

JUDGE NOT

Judge not!—though clouds of seeming guilt may dim thy brother's fame;
For fate may throw suspicion's shade upon the brightest name;
Thou canst not tell what hidden chain of circumstances may
Have wrought the sad result that takes an honest name away.

Judge not!

Judge not!—the vilest criminal may rightfully demand
A chance to prove his innocence by jury of his land;
And, surely, one who ne'er was known to break his plighted word,
Should not be hastily condemned to obloquy unheard.

Judge not!

Judge not!—thou canst not tell how soon the look of bitter scorn
May rest on thee, though pure thy heart as dew-drops in the morn.
Thou dost not know what freak of fate may place upon thy brow
A cloud of shame to kill the joy that rests upon it now.

Judge not!

Judge not!—but rather in thy heart let gentle pity dwell;
Man's judgment errs, but there is One who "doeth all things well."
Ever, throughout the voyage of life, this precept keep in view:
"Do unto others as thou wouldst that they should do to you."

Judge not!

Judge not!—for one unjust reproach an honest heart can feel
As keenly as the deadly stab made by the pointed steel.
The worm will kill the sturdy oak, though slowly it may die,
As surely as the lightning stroke swift rushing from the sky.

Judge not!



"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.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Simple Account File



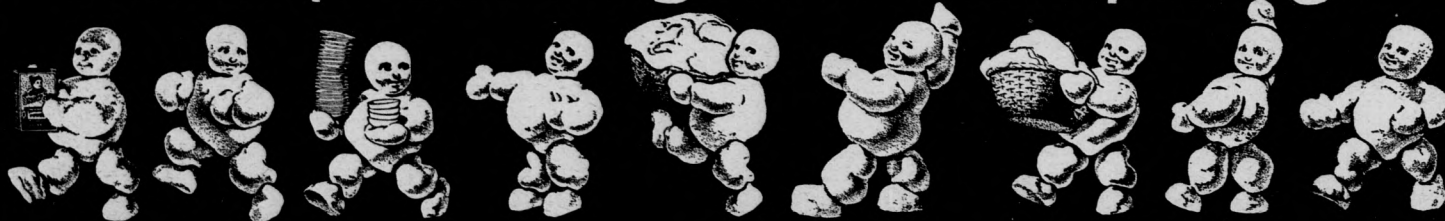
A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping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

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



TRADESMAN COMPANY, Grand Rapids

Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 18, 1909

Number 1352

SPECIAL FEATURES.

Page.	
2.	Window Decorations.
4.	News of the Business World.
5.	Grocery and Produce Markets.
6.	Woman's World.
7.	Fifteenth Meeting.
8.	Editorial.
9.	The Cash System.
10.	Great Fortunes.
11.	Commercial Chaos.
12.	Butter, Eggs and Provisions.
14.	New York Market.
15.	Tables Turned.
17.	The Country Home.
18.	Figuring Profits.
19.	The Unsleeping Eye.
21.	Nails and Tacks.
24.	Box Turpentine.
28.	Stoves and Hardware.
30.	Moral Hazard.
32.	Review of Shoe Market.
34.	Idea for Big Stores.
35.	Selling Furniture.
39.	London Peppers.
40.	Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

OUR CITY'S SHAME.

Nearly everybody uses water more or less upon their persons and inside their anatomy and as a rule they prefer that it shall be clean and wholesome when thus employed.

Indeed, a majority of people go farther than that by insisting that the water they use in culinary and laundry operations shall be pure and healthful.

Occasionally, also, it occurs that manufacturers demand water that shall be potable and readily susceptible to the good offices of the filter.

For twenty years or more, seemingly indifferent to the foregoing facts, a majority of the taxpaying freeholders of Grand Rapids has permitted the municipal officers of the city to fiddlefaddle along in a careless, childish sort of way in alleged efforts to provide the community with a decent quality and adequate supply of water.

And so as a natural sequence self-respecting citizens have been forced to buy good water as best they could of individuals and private corporations, even although they were compelled also to pay a heavy tax for city water, which is hardly fit for dampeening a hog-wallow—water which no intelligent cow or horse will drink except under protest.

Grown arrogant and reckless by the twenty year domination of liquid mud spiced with all sorts of sewage, the city officials are now demanding and dictating that citizens must use the municipality's miserable water supply and no other.

A family may not use the water service provided by the Hydraulic Co.—a corporation which supplies pure water; a corporation which for half a century has conducted its business by authority of the city; a corporation in which hundreds of thousands of dollars of capital is interested because of the authority bestowed upon it by the city.

Great industrial enterprises whose business rectitude and commercial success depend upon the possibility of

having an abundant supply of pure water may not use the water service of the Hydraulic Co. because—because the supply of water furnished by the city is good enough for them, say the tearful temporizers.

This imposition, born of penury, fostered by avarice and applauded by ignorance and dishonesty, should be stopped, and if the officials representing the citizenship of Grand Rapids do not choose to declare themselves on the subject then let the industrial, commercial and financial interests of the city get busy.

It is bad enough that property owners because of the inadequacy and unreliability of the city's water system are forced to pay an extra rate for insurance against fire losses; but when the piggish parsimony of a few tight-wads combine with the bull-headed obstinacy of a lot of ignorant bigots to such an extent that the city stands to lose three or four of its high grade and most prosperous industries then the limit of patient submission is in evidence.

AN UNREMEMBERED ISM.

With a boy not yet in his teens, posing pitifully and against his will, as the Shah of Persia; with Turkey, Morocco and Persia each one under a new ruler and the deposed rulers of those countries living and under restraint, and with Russia's persistent efforts, and in spite of treaty obligations, to increase the value of her port at Vladivostok and not only that, but to secure another Pacific coast port that shall be always open and free from ice, England, Germany and France are having their diplomatic hands full, to say nothing of the predicament in which Spain finds itself.

While Mohammedism, Buddhism, Taoism, Catholicism and Protestantism are frequently charged with the responsibility of the situation, the chief "ism," the dominating key to the situation, is Commercialism.

From the standpoint of the world's business interests, there is an almost wholly new world in Eastern Asia, equal in population to the world which is best known to the Latin and the Saxon races, that awaits development according to modern conditions and each one of the three great European monarchies as well as the lesser ones are hot footing it in an effort to lose no trick in the game which is to bring about that development.

China and Persia are the strategic factors and, in turn, each one of these countries is having about all they can attend to in the preservation of their own integrity as important powers. Germany is practically in possession of both Turkey and Persia up to the shores of the Mediterranean Sea and the Persian Gulf, where she is held in abeyance by England's In-

dian Empire and her domination of Egypt. In turn, Russia is up against a British stone wall in Northern India, and in China she is halted by Japan and, incidentally, by the United States of America.

And the game goes on while Peace Congresses are in existence and operation as to everything diplomatic, but seemingly in total ignorance as to the potency of pure and unadulterated commercialism.

A MATTER OF TIME.

During the next sixty days the vast Federal proposition—the conservation of the country's natural resources—will stand in the spot-light of public notice.

Beginning with the great Irrigation Congress at Spokane and President Taft's unqualified endorsement of the objects of that Congress and continuing with the other conventions in the far West and the South, the matters of forestry, water power rights, improvement of inland waterways and the timber, stone and mining resources, will be accurately, forcibly and fairly discussed.

And, unless all signs fail, the consensus of public opinion will, later, declare that all of these propositions are most commendable; that they should be carried out to the very best of the Nation's ability; that unless some such reforms are inaugurated and pushed forward a national mistake will be recorded, but—that they are magnificent dreams, mere will-o-the-wisps to be captured later on.

All sorts of excuses will be offered, chief among them being that the time is not ripe for the working out of such tremendous commercial and industrial revolutions.

This will be but another way of saying that the people of the United States are more devoted to the Dollar that is within reach to-day than they are to the Dollar of to-morrow.

It will be a frank confession that while we deeply appreciate the supreme foresight, self-denial, energy and public spirit of those pioneers who did the best they knew in behalf of present generations, we are not at all willing to bestow similar benefits to be enjoyed by those who will occupy our places and carry on responsibilities a half century hence.

Something like four centuries ago one John Heywood perpetrated the proverb "Better one byrde in hand than ten in the wood," and a majority of present day human beings are content to abide by the spirit of the musty old colloquialism, to the very letter and under all circumstances.

And so we can only wait patiently on the slow but certain efficacy of Evolution.

Lifting little loads helps a lot more than describing big ones.

DISCRETION NECESSARY.

One of the ill advised notions held by some retail grocers, especially those in large cities, is that it is not good business practice to accommodate customers who are not regular patrons.

The little girl who enters the store in a hurry with, "Ma wants a half dozen fresh eggs if they are for sure fresh," or the dignified, self-possessed lady who enquires, "Have you any good dairy butter" are often turned down by merchants who recognize them as mere owners of exigencies, as individuals who give the bulk of their trade to others and never go elsewhere except as a last resort.

True it is that many such customers exist in every community. They buy tea at one place, coffee at another, canned goods at another; they seek dairy butter in preference to creamery and go where they find they are best able to procure it, and then for soap, spices, flour and all the other staples they go elsewhere.

And this is their privilege. No dealer has a right to question such practice by anyone who pays cash for what he buys and, as a rule, it is a very unwise merchant who declines to sell any of his goods to a person who pays cash.

The treatment of those who do not pay cash is another matter, but even in such cases it is an easy proposition for a merchant who has a pronounced temper and feels grouchy now and then to make a serious mistake in his treatment of the occasional customer.

This once-in-awhile patron is quite apt to be a normally human being, susceptible to cheerful, courteous treatment and sure to be won to a greater or less degree by goods truthfully represented and promptly, accurately and neatly served. Then, too, in large cities especially a great many people move their belongings and change their residences frequently. Every now and then one of these occasional customers may move into your neighborhood and it is quite possible that courtesy and excellent service may influence their location in your bailiwick.

Vice versa, circumstance may compel an occasional to move away from your district, and if you have won their confidence and a portion of their patronage they will continue to trade with you, even although they do give you what seems to them a long haul for delivery.

Some folks are never sure of the love of God unless they are sitting on plenty of thorns.

It is still a question whether love is an asset or a liability.



Four Uncommon Windows Easy To Arrange.

A certain bright young window dresser—who likes to have people find something in his windows out of the ordinary run of trims, a window dresser against whose tactics it is to crowd the whole establishment into one exhibit—had a display last month that practically was no trouble at all to arrange and yet everybody who saw it thought it was about the best one that the young man had ever gotten up. His wife suggested it, so that might account for its attractiveness.

This window I said contained a display. Rather there were a series of exhibits, with the same handsome young lady dummy as the important figure to be noticed.

A canvas went around both ends and the back of the window way to the ceiling. On this was painted a cheerful summer forest-scene, the trees and shrubs being repeated on the other side of the canvas where it came against the glass next to the entrance. The ground was covered with a six-inch depth of maple leaves, these being the predominant tree-species on the canvas.

In this setting, a little to the right of the center, was introduced one of the most beautiful dummies I ever saw—a stunning blonde.

Her coiffure was of the very latest style and her dress was of clinging all-over lace—imitation of rich Cluny. That is to say, the white China silk Princess slip softly outlined her girlish figure, while the lace hung semi-loosely from just above the waist line, giving a peculiarly fascinating effect. Coquettish streamers of narrow thin galloon, double-faced, ended in little dingedangles, the streamers supposed to sway with every step of the wearer.

A large lingerie hat of finest Swiss embroidery perched on the blonde head. The hat was just about of the size and shape of a half-bushel measure, in reality obviating the necessity of the loveliest imaginable of white linen parasols with ivory handle and ivory-tipped ribs and ferrule. Around the edge was a border composed of immense butterflies, each triangle holding but one, enmeshed in tiny pink clover blossoms. This design was repeated in a wreath at the ferrule end of the triangular panels. The butterflies were in all the various positions assumed in graceful flight—the adjective is really superfluous as a butterfly is never without grace, either on or off the wing.

Pink silk gloves straight from Gay Paris, elaborately embroidered their

entire length, reached three inches above the elbows.

This feminine dream of a dummy was posed with left side view to the spectator, the parasol swung over the right shoulder, the left hand daintily holding one of the ivory tips, giving to one standing directly in front of her only a partial view of her pretty features—laughing eyes and smiling mouth—and the impression that their owner was an incorrigible little flirt.

One neatly-shod foot preceded the other as if in the act of walking and somehow the girl had an air of expectancy about her.

A small card in the lower left hand corner of the glass said:

This
Pretty Girl
Is Looking
for
Her Lover
* * *

The next window had identically the same setting but was minus the feminine element. In place of this a young man clad in the height of fashion was walking along on the left of the window.

A little card made a statement and asked a question:

Here
He
Is
!
What Next?
* * *

The third window exhibited a meeting between these principals. The girl and the fellow were dressed as before. She carried the same entrancing butterfly parasol, but instead of looking at the outer world she was gazing up into the eyes of her lover, whose left arm encircled her waist, while he clasped her parasol hand ardently with his right, bending his head rapturously o'er her.

The card accompanying this tender bit of passion proclaimed:

"And eyes
Looked love
To eyes
That spake again!"
* * *

The fourth and last window was naturally the culmination of the event recorded in the third, being nothing less than a nuptial scene, minister, bridesmaids and all.

There was the same woodland scenery, only a cross-spired little church was seen in the distance.

The card for this window was an inconspicuous one attached to the window. It read:

"Not half of the love affairs

among the youth of Christendom end in marriage."

This one did.
* * *

The quartette of windows were not intended primarily to sell merchandise but to get people to talking about their uniqueness and the enterprise of the store presenting them. They fully accomplished the aim of the trimmer.

Business of Country Actually Suffering From Young Men.

A number of years ago the railroads passed the universal rule not to employ men over 30 years old, and since then all businesses have assumed this policy without regard as to how it would apply to institutions employing a smaller number of men.

While the railroads do not employ anyone over 30 years old, yet the executive positions are not held by young men—they are held by men out of the ranks who have matured in intellect in the ranks.

A railroad is like a military army: You can find any kind of ability or quality of brains within itself—they do not have to go outside—and all that is necessary is to make the want known. If a railroad wants to fill a vacancy in the office of division superintendent, it is filled by one who has been seasoning for the job in the employ of the company for a decade or two—he isn't a thirty-year old.

A small business can't fill vacancies within itself, they must go outside, and assuming themselves as big as a railroad they adopt the 30-year rule; and as a result there are a lot of Willys in the big jobs.

It is simply a case of too many grayhounds and not enough bulldogs.

It's all right to send grayhounds out after business, but it takes a shop-broke bulldog to stay at home and take care of it.

Young men have perception and energy, but there is a good deal of difference between brains and perception.

An ounce of brains is worth a pound of perception.

A minute of judgment is worth a day of energy.

The average young man has wings on his feet—if he does a \$100,000 business this year he wants to double it next year and without the organization or capital. He may sell the product, but by reason of its defects he does not hold the trade as in the case of an organization that has perfected by a slower growth.

The error of placing very young men in old jobs can be seen by those of us who have held them down acceptably in our youth—we can look back now and see our mistakes.

The old ones may make mistakes, but they are never those of youth.

Every business needs a balance wheel of middle age, and the energy of youth around the institution will keep the balance wheel from turning too slow.

Young men are the trouble with the newspapers of this country.

Young men are the trouble with the modern stage.

Young men are the trouble with most selling organizations.

Dr. Osler placed the age limit on creative work at 42—but Dr. Osler was a young man.

Man's experience is a part of his creative machinery, and he is in his prime at 42, unless he has been through the lemon-squeezer of too great a responsibility in earlier years.

Last year the Century Magazine printed a series of articles on "The Virility of Old Age," showing that the greatest period of activity by the world's greatest scientists, literary men, artists and commercialists was in middle and even late life.

General Grant was an utter failure until he was 42.

Abraham Lincoln's greatest usefulness was at 52.

John H. Patterson built up his cash register industry after he was 41.

A little over a year ago a Detroit man, aged 45, traveler for a New York hat manufacturer, made application to a Cleveland office specialty selling organization for a road position. His excuse for giving up his then present position was that, by reason of the seasonable character of the hat line, he was able to travel but four months in the year; he had been making \$4,000 in commissions and he had in mind that if he could travel more that he could make more.

The man who handled this application did not look beyond the man's age. He turned it down.

Since then the applicant has been earning \$10,000 a year traveling for a Pittsburg plumbing supply house, and the Cleveland office appliance concern has since made three attempts to employ him.

And by the way, the one who handled the application was a young man.

The calendar is no measurement of age or ability.

A man who has husbanded his strength and experiences for the fullness of days is rightfully a general to the energy and perception of the young men around him.

It is not the age of the man—it's the man.

The Right Address.

A young New York broker of convivial habits fell in with an old school friend who had gone on the road.

"Whenever you're in town come up and bunk with me," urged his friend as they separated. "No matter what old time it is. If I'm not there just go ahead and make yourself at home. I'll be sure to turn up before day-break."

Soon after this the salesman arrived in town about midnight, and, remembering his friend's invitation, sought out his boarding house. There was only a dim light flickering in the hall, but he gave the bell a manful pull. Presently he found himself face to face with a landlady of grim and terrible aspect.

"Does Mr. Smith live here?" he faltered.

"He does," snapped the landlady. "You can bring him right in!"

Traffic Matters in Other States.

Written for the Tradesman.

A classification was recently issued in Iowa by the express companies which abolished the free return of empty milk and cream cans from creameries to original shipping points, making a charge of 10 cents for each can after Aug. 1. The State Railroad Commission was flooded with protests and, as a result, a supplement has been issued to the classification continuing the free return of cans.

A new tariff on milk and cream shipped over the Lake Shore road, which becomes effective Aug. 26, has been filed with the Public Service Commission of Buffalo. The rates as affecting dealers of Buffalo and vicinity are higher.

Nurserymen of the West claim discrimination on the part of railroads in moving nursery stocks, and at a recent convention of the Pacific Coast Nurserymen's Association, held at Seattle, President S. A. Miller, of Milton, Ore., announced that he would appoint a committee to place the matter before the Railway Commissions of the states represented.

The National Hay Association, in convention at Cedar Point, Ohio, voted to re-open the long pending "hay rate case" before the Inter-state Commerce Commission and C. S. Bash, of Ft. Wayne, Ind., was named as a committee of one to carry on the fight in the name of the Association. This action was a victory for the Western shippers and buyers of hay over the Eastern receivers of hay or commission men.

Operators of coal mines in Eastern Ohio are seeking relief before the State Railroad Commission from alleged excessive rates on lake bound coal over the Wheeling & Ohio.

The joint committee of trades bodies of Philadelphia, after endeavoring to secure lower rates on cement shipments over the Pennsylvania and the Reading roads, has voted to appeal to the Inter-state Commerce Commission. It is claimed that Jersey City, although a considerable distance farther from the cement region than Philadelphia, enjoys a rate of 80 cents per ton, while the rate on shipments to Philadelphia is \$1.35.

The Commercial Exchange of Philadelphia has voted to establish, in conjunction with the other commercial and trade bodies of the city, a Traffic Bureau to protect the trade interests of the city, "to the end that the triple alliance of the railroads shall not deprive Philadelphia of the competition necessary for its commercial growth." Philadelphians believe that they have long been discriminated against by the railroads in favor of New York.

The Indiana Railroad Commission sustains Capt. Slider in his case against the Monon Railroad, in which a claim is made of discrimination against New Albany and in favor of the coal mines of Northern Indiana in rates on coal, sand and gravel. Capt. Slider receives coal, etc., in barges at New Albany and ships to points north by rail. He contends that the Monon road is interested in mines in North-

ern Indiana and that excessive rates were charged him.

Towns in the State of Mississippi are exercised over the new tariff rates on cotton, it being charged that the interior towns are discriminated against in favor of the river points. All roads have been cited to appear before the State Commission in Jackson to show cause why the rates should not be reduced and equalized.

The Tariff Committee of the Commercial Club, Superior, Wis., has secured a reduced freight rate schedule on shipments over the Omaha Railroad between Superior and points in Northern Wisconsin and Michigan. The old rates discriminated in favor of the Twin Cities as against the head of the lakes, and now Superior will be able to reach the territory which is naturally tributary to it. The Soo line has also promised more favorable rates to like territory.

Almond Griffen.

The only smile that helps rises in the heart.

THE CAR SHORTAGE.

The car crop is a failure, so we read in daily news;
We had hoped it would be different and it gives us all the blues.
For we have not yet forgotten how we suffered in the past
And each year of freight car shortage we have hoped would be the last.

When we read of frost and deluge that have killed corn, oats and wheat,
We have something left to hope for, there are other things to eat.
Peaches, pears, potatoes, peanuts, all may fail to make a crop;
But without the humble box car, the wheels of commerce stop.

