, 20lb cans, 10lb cans, 5lb cans.

Table 9: Pure Cane, Fair, Good, Choice, TEA, Japan, Sundried, Sun-dried, Regular, Basked-fired, Nibs, Siftings, Fannings, Gunpowder, Moyune, Pingsuey, Young Hyson, Oolong, Formosa, Amoy, English Breakfast, Medium, Choice, Fancy, India, Ceylon, TOBACCO, Fine Cut, Cadillac, Sweet Loma, Hiawatha, Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Red Cross, Palo Alto, Hiawatha, Klyo, Battle Ax, American Eagle, Standard Navy, Spear Head, Nobby Twist, Jolly Tar, Old Honesty, Toddy, J. T. Heldsick, Root Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Mill, Great Navy, Smoking, Sweet Core, Flat Car, Warpath, Bamboo, I X L, Honey Dew, Flag Block, Chimps, Kilm Dried, Duke's Mixture, Myrtle Navy, Yum Yum, Cream, Corn Cake, Plow Boy, Plow Boy, Peerless, Air Brake, Country Club, Forex-XXX, Good Indian, Self Binder, Silver Foam, Sweet Marie, Royal Smoke, TWINE, Cotton, Jute, Hemp, Flax, Wool, VINEGAR, State Seal, Oakland apple cider, WICKING, No. 0, No. 1, No. 2, No. 3, WOODENWARE, Baskets, Bushels, Market, Splint, Willow, Willow.

Table 10: Butter Plates, Wire End or Ovals, Churns, Barrel, Clothes Pins, Round Head, 4 inch, 4 1/2 inch, Egg Crates and Filters, Humpty Dumpty, Case No. 2, Faucets, Cork lined, Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12lb. cotton mop heads, Ideal No. 7, Pails, 2-hoop Standard, 3-hoop Standard, 2-wire, Cable, 3-wire, Cedar, Paper, Fibre, Toothpicks, Hardwood, Softwood, Banquet, Ideal, Traps, Mouse, wood, 2 holes, 4 holes, 6 holes, 7 holes, 8 holes, 9 holes, 10 holes, 11 holes, 12 holes, 13 holes, 14 holes, 15 holes, 16 holes, 17 holes, 18 holes, 19 holes, 20 holes, 21 holes, 22 holes, 23 holes, 24 holes, 25 holes, 26 holes, 27 holes, 28 holes, 29 holes, 30 holes, 31 holes, 32 holes, 33 holes, 34 holes, 35 holes, 36 holes, 37 holes, 38 holes, 39 holes, 40 holes, 41 holes, 42 holes, 43 holes, 44 holes, 45 holes, 46 holes, 47 holes, 48 holes, 49 holes, 50 holes, 51 holes, 52 holes, 53 holes, 54 holes, 55 holes, 56 holes, 57 holes, 58 holes, 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holes, 973 holes, 974 holes, 975 holes, 976 holes, 977 holes, 978 holes, 979 holes, 980 holes, 981 holes, 982 holes, 983 holes, 984 holes, 985 holes, 986 holes, 987 holes, 988 holes, 989 holes, 990 holes, 991 holes, 992 holes, 993 holes, 994 holes, 995 holes, 996 holes, 997 holes, 998 holes, 999 holes, 1000 holes.

Table 11: Pelts, Old Wool, Lambs, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, CONFECTIONS, Stick Candy, Standard, Standard H H, Standard Twist, Cases, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, French Cream, Star, Hand Made Cream, Premio Cream mixed, Paris Cream Bon Bons, Fancy—in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Bias Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Bubbles, Fancy—in 5lb. Boxes, Old Fashioned Monas-es Kisses, Orange Jellies, Lemon sours, Old Fashioned Hore-pound drops, Peppermint Drops, Champion Choc. Drps, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, Brilliant Gums, A. A. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms, Cream Wafers, String Rock, Wintergreen Berries, Our Time Assorted, Buster Brown Good, Up-to-date Assmt, Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't, Pop Corn, Cracker Jack, Giggles, 5c pkg. cs, Pop Corn Balls 200s, Azulikit 100s, Oh My 100s, Cough Drops, Putnam Menthol, Smita Bros., NUTS—Whole, Almonds, Tarragona, Almonds, Drake, Almonds, California, shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shell, Walnuts, Marbot, Table nuts, fancy, Pecans, med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts per bu., Ohio new, Cocoanuts, Chestnuts, State, per bu., Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy H. P. Suns, Roasted, Choice, H. P. Jum-bo.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

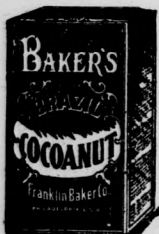
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
Rounds8 1/2 @ 10
Chucks6 @ 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

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra...1 00
72ft. 3 thread, extra...1 40
90ft. 3 thread, extra...1 70
60ft. 6 thread, extra...1 29
72ft. 6 thread, extra...

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 25
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.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, 1lb.
White House, 2lb.
Excelstor, M & J, 1lb.
Excelstor, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

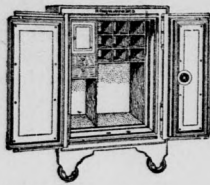
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. ..1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .65
50 cakes, large size .35
100 cakes, small size .35
50 cakes, small size .15

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Michigan, Ohio And Indiana Merchants

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

Have The Money

and they are willing to
spend it. If you want it,
put your advertisement
in the Tradesman and
tell your story. If it is a
good one and your goods
have merit, our sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce you to our people,
then it is up to you. We
can help you. Use the
Tradesman, use it right,
and you can not fall
down on results. Give
us a chance.

Use
Tradesman
Coupon
Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Wanted—Grocery or general stock in good farming community. Must be cheap for cash. Address A, care Tradesman. 913

Wanted—Position as clerk in grocery or general store. Five years' experience. References furnished. Address F. W. D. care Michigan Tradesman. 912

For Sale—Dough mixer, Days, ½ barrel and 3 horse motor, direct current, 220 voltage, shafting, pulleys, belting, nearly new, \$150. Loomis, Houseman Bldg. Phone 2662. 910

For Sale—Cash register, National, used but little, cost \$175, sell \$100. Loomis, Houseman Bldg., Phone 2662. 911

For Sale—Excellent opportunity for any one wishing to make good investment that will pay 10 per cent on \$25,000; good business property, located in the city of Buffalo, corner property, 60x91; four stores and four flats, all in good condition. Well rented. Will sell at bargain. Address C. F. Selman, care Hens-Kelly Co., Buffalo, N. Y. 909

For Sale—Meat market in thriving town of 1,500, including buildings; first-class trade. Address B. B., care Michigan Tradesman. 908

Five cent theater for sale. Well-established and good paying proposition. Will sell at once, cheap. Address Theatatorium, 55 La Salle, Ill. 905

Large Bakery—Doing fine wholesale and retail business that will stand the strictest investigation. Very large shop, flour and store room; two ovens, Day mixer, cake machine, flour sifter; two wagons, four horses. We use 45 barrels of flour a week, half of it rye. Reason, am not a baker. For particulars address Rudolph Roesch 3023 Walnut St., Denver, Colo. 904

Grain Elevator, Winnebago county, Illinois, country; capacity 28,000 bushels; house, office, coal shed, corn crib; new and complete; for sale easy terms. C. A. Ranson, 1016 Guaranty Loan Bldg., Minneapolis, Minn. 903

Wanted—Stock general merchandise, clothing or shoes. Give particulars as to size and condition in first letter. W. F. Whipple, Macomb, Ill. 902

Make electric lights for your bedrooms, autos, motor boats, oil sheds, coolers. Our booklet tells you how. 10 cents. Lin-Tern Car Signal Co. Cleveland, Ohio. 901

For Sale—A fine stock of bazaar goods in a growing city of 12,000. Invoices \$6,500. Will make interesting price. Address L. J., care Tradesman. 891

For Sale—Milk and ice cream plant in town of about 20,000 population. Four routes doing good cash business. Paid better than 25 per cent, on price asked last year. Good opportunity to start butter business. Bears investigation. Good reasons for selling. Must be sold soon. Findlay Dairy Company, Findlay, Ohio. 900