It is past our understanding, it seems the irony of fate,
That with other crops on schedule, the box car crop is late;
We can get no explanation of the cause of our distress,
It's the same old situation; too much moisture we will guess.

Watered stock will not raise freight cars of any size or style,
So with our friends the railroads, let us this petition file:
"Please note the worthy farmer, of his methods please take heed;
When you have a car crop failure, try some other kind of seed."

Ernest L. Ewing.

Erecting a Library.

John B. Heyward, patent attorney for one of the prominent manufacturing houses, tells how he earned his first fee: A college friend appealed to him for legal advice in regard to the purchase of a set of books for which he had contracted on the installment plan, but for which he had no use and could not pay.

"I called on the publisher, whom I happened to know, explained the circumstances and offered to have the set returned on payment of the expressage."

"Don't send it here," was the answer. "I have thousands of sets here now and have no room. Just let the matter drop."

"I reported accordingly to my client, who urged me to take the books from his rooms on the ground that the seller might have some claim upon him if he kept them. So I did."

"But what did you get out of it?" Mr. Heyward was asked.

"Oh," he replied as he pointed to his bookcase, "I got the books."

Kendall Banning.

It is mighty hard to be patient with the sins we promote in others.

Do You Think Fate Is Against You?

Ten years ago this month an accident deprived me of my sight. I was married and we had one child, a young son 6 years of age. The loss of sight so limited my field of action that I scarcely knew what to undertake that would furnish us with the necessities of life, let alone to educate our son. This was the situation: A man without sight and without money and with a family to support. It certainly was not a pleasant one to face. Was I to be side-tracked for life to rust away the remainder of my days? I could not entertain the idea that I must submit to this, yet I was compelled to face the fact that some of my friends who were in perfect health with all of their faculties in excellent condition were having a hard time to make ends meet, as we say when the income is barely sufficient to pay for the necessities of life.

After the first shock caused by the loss of my sight I determined that with the aid of my wife and young

er it mornings and evenings and this did not interfere with his school.

We had not owned the cow six months before we concluded to purchase another one, and we were able to do so with the proceeds from the milk we had been selling. The second cow was also a grade Jersey. Now we had a small dairy—two cows—but the demand for the milk was unlimited. The income from our little dairy easily provided us with the necessities of life. I still kept up the book business, as it only required morning and evening hours to attend to the dairy. It did not take us long to discover that I could still be of use and that we were getting along all right.

One year after purchasing the first cow we added the third and fourth, yes, and the fifth. While they were in pasture there was no work in caring for them and it required only an hour in milking. We employed a neighbor boy to assist our son in delivering the forty to fifty quarts of milk which we furnished our neighbors with each day.

When winter came we provided the cows with a good warm barn. We arranged it so that I could easily feed and water them and keep the barn clean. During this time we studied and learned all we could relating to the best means of caring for our little herd of Jerseys. We made excellence our mark of attainment and that has kept us interested. We adopted systematic feeding and attending to the entire business. We weigh each feeding and every cow's milk. We keep account of every quart of milk sold and just the amounts we receive each day for the same. We know just how much it costs to keep each cow, and we also know what the income from each cow's milk product is. We purchase all of our feed and rent pasture; yet we have no trouble to put a surplus in the savings bank each month.

When we purchased our first four or five cows we kept them in a near-by pasture where there were from six to eight other cows that were owned by neighbors. We all paid the owner of the pasture \$2 per month for each cow. That state of affairs exists no longer, for three years ago I rented the whole pasture and have since kept from eight to ten cows, the limit of our capacity in dairying. We sell a daily average of twenty gallons of excellent Jersey milk. Our herd often numbers thirty head of young and old. Some of our Jerseys now are registered thoroughbreds. Now and then I sell an excellent Jersey cow for a hundred dollars.

What I wish to emphasize is that excellent milk is always in demand and any man who wishes to add to his regular income can do so by keeping one or more cows. It is especially easy to do this when there is a boy or two in the family. It also furnishes splendid occupation for the boy, for the one who learns to handle and care for a cow has an education that will always be of practical value to him. The time has arrived when education means that which prepares us for usefulness in life.

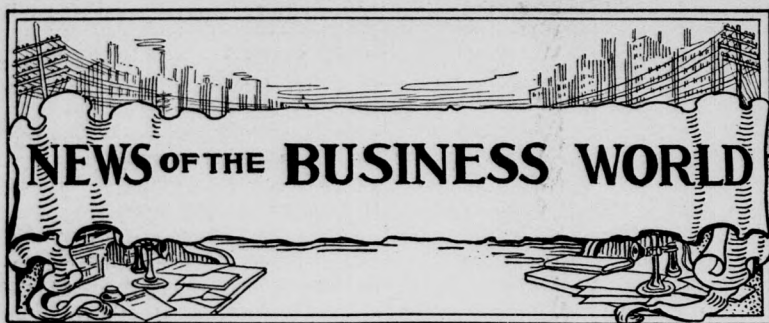
Leroy Berrier.

son I would do something that would support us respectably. I had carried on a mail order book business and I thought that with the assistance of my family I could still do so. For a while the book business received our undivided attention and we managed to live on the returns that it furnished. In the meantime we located where we could have a small garden.

We were in the suburbs of the city and that made it possible to keep a cow. There was some question as to whether I could now attend to a cow, but we concluded that with our young son's aid I would be able to do so. I borrowed \$35 from one of the members of my family and we purchased the "bossie."

We bought a grade Jersey, and it has since turned out that this was the first step towards an occupation that was not only to maintain us comfortably but to enable us to put into the savings bank a good little surplus each month. Here is how we accomplished it:

Our cow furnished more milk than we needed and we commenced selling the surplus to our neighbors. Our fresh, clean, rich milk was soon in demand. The young son could deliv-



Movements of Merchants.

Clio—Charles W. Taylor will open a clothing and furnishing goods store here.

South Haven—Briggs & Briggs, of Sandusky, have opened a racket store at 511 Phoenix street.

Whitehall—C. C. Johnson has sold the Whitehall Milling Co. plant to John O. Reed, who will continue the business.

Millington—A. C. Allen has purchased the general stock of the Allen Co. and will consolidate it with his own.

Zeeland—John Gunstra, formerly engaged in general trade at Lamont, will open a dry goods and millinery store here.

Clarksburg—O. H. Sylvester & Co. have sold their general stock to Thomas Burns and Jas. F. Bruton, of Caledonia.

Buckley—J. A. Quigley, of Grand Rapids, will open a hardware, implement and building supplies stock here about Sept. 1.

Clarksburg—Volney Strong has sold his implement stock to Charles Justice and Geo. Wirt, who will continue the business.

Cheboygan—Karl Gingsburg has purchased the clothing stock of Philip Feinberg and will continue the business at the same location.

Sunfield—F. W. Norte, general merchant, is erecting a two-story brick building, 22x125 feet in dimensions, which he will occupy with his stock.

Houghton—E. H. Wolstein has sold his grocery and general merchandise stock to Joseph H. Knauth and his notions and fixtures to Joseph Marcus.

Mt. Pleasant—Gray & Lathrop have purchased a drug stock at Elsie and removed it to a store at this place, where they have engaged in business.

Bronson—Burt Walker has sold his interest in the grocery stock of Morrison & Walker to Wm. Morrison, who will continue the business at its present location.

Hillsdale—A. J. Colvin has purchased of A. M. Luther his interest in the meat market of Colvin & Luther. Mr. Luther will engage in business in Adrian.

Lake Odessa—A. M. Smelker has sold his interest in the drug stock of Smelker Bros. to his brother, who will continue the business under the style of F. W. Smelker.

Battle Creek—Fred S. Parker, who has long conducted a drug store under the name of B. M. Parker, has merged the business into a stock company under the name of the Parker

Drug Co., with an authorized capital subscribed, \$50 being paid in in stock of \$5,000, all of which has been cash and \$4,950 in property.

Alpena—A. G. Hopper, who has been engaged in the drug business here about twenty years, has sold his stock to John H. Judson, who will continue the business at the same location.

Oxford—J. C. Baldwin & Co. have sold their furniture and undertaking stock to G. W. McLean, who has been engaged in the undertaking business at Durand for the past twenty years.

Cadillac—W. H. Buckley, for seven years representative in Cadillac for the Mosely Bros., of Grand Rapids, has resigned his position and will succeed J. S. Dennis in the potato buying business on Lake street.

Bangor—Casper Oppenheim, who has been conducting the Giant clothing and shoe store here for the past few years, is going out of the retail business and into the wholesale business with Marvell Bros. & Co., of Detroit.

Flint—The Seitner Dry Goods Co. has leased the store building at 500 South Saginaw street and will occupy it with a dry goods stock about Sept. 15. The same company now conducts similar stores at Saginaw, Bay City and St. Louis.

Sheridan—Nial A. Brown, a former resident of Owosso, but who for years has conducted a clothing and furnishing goods store in Banister, has sold out and moved to this place where he will engage in the same line of business.

Kalamazoo—William Mershon, for years connected with the active management of the Mershon-Bartlett Co., has sold a large part of his interest in the company, and C. M. Lewis and F. B. Johnson, of Jackson, will succeed him in the management.

Sturgis—The firm of Rehm Brothers, clothiers, has dissolved partnership, C. F. Rehm selling out his interest to H. C. Rehm, who will continue the business at the same location. The retiring partner will engage in the clothing business at Elkhart.

Mass City—The General Merchandise Co. is the name of a new corporation which will conduct a general merchandise business at this place and Rockland. The authorized capital stock is \$10,000, of which \$6,000 has been subscribed and paid in in property.

Lowell—A. T. Murphy, assistant cashier of the City State Bank, has been promoted to the position of cashier to succeed W. A. Watts, who

has tendered his resignation in order to identify himself with a new old line life insurance company of which he is now completing the organization in Grand Rapids.

Bay City—At a final meeting of the creditors of the bankrupt firm of Price & Rosenthal, held before Lee M. Joselyn, referee in bankruptcy, a dividend of 6½ per cent. was declared. In the case of the Phoenix Paint & Color Co. a dividend of 4½ per cent. was declared. The money involved in the two cases will be distributed this week.

Petoskey—The Petoskey Grocery Co. has taken over the stock of the J. H. Purvis grocery store on a chattel mortgage, and the keys of the store were turned over to Sheriff David R. Jones. An inventory, conducted under the sheriff's direction, was taken, but an expert appraisal of the valuation of the merchandise has not yet been made, and disposition of the case can not be made known until then.

Cadillac—Charles Oliver, assistant manager of the Cadillac branch of the National Grocer Co., has resigned. He has been employed by the National Grocer Co. thirteen years at Saginaw, Durand and in this city, and not having had a vacation for five years he feels the need of a rest, which he will now take before entering upon new plans. He has been succeeded by Fred Rauht, of the Bay City branch of the same company.

Kalamazoo—S. Stern, who has been engaged in the wholesale paper business under the style of the Star Paper Co. for the past ten years and who has conducted the same at 233 East Main street, is now settled in the new brick building which he has just erected at 405, 407 and 409 East Main street. The structure is 55x110 feet and comprises two stories and basement, the office and sample rooms being located on the first floor and the remainder of the building being utilized as storage room.

Thompsonville—Frank J. Califf and Emery J. Califf, who have been engaged in the hardware and grocery business here under the name of the Califf Hardware Co., have sold a third interest to their father, John W. Califf, and the business will hereafter be conducted under the style of the Califf Mercantile Co. The firm has purchased the Smelser building and is fitting it up for the reception of the stock. John W. Califf will remove from Grand Rapids to this place so as to give the business more personal attention.

Manistee—Chas. W. Wells, of Wheeling, W. Va., is here with a view of organizing a Manistee Produce Co. He thinks Manistee is a good point for such an enterprise. If the scheme proves a success a warehouse will be built near a railroad in order to facilitate shipments. The plan is to buy and ship fruits and other crops of this section to the big markets. The company is to be capitalized at \$25,000. Subscriptions will be accepted in amounts as low as \$100 in order that all who wish to join the company can do so. The idea is to raise \$5,000 to start with.

Detroit—Freight delivery in Detroit on the second morning out of New York is made possible through the efforts of the Wholesalers' Association of Detroit and the co-operation of the Delaware, Lackawanna & Western railroad, which has inaugurated a new fast freight service from New York to Buffalo for high-class traffic. Shipments delivered before 4:30 p. m. at piers 13, 41 and 68, North river, and pier 26, East river, and at the Lackawanna Brooklyn terminal as well, will be placed on the special train and arrive in Buffalo next morning. Delivery will be made in Detroit the morning after.

Manufacturing Matters.

Lake City—Iverson & Peterson have engaged in the manufacture of canvas gloves.

Mancelona—Gazley Bros., of Alba, have rented the Kimball grist mill and machine shop.

Petoskey—J. B. Dillman has engaged in the manufacture of cigars at 209 Howard street.

Jackson—The Imperial Automobile Co. has increased its capital stock from \$125,000 to \$150,000.

Jackson—T. H. Phillips has purchased the Ferndale cigar brand of C. B. Piper & Co. and will continue its manufacture.

Detroit—The Warner Manufacturing Co., organized to manufacture and sell vehicles of all kinds, has a capital stock of \$5,000.

Gladstone—A crew of structural steel workers is rapidly putting together the steel frame of the new saw mill of the Northwestern Cooperage Co.

Mason—The Mason Creamery Co. has been organized with an authorized capital stock of \$10,000, of which \$8,000 has been subscribed and paid in in cash.

Reed City—A corporation has been formed to be known as the M. V. W. Electric Manufacturing Co. for the purpose of manufacturing a newly patented electric stove.

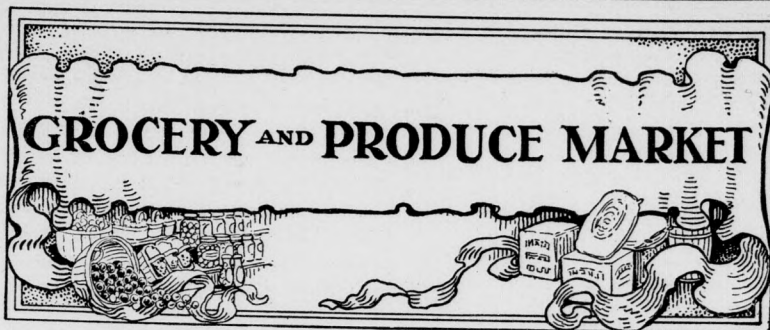
Hancock—The lumber yard established here by Edward Ulseth, of Calumet, has been opened and a survey is being made for a spur from the Mineral Range Railroad to the yards.

Felch—A corporation has been formed under the style of the Felch Creamery Co., which has an authorized capital stock of \$4,800, all of which has been subscribed, \$705 being paid in in cash.

Moline—The Moline Co-Operative Creamery Co. has been incorporated for the manufacture and sale of dairy products, with an authorized capital stock of \$4,000, \$2,000 being subscribed and \$1,000 paid in in cash.

Detroit—The Agnew Electric Welding Co. has been incorporated for the manufacture and sale of welding machinery, with an authorized capital stock of \$25,000, \$20,000 being subscribed and \$10,000 paid in in cash.

Grand Ledge—The Grand River Co. has been incorporated to produce and supply electricity for heating and lighting purposes, with an authorized capital stock of \$200,000, \$100,000 being subscribed and \$20,000 paid in in cash.



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—\$1.25 per 16 qt. crate.

Butter—There has been an active demand for all grades of butter during the past week. The bulk of the receipts still show up badly, on account of the heat, thus making the supply of strictly fancy butter very light. The best grade meets with ready sale at top prices. On account of the short supply of straight extras, a slight advance has occurred. Most of the current receipts is going into consumption, and the market for all grades is healthy. Local dealers hold factory creamery at 27½c for tubs and 28c for prints. Dairy ranges from 15c for packing stock to 19c for No. 1.

Cabbage—Home grown, 60c per doz.

Cantaloupes — Indiana Gems, 60c per crate; Michigan Osage, \$1.25 per crate.

Carrots—20c per doz.

Cauliflower—\$1.25 per doz.

Celery — Home grown, 18c per bunch.

Cherries—Sour, \$1.25 per crate.

Cucumbers—20c per doz. for home grown hot house; 75c per bu. for garden grown.

Currants—\$1.35 per crate of 16 qts.

Eggs—There is a very good demand for all grades of eggs and the receipts are cleaned up on arrival. The quality of the current receipts shows a little finer than a week ago, but the receipts of strictly fancy eggs are still light and sell readily. The market is healthy and unchanged. Local dealers pay 21c f. o. b., holding selected candled at 23@24c.

Egg Plant—75c per doz.

Green Corn—12c per doz.

Green Onions—15c for Silver Skins.

Green Peas—\$1 per bu. for Telephones.

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, \$1.60 per crate.

Oranges — Mediterranean Sweets are moving freely on the basis of \$3 @3.25. Late Valencias 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.

Plums—\$1 per ½ bu. basket of Burbanks.

Potatoes—\$2 per bbl. for home grown.

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.

Squash—Crookneck commands \$1 per bu.

Sweet Potatoes—\$1.60 per bu. for New Jersey stock.

Tomatoes—90c per bu.; 50c for ½ bu.

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

Watermelons—Indiana and Missouri are both in strong demand on the basis of \$2.50 per bbl.

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

Bay City—There has been a fair movement in hemlock, conditions having steadily improved and prices are better, piece stuff and boards ranging from \$15 to \$17. It is the opinion that stocks of hemlock will be rather low in the fall as it has not accumulated. The bark peeling season is practically over. It has been a poor season for the bark peelers owing to the dry weather which made peeling difficult, and the output in Lower Michigan, which was estimated at the outset at 110,000 cords, will fall considerably short, probably 25,000 cords below the first estimate. Bark is quoted at \$8.50 to \$11, and it helps out the lumbermen who own it.

Barton & Wilson, who conducted a grocery store at 704 Wealthy avenue, have sold their stock to Heaton Bros., who were engaged in the same line of business several years ago. The new owners will continue the business at the same location.

The Safety Light and Heating Co. has increased its capital stock from \$40,000 to \$125,000 and will be known hereafter as the Safety Light and Heating Co. of America.

It may be the only way to get a good look at heaven is to take a square look and a human one at the alleys of our cities.

Guy W. Rouse, manager Worden Grocer Co., is spending a week on Spring Lake as the guest of William Savidge.

If you would know the giving of happiness try the happiness of giving.

The Grocery Market.

Sugar—The anticipated advance in refined has not yet occurred, but it seems certain that it would were it not for the refusal of the Trust to advance at this time. The demand for refined sugar is fair. The margin between raw and refined is unusually small at the present time, and it seems reasonable to expect an advance shortly.

Tea—The market remains firm on all grades of Japans, with some slight improvement in country orders, which are coming in steadily. The imports from Japan show a falling off from former years, possibly on account of greater consumption in Manchuria and Korea and the fact that America is consuming more India and Ceylon teas than formerly. The London market on Ceylons has advanced 1@1½c above the American market. This will undoubtedly have its effect here in advanced prices. High grade Formosas are scarce.

Coffee—The market is quiet but with a fair demand, speaking of Brazils, for good Santos, which is scarce. Mild coffees are in good demand and steady to firm. Java and Mocha are unchanged and quiet.

Canned Goods—The feeling among packers is firm, but buyers are inclined to hold off. The new pack is said to be making slow progress and the canners are reluctant to accept less than the price demanded for later deliveries out of the 1909 pack. There is a waiting market for corn. No new features are presented in this market. There is continued enquiry for New York gallon apples, with apparently nothing to be had from packers. It is said, however, that some of the canners who have heretofore refrained from making prices on 1909 pack will be in the market as sellers soon. According to all reports from Puget Sound packing points the output of Sockeye salmon this year will be a great disappointment to both packers and dealers, who had counted on a pack at least equal to that of 1905, the last big year. The season has only a couple more weeks to run, and as there has already been a heavy shortage as compared with the production up to the same date in the last four cycle year it is hardly expected by the most sanguine that the shortage can be made up in the time yet remaining.

Dried Fruits—Currants have advanced, both spot and future, on news from Greece that a destructive insect had damaged the crop considerably. Raisins are being offered at very low prices—4½c coast for fancy seeded, for example, but without takers. Apricots are steady and unchanged. Other dried fruits are dull and unchanged. Prunes for future delivery are even weaker than last week by about ¼c, it being possible at this writing to buy new Santa Claras on a 2½c basis. Old prunes are about unchanged, prices being a good deal unsettled. The demand is light. Peaches are dull, on a price basis considerably below last year.

Rice—Japans are rather neglected despite attractive prices. New receipts at New Orleans are light.

Cheese—Receipts are not heavy and

the demand continues active. The receipts clean up each day and the wholesale market both locally and at country points is about ¼@½c higher. The quality of the cheese now arriving is fully up to the standard and the market throughout is firm. A continued good consumptive demand is expected at firm prices.