Detroit Heating & Lighting Co. Gas Machine, 100 lights; fine shape, sell cheap. F. H. Graaf, Estherville, Iowa. 898

Drug and grocery stock for sale in bustling Southern Michigan town of 2,000. Good fixtures, gas lights, rent cheap, dry territory. Invoices about \$3000. Daily sales \$80. Address No. 899, care Tradesman. 899

To Rent—Well located store building 26x70, in prosperous Northern Michigan town. Address L. H. Smith, McBain, Mich. 890

For Sale—Splendid truck and poultry farm, well located in Northern Indiana. Newton Bros., Knox, Ind. 892

Bakery—Old-established, doing good business, wholesale and retail. Machine shop; keep two bakers; run wagon. Good town of 4,500. Will sacrifice if taken soon. For particulars address E. L. Hayes, Marceline, Mo. 895

For Sale—Clean up-to-date stock of drugs in Central Michigan city of 4,500 population. Address H, care Michigan Tradesman. 896

For Sale—Practically new stock dry goods, groceries, Central Michigan town, invoices about \$1,800. Doing good business. Address No. 897, Tradesman. 897

For Sale—Blacksmith shop, tools and fixtures. This business has been successfully run by the same party for about thirty years. Hustling town, good business for the right man. Reason for selling, poor health. Enquire of Dr. Towsley, Lowell, Mich. 889

Safes Opened—W. L. Slocum, safe expert and locksmith, 114 Monroe St., Grand Rapids, Mich. 841

For Sale—Small stock of general merchandise and buildings on Grand Rapids and Indiana Railroad; cheap. Address Calvert, Valentine, Indiana. 866

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 ½, se ¼ 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

\$259 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

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

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—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

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—Entire balance of stock, consisting of shoes, dry goods, notions, etc. Will invoice about \$7,500. Cheap if sold at once. No exchange considered. Ill health, the reason. I. Netzorg, Battle Creek, Mich. 850

Want Ads. continued on next page.

Pyrography==The Goods That Bring the Profit

For your own sake—for your business' sake—for your profit's sake—don't fail to provide for a liberal supply of Pyrography goods in making your Fall and Holiday purchases.

Art in burnt wood is a lasting, staple fad. There's a big demand for the goods from all classes—and from all points of the compass.

You can't go wrong on them. They are good merchandise in almost any sort of a store. They are fast and constant sellers.

And better still, they stand a fancy profit—and it's profit you are after.

You can't afford to leave them off your "shopping list"—not this season—for the demand is greater now than ever before—it has become so great that we have been forced to enlarge the bigness of our already big capacity in this line.

We are the recognized headquarters for Pyrography goods.

Our revised, improved and enlarged line for Fall, which is now on show in eleven cities, includes a host of interesting novelties which you are sure to buy as soon as you see them.

In our September catalogue—which will appear in a few days—our full line of these goods will be listed and priced. It will be the most interesting list ever put out by an American wholesaler. You should see it. Ask for catalogue No. FF734.

Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses—Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.

PRESIDENT'S MEMORANDUM.

In signing the Payne bill President Taft gave out a memorandum or statement in which he apologized for the measure and for those who made it. He frankly admits it is not perfect, but says that the Republicans in the Senate and House did the best they could, that they made a very sincere endeavor and in some way if they failed it is not their fault. Of course, it is not a free trade bill, nor was it intended to be, because this country is not ready for free trade, if any country ever is or ever will be. It is certainly a matter open for discussion. What the people wanted in connection with the tariff revision was such changes as would not be helpful to the trusts and which would reduce the cost of living. No one is disposed much to complain at the cost of luxuries. If any tariff bill can make them higher it will be thereby giving general satisfaction.

It is the articles of every day use which the people want to see lower in price. They wish to have living made cheaper. That was the reason for the demand for downward revision. There is no doubt but that the Philippine paragraph is the one which gave President Taft the greatest pleasure and he says as much in his statement. No other American is more intelligently interested in the welfare of the Filipinos and none are better posted as to what they need and ought to have. It is the desire of this paragraph in the law to help them and the belief entertained by the President is that the new measure will greatly increase the trade between the United States and the archipelago. The Executive disappointed those who hoped he would veto the Payne bill and such, of course, will not be satisfied by his explanation of why he signed it. The people generally will be so glad that it is all over and done with that they are not for the present disposed to criticize very much or find fault.

SAVING OUR COAL WASTE.

Riches court prodigality. While the thrifty German has for some time been turning his coal waste into account, we, with our seemingly inexhaustible underground treasure, have until recently allowed our coal dust simply to go to waste.

That which was once fired for the sole purpose of getting it out of the way is now being converted into neat briquets which will net a handsome addition to the value of our mineral products. Recent tests by the Geological Survey and others show that a more intense heat can be more quickly raised than with coal; hence there is the advantage to trains of increased speed. The briquet leaves few ashes, with virtually no black smoke or clinkers. With briquets furnished at the same price as coal, the tonnage in railroad tests thus far made shows a saving of more than 25 per cent. in favor of the briquet.

There are at least ten plants in active operation in the United States, with a daily capacity of about 800 tons. A company recently organized has in view the utilization of the great lignite deposits of Dakota at the rate

of 1,000 tons a day. The briquets vary in size from that of an egg to a common brick or larger. The small blocks burn better, but the large ones are cheaper and more convenient in storing.

Uncle Sam's experiments show that when the plant is conveniently located the cheapest binder is the residuum from petroleum. Western oils, being rich in asphaltum, give especially good results, the cost being from 45 to 60 cents per ton. Water-gas tar pitch, also a petroleum product, is next in choice; and coal tar, a little higher in price, is also used.

THE BEST—THE CHEAPEST.

In many lines of goods the demarcation between best and poorest is little understood by the general public. While there will be a recognized difference in prices between two stores, not one in ten fully realizes that the cheaper grade is almost if not quite as good. A few, more discerning, learn to make the distinction in purchases that if they want the very best they go to Brown; while if they want the cheapest, Smith is the man with whom they trade.

There are some instances in which the cheaper grade of goods does the work for which it is designed equally well. The artist buys white lead in small tubes costing ten to twenty-five cents each; his sister, wishing the paint for fancy work, not for canvas that is to endure for more than a lifetime, finds the prepared paint that comes in pint cans at a smaller price well adapted to her needs. Even in the tube paints, there are grades and grades, which those using them frequently soon learn to detect.

Instead of having your establishment branded as a "Cheap Goods" house or of having your trade restricted to the class who can afford to pay the "high priced man," why not make it a point to keep both the cheapest and best grades, where there is a reasonable sale, explaining honestly to patrons the difference between the two? Let their ignorance be your opportunity; but use it both to help them and yourself, instead of letting it intercept trade.

KEEPING NEGROES SOBER.

The Southern states are much more given to temperance than those in the North. One of the reasons why prohibition is so popular there is that by means of it intoxicating beverages can be kept away from the blacks. By means of law it is practically possible to keep the negroes sober, and whether one is a friend or foe of the colored brother all admit that he is better sober than drunk. It is altogether possible and usually quite easy for a white man to slake his thirst in Southern states that have prohibition. It does, however, prevent public drunkenness and promotes general orderliness. Tennessee went under the prohibition rod the first of last month, and according to Nashville's leading newspaper, from 5 o'clock on July 3, until 12 o'clock the day following, 18 hours, there was not a single arrest, which has never before happened for a similar period in that city. Evidently prohibition prohib-

ed there for a time, if only in obedience to the adage that a new broom sweeps clean. Tennessee is a Southern state and the darkies down there must hereafter get along without wine when it is red and, for that matter, without all other intoxicating beverages.

BUSINESS CHANCES.