Syrups and Molasses—Glucose has been marked down 10 points during the week on account of the easing off of corn. With it compound syrup dropped 1c per gallon on bulk goods, and tinned goods 2@3c per case. The demand for compound syrup is only fair. Sugar syrup is unchanged and in good demand for export, but very light demand for home consumption. Molasses is in good demand in a small way at unchanged prices.

Fish—Cod, hake and haddock are unchanged in price and in light demand. There have been some sales for future delivery, but very light. Domestic sardines are still weak and comparatively dull on a basis of \$2 for quarter oils, f. o. b. Eastport. Imported sardines are unchanged, but firm. Salmon is in fair demand at unchanged prices. There would be an active demand for new shore mackerel, but the supply is exceedingly light. There are some Cape Shores about, but they are not what the trade want. Norway mackerel are scarce and firm in first hands; holders on the other side are asking an advance. On this side spot holders of Norways are having a fair demand at a slight advance over previous prices.

Provisions—Hogs still continue very high and the receipts of everything in the hog product line are cleaning up promptly on arrival. Both pure and compound lard are steady and unchanged. There is a good consumptive demand. Barrel pork, canned meats and dried beef are firm and in seasonable demand.

The Drug Market.

Opium—Is about steady.

Morphine—Is unchanged.

Quinine—Is dull.

Cocaine—Has advanced 50c per ounce on account of higher duty.

Cuttle Fish Bone—Is very firm and tending higher.

Glycerine—Is very firm but unchanged.

Nitrate Silver—Has declined on account of lower price for bullion.

Cube Berries—Have advanced and are tending higher.

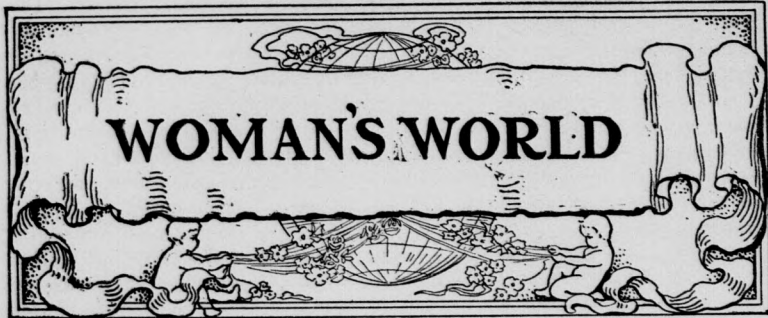
Juniper Berries—Are very firm at the late advance.

Oil Cubebs—Has advanced on account of higher price for berries.

Gum Shelac—Is very firm and tending higher.

William Judson, President Judson Grocer Co., leaves Friday for Denver, where he will represent the National Wholesale Grocers' Association at the annual convention of the Association of State and National Food and Dairy Departments. His address takes place next Friday.

A drug store has been opened at the corner of Valley avenue and West Bridge street by Fox & Fisher.



"Asking Father" Young Man's Ordeal.

The world is full of a number of things that are much more amusing to some folks than to others. From time immemorial "asking father" has been a stock subject for jest, yet to the man who faces the ordeal it by no means is a laughing matter.

True, paterfamilias is far from being the autocrat he was of yore, and the modern maiden makes her lover's path much more easy for him than by any possibility the girl of the past, however much that way disposed, could do. The modern parent knows his limitations better than to attempt to interfere when his daughter has made up her mind to exercise her legal right to choose her own husband, with papa's consent if it be forthcoming, but quite cheerfully without it should it be withheld.

But what the modern father has suppressed in drastic exercise of authority has made for an access of paternal interest in his daughter's future, and of worldly wisdom in his treatment of the prospective son-in-law. Practical enough to realize that he does not hold the situation in the hollow of his hand, as did the paternal parent of yore, he is ready to admit with the girl of to-day to deal with he can not enshrine her far from ineligible suitors, nor, should a man fall in love with her, can he compel her to say nay simply because he does not approve of him.

The doctrine of individuality has been too well learned by the modern daughter to permit of treatment of the old fashioned bread and water and locked-up-in-her-bedroom order. Side by side with the precept, "Children, obey your parents," she places its fellow: "Fathers, provoke not your children to wrath."

All the same, however, the well brought up father of the period loves his daughter not a whit less than did the father of the past, and although he may conceal his feeling he is just as suspicious as ever. Thus he is apt to make the wooing of the gay swain a trying affair. Even if a man takes the proper view of the matter, and with due humility confesses that neither he nor any other man (which latter admission comes easier) is good enough for the girl of his choice, he naturally is nervous at asking for so great a boon.

Parents who value their daughter do right to exercise due forethought before entrusting her to a comparative stranger. Moreover, too great willingness to be rid of her on the part of a woman's family scarcely

augurs well for the happiness of the man who marries her.

Parents often are placed in great difficulties by reason of their daughter's love affairs. They may refuse to countenance an engagement, but they can not change the minds of the young people. On the contrary, violent opposition frequently brings a sense of martyrdom which serves to strengthen the misplaced affection, when with judicious indifference it might have died a natural death. It comes to a question whether the affair shall go on in secret, virtually ignored by them, or whether they shall so far countenance it as to leave no excuse for deception.

Now that so much freedom is given the girls the man who woos his love "under the rose," and so exposes her to the merciless tongues of gossip, scarcely can be said to be acting with honor, certainly not with proper consideration for her. Moreover, there never was truer saying than that the woman who deceives her parents for the sake of her lover later on surely will deceive her husband.

When there is nothing against a man's character or antecedents, when he is able to support a wife in reasonable comfort and the lovers are sufficiently acquainted and love each other, few parents are so tyrannical as to refuse their consent. On the contrary, most fathers are pleased to see their daughters happily married. It behooves them to be cautious; and the daughter who marries a man with an unsavory reputation, disregarding the advice of a kind and affectionate father, is more than likely, later on, to pay dearly for her self-will.

Dorothy Dix.

The Head of the House.

Mrs. Grant was undoubtedly the disciplinarian in the family, and Mr. Grant, who was a very busy lawyer, was regarded by the two children as one of themselves, subject to the laws of "Mother." But one day Mrs. Grant became very ill, and at luncheon Mr. Grant, who felt that the children were already showing signs of "running wild," felt obliged to reprimand them.

"Gladys," he said, "stop that immediately or I shall have to take you from the table and spank you."

Instead of making the impression he had fondly hoped to do, he saw the two little imps glance in a surprised manner at each other and then simultaneously a grin broke over the faces of both culprits, and Gladys said in a voice of derisive glee:

"Oh, George, hear father trying to talk like mother!"

What Other Live Cities Are About.

Written for the Tradesman.

Kansas City has awarded a contract for installing a municipal asphalt repair plant at a cost of \$29,395. The need of the plant is urgent, as many of the streets of the city are in deplorable condition.

The Chamber of Commerce of Springfield, Ill., recognizing the fact that traveling men are natural born boosters, will furnish the drummers living at Springfield with information and literature regarding the city's advantages.

Louisville, Ky., has been granted stop-over privileges by all roads and the Merchants and Manufacturers' Association is endeavoring to make this fact known to the world.

Philadelphia is looking up as a seaport town. Congress has authorized a 35 foot channel, also surveys for a deep canal across the Delaware Peninsula to New York. Three new steamship lines have been secured and plans are made for pier extensions costing upwards of \$3,000,000.

Milwaukee has made a gain of 4,800 in population during the past year, according to the new directory, making the population 370,246 to date. Detroit claims a much larger gain than this and Cleveland makes even larger claims, having now passed the half-million mark.

The Chamber of Commerce, Seattle, is planning on assembling a permanent exhibit of Washington, Alaska and Hawaii at the close of the Exposition.

Buffalo has been looking into the cost of a municipal water pipe plant and finds that such a plant can be built and equipped for \$135,000.

Paving contractors have warned the city of Buffalo that unless the ordinance prohibiting automobiles from dropping oil and grease on the pavements is enforced they will refuse to make repairs under the terms of their contracts.

Eliminations of the grade crossings in Erie, Pa., will cost over \$1,500,000 according to estimates made by the Lake Shore road engineers to the city officials.

Illinois has passed an enabling act giving cities and villages the power to require the sale of dry groceries and vegetables to be sold by weight or numerical count in place of measure. The cities of Peoria and Moline are already considering the advisability of making this change.

The first issue of Philadelphia's new municipal newspaper is out and the other journals of the city are making merry over it, declaring that it is mostly reprint and a very tame affair.

St. Louis will observe the third week in August as Made-in-St.-Louis Week and all local organizations are giving the manufacturers their active support to make the affair a success.

An Industrial Exposition will be held in the 65th Armory building, Buffalo, in October, under the auspices of the Manufacturers' Club of that city.

The city of Superior, Wis., is sinking six new wells to increase its water supply, which will give a total of eighty-five wells. The old wells were

sunk in the sand along the lake shore, and while they are more satisfactory than the old method of getting water directly from the lake, the ice which covers the beach in winter has caused trouble. The new wells extend out under the lake below the ice line.

The manufacture of clothing is the leading industry of Baltimore.

Utilization of the steam generated by the new garbage plant to run electric generators, with which to light the downtown streets, is urged by Mayor Rose, of Milwaukee, in a message to the Council. The incinerating plant will develop 1,000 horse power daily, it is estimated, without the consumption of a pound of coal.

Louisville will expend about \$6,000 in building two new public bathhouses in the western section of the city.

Philadelphia has completed a high pressure fire service, covering the center of the city and the district between Broad street and the Delaware River, Walnut and Race streets, at a cost of \$600,000. Almond Griffen.

Youngest Traveling Man On Record.

"Harold Banks, Chicago," is the way it appears on the register of one Omaha hotel, and the owner of the name claims to be the youngest traveling man in the world, and he looks it. He pleads guilty to being 9 years of age and declares that this is his third season on the road.

In order to subscribe his name on the hotel register Harold has to stand on his tiptoes, but when it comes to doing business he can give points to some of the best of the veterans. He is selling a window cleaning compound and deals with the retail trade. He has been in Omaha three days this last week and says that his orders will exceed \$1,000.

While the young man from Chicago is educated in the ways of the world he has not acquired any of its vices. Discussing this point, he said:

"I do not drink, smoke, chew or carouse. I enjoy a game of baseball, but I never allow it to interfere with my business. I like traveling and have no difficulty in securing orders. I travel alone, pay full fare, yet I could take advantage of my youth and size and get half rate. However, that would not be quite the thing for a traveling man to do and then I don't think the house would stand for it."

Young Banks started in business selling newspapers on the streets of Chicago and made good. Then he got a chance to sell the window cleaning compound in the city and did so well that he was given a territory, which includes Iowa, Nebraska and Minnesota. He makes two trips a year, and says that this year his salary and commission will net him \$2,400. His money is sent home and placed in a savings bank. When he gets enough to make a payment he buys a lot. He claims that he has great confidence in real estate and insists that his ambition is to own a farm, well stocked with fine cattle and horses. When he has secured this he will quit the road and become a farmer.

Winter Byles.

FIFTEENTH MEETING.

Saginaw Hospitality Enjoyed by the Hardware Dealers.

The fifteenth annual convention of the Michigan Retail Hardware Association, which was held at Saginaw last week, was largely attended and hugely enjoyed by every one present.

The convention was called to order on Wednesday, when the annual address of President Wright, the annual report of Secretary Scott and the address of W. P. Bogardus were presented. All of these appeared verbatim in the last issue of the Tradesman.

In the evening 800 hardware men and their guests, seated about the banquet board at the Arbeiter, made merry in a manner that will not soon be forgotten. In their layout before the hardware men the Committee on Entertainment, composed of V. E. Weidemann, chairman, Theo. Huss, T. A. Saylor, W. H. Tausend, John Popp, H. W. Spindler and Fred Zahner, and the Arbeiter Society created a distinct epoch in affairs of this kind in connection with the regular hardware conventions. The menu was in quality beyond criticism. There were constant calls, especially for the sauerkraut, which had been especially prepared for the convention by John Popp. Wesche's orchestra rendered a delightful programme during the evening.

While cigars were being circulated a representative of the Lufkin Rule Co. passed from table to table handing out what proved to be the most acceptable souvenir of the convention, being small two-foot tapes and pocket match safes, the latter being put into immediate use.

The most interest was displayed in the efforts of the vaudevillians, presented by Manager Newcomb, of the Casino, the following being offered to the satisfaction of those present, the individual work being much applauded: Scanlan & Kramer, singing and dancing; Eva Prout, singing comedienne; Mitchell & Willard, the talkative two; Olga Lorraine, "Rag Time Liz;" Marquis & Lynn, novelty comedy—music and dancing; "The Four Graceful Grohs," a whole circus in one act.

Following the offerings enumerated President Porter A. Wright addressed the body, recommending the hospitality of the hosts of the evening and finally interesting Mr. Hart, of Detroit, to the extent of leading in a song, "Go and Get It at the Hardware," to the tune of a popular air, soon resounding through the hall. Mr. Hart led the body in the closing song of the evening, but not before President Wright had secured three cheers for Chairman John Popp, Ernest Reichle, V. E. Weidemann and Chas. H. Smith. To show their satisfaction with the services of President Wright the body rose to its feet and united in three cheers for him, adding: "What's the matter with Wright! Hes' all right! Whose all right? Wright."

Present as a guest of the hardware men was John Leidlein, chairman of the Saginaw county Supervisors and

Vice-President of the Arbeiter Society. In the gallery were about 100 members of the Society, who had just come out of the regular meeting in the lodge room, including President F. W. Beuthin, Christ Hammel, Geo. Baumer, Chris. Schlatterer, the only living charter member of the organization, and others.

One of the features of the banquet which showed the thorough manner in which the entertainment was taken up by the Committee, was the napkin which was placed at every plate. Upon this was printed a cut of the Auditorium with other convention information, the pieces being saved largely by delegates as pretty souvenirs of the occasion.

Thursday morning the programme was impressively started off with the singing of "America" by the entire assembly.

Chas. A. Ireland made a brief and comprehensive report of the tenth annual convention of the National Hardware Association, which met in Milwaukee, which appears elsewhere in this week's paper.

Hour With Traveling Men.

An hour with traveling men, an interesting discussion led by W. B. Wood, of Detroit, was a lively "trade talk" of an enthusiastic nature in which the status of the traveling man was clearly established. The speaker advised better relations between the merchant and the salesman. He said that the salesman was one of the most vital cogs in the business machine and by coming constantly before the trade he somewhat represented the personnel of the firm before the public.

Another phase of the salesman life, he said, was the tendency on the part of the trade to make appointments ahead, thus keeping the traveling man tied up in a single town or city for a longer period than was really necessary. He said that if the merchants were disposed to they could make the life of the traveling man decidedly happy by transacting business as soon as possible and allowing him to be on his way.

The idea of promoting an auxiliary organization was offered by the speaker, who asserted that on account of the frequency and importance of these conventions it would be better for the traveling fraternity to organize and thus centralize their activities during convention time. Mr. Woods closed his address by calling on two of the oldest traveling men in the business attending the convention, Henry C. Weber, of Detroit, representing the firm of that name, and Mr. Hard, of Detroit, both responding to the invitation to talk. The remarks of these gentlemen were of the same enthusiastic nature.

Henry Stadt, of Grand Rapids, gave the fine points of the cash system as superior to the credit system, which appears on another page of this week's issue.

This line of talk was followed by G. W. Maxwell, who spoke of the value of system in business methods.

Following these discourses the convention listened to a greeting from the National Hardware Association,

tendered the convention by its delegate to the fifteenth annual, P. F. H. Morley, of Saginaw, making a series of remarks that left a distinctly good impression on the delegates. Mr. Morley happened to be the only representative present out of the five representatives from the National body appointed some time ago by Col. Dudley, President, for the purpose of extending the good will of the National order to the Michigan Association. The others appointed to the task were F. C. Achard, Saginaw; E. C. Shinnors, Detroit; W. S. Henning, Detroit, and Frank H. Conant.

Mr. Morley fully made up for the stringency in speakers in the short and spicy quality of his remarks. He spoke of the tendency on the part of the retail trade all over the country to organize and of the amount of good that could be accomplished through complete organization. He said that the dealers soon learned that their competitors were not their enemies in the business of merchandising. He spoke of the constantly increasing regard that is being attached to the business of merchandising and the better class of men that were engaged in it. In the business world he said the merchant is assuming a position of worth and value which has never been accorded him before. Mr. Morley's remarks were closed with a few stories of a humorous nature, in which he succeeded in tickling the risibilities of the gathering.

"Salesmanship" was the subject of an interesting talk by H. N. Tolles, of the Sheldon School, Chicago. He said that business education was an absolute necessity and that the dealer must gain the complete confidence of the trade. Confidence, he said, was the keynote of every man's success.

The question box was again eliminated and the meeting was concluded with the presentation of prize suitcases to the two leading members in the race instituted for the purpose.

The following officers were elected to serve the organization for the ensuing year:

President—Charles A. Ireland, Ionia.

Vice-President—O. H. Gale, Albion.

Secretary—Arthur J. Scott, Marine City.

Treasurer—William Moore, Detroit.

Executive Committee in Nomination—Henry C. Weber, Detroit; Alex Lempke, Detroit; Frank L. Brockett, Battle Creek; Charles H. Miller, Flint; C. M. Alden, Grand Rapids; Julius Campbell, Traverse City; George L. Mosher, Bay City; Marshall Mackey, South Haven; Porter A. Wright, Holly.

Finding a Hero.

"Oh, yes. I had a good time camping out this summer," said a muscular representative of the wholesale grocery trade, "and just before coming home I found a hero. There were a hundred campers of us where I went, and among them were several love-sick young men. It got to be a fad for one of them to take a canoe

and paddle away and upset it and play that he was drowned. Then the rest of us had to turn out and hunt for him. After this game had been played on me three or four times I got tired of it. I was routed out one morning at daylight to help search for a dude, who wanted to perish for the love of a red-haired girl in camp. His canoe had drifted ashore bottom up. While some went to dragging the lake I took a walk in the woods along the shore and in the course of half an hour I found my man. He was not drowned. He was not even wet. He was smoking a cigarette and feeling a hero.

"And what happened" was asked as the narrator paused.

"I effected a cure. It will be years and years before that young man plays the hero again. It may, in fact, be never more. I took him by the collar and jerked him to his feet and the cigarette down his throat, and then I cracked his heels in the air and toyed with him. When tired of this I sat down and drew him over my knee and spanked him for twenty minutes straight. He struggled and yelled, of course, but it was no use. When I had finished with him he sneaked into camp and packed up and disappeared. From thence until I left canoes kept right side up, and not a young man was missing on the lake or a young woman lost in the woods to cause the rest of us to miss our regular meals."

A Long Diver.

"A circus came to a little town in Tennessee," said Colonel Robert M. Gates, "and one of the attractions was a high diver, a chap who dove from the top of the tent into a shallow tank, which is a feat common enough, but which created a deal of talk in that locality.

"The wisecracks were talking about it at the store. Many of them thought it could not be done without killing the diver, but one old man insisted that it was perfectly feasible.

"What do you know about diving?" he was asked.

"Wal," he replied, 'nothin' in per-tickler about that kind of divin', but I used to have a cousin who was the longest diver ye ever see.'

"Longest diver?" scoffed the other sitters. 'Where'd he dive?'

"Onct," replied the old man, 'he bet a thousand dollars he could dive from Liverpool to New York.'

"Did he do it?'

"Nope, not that time. Y'see, he kinder miscalculated an' came up in Denver, Colorado."



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E. A. STOWE, Editor.

August 18, 1909.

IN DOG DAYS.

An item which means much has just drifted in here from the "wild and woolly," and as its subject-matter is one of far-reaching application it seems best to quote its leadig paragraph:

"There have been numerous complaints of late concerning the unmuzzled dogs in the streets, and it is not surprising to learn, therefore, that many people have been bitten by dogs during the last two weeks. There were, it appears, forty-two of these victims, most of them children, and the acting chief of police proposes to enter upon a vigorous campaign of dog-catching and dog-shooting for the protection of the public.

There is here no expectation and certainly no desire to lessen the regard towards the faithful friend of man, which the dog is and always will be, but during dog days it does seem as if a little more discretion should be used than often is in this direction. With forty-two victims already on the bitten list and most of them children—although not knowing the children candor compels the admission that there is a certain joy in the knowledge that the editorial leg remains unharmed—it does seem as if, child versus dog, the child ought to receive the benefit of the doubt; and, this conceded, as if the catching and shooting of dogs can not begin a minute too soon. Admitting that it is a disagreeable if not a dreadful thing to muzzle the dog we love, especially in dog days, it is still far more dreadful to expose the humanity at this same season to the death-dealing fangs of hydrophobia often prevailing during hot weather, and reason dictates that if it is child or dog, the dog must go.

To those not dog devotees it does seem as if the dog is the commonest nuisance that the earth knows. However carefully cared for the dog "smells." He has fleas, a fact he never keeps to himself. His affectionate nature manifests itself affectionately. He inserts his cold wet nose into your hand whenever and wherever he can reach it. Give him half a chance and he laps your face with his long and always slobbering tongue, and he

is not careful what else he laps. Always glad to see you, his gladness reaches its culmination only when he is pawing somebody and leaving upon that somebody the dirtiest dirt that those paws have been able to collect. Lying down upon compulsion, his choice and only place is where he can touch the humanity nearest him and where his presence is made at once apparent without any exertion on his part. The fact is the dog in dog days is a nuisance and the officer having the brute in charge should, if he is remiss in his duty, receive the full penalty of the law for his remissness.

A common defect in the dog lover and owner is that he never can be made to understand that all men do not like dogs and especially that one he calls his. An instance rises as an illustration:

The boat was leaving the Boston dock for Nahant and was crowded with passengers. Among the last to arrive was a large fat woman with a hairless doeskin-colored dog of the greyhound type, the bad blood of which was manifesting itself with an occasional ulcer. Woman and dog were devoted to each other, the woman holding the dog and the animal licking first his sores and then the caressing hands of its mistress! There may have been something more disgusting to that boatful of passengers on that sweltering summer day, but probably not, and the wide space of unoccupied territory in the immediate vicinity of the two was a convincing proof that an ulcered lap dog is an intolerable nuisance and that the woman who fondles it is worse than the disgusting pet she fondles.

It does not follow that a good dog is a dead dog, but it is submitted that in dog days judgment should be tempered with reason, and that there is a limit in regard to biting dogs which dog owners are bound to respect.

TIRESOME ONES.

Gone are the debating societies, the lyceum platform is deserted, the spell-binder has disappeared and in their places one sees the page after page of wisdom and philosophy published regularly by the week-end dailies, the Sunday magazines and the aggregate horde of miscellaneous periodicals.

The almost mythical Brahmin, Pilpay; Hesiod, Aeschylus, Sophocles Euripides, Hippocrates, Plautus and all the rest of that delightful "Bench of Philosophy," down even to Voltaire, Isaac Watts, Tom Paine, Cotton Mather, Davy Crockett, Josh Billings and Fra Elbertus, are robbed each week of their best; which, made to read regardless of proportion or any other value, are seen as the naked niddipoll of well meaning but indiscreet amateur students of wisdom and the unqualified facts of human existence.

Human nature has not changed in very pronounced fashion during the past eighteen centuries and one of the relentless dictates of that nature is that the average normal man knows that best, which he learns by experience. Again, it is written indelibly, that the average normal man has

his strongest faith in that which he learns by experience.

There are, it is said, no two among the statistically alleged three billions of human ears in the world that are identical in contour, color and size.

For "ears" read personalities, temperaments, capabilities or environment, and the quoted statistics remain fully as accurate and reliable. And so, just as it is impossible that every ear should attune itself simultaneously to every vocal sound made upon this globe, it is out of the question for each personality to adjust itself to every factor in human intercourse, as set forth by the philosophers, old and new, especially by those who are so new that they do not realize the fact.

Representatives of the present generation of adults have learned and are still learning their way, chiefly by experience, and the generations before them pursued exactly the same method as to their development. And they have done fairly well. Therefore, whether one wills it or not, the youngsters coming on must and will achieve their records by experience. If they are discreet they will win out, because "Philosophy is nothing but discretion."

SEEING SMALL.

Besides appealing to the general government almost annually for more than two decades for appropriations for the improvement of the river channel to Grand Haven; besides securing and expending practically \$300,000 in red-tape operations which have resulted in producing a channel worse than it was in 1888; besides sustaining losses to property and industrial interests during twenty years which will easily aggregate a million dollars and which are chargeable to damage by freshets and, besides authorizing the expenditure of and expending a million dollars of city money to prevent a repetition of further injury by floods, the business men of Grand Rapids have wasted, approximately, a hundred thousand dollars in putting half baked steamboat experiments on Grand River.

This experience has been bought at an expenditure of \$2,400,000, and yet those business men have failed to learn the very evident fact that they have ever looked upon the proposition through the wrong end of the telescope. They have persisted in seeing it in its extreme of littleness and uselessness.

If Grand Rapids can be made a deep water port, such an evolution would increase the aggregate of taxable values in the city many fold because it would guarantee forever the stability of the city as the chief commercial and industrial distributing point in Western Michigan.

If such a development is possible—and eminent authorities say that it is—the business men of Grand Rapids are confronted by a possibility which will persistently refuse to be looked upon in a penny-wise, pound foolish and aggravating dribble sort of way.

It is a possibility which, indifferent as to whether or not it is recognized at its maximum value by the business interests of Grand Rapids, will re-

main a fact until some other community to the South, having approximately our equal opportunity, will recognize their position and, getting busy, will displace Grand Rapids as the Second City in Michigan.

UNNECESSARY CELEBRATION.

Some over-zealous people have been suggesting that in 1912 the United States and Canada join in holding a grand celebration to commemorate the fact that a hundred years of peace and progress has existed along the common border of the two countries, although that border is for a great part of its extent an imaginary line only. Just what good can be accomplished by such a celebration does not appear, while there is a good chance for the occurrence of disagreeable incidents.

As a matter of fact, it will be only in 1915 that a century of peace will have been completed, hence if there is to be any celebration at all, it should take place then, rather than in 1912. But no good purpose would be subserved by holding any celebration whatever. There has been peace between the two countries simply because there has been no reason for going to war. There never has been a time during the hundred years when Canada would have been desirous of invading us, because of the fact that, being merely a colony of the British Empire, she could not have gone to war without the consent of the British government.

Although there has been no overt act against Canada on our part, there have been many disputes which have caused more or less friction. There has always been a section of Americans who believe, or pretend to believe, that the Canadians would welcome annexation to the United States, and will inaugurate such a movement whenever the time is propitious. There is absolutely no foundation for any such belief. The people of Canada do not desire annexation to the United States and do not entertain any particularly high regard for us. In many respects they are more intensely British than the British themselves, although their government occasionally has misunderstandings with the central authority in London.

Should the time ever come when Canada decides to sever her ties with the British Empire and is permitted by that Empire to so separate, the people of the United States will find that far from seeking annexation, the Canadians will set up an independent republic of their own, and we will then find it much more difficult to settle our controversies with our northern neighbors than is now the case with the restraining hand of the imperial government at London to prevent hasty action.

It is certainly an evidence of faith in our government to constantly imagine that other nations are anxious to be annexed by us, but the sober fact is that no such desire exists on the part of our neighbors, who rather dislike and distrust us, if the truth were known.

The man who always knows what not to say isn't so foolish.

THE CASH SYSTEM.

How It Worked With a Local Hardware Dealer.*

The cash system and its merits is a question of much importance and value to every merchant striving to make and earn his daily bread by selling merchandise to many different kinds of people from all nations.

Cash and system are two of the greatest and most needed tools in every merchant's business. The greatest number of failures are due to the lack of these two—cash and system.

The average business man has some sort of higher aim than the laboring man. He can not be held down to the shop or the work bench. He has that trading and exchanging feeling which throws him into the merchandise world. He can only satisfy that hunger for gain by buying and selling merchandise, thereby having the freedom of running his own affairs and doing as he pleases. This is the way business shows up to all outward appearances, but that is not the actual condition of the business world today. The endless chain of expense, changes, difficulties and accounts no man can see or believe until he has put his time, energy and money into the business.

The business man from ten to twenty years ago had not the difficulties to contend with that we have to-day. He lived in a more and quiet age—not the hurry and hustle of to-day; not in the discontent of the present day public. There was time for everything. To-day there is not time for anything. The people were for the greater part honest, satisfied, common and clear-thinkers. They did not read in every paper and on every other sign, "Your Credit Is Good" or "Money to Loan Without Security," etc. They were living in an age of sincerity and brotherly spirit. The atmosphere and everything around them was slow but sure. They loved to be honest and do unto others as you wish them to do unto you. To-day it is "do others or they'll do you."

To-day's conditions stare us in the face: The people demand your business to be up-to-date, with a complete stock; the latest of everything, because they see and read about the same in the magazines, etc. They want quick service, quick delivery and all sorts of accommodations. They want a liberal amount of credit extended and goods sold as cheap as catalogue houses. What must be done? You say: "We have been in the credit business and have done credit business so many years, etc., and every location is not right." That is not a fair and honest excuse. Where we are located there are four hardware dealers on the same street within ten blocks—same location for many years—and we are the only one doing a cash business on the street.

Before I explain the cash business I wish every merchant to understand that we do not say or think that success is only to be obtained by doing

a cash business. Far from it, because the past has shown us a fair number who have made a success and a great number who have not. Your credit man will tell you that three-quarters of the failures are due to lack of money, and if it be lack of money it must be for some reason, such as lack of location, lack of management or the credit system. The last we know and believe is a curse to every dealer and more so to the smaller dealers, because their capital is limited and their buying is small and they are not getting the best of prices and very often because they are under obligation to some jobber who has helped to carry them along.

Why? Because his book accounts will just about balance the amount he owes. He has his money where he can not get it when he wants it; he can pay no bills with the same at the first of the month; he carries a frown on his face. Why? Because he is honest, wishes to pay his bills and wants his discounts, but those book accounts! He thinks if he only had one-half of the money due him how happy and relieved he would be. Does he get it? No, because he has it invested in a sand bank, drawing no interest, subject to expense to collect the same. The credit business takes nights of sleep, makes unpleasant homes and lives and, what hurts as much as anything, the people do not take and value credit as a privilege extended to them, but take it without asking for the same—demand it as if it were their business and not your business. They have "got you" because they owe you money; they look at your place of business and tell you often you do not need it, see the stock you have, etc. If money could only be used in a hardware store it would be easy to collect, but your cash is used for luxuries, pleasure and enjoyment, which you should take, but they take your place. Why do not more dealers come to the convention? Because a great many dare not and can not spend the 25 to \$50 it costs.

Brother hardware dealers, the above reasons brought us to think and stop on the way a business man must earn his living; if possible a trifle more for old age.

April 1, 1907—bless the day we with a firm and honest resolve took the stand and made the change. We had written to some firms who had told us they did a cash business, but received no replies. We opened our doors to do a cash business and are doing the same to-day and always will, and find the same better every day. The beginning was somewhat difficult—to make people understand that cash means cash not ten or thirty days, but when purchasing goods to pay for the same. We closed our books to everybody, rich or poor, big or small. We treated everybody the same. What a relief! Formerly waiting on our trade with what feelings, you all know; now waiting on our trade with a clear mind, no book accounts flashing through you while selling your customer merchandise—thinking of what he owes you for sixty-ninety days; instead of talking

merchandise you were thinking collections. No more hard luck stories of paying rent, doctor bills, out of work, cuts in wages, boys don't work, etc.; nothing of the kind. "We trade for money only." We find our customers much more free and pleasant and satisfied—and we are in the same mood. We try to teach all customers we are doing business in the right and honest way. Our motto is, "Cash and one price to all." We trust everybody—give credit to nobody. We show no favor to anyone, old friends or strangers; all are treated the same. We tell them we sell good goods at as low prices as possible and if they want the same they must pay the cash. Some who talk back we ask if they do not intend to pay for the same. The answer is: "Sure." Then why not now? Keep your mind clear, owe no one, be a free man, carry no unnecessary burdens in your mind.

Often in the beginning parties would order and buy, then say the old slogan, "Charge it." Our reply invariably was, "We do no credit business. See that sign?" The party would say, "Well, I can pay it just as well," reach down in his pocket, pull out a five spot and pay us.

Brother merchant, it is not the people's fault. We as dealers have led them astray. A child of 3 years old knows what credit is. We do not cut our prices. Some days we have leaders. We strive as much as possible to keep a clean and complete stock and for our store to have the appearance of welcome. We make prompt deliveries, make right what is wrong at once. If a customer is not pleased with what he bought we return his money. We do no newspaper advertising. We have opening weeks April 1 and October 1. Our first April opening on the cash basis was a big success. We had over 500 women in our place of business that week; served refreshments, gave souvenirs, sold more household goods that week than otherwise in three months. We strive to show what cash will do. That week of opening we sold 450 yards of linoleum—all for cash. Remember this! When people do not owe you they are then your friends and easy to care for. Always remember cash is king in your business. You need the same to do business. What good will \$1,000 do to 100 people in shares of 60 cents to \$60 each? It does them no good; it hurts them. They have something which does not belong to them. If they have any conscience left it bothers them. Now, what would that \$1,000 mean to you? Brother merchant, it may mean your success. Think it over and then go ahead. Be a reformer for the welfare of the people. You may be for local option or you may not, but should you ask me, What is the biggest curse to the people of this country? I would at once say, The credit business; because if people paid as they go and bought only what they should there would be a great many less drunkards and less places to spend the good money entrusted to them. Why? Because they must pay for what they buy. I dare say that in Grand Rapids on the books of

the hardware men there is not less than \$100,000. Think of that! If that cash were in the hands of the hardware men what a change for the good.

You may want to know how about contract and tin shop work: If a contractor orders by phone we will deliver the same. If he is not there we can call at place of business in the evening and ask for the check the same day or the next morning. If he does not respond we will not sell him again. Our shop work is handled in the same manner. Before we take the work we ask the parties if they know our system and explain the same to them. We have no trouble at all. Do we lose some trade? Yes, we do, but the loss is so small compared with the trouble of trusting that we gain by so doing.

Churches, schools and corporations we open accounts with per month. We do not consider that credit business and no losses on the same, as with the transient trade.

The Merits of the Cash Business.

A life vacation to your mind.

A clear mind for thought to better your business.

A better feeling for mankind.

Educating your customers to be better citizens.

Your business a place of pleasure.

Your customer not your opponent but helper.

No forgetting what you have sold.

No unnecessary work on your desk.

Less expense and less work.

Opening your door to do business.

No old gone-by transaction to recall and settle.

No statement or strong, saucy letter.

No collection agency to pay without success.

No after hours to work behind the bars of the book.

No hard luck stories to endure.

No card system to keep in force.

No blaming your book account.

No excuse for not making money.

No one to blame for trusting Jones.

But closing your door after you have completed your day's work without regret.

Brother merchant, watch the change in the times. The man with the boodle is the man to-day.

The song you know of Yankee Doodle—

A song we all did sing.

The words of late have made a change

Like every other thing.

The song is now the Yankee Boogie.

Which buys you everything.

Without the cash or Yankee Boogie

You can't do anything.

Imitating Father.

The other day I took my young nephew to the barber for the first time. I hated to see the soft little curls cut off, but his mother had said they must go. As the barber tied the towel under his baby chin he remarked, "How do you want your hair cut, young man?"

"Wif a little round hole in the top, like my faver's."

The best evidence of loving heaven is endeavor to bring it here.

*Paper read at annual convention Michigan Retail Hardware Association by Henry Stadt, of Grand Rapids.

GREAT FORTUNES.

They Are Not Peculiar To the Furniture Business.

The State Labor Department is making a canvass of the furniture industry of the State. One of the questions asked is present capitalization and whether the capital has been increased since business was begun. This question will be asked in all seriousness, but really what would the furniture industry of Grand Rapids amount to if the various enterprises were operating on their original capital? Berkey & Gay started on little more than a kit of tools and the same is true of the Nelson-Matter Co. The Sligh had about \$10,000 and began operations in a 40x60 frame building on its present site. The Oriel, when Chas. W. Black took hold of it twenty-five years ago, had a capital that was fairly well covered by the debts the company owed. The Grand Rapids Upholstery Company's first home was a shed in the rear of C. A. Lauzon's home. Mueller & Slack had a very modest start. When the Widdicomb boys came home from the war they had nothing but a few tools and the know-how. Sheldon & Snyder had to buy their lumber by the wagonload and their varnishes by the gallon when they began. The Stickley had a small factory and hard sledding at first. The list can be continued until nearly every concern in town has been named. With very few exceptions the initial capital was limited and growth has come with the years. By "capital" is meant cash. If the brain and industry and enterprise originally invested could be capitalized the figures would be more imposing. The growth of the industry in Grand Rapids may represent the capitalization of intellect and ability.

The furniture industry in Grand Rapids has not made many millionaires. For that matter has it made even one? Great fortunes have been built out of iron, oil, coal, lumber, railroads, gas, wagons, dry goods, newspapers, sugar, rubber, shoes, real estate and nearly everything else. But where are the vast estates made in the furniture industry in Grand Rapids? The furniture manufacturers here live in comfortable homes and some of them have automobiles, but how many of them can write checks in six or even five figures without winking? The furniture industry has not been productive of great riches except, perhaps, the riches of good citizenship, clear conscience and the simple life. Why this should be so is not difficult to explain. For years the manufacturer worked each on his own account, regarding all others in the trade as his rivals and enemies. Each made it a point to produce all the furniture he could quite regardless of market conditions, and in selling prices were fixed mostly by guess. A lucky guess yielded profit, poor guessing net losses. Of all the furniture concerns that have been started in Grand Rapids not more than one in five have survived, the others falling by the wayside. In recent years the manufacturers have proceeded on

more intelligent lines. They have learned how to figure the cost of their product. Through their National Association they keep in close touch with market conditions and can safeguard against over-production and the necessity of getting rid of old stock at any old price. The manufacturers have been making money in recent years; but they have not yet reached that stage of prosperity that gives much business to the diamond merchant or makes the chorus girls merry.

The furniture industry is scarcely touched by the new tariff. The smaller sizes of mirror plates are advanced from 8 and 12½ to 10 and 15 cents a square foot, but this will not make more than 20 to 25 cents difference in the cost of any one plate. On the sizes that contain more than 5 square feet the tariff is reduced from 35 to 22½ cents. More plates are used under than above 5 feet, but the change will make little difference either way. Oils, varnishes and other materials are reduced fractionally, but the manufacturers do not look for any changes in the price of what they buy on that account. Mahogany and Circassian walnut in the log remain on the free list. Pine and other lumber in the pine class is reduced from \$2 to \$1.25, but this does not interest the manufacturer as they do not use that kind of lumber except for crating purposes. The furniture men have had very little concern as to the tariff. But they are glad the question has been settled and they are hopeful that it will stay settled for a long time.

While the furniture men have not worried themselves about the tariff, a situation has arisen as to freight that is agitating to a considerable degree. The car service rules have long presented that to secure carlot rates the shipment must be from one consignor to one consignee. This rule was until comparatively recent times so interpreted that in shipping less than carlots to the Western trade several manufacturers could combine to fill a car and thus secure the carlot rate. Then the railroads proposed to give the rule a stricter enforcement and this brought the carloading service into existence. The manufacturers gave the Carloading Bureau power of attorney and this service made the shipment as one consignor, with one or more consignees. Now the rules are to be still more strictly interpreted and the carloading service must make affidavit that it actually owns the goods shipped and only one consignee is recognized. The difference between the carlot and less than carlot rate to the coast is \$100 to \$150. The strict enforcement of the rule will be a handicap upon the small manufacturer and the small dealer and of corresponding advantage to the big fellows who by doing carload business can save the freight, which in itself will represent a nice little profit in the business. The interpretation of the rules will no doubt be reviewed by the Inter-state Commerce Commission in the courts.

The shipment of furniture ordered during the July opening is now in progress, and the outgoing cars will represent a good sized train daily. The railroads out of Grand Rapids radiate in eleven different directions and in addition are the two interurbans. The furniture is taking every route out of the city and thus the shipments are scattered. But what an impressive sight it would be if all the furniture were sent by a single route and in a solid train. It is safe to say that Grand Rapids, where the furniture is produced, would be amazed at the length and frequency of the train, and as for the outside world it would be impressed to a degree greater than a whole volume of statistics could do. The same may be said, although not to the same extent, concerning the delivery of furniture at the freight stations. Those factories that lack side track facilities must send their goods to the stations by truck. There are many factories and several stations, and the deliveries are by many routes. But if the furniture delivery vans on trucks could be bunched for a daily procession to the freight station what a procession it would be.

Two important considerations are stirring the manufacturers to activity in making their shipments: One is the desire of the buyers for early delivery. Retail stocks are low and early opening of the fall trade is looked for. A much larger proportion than usual of the orders placed in July had "immediate" marked against them. Another reason is the apprehension of a car shortage and freight blockade later in the season. The crops will soon be moving and they promise to be such that everything on wheels will be needed to get them to market. Other commodity shipments are heavier than last year. Early shipment of furniture will insure fairly prompt service and therefore the manufacturers are hustling. In 1907 and also in 1906 they were seriously hampered by lack of cars and freight blockades, and such experiences are neither enjoyable nor profitable.