Splendid opening here for jewelry store, clothing, book and wallpaper stores. Chas. L. Hyde, Pierre, S. D. 918

For Sale—Ice cream parlors and fruit store. Best location in city. Good business and fine opening for wholesale fruit store in connection. Address 126 S. Mich. Ave., Big Rapids, Mich. 917

For Sale—One of the best outside drug stores in Grand Rapids. Owner desires to retire from drug business. \$3,800 cash, no less. Address Drug Store, care Tradesman. 916

For Sale—Drug stock and fixtures in town of Southwestern Michigan, center of fruit belt, good business year round, heavy resort business. No dead stock, up-to-date fixtures, soda fountain alone cost \$2,500. Stock invoices about \$3,000. Good reasons for selling, not a booze drug store, wet county, went wet by large majority at last election. Address Lock Box No. 993, Benton Harbor, Mich. 915

For Sale or Rent—Brick store building in center of business district, adapted to any line. Box 2212, Zeeland, Mich. 883

Enormous profits realized. Imitation maple syrup easily made. Particulars and working sample free. Sanborn Syrup Co., Dept. D., Bakersfield, Cal. 853

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 5,500 in Michigan. Will invoice \$5,500. Convenient store and tin shop. No dead stock. Address C, care Tradesman. 847

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

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—Well-established livery in thriving interior Michigan town of 3,500 population; good business; owner can not give it attention. Particulars of P. O. Box 127, Alma, Mich. 826

For Sale—Implement store in most hustling town in Michigan. On account of age and poor health I must get out. Address Implements, care Tradesman. 813

For Sale—Stock of 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—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—Country store, well-located in one of the best farming sections in Central Michigan. Business well established. Good reason for selling. Invoice about \$3,000. Address F. S. Loree & Co., R. F. D. 5, St. Johns, Mich. 809

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago. 808

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

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. Kauer, Milwaukee, Wis. 771

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

For Sale—200,000,000 feet original growth yellow pine timber and 99,000 acres of land on west coast of Florida. Apply to Southern Investment Co., Richmond, Va. 761

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L. care Tradesman. 609

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

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

HELP WANTED.

Salesman wanted, must have experience in clothing and shoes. Answer with references and state salary. A. Anspach & Co., Columbus, Ohio. 914

Wanted—Honest, ambitious and trustworthy young man with some experience in drug business. F. R. Skinner, St. Charles, Mich. 907

Drug Clerk—Young man with one or two years' experience, wishing to complete himself ready for examination, steady job. Address C. F. Brown, Aima, Mich. 894

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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

SITUATIONS WANTED.

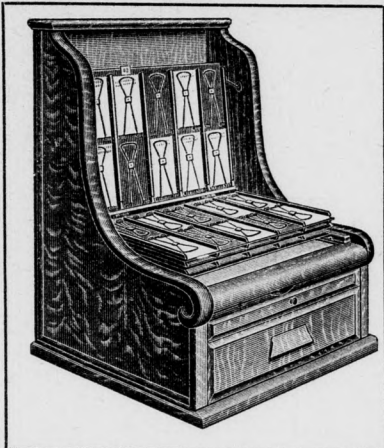
Position wanted as manager and salesman of clothing and men's furnishings. Eight years' experience. Age 29. Luther Armentrout, Nebo, Ill. 906

Coffee expert understands purchasing and superintending the roasting and blending, 15 years' experience with one of the largest roasting houses in the west. Also A1 office man. Address Coffee Expert, care Michigan Tradesman. 893

A high school and salesmanship graduate desires a position on the road with some good house. Give me a chance. Address Salesman, care Tradesman. 888

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. 863



The McCaskey Gravity Credit Register

THE McCASKEY ACCOUNT REGISTER SYSTEM is recognized and acknowledged, by Expert Accountants, Auditors and up-to-date Merchants who have used it, as being the most complete simplified method of handling accounts ever devised.

Complete information at a glance regarding every detail of your business that pertains to your accounts.

It takes care of Accounts Receivable and Accounts Payable, Merchandise and Stock Accounts, Credit and Cash Sales, Produce and Exchange and C. O. D. Sales, Money Received on Account and Money Paid Out.

It will give you more information in five minutes than you can get from the Day Book and Ledger in hours.

You only write the account once. No copying, no bother, no forgotten charges, no disputes. It pleases the customer, draws new trade and collects the accounts.