The Inner Home Circle Life on the Farm.

It has been the great mistake of the country home to leave the social and most of the moral phases to the women of the household. Even the city home is not exempt from this fault, for we all recognize the point in the familiar story of the woman whose husband was out of town a good deal and who, when asked if she didn't miss him, replied, "Oh, not much; I never saw him except at meals anyway, and so I just prop the newspaper up in front of his chair and it's just the same as though he were there."

The country man is not, as a rule, such a slave to his daily paper as the city man, but he too often shifts the burden of responsibility from his shoulders the minute he enters the door. What a charm he misses from life when he does so! He could bring little incidents of his morning's work—the exciting news of the garden or

orchard—for what is more choice as a news item than, "The crimson ram-bler will be in bloom next week," or "The red astrachans are almost ripe?" The drolleries of life, too, are prolific in the country, with the rustic and foreign helpers from which to draw. A man should store up humorous sayings and incidents as he would dollars—they will bring him full as high a rate of interest.

I have in mind two men of country homes—my father and my grandfather Chubb, a Kent county pioneer, who, in their individual ways, added much to the social life of their respective homes. Grandfather brought to the social treasury a fund of philosophy and dry humor, expressed in a quaint, deliberate speech which was always genial and enlivening.

My father could tell the tales of a country doctor's experiences in a way to make each one seem worthy of a book, the oddities, the wit and inconsistencies of our country neighbors being reported with never-failing sympathy and humor. Although an omnivorous reader of the best literature, he delighted in nonsense and often kept the table in a roar with his puns and rhymes. It was the charm of the unexpected which made his presence in the circle so delightful. You never knew whether he was going to launch into a whimsical tirade on some "fool farm hand," quote fascinating lore from some geological work, relate an experience with an obstreperous patient, repeat a story from Dickens or describe a discovery in his vegetable garden.

Naturally, I think my father a remarkable man, but not too much so to serve as an illustration of what the average man may be, for it was not that he had more or wider experience than others—it was simply that he delighted in passing it on and in listening to what others had to bring.

It isn't simply talk one wants from the head of the house, for goodness knows some men (likewise some women) can talk for hours without adding one whit to your wisdom or entertainment. On the other hand, many a quiet man gives a guest the feeling of being not only warmly welcomed but charmingly entertained. It is a man's spirit in entering the home which makes all the difference. The man who comes into the home as though he were a part of it, bringing the atmosphere of the outer world with him, and in turn partaking of the home cheer as though grateful for it is doing his part toward keeping up the finer elements of domestic life.

Myrtle Koon Cherryman.

Musical Setting.

Farmer Hayson—Some uv them there tourin' automotorists passed my place to-day an' I'll be durned if they didn't have some new-fangled kind uv horn on the machine that they could play tunes on.

Crossroads Storekeeper—Well, if that don't beat all! I s'pose they play "The Sweet By-and-By" jest before they run over any livin' thing and then strike up the Dead March when they scoot away.

COMMERCIAL CHAOS.

Confusion Which Will Follow Lack of Uniformity.

The struggle for Uniform Pure Food Laws is bringing this subject to the serious attention of the entire country. The Executive Council of the National Civic Federation have recently taken the matter up and have announced their position in the following words—"The Pure Food Law has to be backed up by all the States in order to stop commercial chaos. It decrees that one thing shall contain not less than a certain per cent. of one ingredient and one State follows the provision of that law, while another State raises the percentage and declares that any lower percentage will not do for sale of the article in that State. This shuts out the goods of the State that follows the national law. There is no end to this kind of confusion, but with the uniform laws that the conference hopes to get by hammering at State Legislatures this annoyance and hamper to trade will be removed."

Various associations of manufacturers and of merchants are at work in the same direction, and in a recent issue of the Journal of Commerce of New York the history of conditions in the various States immediately preceding the enactment of the Pure Food Law was set out in the following interesting article:

"So much is heard nowadays of pure food laws that many people think it is a recent movement. The contrary is true. Without going into the history of the laws against adulteration, except to say that the common law, inherited by us from old England, is, as usual, entirely effective, yet it is interesting to note that the departures from the common law by the various States enacting so-called pure food law caused such confusion and hardship that twelve years ago the State Food Commissioners met at Detroit and formed 'The National Association of State Dairy and Food Departments' for the primary purpose of bringing about uniformity of legislation among the States. Each Commissioner in turn complained that he was powerless in his own domain against the dumping of impure foods from other States, for such foods were a part of interstate commerce and therefore beyond the reach of the States, but entirely within the control of the Federal Government. This was in August, 1897.

"The campaign which this association inaugurated for the purpose of securing a national pure food law is so fresh in the public mind as to create the impression that the entire movement is of recent origin. The commissioners rightfully used their official reports to the Governors and State Legislatures in arousing the public sentiment which finally resulted in the national pure food law of June 30, 1906, a law copied largely from the best features of the State laws, already tried in the crucible of experience. Nowhere has the results of diverse State laws and the need of correcting controlling Federal law found such convincing expression as

among the State Food Commissioners during the campaign of 1897 to 1906. All might be quoted, but here are a few official utterances representative of all.

Grosvenor, of Michigan—"I believe that if we had a national food law, and if every Commission would take that law to his Legislature and say, 'Now, gentlemen, please enact this as a State statute; don't pare it; don't make it a little better; make it exactly as it is,' and I believe every State Food Commissioner would be glad to do that, and no opposition could possibly come from any source, we would have a national law then in force as a Federal statute, and in force as a police measure in the different States, and any ruling which came from the authorities at Washington would naturally be followed by the State Food Commissioners, and the result that this association has so long sought, and that the manufacturers have so long needed, would be in sight."

Jones, of Illinois—"There must not only be State laws enacted, but a national law should first be enacted and enforced that will govern the whole question of adulteration, false labels and misleading advertisements, etc. And after such national law is enacted, then every State should substantially adopt the national law, by enacting and enforcing the same in the respective States."

Bruner, of North Carolina—"The only safe thing for the people of the States, as I see it, is to move for a strong, comprehensive, compelling national law, which knows no State lines in its provisions and enforcements, supplemented by vigorous sustaining State laws which shall be enforced as rigidly and as promptly as those against any other crime upon the calendar."

Allen, of Kentucky—"We need this (national) law to harmonize the discordant provisions of our State laws, and like a capsheaf perfect American food legislation."

Bailey, of Oregon—"The laws of the various States, while assuming to accomplish the same object, have a diversity of statement and character which in the end causes a serious embarrassment to the legitimate food manufacturing interests of the country."

Woodward, of Pennsylvania—"The crying need of the hour is uniformity of legislation on the part of the several States, supplemented by an adequate national law in control of interstate commerce in adulterated foods." "And finally the association through its officers, personally urged President Roosevelt in February, 1905, in the following statement:

"The various laws which have been enacted by the different States—and almost every State has food laws—need the unifying principle of a national law to ren-

der them properly effective. It is evident that the State laws will be made to agree with the national law in definitions and general principles, differing only therefrom in methods of execution. The enactment of a national law, therefore, will be beneficial to State officials, and especially to manufacturers, who will find uniform legislation in the different States instead of different requirements in each State as at present obtains."

"The National Pure Food Law, framed by, prayed for, fought for, and hailed as the capsheaf of American food legislation by the State Food Commissioners, is now just three years old, and is recognized as the most far-reaching statutory contribution to the public weal of recent years. True to their word, the Commissioners, except in a few instances, set to work to repeal their old inadequate, diverse State laws, and substituted new food laws framed in the language of the National Act, but adapted in their administrative features to State purposes. This work went on enthusiastically during the Legislatures of 1907 and 1908 until practically all the States, either through new State laws or administrative rulings under the old laws, were on the basis of National and State uniformity, and 'the grand result,' as Noble of Connecticut put it, was finally accomplished, with one law for the entire country."

"In August, 1908, the unbroken front of this great movement wavered. The National law was denounced in the House of its friends, by its authors, and moreover this same National Association of Food Commissioners adopted ill-considered resolutions and appointed a committee to draft a new 'Model Uniform Pure Food Law' for enactment in the various States! This occurred at the Mackinac meeting of the Association, and although the committee's report has long been public, and the new model law differing widely from the National Law has been introduced in several States during the past winter, yet it is announced that a new campaign will be started in its behalf at Denver this month at the 1909 meeting of the Association.

"Such a campaign will not succeed and ought not to succeed. If per-

sisted in, it will lead either to the withdrawal of public confidence and support from the Commissioners or the discredit of the entire food movement, and a return to old conditions of diverse laws in the States. The present satisfactory basis of Federal and State control of the production and marketing of food products provides glory enough for all concerned, and the sooner the National Association returns to its interrupted task of maintaining uniformity in the States under 'the unifying principle of a national law,' now, thanks to it, an accomplished fact, and leaves strange gods alone, the better it will be."

Marvelous.

"I have been taking some moving pictures of life on your farm," said a photographer to an agriculturist. "Did you catch my laborers in motion?" asked the farmer. "I think so." "Ah, well, science is a wonderful thing!"

Too many think they are saints because it makes them sad to see a child happy.



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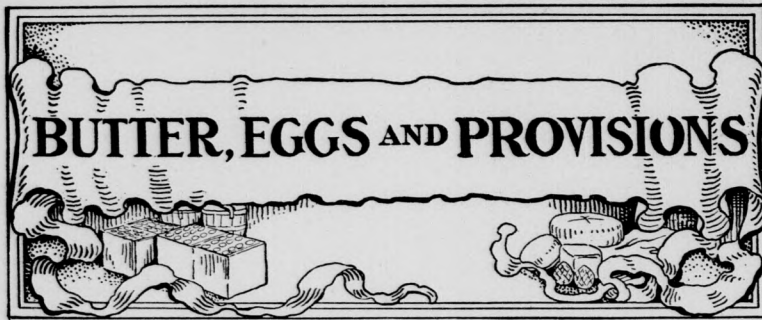
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THE COUNTRY HOME.

Some Memories Which Are Worth Having.*

A thousand pities for the man or woman who did not know the country in childhood. However narrow and sordid life may be made upon the farm, no possible environment can deprive the growing child or youth of the influence of "God's blessed out-of-doors." And so it would seem that there is no reason why every one who grew up in a country home should not possess memories worth having. Happy is he who has in memory a chamber whose walls are hung with pictures of Nature in her varied moods and whose atmosphere vibrates with her sweetest music, for here at will he may revel in the glory of June mornings and October sunsets, in moonlit nights and midsummer noons, when on quivering air breaks the song of the locust, seeming to be itself but the expression of the intense heat, and what wonder it excited when the child became conscious of it for the first time.

Here is the terror and the magnificence of summer stories, here the soft glamour of those nights in late August when the mirth-provoking disputes of the Katydid amuse and delight us or the gentle monotony of the cricket's chirp lulls the tired nerves to rest; and here, also, is preserved the grandeur of snowy fields and dark lines of forest under the winter moon. A certain poet has said: "The night to the heart of hopeful youth

Is more beautiful than the noon."

While this remains true of us we can not grow old, for to us the night will be the ever-recurring prophecy of a new and more perfect day.

And so it is fitting that the mysterious beauty of the night should have large place in memories of a country home. Of daytime experiences there is, also, untold wealth of recollection, for thus our education progressed in quickened perceptions, deeper insight, awakened love of the beautiful and the development of pure and noble aspirations, as well as a tender interest in the abounding life which appealed to us on every hand.

Do you remember with delight the finding of a bluebird's nest in the hollow of an old stump out in the meadow and the discovery of a hitherto unknown species of plant or flower at the root of that same old stump or in a decaying brushpile? No more can we forget the days when

we learned the times of the blooming and seeding of the flowers and weeds and the habits of birds and insects; how we came to know the wild bird by its song; when we traced a little brook to its source and noted the colors of the pebbles in its bed or watched the growth of shrubs and trees and sometimes found our own illustrations of the truth that

"A pebble in the streamlet scant
Has turned the course of many a river.

A dewdrop on the tender plant
Has warped the giant oak forever."

Life on the old farm had its duties as well as its dreams and growth. We recall how we helped father clear the land and make ready for the wheat-sowing by raking the leaves and twigs into heaps and setting fire to them in the early dusk and how they crackled and set up little tongues of flame among the great piles of burning logs. After the seed sowing we sat on a big stump or the top of the rail fence and beat two shingles together to scare away the wild pigeons, which, alas, are now nearly extinct.

The rail fence has its memories from the days when we carried a jug of water and some ripe apples to father across the interminable distance of two five-acre fields and watched him split with wedge and mallet the great logs into sizes for rails until the time, years later, when we admired the beautiful gray, brown and green rosettes of the mosses that adorned the fence in its early stages of decay. There were riding the horses, driving the cows and coaxing the sheep home from the pasture, searching for the stray sheep to find them sometimes fast between the rails through which they had reached to crop the herbage on the other side and half dead from hunger and thirst; feeding the calves and sundry disowned lambkins as well as the little chickens, ducks and turkeys and securely closing the coops at night against forest prowlers, such as foxes, minks, owls, and the like; digging cockle out of the wheat, cutting thistles, pulling weeds out of the garden and picking up apples for the pigs until our little backs ached from weariness; or, sitting on the floor of the attic, picking over and mixing the colors of the cleanly washed and dyed wool to be carded into "rolls" and spun by mother on the big wheel into beautiful gray, blue or white yarn for stockings, mittens, suspenders or blankets for household use and comfort. Such things are worth remembering because of the power of observation, the patience and persist-

*Paper read at monthly meeting Grand River Valley Horticultural Society by Mrs. Mary E. Campbell.

ESTABLISHED 1887

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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.

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

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ence they developed and which are of a determinate value in any life. And then the Sundays in the country home! What tongue or pen can do them justice? The Law was there, but the Letter was made luminous by the Spirit. There was the "going to meeting" and Sunday school in the "old red schoolhouse" on Sabbaths when

"The blackberry bushes hung over the wall

And the bluebird answered the yellowbird's call

And the sun lay goldenly over all."

On days in early spring, when roads were too muddy for the long drive, came the walks with father and mother in search for the first flowers, or the long quiet rainy Sundays when, curled up in the rocking chair, we read the occasional new book or re-read the old, or looked over the magazine engravings, or listened to Bible stories told and retold, and from parent or preacher or teacher gained that mental training which gives breadth and freedom to the course of thought, and, to quote Tennyson, "What delights can equal those

That stir the spirit's inner deeps

When one that loves, but knows not, reaps

A truth from one who loves and knows?"

There are rare and royal memories of long walks and heart-to-heart talks in woods and fields with those that come no more.

"We sit beneath their orchard trees

We hear like them the hum of bees

And rustle of the bladed corn,

But in the sun they cast no shade,

No voice is heard, no sign is made,

No step is on the conscious floor."

There are memories of sorrows and disappointments, of dangers and defeats, which are worth while for the lessons they taught, but these have lost their harshness of outline under the mellowing light of time, and it is wise to recall the best in people and events and remember defects and follies with a smile having outlived and overlived them.

What is there in the worry and hurry of modern life that can take the place or furnish the basis for character building of the simple wholesome life of the old fashioned country home to our children's children? The memories of such a home whose atmosphere stimulated noble ambitions and a determination to be and do something worth while in the world can not be discounted in any life and are imperishable.

"The pure, the bright, the beautiful

That stirred our hearts in youth

The impulse of a wordless prayer,

The dreams of love and truth,

The longing after something lost,

The spirit's yearning cry

The stirrings after better hopes—

These things can never die."

What Good Roads Mean To the Farmer.

The cost of the soft-boiled breakfast egg depends upon getting it from hen to hotel; the cost of the cream in the coffee is based on the same foundation—the cost of the breakfast roll was determined by the cost of hauling the wheat from the Western

farm to the mill. The cost of all that we eat and all that we wear must be appraised in every instance with that transportation item in mind. When the city man learns that because of the shameful conditions of the American country roads it cost 13 cents a ton more to haul products a mile than it costs to haul over the roads of Europe he will awake to the fact that when he opposes appropriations for road extension he is not merely hurting the farmer, but is taking money out of his own pocket.

Take, for example, the harvest season of 1905-06; the figures being at convenient elbow and already dissected. Then \$85,487,000.000 pounds of farm products, consisting of barley, corn, cotton, flaxseed, hemp, hops, oats, peanuts, rice, tobacco, wheat and wool were hauled from farms to shipping points. That enormous weight did not include the products hauled from farms to mills and from mills back to farms—a vast amount. Neither did it include more than a fraction of the crops, the notable exceptions being truck products and fruit (hundreds of millions of pounds additional). It gave no consideration to forest or mine products, nor did it consider the commodities that are hauled from cities to country—millions of tons additional.

It is plainly evident, therefore—even to John Smith, Brown, Doe or Richard Roe—that the slightest saving in the cost of hauling per ton would assume proportions worthy of consideration if applied to the whole country. Here is a fitting place to assemble the proofs that there is a saving, and that the difference in cost of hauling over our bad roads and over Europe's good roads is 13 cents per ton per mile.

Austin T. Byrne, in his "Treatise on Highway Construction," brings forth the following figures: Over broken stone roads, dry and in good order, 8 cents; over broken stone roads in ordinary condition, 11.9 cents; over earth roads containing ruts and mud, 39 cents; over sandy roads when wet, 32 cents; over sandy roads when dry, 46 cents.

There are in the United States at the present time approximately 42,000 miles of macadam roads and 1,975,000 miles of earth roads. Therefore, the cost of 25 cents per ton mile which Mr. Byrne decides upon is very conservative—is low, in fact.

But beyond the investigations made by that eminent highway authority far more thorough investigations have been made by Director Logan Waller Page, of the office of Public Roads, of the United States Department of Agriculture, and he also arrived at a national average of 25 cents. The striking of an average cost for hauling over the superb roads of Europe was arrived at only after years of study. They range from 7 cents for the superb national routes of France to 13 cents for the worst roads of Germany and England and the average of 12 cents a ton mile is therefore high. Yet the difference between the high 12 cent European average and the low 25 cent American average shows a loss of 13 cents, which stands

to condemn us of short-sightedness.

What was the volume of the farm products? Oh, yes, 85,487,000,000 pounds. That means 42,743,500 tons. At a saving of 13 cents a ton a mile, the farmers would have been richer by \$5,556,693 for every mile that vast weight was transported had the roads been as good as they should have been. The average length of the haul on farm products in this country is 9.4 miles, however, and therefore the saving would have been \$52,232,933.

This is worth saving, but it is a mere fraction of the sum that could be saved, because it is based on a mere fraction of the freight that is annually hauled. A study of the report of the Inter-state Commerce Commission will bring greater figures to the surface. They show that during the year ending June 30, 1906—that year's totals being best suited for easy mathematics—the railroads handled 820,164,122 tons of freight originating on the respective roads. Excluding the products of the mines, which constituted 53.09 per cent. and of manufactures, which constituted 14.9 per cent., there is left 32 per cent., made up of agricultural, forest and miscellaneous products, nearly all of which must first be hauled over country roads. This would give a maximum of 265,000,000 tons of freight.

Go back to the average haul of 9.4 miles, therefore; multiply that by the 265,000,000 tons and there is a mileage record of 2,491,000,000. It has been made plain that hauling over bad American roads costs 25 cents a ton mile. The total cost of hauling that stupendous volume of freight, therefore, was \$622,550,000. The saving at 13 cents a ton mile would be \$323,630,000.

That would help pay some of the mortgages on the farms. Better still, it would pay for the laying of 64,726 miles of superb macadam roads worth \$5,000 a mile, and as those roads would be constantly benefiting the farmers the giving of mortgages

might in time come to be an incident of rural life rather than a habit. Roy Crandall.

A man is to be known by his goal rather than by his genealogy.

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NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Aug. 14—The spot coffee market has been languishing for the past day or so. Buyers seem to show little interest and are content to purchase the smallest possible quantities. When there is any talk by dealers about small crops they take the rumors with a grain of salt and quotations show practically no change. Rio No. 7 is worth in an invoice way $7\frac{1}{4}$ @ $7\frac{3}{4}$ c. In store and afloat there are 3,611,409 bags, against 3,308,075 bags at the same time last year. The receipts of coffee at Rio and Santos now aggregate—from July 1 to Aug. 12—2,711,000 bags, against 1,727,000 bags at the same time last year. Mild coffees are firm and some good transactions in stock to arrive have been reported.

While the tea market is not especially brisk, there is more activity than for several weeks past and sellers are in a more hopeful mood. There is said to be an accumulation of Ceylons here of the lower grades and these are working out for what they will bring. The supply came in some time ago in the expectation that a tariff would be levied and it must now be worked off.

New crop rice is not yet moving with any degree of freedom and dealers say the market is practically without change in any respect. Prime to choice domestic, $6\frac{1}{8}$ @ $6\frac{1}{2}$ c.

The refined sugar market is—refined; refined to a point that is invisible and practically every concern repeats the phrase, "Nothing doing whatever." Quotations may show a higher level next week; indeed, this seems to be quite generally expected.

There is a slowly improving trade in spices and, with stocks moderate, the outlook is, perhaps, slightly in favor of the seller. Cloves and cassia are the two lines most enquired for.

Molasses is quiet, although with some call all the time. Quotations are without change. Syrups are steady and in moderate supply.

Canned goods buyers are apparently interested only in supplying present needs and yet there is an improving tendency. Sellers are, as a rule, pretty firm in their views, although holders of tomatoes are not so very hopeful. Packing is in swing now and there is still a pretty good supply left over from last year or even longer. Standard 3's are offered at $67\frac{1}{2}$ c, and this is for either new or old stock, and some at 65c, while others hold firmly for 70c and sellers of the latter maintain that if less is the price the goods are not up to the scratch. Corn is well held and quotations tend upward. Peas are well held and the better grades are especially firm. Beans are firm and other goods are practically without change.

Butter is firm for the top grades and rather quiet for other sorts. Creamery specials, 27 @ $27\frac{1}{2}$ c; extras, $26\frac{1}{2}$ @ $26\frac{3}{4}$ c; Western factory, firsts, $21\frac{1}{2}$ c; seconds, 20 @ 21 c; process, 23 @ $24\frac{1}{2}$ c.

Cheese is quiet, but there is a fairly steady call all the time and prices are firm and unchanged, with full cream, $14\frac{3}{4}$ @ $15\frac{3}{4}$ c.

Eggs, $23\frac{1}{2}$ @ 25 c for best Western extra firsts and 22 @ 23 c for firsts.

The Four Islands In Grand River. Written for the Tradesman.

Previous to the year 1868 Grand River contained four islands in the city limits. Island No. 1 was bounded on the east by Campau street, on the north of Lyon street, on the west by the present boundary and on the south by Pike street. Island No. 2 was located immediately south of Island No. 1. It is now occupied by the jail and the Citizens Telephone Co. Its southern boundary was West Fulton street. The eastern bank of the eastern branch of Grand River was about one hundred feet west of Canal street and the building occupied by the Fourth National Bank marks the site of a dock used by the steamboats when the water was of a sufficient depth to enable the boats to reach it. Owners of property located on the east bank of Grand River looked with longing eyes on the river bed lying between the islands and the main land and when their holdings in what is known as Campau Place were taken by the city, through the proceedings instituted in the courts, they organized the Island Company and purchased all land abutting the river—the entire main land and island frontages. The deeds describing the lands purchased read "to the center of Grand River," and after acquiring ownership to the center of the stream from both of its banks, the company concluded to turn the water out of the river bed into the main stream. This was easily accomplished by the construction of embankments on the east side of the main river, north of Pearl street and across the west end of Pike street. The drained river bed was filled up and covered with buildings, as it appears to-day. Island No. 3 is owned by the city and used for a public market. For many years it was owned by James Miller. Before his death M. C. Church acquired title to the island and, after much dickering, sold it to the city for \$25,000. It is worth \$500,000 to-day. Robarg Island lies in the stream a short distance below the Wealthy avenue bridge. It does not now, and never did, amount to anything in value. In the fall of the year 1868 the Grand Rapids & Indiana Railroad Company commenced the erection of piers for its first bridge across the lower end of Island No. 2 and the river on the west. One Sunday morning Capt. S. M. Pelton and a gang of men entered the stream and cut away the piers, the timber floating down stream. The late William T. Powers owned the west bank of the river and riparian rights to the center of the stream. The railroad company had not acquired the right to enter upon or cross his property and the men who cut out the piers were employed by that gentleman. The incident caused much excitement in the little town and fears were expressed that the destruction of the piers might cause the railroad com-

pany to abandon its purpose to furnish the city with communication by rail to the north and south.

Arthur S. White.

Liquid Fuel Cheaper Than Coal.

Liquid fuel is praised by Sir Boverton Redwood as more economical than coal. When the demand for heat is variable there is added economy in the speed with which liquid fuel fire can be raised to full power or extinguished. In the case of coal it is needful to have a thick bed of incandescent fuel and it takes considerable time to bring this into a state of active combustion. To maintain the efficiency of the coal fixed furnace clinkers have to be periodically removed. And this operation can not be performed without allowing cold air free access to the furnace, which is detrimental to the boiler, besides being wasteful of fuel. Added to this for some time afterward the fire is not fully effective, so that difficulty is experienced if a sudden demand were made on the boiler.

Liquid fuel does not suffer from these disadvantages and permits combustion to be regulated right along as needed. There also is great saving of labor in stoking as well as in the removal of ash and clinkers. Liquid fuel could be quickly taken on board a ship, could be stored where coal can not be put and occupies less space than coal.

The fence surrounding a watermelon patch is one of the things lightly passed over.

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

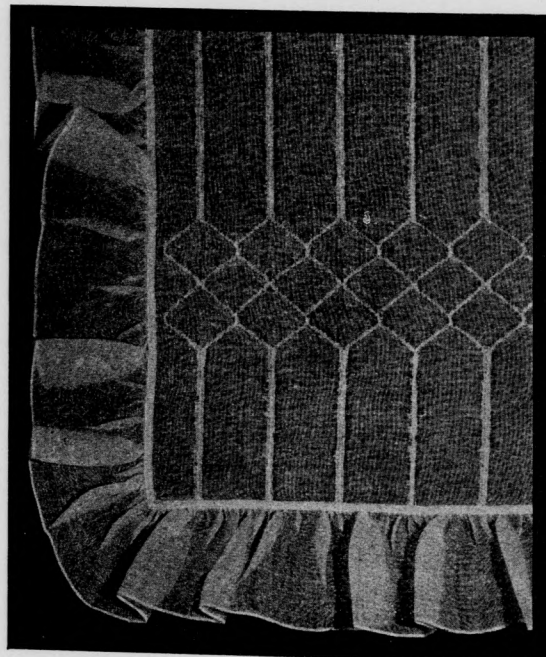
These goods are all selected in the very latest coloring, including

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.

Muslin and Lace Curtains



This is one of the patterns we have in our line. It is $2\frac{1}{2}$ yards long by 40 inches wide and has 5 inch plain hemstitched ruffle. Ask our salesman to show the various designs and prices.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

TABLES TURNED.

A Temperance Crank Beats the Liquor Element.

Written for the Tradesman.

Among all the merchants in Harrisville there was none of them that were quite so emphatic and unqualified in their denunciation of the liquor traffic as was Joe Bullen; and as his was the largest store in the city, a regular department store, dependent upon the masses for its business, Joe was the recipient of many compliments on the one hand, for the moral courage he displayed in his support of the temperance cause.

On the other hand many and continuous were the dire predictions as to loss of business and ultimate failure, because of his bigotry as to the use of spirituous liquors. Indeed, some of Joe's competitors indulged in covert insinuations that he was a temperance crank purely for advertising purposes; that he neither believed or practiced what he preached and that in due time the mask would fall away and reveal the cheat at his true value.

One of Joe's practices was to buy for cash, at sheriff's sales, administrators' sales and auction sales, entire stocks of goods, no matter what; so it happened when he bought the stock of the Great Falls Grocery Co., that there was a considerable stock of high grade bottled goods—champagnes, wines, liquors, rum, brandies, gin and whiskey.

At once there was a hubbub over the purchase by Joe Bullen of a big stock of wines and spirituous liquors and his competitors were in the forefront of the publicity given to the purchase.

"What'd I tell you?" said one of the leading retailers to Mrs. Cornwell, president of the W. C. T. U. "bout Joe Bullen an' his strict observance of temperance. He's the man who wouldn't have a drop of malt or spirituous liquors about his premises and yet he goes an' buys two thousand dollars' worth of the stuff for less'n \$800, 'cause he could get it at a bargain."

"I am surprised and disappointed," said Mrs. Cornwell, "but I don't believe he will offer it for sale."

Several clergymen brought up the matter of Bullen's fall from grace at the Monday morning meeting of the Ministerial Society and those among the association who were strongest in their advocacy of total abstinence said hard and bitter things about Bullen. And one of the daily papers, pronounced in its opposition to all legislation prohibiting the manufacture, sale and use of intoxicating liquors published an ambiguously phrased editorial which was clearly a carefully screened attack upon Bullen—who did not advertise in the paper in question—for his hypocrisy.

At last, spurred on by charges made by local dealers in liquors and by the taunts of saloon keepers, Joe utilized half a page of his regularly contracted for advertising space in the two daily papers he used as follows:

I will donate \$5,000—one thousand dollars to each—to the two hospitals,

the orphan asylum, the children's free hospital and to the Home for Old Ladies, upon proof that I have been guilty of buying at auction or in any other way, directly or indirectly, any quantity or character of spirituous liquors, during my career as a merchant, and am willing to entrust the consideration of such proof as may be offered, and the rendering of a verdict based upon such proof, to any committee of five citizens to be named by our mayor."

So sure were the anti temperance people that they had a straight case on Bullen that they besieged the office of the mayor in their haste to have the committee appointed and the hearing held and the mayor complied with the request by appointing two hotel men, a saloon keeper, the chief of police and a deputy sheriff as members of the committee.

The liquor men offered as proof, various invoices of the Great Falls Grocery Co., showing that at the time their business was placed in the hands of a receiver, there was over \$2,000 worth of liquors in stock; the deputy sheriff swore that "according to his best knowledge and belief," this liquor was sold with all of the rest of the stock of the company to Mr. Bullen.

In rebuttal the two hotel men testified that they had been solicited to buy various lots of high grade wines and liquors that had been bought by Mr. Bullen at absurdly low prices and that they were offered to them at figures which aroused their suspicion; accordingly they consulted Mr. Bullen and receiving the co-operation of that gentlemen, had placed the matter in the hands of the chief of police.

The chief of police testified that upon following up the clues given by the hotel men he had found that a former employe of Mr. Bullen, recently discharged for intemperance—acting co-ordinately for and with certain local saloon men, had deceived the sheriff and court officials into a belief that he represented Mr. Bullen and had bid in and paid for the liquor in his own name, pleading that Mr. Bullen did not wish to be known in the transaction.

"And," concluded the chief of police, "I have the man in custody, I have his confession in full and in support of his revelation, I have the original checks contributed by those who put him up to the job, with which he paid for the property thus purchased."

The case did not end there, for the men implicated were placed under arrest on a charge of conspiracy, and were convicted and punished and Joe Bullen in recognition of his vindication presented each one of the public institutions he had named, with a thousand dollar check. "It's well worth that to the cause of temperance and incidentally it has not been a bad thing for me," he concluded.

L. F. Rand.

A small life often takes all its time waiting for a chance at a big job.

It is nice to live in the country—nice for your city relations.

IN THE COUNTRY.

How To Develop a Respect For Property.

If at your country home you had a fine walnut tree loaded with nuts and your own children were counting on these nuts for next winter, how would you feel if some day you found that others had, thoughtlessly probably and without the slightest consideration of your rights, carried off the nuts? How much better you would have felt and how much better an education for the city children in their efforts to gather a few nuts to see if they could not get your permission to gather those nuts on shares, as I know was done in one instance last fall, the owner getting half and the nutting party getting half and in addition a wholesome lesson on the rights of ownership.

I have a farm in mind, lying along Grand River for a mile and three-quarters, a portion of the distance covered with a beautiful forest, another portion of the bank lined with great soft maples that bend over and sweep the water beneath. The owner, I am sure, would, if he could, have the whole countryside enjoy the beauty of that forest and those maples and the river itself. The difficulty, however, is that, thoughtless of his rights, gates are left open and fifty head of cattle soon do irreparable damage to the young seedlings in the forest or to the ripening grain in the wheat field. A fire is built by campers or hunters or fishing parties close beneath some ancient tree, not only destroying the tree but endangering the whole forest. Stock is accidentally shot because of the carelessness of the hunter. Of course, we know that we have no right whatever to cross another's land, to fish or hunt or camp upon his farm without permission, but it is done and so we continue the custom, little thinking of the equities of the case. Permission should be obtained first. Then and then alone is the proper relationship established. Almost invariably will this be granted. Then for the time being we are guests and, in appreciation of the courtesy extended, will feel the responsibility of our position and use more care to give no occasion for complaint.

The lawless trespasser who helps himself in your vineyard or fruit

orchard or among some choice melons belongs to a group that the law should deal with, but the class of which I am speaking is the class to which many of us belong, simply because of a dull sense on our part as to the rights of ownership.

Children awakened to this sense quickly through the ownership of other garden or pets or playthings. A city full of home owners is apt to be a safer, more conservative and more beautiful city in which to live than one owned by the mines or mills. Why? Because of a developed sense of the rights of ownership.

How to bring about a larger degree of respect for property rights I do not know unless it be that we each do our part in being scrupulously careful of the rights of others in our daily relations in life.

If our stock breaks out and damages a neighbor we should hasten to adjust the damage. In fact, it is for us to stand ready to go more than halfway to adjust with our fellows the many little differences which arise, and in so doing a finer, keener sense of that which is just and fair and right between us all will be the outcome.

John B. Martin.

Feminine Logic.

Adele—If a young man should attempt to kiss you how would you act?

Laura—I should act on the defensive—put up a strenuous fight and eventually surrender.

Adele—But why should you give him so much trouble, dear?

Laura—To make him more appreciative. The fiercer the battle the sweeter the victory, you know.

One of the blessings of being needy is that there are always some who are more so.

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.

Special No. 1

8 oz. Canvas Gloves 55 cents doz.

Special No. 2

Ladies' Black Hose, seconds of 90c to \$1.00 goods at 75c doz.

Special No. 3

Ladies' Black Ribbed Top Hose, seconds of \$1.15 to \$1.25 goods at 90c doz. Mail trial orders for a few dozen of the above and we are sure you will be pleased.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

THE COUNTRY HOME

As It Appears To a Variety of City Men.*

Turning over in my mind the topic which had been assigned to me for this afternoon's delightful occasion I soon found myself confronted by two fascinating puzzles:

What kind of a country home am I to discuss?

And what kind of a city man is it whose views I am to present?

There are those among us who almost intuitively, when they hear the term "country home," shut out completely from their view the modern and mysterious conveniences and luxuries now so common among the homes along the township line roads and the section line roads and go back with an affectionate loyalty to the old firesides where warmth and good cheer made up for the primitive demands now almost entirely eliminated.

And we recall the old wellsweep just outside the kitchen door and the old woodshed stacked high with the sawed and split fuel for the coming winter. We remember the parts we took at the ends of a cross-cut saw out in the woodlot and perhaps some among us have visions almost tear-bedimmed of the old-time grain cradle and the flail; of raking and binding; of depending upon the hoe in the days before the coming of the cultivator.

Such memories—and many of them are to be found in the offices and counting rooms of all the large cities—are sufficient to set wagging the tongues of thousands of city men who have been developed from the veritable country bumpkin of fifty or more years ago. And such city men of to-day will be quite apt to see the country home through the mists of such recollections.

Then there is the other extreme: The city man who was never anything else but the resident of a city.

He is the man who riding along in the cars looks with amazement upon his seatmate as he observes: "There's a fine field of oats" or expresses wonder that beans are looking so well and criticises an unknown citizen for putting in so many acres of corn when wheat is so high.

*Paper read by E. A. Stowe at August meeting Grand River Valley Horticultural Society.

And at last, when his neighbor cries: "Gee whew! Just look at that crop of buckwheat," asks eagerly: "Which? Where? What?"

That kind of a city man does not know an acreage of timothy from a lotful of turnips and naturally his view of the country home is—well, I happen to know of just such a chap and know his dream in detail:

He wants just forty acres of land and I do not believe he has had a single thought as to soil. It must be not over a quarter of a mile from a railway station or an interurban track, and it must have some "glorious old oaks" about two hundred feet from the turnpiked highway, with a little hill back of the trees and a brook down at the foot of the hill. It makes no difference to him whether it is a two or a ten mile drive to the nearest market town because he is going to derive his income from poultry and is going to get rid of the everlasting rush and grind of city life.

Moreover, he knows all about poultry, has been studying up on the matter for more than a year in the Ladies' Home Journal and has a regular library of United States Agricultural Department bulletins on the subject.

This, in brief, embodies his idea of a country home. Incidentally he admits that he is going to have a little ten room house—sort of bungalow-like—that won't cost over \$3,500.

And he is going to begin moderately on the poultry question. Indeed, his hen house and park, all complete, incubators, brooders and all, won't cost to exceed \$2,000. He told me in a burst of confidence that most people who take up poultry raising make the mistake of beginning on too large a scale; but when I suggested that twenty-five hens and a house and park representing a hundred dollars' outlay would provide an admirable primary school for his education as to poultry, he sneered, "Any man so timid as that in making an investment ought to fail."

There is yet another kind of city man who has views as to a country home: Thirty years ago he was in his teens and the son of a farmer. He learned to get up in the morning—every morning from the first of March to the first of December—with the sun. And this rule could not be broken, even although he had been

up all night taking his sweetheart to "the dance" ten miles away and getting his horse into the barn and rubbed down and fed just before dawn.

This kind of a city man knows all about spring and fall plowing, all about planting, cultivating and harvesting, with the customary year 'round barnyard and barn duties. That is to say, he knows all about such experiences as they were thirty years ago.

And he would not go back on to a farm. Money could not hire him to do so so! It's a dog's life!

This kind of a city man prefers to live in an eight, ten or twenty room house on a piece of land varying from an eighth of an acre to an acre or two in size, with rigid cut stone curbs and an iron fence around his property, dependent upon the accuracy, promptness and honesty of the grocer's boy, the milkman, the butcher and the ice man for his daily food; with neighbors in snoring and gossip distance on every hand; with the perpetual greetings of trolley cars on flat wheels, vociferous hucksters, rag peddlers, engine house and church bells and the constant rumbling of trucks, delivery wagons and all that as an accompaniment.

Then, instead of going about in semi-negligee costume, with torso lightly clad, neck free, sleeves rolled up and no fear of a bit of dust, a drop of rain or a joyous, healthful gust of wind, this sort of a city man must have his underwear, his shirt, his trousers and coat, his hat, his shoes and his habitual pose just so to the fraction of a dot. He grabs his morning paper and glances at it as he gulps down his coffee and rolls or whatever is the conventional breakfast, and down town he goes to see the barber, open his mail and go to work.

That is to say, instead of fearlessly facing what the Omnipotent puts up before the farmer each day, this sort of a city man is confronted by the eccentricities, the multifarious resources, mental and otherwise, the responsibilities, the shortcomings and the downright insincerities of a multitude of men and an avalanche of exigencies. And he works in this sort of way from twelve to sixteen hours each day in order that he may have rank as a city man; in order

that he may escape the drudgery of the country home.

Now, none of the city men I have thus faintly indicated are, it seems to me, competent to enjoy a fair and up-to-date view as to the average country home.

And, I take it, the average country home of to-day is the model which the city man—that is, the city man competent to do so—is supposed to consider for your enjoyment.

There are such city men, but I am not one of them, so that what I shall endeavor to present as a fair estimate, a conscientious but enthusiastic appreciation, embodies the views of a city man who knows.

This man will be 40 years old next week. He is a native of Michigan, born of New England parents who located within twenty miles of Grand Rapids just previous to the Civil War. He lived and worked on the parental farm until he was 20 years old, when he began teaching district school. In 1892 he was graduated from the Michigan Agricultural College, earning his own way through that institution because his father, a good parent, a fine farmer and an upright citizen, did not believe that agriculture could be taught in a college and told his son that if he went

**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.

It's a Bread Flour



"CERESOTA"

Made by **The Northwestern Consolidated Milling Co.**
Minneapolis, Minn.

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

through college it must be at his own expense.

That opinion of twenty years ago has been completely reversed. The boy, upon being graduated, returned to his father's farm and took charge of it. From being a property which, by hard work, yielded a good living and a small annual addition to the family bank account it became within five years one of the best business propositions in the county where it is located.

And the college-graduated farmer to-day owns an adjoining farm of 160 acres and manages both farms from his city office, because he is also the business head of a considerable and growing industrial enterprise in a city—the nearest market to the farms.

"Yes, we had harvesting and threshing machines, drills, cultivators, hay loaders and most of the farming implements of to-day when I was a boy, but they were an innovation for father and so we didn't get the best results," said the city man and farmer. "But even then the farm home was ideal. We had daily and weekly papers and magazines, but we had no free mail delivery. My father was systematic, industrious, careful and broad minded. My mother was a woman of high school education and we children had before us all the time in both of our parents examples of not only perfect contentment but of enthusiasm in their chosen work as farmers. Mother was equally as good as father as a farmer. There wasn't any branch of farming which she could not manage with equal ability. And, finally, both my father and my mother had the faculty of entertaining themselves and their children intelligently and interestingly.