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Alliance, Ohio

Mfrs. of the Famous Multiplex duplicate and triplicate pads, also the different styles of single carbon pads.

AGENCIES IN ALL PRINCIPAL CITIES

Detroit Office, 1014 Chamber of Commerce Bldg.

White House and Royal High Grade Coffee

Dwinell-Wright Co.

Boston, Mass.

Roasters

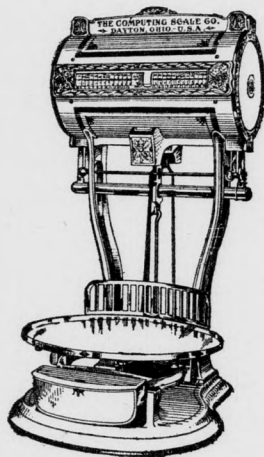


Judson Grocer Co.

Distributors

Grand Rapids, Mich.

They Never Wear Out



The new low platform
Dayton Scale

THE SPRINGS of a correctly made automatic spring scale will never give out. Exhaustive scientific and practical tests prove this fact beyond controversy.

Continual use and years of service will dull the edge of the finest knife-edge bearing, especially the thin wafer-like blade of the main pivot of a large capacity pendulum scale.

City Sealers are now testing and sealing spring scales which have been in constant use for over 30 years.

Clothes do not make the man, neither does paint and gold stripes make a computing scale. It is the working parts which must stand the

test of years of service; it is therefore important to buy your scale from those who know how they should be built.

THE DAYTON MONEYWEIGHT SCALE is proven to be the only practical and scientifically built scale. All claims of its makers are verified by actual use.

Send for our free catalogue before buying elsewhere.



Moneyweight Scale Co.

58 State Street, Chicago

Wheeler & McCullough, Mgrs., 35 N. Ionia St., Grand Rapids, Citz. 1283, Bell 2270

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

We Lead In Making Ketchup Because

There Is No One For Us to Follow



It is as impossible for us to make ketchup that is better than BLUE LABEL as it is for some one else to make ketchup that is as good.

We use the finest tomatoes grown and the best spices obtainable, and we have had forty years' experience putting them together in such a way that our finished products make more customers for us than our extensive advertising.

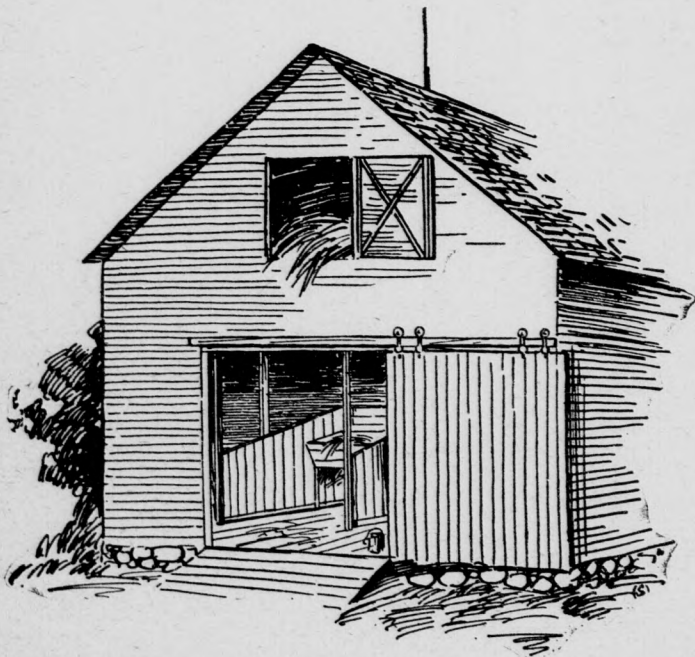
Everybody has heard of BLUE LABEL and the only ones who don't use it are those who haven't tried it. Grocers, get after these people for your own sake—it means pleasing your trade, which is important. It means a good profit to you, which is more so.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO.

ROCHESTER, N. Y.

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you can not afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co. Grand Rapids, Mich.

Tradesman Building