"Our home was just an ordinary farm house, nine rooms, with a sort of dormitory over the woodshed, which came in handy during harvest-time. We had an organ and an excellently selected library of perhaps 150 volumes. We had good out-buildings, including a milk house built over a running brook, a root cellar and a smoke house. There were four of us children, two girls and two boys, and every one of us, parents and all, could read music quite readily and sing. Mother and the girls could play the organ and father was one of the best amateur violinists I ever heard. Finally, I do not remember a single instance—I was the baby of the family—when we had to have the services of a physician. And my recollection of that family circle embodies every detail of that which I hold to-day was an ideal country home."

There you have—through myself merely as messenger—a city man's view of an ideal country home. Moreover, if you will permit, I would like to add that in my opinion—for I, too, know something of farms and farmers—there are thousands of just such ideal country homes in Michigan—homes where the gas engine, the telephone, the electric light, the rural free delivery, the hot water furnace, the interurban railway, the bath, the good plumbing and perfect sewerage are in co-operation with just such

home circle excellences and influences as my friend has specified, and are developing the new era in country life which is so pronounced at present.

There is yet another type of city man to be heard from as to the country home. More often than otherwise, this type had its beginning on the old farm of long ago, but has been elaborated through the magic of great material wealth. I refer to the country homes so frequently found within two or three miles of nearly all of the larger cities; the country homes embodying from five to forty acres always along the best built and most picturesque highways leading out from the cities; the homes where the landscape architect builds his picture regardless of expense; where the building architect and the experts on drainage, ventilation, lighting, heating and interior decorations are given carte blanche sway; where the professional gardener, the professional horseman, the professional dairyman and the professional butler are in authority.

These homes are very frequently referred to in such magazines as *Country Life* as "Modest Little Sixteen Room Cottages" or "Quaint Eighteen Room Bungalows," and their cost varies from \$20,000 to \$50,000.

Let us not, because, mayhap, our bank accounts will not permit such luxuries for ourselves, indulge in "sour grapes" when contemplating such estates. Every development of such a character is of tremendous moral and educational value, to say nothing of the money investments, the labor employed and the wages earned because of them. They are inspirations, generating ambitions in dozens of directions. The lads who pass them barefooted and joyous on their way to the "old swimming hole" or who are scouting keenly for frogs or flowers see before them what they enjoy and that which to a greater or less degree they appreciate in an esthetic sense. This boy decides that he would like to be a gardener, the other one gets a seed of ambition in the direction of landscape creation and their chum begins to long for a career in architecture.

In scores of ways each home of this character adds daily to the impetus toward refinement, public spirit, local loyalty and general civic betterment just as the modest, pretty and well-kept little country home farther out, whose owners do all the work, contributes toward results that are identical.

He Quit Coming.

"Our cook," said the family man, "had a beau calling on her often, but finally his visits ceased. I asked her one day what had become of her former attentive beau, and she said he had got married."

"Since he got married," said she, "he don't come around any more."

"Married," said I, surprised. "Why, I thought he would marry you!"

"So he did," said the cook."

Humility is never conscious even of itself.

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. Unequalled for table use and cooking—fine for grid-dle 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.

Ionian, 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

FIGURING PROFITS.

How and Why They Should Be Carefully Computed.

Are you absolutely sure that you know how to figure profits? A merchant who was doing business under heavy expense—he estimated it to be 25 per cent.—thought he was breaking even on some of his advertised lines when he sold them at a profit of 25 per cent. above delivered cost.

One day the sheriff took possession of his store, and it took an expert accountant three whole hours to demonstrate to Mr. Merchant that he had actually lost 5 per cent. on these lines—because he did not know how to figure profits. The surprising fact has now developed that many merchants have been for many years figuring their profits upon the wrong basis.

If your cost of doing business figured on sales is represented by one of the figures in top row and you mark your goods at one of the percentages in first column above delivered cost, your percentage of net profits is represented by the figures at the junction of the two columns.

If you are figuring your cost of doing business on your gross sales and your percentage of profit on the price you pay for merchandise—you are wrong.

If an article costs you \$1 and you sell it for 25 per cent. more than it costs, or \$1.25, and your cost for doing business is 25 per cent., you have actually lost 5 per cent. on the transaction.

If an article costs you \$1 and you add 50 per cent. to its cost and sell it for \$1.50—your cost of doing business is still 25 per cent.—you have not made 25 per cent. You have made just 8½ per cent. on your original investment of \$1.

other words, you must figure your profits and your cost of doing business from the same thing.

It would be absurd to figure expense against the cost of merchandise—you could not do it even if you wanted to. You must figure it against

10 per cent. of \$1.25—the selling price—therefore the merchant has netted only 10 per cent.—and not 12½ per cent., as so many assume.

The figures given of course apply to \$100, \$1,000 or \$100,000 at exactly the same ratio that they apply to the \$1.

A careful examination of the table herewith may develop some interesting facts concerning your profitmaking.

Of course, no merchant nowadays makes the mistake of taking his salary out of profits. The modern merchant pays himself a regular salary—as he pays his clerks or as he would earn elsewhere—and this salary is, of course, included in expenses.

And the modern merchant also charges freight to the cost of goods—not to expense. In ordinary merchandising 20 per cent. is a maximum figure for expenses and 60 per cent. is a maximum for gross profit. We have, however, purposely extended these tables into higher percentages that it may include all possible contingencies—and take care of individual and exceptional cases.—Colgary Trade Journal.

Point Well Taken.

A bashful young couple, who were evidently very much in love, entered a crowded street car.

"Do you suppose we can squeeze in here?" he asked, looking doubtfully at her blushing face.

"Don't you think, dear, we had better wait until we get home?" was the low, embarrassed reply.

PER CENT	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
PER CENT	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
25	10	9	8	7	6	5	4	3	2	1	00	*1	*2	*3	*4	*5
33½	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	00
40	18½	17½	16½	15½	14½	13½	12½	11½	10½	9½	8½	7½	6½	5½	4½	3½
50	23½	22½	21½	20½	19½	18½	17½	16½	15½	14½	13½	12½	11½	10½	9½	8½
60	27½	26½	25½	24½	23½	22½	21½	20½	19½	18½	17½	16½	15½	14½	13½	12½
75	32½	31½	30½	29½	28½	27½	26½	25½	24½	23½	22½	21½	20½	19½	18½	17½
100	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25

*Loss

If your general business is run in this proportion, to assume that you have made 25 per cent. will lead to a serious error, for your cash in the bank at the end of the year and your figures would not tally.

Again, let us suppose that you are selling a binder that cost \$100 for \$125, or at an advance of 25 per cent. Your cost of doing business is 25 per cent. This percentage you must derive from the selling price, \$125. Therefore it cost you to sell the binder just \$31.25. But you actually made in the deal only \$25. Therefore you actually lost \$6.25.

The trouble arises from figuring the percentage of profit from the cost-price of merchandise, when it should be figured from the selling price. In

gross sales. Therefore you must figure profits on the same basis.

If your expenses for doing business are normal, say 15 per cent., and you are anxious to make a net profit of 20 per cent.—or perhaps a little more—you must add an average of 60 per cent. to the cost of your merchandise, in which case you will clear net just 22½ per cent.

If an item costs you \$1 and you sell it for \$1.25, and your expense for doing business is 10 per cent., it has cost you 12½ cents to sell the item. Your profit is, therefore, 12½ cents.

Many merchants would assume from this that they had made 12½ per cent., because they figure their profits from the cost of the article, \$1. But the profit must be figured from the selling price, and as 12½ cents is

"THEIR QUALITY SHOWS"

"Williams" Sweet Pickles

IN AIR-TIGHT GLASS-TOP BOTTLES

Would not be mistaken by anyone for the goods of low quality. They LOOK GOOD, that makes people try them; they ARE GOOD, that makes people keep on buying them. They are the kind of goods that will bring business to you and hold it because they please.

Prepared with our own grain vinegar, best spices and granulated sugar.

Guaranteed to Conform With
Federal Pure Food Law

but PURITY, in our pickles, is backed up by quality. You can find lots of goods that are "safe to sell"—but you want "Williams" Pickles because they are also "sure to satisfy."

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

THE UNSLEEPING EYE.

It Haunted Young Man Until Death
Relieved Him.

Written for the Tradesman.

In a Far Eastern country, many years ago, a young man was thrown into prison by a most powerful magnate.

The young man was not without offense. He had stolen away the love of the powerful magnate's wife.

In our more temperate zone such an affair often is scarcely noticed. Divorce follows and a new establishment is set up. Once in a while one man shoots another for alluring his wife away from him, but it is getting to be more and more the way to let her go and be happy with the other fellow.

Not so with the powerful Oriental magnate who threw his enemy into prison.

"You stole her and you shall pay well for it!" he said over and over to himself.

The throwing into prison was to be but the preliminary to torture.

Not necessarily physical torture. That were too mild.

The torture must be of such a nature that the soul should be wrung.

Long the powerful magnate pondered. Scheme after scheme invented he. Each was too puny punishment for the criminal.

At last he hit upon a plan:

It should have something to do with an eye.

"You need watching," said the powerful magnate to the miserable prisoner. "You shall be watched."

In that fiery country where they never do things by halves, especially when it comes to vengeance, this statement meant trouble for the young caiff.

"You need watching," repeated the potentate. "You needed it when you stole my Anita and you need it now. You shall be watched."

The young man was transferred to a room where the sea ever splashed 'gainst the ramparts. No windows in the side, just one in the top.

The sky looked pitilessly down.

There was something else that looked pitilessly down.

An eye!

The eye never ceased to look at the wretched criminal below.

The walks were high, his bed was the floor. There was no means by which he could put out the eye.

Look, look, look! Would it never cease to look!

All day long it watched his every move.

All night long he knew it pursued its relentless peering.

If only he could have destroyed it! If only he could have gotten away from it—or even have eluded it for one instant of time!

Well knew the magnate exactly what would be the emotions of his prisoner.

It mattered not that the eye was a false eye. Its power to kill was just as strong as if it had looked out of the head of the magnate himself.

When the young man had become a raving maniac and was dead at the end of a year his body was thrown

down the rocks where vultures came and picked his eyes out and feasted on his body.

Fitting ending to a year of horror. H. S.

Only Kind of Debt Which is Commendable.

Written for the Tradesman.

One bit of popular advice to young men is to keep out of debt. Whether or not this is good advice depends on circumstances and the kind of debt that is meant. Debts that represent an excess of daily expenditures over salary or income are bad and should be avoided as poison or pestilence is avoided. Such debts mean worry and humiliation, and serve as a handicap on ambition and enterprise. But there is another kind of debt that serves as an incentive to industry, economy and thrift, and such debts are to be encouraged—in moderation. In advising young men the difference in the two kinds of debt should be explained and then they should be urged to beware of one and to cultivate the other.

The good kind of debt is that which represents investment. Let the young man pinch and scrape until he has saved his first \$100 and then let him go to his banker friend to borrow as much more to buy something that will yield in income enough to pay interest on his own capital and the money he has borrowed. When he has paid the loan let him borrow \$200 and buy something more or the same plan. And let him keep this up. One advantage in this is that instead of getting 3 per cent. on his savings as the banks allow, compounding semi-annually, the return is 5 or 6 per cent., compounding every three months, and if the buying be done judiciously there is an added profit in the increase in value of the thing purchased. The young man, however, should be careful what he buys lest loss come to him instead of gain. He should avoid the get rich quick propositions that come so often to small investors. Mining schemes, oil wells and lands in Cuba look beautiful on paper, but it is rarely they pan out as promised. Real estate wisely selected is safe and sure, and there are any number of good stocks and bonds on the market which the careful buyer can not make a mistake on. Another precaution the young man should take is not to borrow from friends or relatives. Go to the bank for the loan and confide in the banker as to your intentions and get the banker's advice. This will make it easier to avoid mistakes and the methods of the banker will be of educational value as to business rules and practices. One more mistake the young man should avoid, and that is in going in too deep. Don't be a plunger. Do not borrow more than there is fair prospect of paying back within a reasonable time. Bankers do not often squeeze their safe customers by calling the loans, but when the loan is too large it becomes a burden, and too much tied up it is impossible to pick up other good things that may be offered.

Commercial Credit Co., Ltd.

Credit Advances and Collections

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Majestic Building, Detroit
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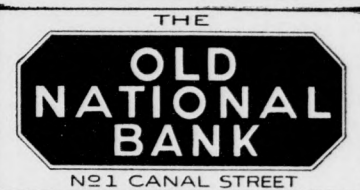
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A National Bank with a very successful Savings Department

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Oldest and Largest Bank in Western Michigan

Hot Time Candy

Nut Butter Puffs

Made only by

PUTNAM FACTORY, National Candy Co.
GRAND RAPIDS, MICH.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 tooThe Walter M. Lowney Company
BOSTON

NAILS AND TACKS.

How They Apply To the Hardware Business.*

This is my first call to take part in one of your meetings, although I have been in the harness for the past six years with a similar association and which affiliates with this one, and to which many of you belong. I refer to the Implement and Vehicle Dealers' Association. While this is the first hardware convention I have attended, I hope to meet with you again, although not in this capacity, as I trust one dose of this medicine will be enough to convince your Program Committee that they made a poor selection when they asked me to read a paper or address such an intelligent body of men as I find assembled here. I hope your nervous system will not be shattered while I take a few drives on the nails I have selected.

"Nails and Tacks," not "Tax," as printed in your program—although, possibly, I am to blame for the error—was to be my subject, when I received Brother Scott's letter, asking me to select my own subject; I answered that Nails and Tax, meaning the sharp pointed kind (that, as boys, you, no doubt, in your school days have placed in the professor's chair just to see him smile) would be my subject, unless changed prior to the announcement in our program, as I had read somewhere in your by-laws that only such subjects as pertained

*Paper read by F. M. Whitbeck, of Millburg, at annual convention Michigan Retail Hardware Association.

to the hardware merchant should be brought before our conventions. With this in mind I settled on the two articles above mentioned, little realizing at the time what a proposition I had gotten myself into, and pardon me if I use them now for illustrations and comparisons rather than a subject.

Nails, so common to the most of us, are like people, of many kinds and varieties, some with large and well balanced heads. Others, though smaller, have the same faculty of getting to a point, but all will stand driving if properly driven. Some get warped and bend when driven too hard, while others, laying around, get rusty, but they are the foundation of your business—the keystone around which you build your other lines; the base of your commercial life, and for many years have been the prime factor necessary in nearly all buildings. After the nails come the hardware—the house furnishings. When and where they first originated is not given in history, nor does any lexicon contain a complete description of all the uses they are put to, but to my mind their first use must date back to the time of Adam, who, not having modern conveniences, must have used a thorn in place of a nail to pin on the famous apron of fig leaves, to shut out the divine loveliness when they had eaten of the tree of knowledge. From that ancient origin the idea has been improved on until we have the modern nail, made by modern machinery for modern men.

You have found in your business

career that your nails have become mixed through various causes and they sometimes get rusty as well; and to guard against their getting damaged or rusty I shall attempt to put a few nails of the common varieties before you, in the way of comparison, to be used in the foundation of your business, after which I may finish with the finish nail and tacks. The ground has been so thoroughly covered by others before me, and especially by Brother Hubbard, of Flint, that I must, in a measure, use some of their nails, but possibly with a much lighter hammer.

More hand shakes and personality. My first nail will be a 60d personality of yourself in business. Be your own chief gunner and your clerks' able assistants by thorough training, as you have been advised by others many times before, by coming in personal touch with all regular customers. Meet them with the glad hand whenever and wherever place affords. There is nothing reaches that spot in inner man like a "welcome hand-shake" when backed by your personality. "I mean it," a hand that speaks, that tells one you want him to be your friend and that he is welcome to your place of business, whether he makes a purchase or not.

Brothers, I'm afraid some of you do not fully realize the power of the "hand-shake" in business, when put in the right spirit and not always for gain. As a commercial traveler for several years, when calling on a new merchant, I have long ago learned to read him by his hand-shake and the

look of his eyes while so doing. If he takes hold of your hand with the tips of his fingers and drops his arm as if it had no life, glances far away and does not look you square in the face, I do not spend much time with him, for he has told me more than words can tell; but when he takes hold of my hand as if he was glad to see me, he has extended through his hand a welcome. The personality of that man is impressed on me, that were I a prospective customer, rather than a selling agent, I certainly would give him my business. I believe this rule will apply to most men.

Another nail I would drive here is to make more personal calls among your country customers. I believe most of you have several of this class of customers. Take a few hours off once in a while and drive through the country among your friends. Dine with them when opportunity affords and I believe you will see your visits returned with an increase of your business from that quarter.

The next nails I will use for foundation is make friends of the children. As a busy merchant, some of you perhaps think you have no time to spend with them, but take time and when a child comes into your store, possibly sent there for some trifle, see that he gets prompt and careful attention. Treat him so kindly that he will want to come back again. Make a child your friend and you have made a standing advertisement for you and your place. Brother merchants, do you stop to consider that by kindness to her children you have reached

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

some mother's heart? You have won a customer in her and, through her, the father. Try this experiment and see the results. It costs you nothing but a little attention.

The next size I would use would be to size up my brother competitor and make friends with him if possible. I would realize that he was in business the same as I, not as a cut-throat or an outlaw, as some dealers almost confess of their competitors, but a man just like myself; a man who is trying to make an honest dollar, just like myself, to feed and clothe his dear ones. Do this and you see him in a new light; he is a mighty good fellow, just like yourself, when you get acquainted with him. Do this and your competitor will take a different course, antagonism will disappear, and when a customer happens to mention the name of your rival in trade you will say, "Yes, John sells a good stove, but I believe I can show you more value in this one," and many times you will have made a sale to this party who might have been a regular customer of the other fellow. Be neighborly. Be friendly to your competitors and you are but driving the nails more firmly in your own foundation.

The next plank which I wish to impress upon you, the necessity of nailing down well is loyalty to your jobbers and manufacturers, who supply you goods. They are your friends. They want you to succeed and prosper, knowing full well that the better merchant you are the better the account. By helping you they are but driving the nails into their own foundation more securely with increased sales. Now, brothers, when you send them a rush order and when

the goods arrive and something is wrong, or there is a part of it short, which may be annoying to you, whenever such things occur (and they often do), do not jump on them with both feet as if the fault was all theirs. There may have been something wrong with your instructions to them; possibly the fault may, in part, lay with you, as I have never seen either a manufacturer or jobber who was not more willing to rectify mistakes than the majority of us, with our own customers, when given a chance.

Then, again, when checking in new goods, are we as careful to report any surplus goods which might have gotten in by mistake as we are to go after them for shortages? I'm afraid the latter is sometimes overlooked, for to err is quite human, you know, and I am frank in saying that I do not believe there are many of our members who would overlook such matters, but I do find once in a while a man selling hardware who would not bother to report such trifles.

As a representative of some very large concerns, I have known of some very unjust claims put up by certain dealers for goods short and for breakages to the manufacturers, but, on tracing the matter up, have found that they were entirely innocent of any wrong in the shipment, but found that the fault was either with the railroad which received the shipment or some of the lines over which it was carried, and sometimes with the dealer himself, and that the redress lay with the transportation company to whom the goods were receipted for in apparent good order.

Then, again, there are several of our leading manufacturers and job-

bers who will not sell to any but legitimate dealers, having cut out supplying the cat houses with their surplus goods. These are the ones we should give our most hearty support. When you find they are loyal to us and to our Association, small sized nails of any kind will hold them. Be loyal to our friends, the jobbers and manufacturers, who are loyal to us.

As we are not getting down to smaller sized nails, where less pounds and more numbers are needed for our structure, I will use advertising. How do you advertise? and do you get satisfactory results from same? if not, why not? I can not tell you how to advertise, as there are many ways, but I can tell you where thousands of your good dollars are wasted in advertising. It is because you try to cover too much surface with one application or you put an advertisement in a newspaper and let it run for weeks without change. Others try to cover too many lines at one time. Still others will put in a very lengthy article, which, when read by the public, has said nothing.

Now it has been demonstrated beyond a doubt that all merchants are not good advertisement writers, but all can write good advertisements which will get business, if you will give this end a little careful thought and study, so that when your advertisement is published you will have made it so effective that all readers will feel like putting on their outer garments and coming right down to your store to make a purchase. This is one kind of advertising that pays, and here let me give you a rule to go by. "Specialize your business more. Advertise one thing that has merit at a time and word its description so

plainly and completely that it will set people to thinking and create an appetite. The object of judicious advertising is not so much to hold your regular customers as to reach out and draw new ones away from the other fellow into your store, and when you get them there, your personality and that of your clerks should have the power to make them feel at home just like the Saginaw people are doing with us, and show up other new goods that possibly they had not seen at their regular merchants. Here is where you use the clinch nail and clinch them so strong that they will stay with you.

The habit of cutting on nails. So many merchants have had the habit of cutting on nails as a lever to secure other business that I could not refrain from putting a few tacks in the subject. Why should we continue to sell nails and wire, two of the standard articles of our business, on a basis, that were our entire annual sales on the same margin of profit, as on these goods, we would soon be out of business, or find our working capital fast leaking away in the cost of selling. May I ask you if you have ever considered this matter in the light it ought to be? and why should we not add a regular per centage of profit on both, the same as other goods, making all stand their share of selling expense and all standard goods based on the same margin of profit?

Here is the way some merchants figure cost, although I am glad to say they are not in this gathering. The base on nails is \$2, freight 18c, cartage 5c, making them cost net \$2.23 laid down. I will just add 15 per cent. for profit and sell at \$2.56, to get the

Tradesman Company

ROTAVERS

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.

Woods & Phipps
TELEPHONE NO. 5095

balance of this bill, as the furnishings, if I catch him with the nail price, will help me out. Does it? Well, let us see. The average cost to do business with the smaller merchant, which varies to some extent, but I believe I am safe in putting an average of 15 per cent. as a base for selling cost, which, added to the cost of the nails, would make them cost \$2.30 instead of \$2.33, and your furnishings have to furnish the profit for both. Is this fair? Is this right, brother dealer? Why not make both pay a profit? Why not let nails, wire and all standard goods pay their proportion of remuneration and expense. Here use finish nails and figure the cost.

The next nail I will drive is on specialties. We all know that some dealers have made a success in pushing specialties, while others who have taken hold of the same article have fallen down, and when the salesman who sold him the goods calls on his next trip, he is met with, "We can't sell those goods here. They are too high priced or we have had no calls for them." The salesman, on investigation, finds these goods packed away in the back room and sometimes in the original package. Is it, then, any wonder that the goods were not sold, that they were too high in price and that they were not called for, even though packed away in this safe retreat, with the goods is a large bundle of samples or advertising or both, and everything necessary to help that merchant create a demand for those goods? That may have cost the maker several dollars and, had they been rightly distributed, all would have reaped a benefit.

If you are a progressive merchant and a salesman, buy specialties. If not, buy nails. They are always in demand, if you make the price.

Let me call attention to the merchant who is always calling for a cheap price. It is one thing to buy cheap and quite another to buy right, and the same in selling.

Too many merchants who are given to cheap buying are also shouting, "We sell cheap. We make the lowest price in town." Why not say "the place where you get the quality" and establish that quality in your customers' mind and, when you have done so, you will not have any trouble to get a reasonable price. When sold you have made a satisfied customer who will be a standing advertisement for your store.

Get out those hid-away specialties or other goods, talk up and show their merit, give out those costly folders sent you, put the price high enough to reward you and you will soon create that demand that did not exist, because they did not know such goods were made or that you had them.

My next size will be, Mixed Nails and Rusty Nails—our Association and the duty of members. I find in going about the State that a majority of our best hardware merchants are members, but many are not, and the ones who are not are the ones who could be the most benefited by their presence here. And why is this? We

have spent hundreds of dollars to tell them the advantage of our Association, and all the leading trade journals have lauded the justice of our cause. Salesmen have tried to get them interested, and why are they not here? Is it because Brother Scott has not done his work well? No! Is it because Brother Wright has not done his duty? No! Is it because you were so enthusiastic over the coming convention that you forgot to invite them? No. Is it because when you pay your four dollars and come here once a year to elect your officers, you think you have done all you ought? No. It is because you do not turn in and assist those officers personally to secure those whom we need here; because you expect your officers to do it all, and that is impossible for them to do, without co-operation from you, without your doing your part, so that all may enjoy the benefits of this, one of the best trade organizations in our land, to assist us in business and bring us in more dollars.

I do not wish to be personal, but I do say that if each one of us would take it upon himself to go personally to some dealer in his vicinity and in an intelligent manner lay this matter before him, pointing out what we are doing, the benefit of our mutual insurance, what his dividend will be in cash, how we are fast severing the bonds of antagonism and strife and in its place are weaving a band of brotherly love, we would then see what co-operation means.

You have all received a list of those who were supposed to be the hardware dealers of Michigan from our Secretary, with a letter asking you to check out and correct the list, also to cut out all illegitimate dealers from this list, so you could receive protection from our friends, the jobbers and manufacturers, who wish to protect you, and from whom you ask protection. Did you do it? How many paid prompt attention to the letter and gave a prompt reply?

Brothers, let us do our duty as members to our officers and ourselves and get those now not with us into our fold. Let us increase our working capital by the addition of five hundred new members. This can be done by county auxiliaries or clubs, with a county representative in each county who will look after all dealers in his county, arrange for a meeting at some central point, then get together, talk over local conditions and regulate them, as the more often dealers can be brought face to face with his competitors the better they will like them. At this meeting arrange credit lists, collection department for poor debts, an information bureau, and other matters that will prove a mutual benefit and so co-operate with your State organization.

As this subject will take more time than I can give here I will leave it for your consideration and proceed to give you an assortment of nails, and if they are worthy, drive them; if not, let the other fellow try them. Some may need straightening, but all can be used for the purpose for which they are intended.

I'm only a nail, and though I may bend,
Warped in the driving, still I will lend
A base for this subject, not old nor new,
So believe my well-meaning as handed to you.

Only a nail, bright, rusty and mixed,
Needed in hardware the whole world to fix;
I'm driven, I'm sought, I make up your store
From joists in the basement to screen on the door.

I'm only a nail, but my mission is great:
I nail on the rafters and hold on the slate,
Hold up the ceilings and tread on the stairs—
With all my greatness, used for repairs.

I'm made in all sizes to fix anything
From a bachelor's button to a good lucky ring;
I'm wanted by many, but my wants are few.
Could I do aught else than be wanted by you?

I'm only a nail and not hard to drive,
But, driven in firmly, I always strive
To hold to the object, when driven aright—
To keep things together, tho' hidden from sight.

There comes to my mind a tale of the shoe:
"For want of a nail"—well, the rest is to you.
Don't lose it, nor lack it, hold to it fast,
Drive it in firmly to hold to the last.

So now to the issue and how it was lost
By selling too cheaply, not figuring cost.
This item, sure, stands for plenty of nails—
The way they are driven will tell in your sales.

One of the drawbacks of mercantile life
Is harping on cheapness and making it rife.
Remember that quality will live with your name
Long after the price that's sold with the same.

I'm only a nail, made for your use,
And, for fear you'll forget it, mention abuse,
For you know I'm always called into line
When figuring price to points that are fine.

You use me for buttons and also a wedge,
To knock out a deal that's cut to the edge,
And you know I'm abused in the way of a trade
To gather in business the deep cut was made.

Why not make quality the base for your gain,
Establish it firmly, so that all come again?
Remember what Simmonds has taught to you all,
Whose motto is "Legion" and like that of Paul.

That standard of quality doesn't mix with low price—
The former's remembered, but the last cuts no ice;
The former's a winner, the last a dead heat,
And the man who is wise makes quality beat.

Now, brother merchants, does this jingle hit you?
Remember that others will do what you do,
So call off your habit of cutting on nails
That cuts down your profit to make other sales.

And when people call to figure their bill
Remember it's profit you want in you till,
Not plenty of work, the half with a loss
And no profit sharing, not even cost,

But make a fair profit on all of your wares,
Make a good average in all of your tares,
Write your trial balance the right side of gain.
By doing this others will soon do the same.

Meet your brother dealer, extend to him a hand,
Say to him most kindly, "We must united stand,"
Nail the bands together by your friendly acts,
Fasten well the comers with any kind of tacks.

Meet honest John, the farmer, give to him a shake,
A smile for all his babies, a pleasant look for Kate;
Select the nails for holding, you to name the kind,
Success will be your mascot, do it every time.

Be leaders, not followers, in all of your ways,
Be thinkers, not growlers, the rest of your days,
And think of the nails—tho' small they be
They are used for most everything, even by me.

Only a nail that bends when you drive,
But drive me in rightly and see how I thrive,
How I add to your business a standard and base,
If you give me a starter I'll soon win the race.

Take note of Saginaw's effort to get into line,
Drawing big conventions of every kith and kind,
How she is fast learning to drive well the nails
That build up her city and make larger sales.

She does it right royal—ought else could we say,
For we've tasted her goodness, as every one may?
She has extended to us her big open hand

With a welcome that's royal, the best in the land.
Now one word of counsel I wish to bestow,
To swallow it grossly now ere I go:
When you are chilly or there's something you lack
Try Scott's emulsion and see how it will act.

He gives it out freely and without any pain,
But he wants you who try it to take it again,
And when you go home give your neighbors advice
To send him four dollars, the regular price.

And later when needed you surely will find
That the nails that you've driven, no matter what kind,
If properly driven and handled aright
Will bring us in members to gladden our sight.

Be sure in your nailing to pick out the nail
That brings in the members, now please do not fail.
Do not let them get rusty but tell by your acts
And when you need good ones, use Hubbard's Brass Tacks.

Now, brothers, lay to and heave out your line,
Make one in convention that lets your light shine.
I've given you a starter with "Nails and Tacks"—
You put in the others, those that I lack.

And ere I forget him, good brother Wright,
Has been feeding on nails all new and bright.
May we now invite him to get out his ax
And drive in the corners a few little tacks?

A Few Good Grocers

Are Worrying Along
Without

FANCHON

“The Flour of Quality”

Are You One of Them?

Judson Grocer Co.

Distributors

Grand Rapids, Mich.

BOX TURPENTINE.

How It Is Produced and Marketed in Florida.

Written for the Tradesman.

Turpentine is made in at least three different ways: There is steam turpentine, there is turpentine pro-

mon in the South as it is rare in the North. A turpentine operator is called a "naval stores" man; corporations and firms engaged in handling pine gum products are called "naval stores" companies.

The explanation of the term is this: Years ago when ships were built

a patent cup that has its advocates, and an earthen jar is sometimes used, into which the gum is conveyed by some simple contrivance. The practice of cutting boxes still largely prevails, although they are wasteful of the gum and somewhat injurious to the trees.

The dipping season begins in February or March, when the sap begins to go up. The trees must now be regularly chipped with a tool called a hack. First, by means of the hack, two shallow furrows are made, each several inches long and slanting downward so that the two come together at a point directly over the center of the box. This is the beginning of a face, and from it the gum exudes and is caught in the box below. The trees must be chipped afresh about once a week during the entire dipping season, which lasts until October or early November. But at each chipping only two new furrows are made, these being placed, one on each side, directly above the last ones. The face formed by the successive chippings during the first season is about thirty inches long.

In tapping a tree for turpentine

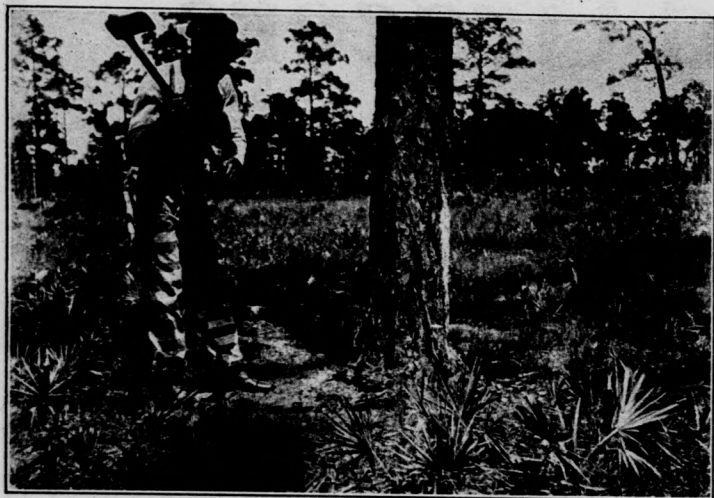
of the boxes. This dip, as it is called, is gathered in buckets and emptied into barrels which are driven around through the woods on one-horse wagons or carts. When a barrel is full it is fitted with an adjustable head, dropped off, and afterwards picked up by the wagon and taken to the still.

The second year that a tree is being worked for turpentine a second face will be cut by the same gradual process as was the first, and directly above it, but the second face will not be so long by a few inches. The third year a third face, the fourth a fourth face, which will be only twenty or twenty-two inches in length. For making the first chippings above the box a hack with a twelve inch handle is used. As the work goes on up the tree longer handles are needed and the process is called pulling.

Four years is as long as it is considered profitable to work a tree for the gum. The lightest colored turpentines, the pales, which bring the highest prices, come from the first year's run. After the second year there are great waste and rapid deterioration in quality.

It is held by some experimenters that a turpentine woods that has been thoroughly worked, if allowed to stand some years, may again be tapped with profit. Very likely this and other processes of economy will come in as the pine becomes scarcer, but now four years is generally considered the life of a tree for turpentine. After this it is valuable only for lumber.

All through the dipping season there is more or less gum that partially hardens and remains on the face of the tree and does not drip down into the box at all. This is allowed to accumulate until winter, when it is scraped or knocked off. It is called scrape and is collected and taken to the still. Scrape is not so rich in turpentine as is dip. More of it goes to rosin.



Ready To Cut a Box

duced by destructive distillation and there is the old-fashioned box turpentine. The greater part of the product is made by the box method and this is what I shall describe.

In Florida when you hear of turpentinemaking, unless some other process of manufacture is distinctly specified, box turpentine is understood.

To the visitor from Michigan Florida seems in some respects surprisingly like home. Particularly when you strike the pine forests does the landscape seem familiar, for the yellow pine, the long-leaved pitch pine of which I have before spoken in these columns, in bark and general appearance is quite similar to our Michigan pines. The trees stand much thinner on the ground and so naturally run a little more to top than the pines in our dense Northern woods, although the tops are not so full and bushy as those of pines grown in the open with us.

Not only do the woods seem familiar, but the sight of turpentinemaking must send even the most prosaic mind back to old times of maple sugarmaking in the North.

The simple, picturesque, out-of-doors process, without any elaborate machinery, has some striking points of resemblance to that used in the sugar orchard. It is not best to carry the comparison too far, for turpentine manufacture, instead of being, as is the sugarmaking, a side issue carried on only a few weeks in the spring, is an all year round industry and a great one at that.

The turpentine and rosins sent out by Florida form one of her great exports. It is claimed that 45 per cent. of the naval stores of the world are produced in this State. Georgia may show larger sales, for much of the Florida product is marketed through Savannah, but Florida leads in the production.

Does the reader understand the expression "naval stores?" It is as com-

monly of wood large amounts of the crude pine gum were used for "pitching" the hulls of vessels and, of course, tar was in demand for the ropes. Ships would come over bringing European goods into Southern ports and on returning would take great quantities of these stores, which came to be called "naval stores," the word naval being used not as relating especially to navies but in a broader way to ships in general. The name "naval stores" has remained, although no one claims that now there is much logic in its application.

In making turpentine by the box method the first thing to do is to cut the boxes. With a long-bitted ax a lateral cut is made into the pine tree near the base. The wood is chopped away above this so as to make a receptacle for the gum as it oozes from the tree. This box must be cornered at the sides, that is, the wood is cut away in such shape that the flow of the gum is directed into the box. Cutting the boxes and cornering them is done in the winter.

Various substitutes have been devised for the turpentine box: There is



"Chipping" With a "Hack"



"Dipping"

whether it will stand two or three faces or only one is determined by its size and condition. A big thrifty top is a sure indicator of a large flow of sap.

A flat tool with a handle, called a dip iron, is used for taking the viscid gummy sap or crude turpentine out

A turpentine still is surely the finest smelling place in the world. The odor from a field of damask roses could not give greater delight to the sensitive nostril than this concentrated aroma of the pines which comes up from the rosin vats!

At the camp we visited the still is



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CHICAGO, The Great Central Market

located a short distance from the stockade, on the other side of the railway. A side track allows the convenient loading of the turpentine and rosin when they are ready for market.

The building in which the distilling is done, a plain pine structure open at the sides, is typical of its kind.

The barrels filled with dip, having been brought in from the woods, are

product of the pine tree is now ready for market.

After the contents of the retort have been fired a proper length of time the heavier portion, which has not gone off in steam, is let out through a big faucet and conveyed by a trough to a vat containing three strainers of different sizes of wire screening, through which the hot liquid passes. One of these strainers is covered with a layer of cotton bat-

and darkest being known as A., B. and C.

In the old geographies tar, pitch and turpentine were mentioned as among the great products of the Carolinas, so I had always associated tar and pitch with turpentine and expected when I went to the camp to see these also in process of manufacture. In this I was disappointed. Tar and pitch are not made here nor in turpentine camps generally.

the preceding year's business in "naval stores," pronounced it unsatisfactory and unprofitable. Turpentine was much of the time "in the thirties," that is, the selling price was less than 40 cents per gallon and considerably less than the cost of production. The lowest point, 35 cents, was touched in August and again in October. It was said in Jacksonville at one time that it took three gallons of



"Pulling"

rolled up an incline and the contents emptied into a large boiler or retort. Under this is a furnace fired with pine wood, which is very rich in pitchy fat and makes a great heat. Since pine has so many utilities in this part of the world, one is not greatly surprised to find that in the cooper shop a few rods away they are using it to make barrels to hold the rosin.

The process of distillation is quite

ting which serves to take out all dirt and impurities. Having been thus strained the rosin while still hot and a semi-liquid is dipped by a long handled dipper into the barrels, where it stands to cool and harden, when the barrels are headed and it is ready for shipment. These barrels hold about sixty gallons, or 500 pounds, of rosin each.

The dross batting, as it is called,



Taking Off the "Scrape"

simple: The steam passes out of the top of the retort into a large tube which carries it over to the worm, which is encased in a tank of water for condensation. A gasoline engine pumps the water for this cooling tank. As the condensation takes place the resulting fluid is drawn off. On the top is the turpentine, which, being an oil, does not mix with the water and can be dipped off easily. It is placed in oak barrels holding about fifty gallons each, and the pure

through which the rosin has been strained, is saved and sold, it being a regular article of commerce. It is redistilled for the turpentine, oil of tar, rosin, etc., which it contains.

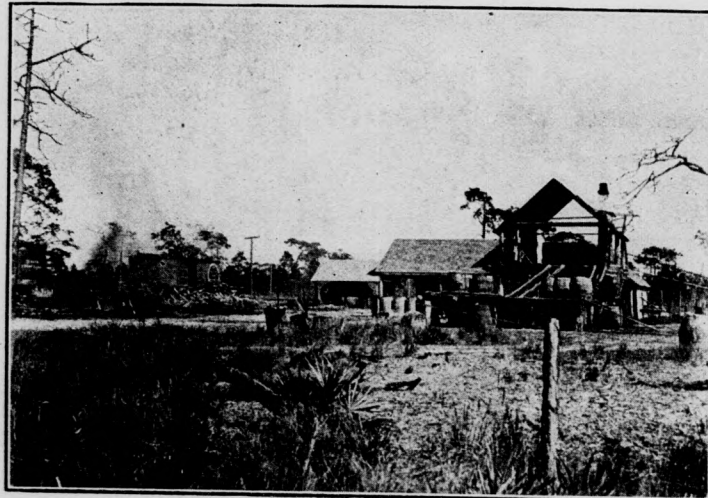
As in turpentines, so in rosins, the lightest colored are most valuable and are made from the first year's run of gum. The very best is the W. W., or Water White. The next is W. G., or Window Glass. Twelve or more grades are quoted, the lowest

annual "Naval Stores" edition: "Rosins are used to glaze fine book papers, as the body for soaps, to make cheap candies, to get pin feathers off ducks in dressing them for market, for soldering, greasing fiddles, by acrobats to prevent slipping and for various other purposes. Turpentine is used in making paints, varnishes, medicines, patented preparations and in numerous other important manufactures."

The same journal, in summing up

ures would indicate that the production of turpentine was not decreased in accordance with the lessened demand, so the price naturally would run low.

In addition to these causes many, perhaps most, operators would add that prices were artificially held down by the Trust. To what extent this may have been true is something the lay mind can not determine. There certainly is a feeling among the operators that the combination is antag-



The Still

Mr. Parsons, who manages the still, kindly explained to us some methods of making tar. If the pine wood is burned in a very slow smothered fire the tar will run out, and if a channel has been provided for its escape it can be caught in some receptacle. Pitch is simply tar boiled down.

To quote the April number of the Cotton Trade Journal, which was the

turpentine to pay for one bushel of corn.

The disheartening condition of affairs in this great industry was attributed quite largely to the general financial depression throughout the country. Turpentine enters largely into the composition of paints and when times are hard there are not many new buildings to be painted nor much repainting of old ones. The fig-



The Still—Another View

onistic to their interests and that they are powerless against it. This ought not to be, and when the circumstances are considered it would seem that it need not be.

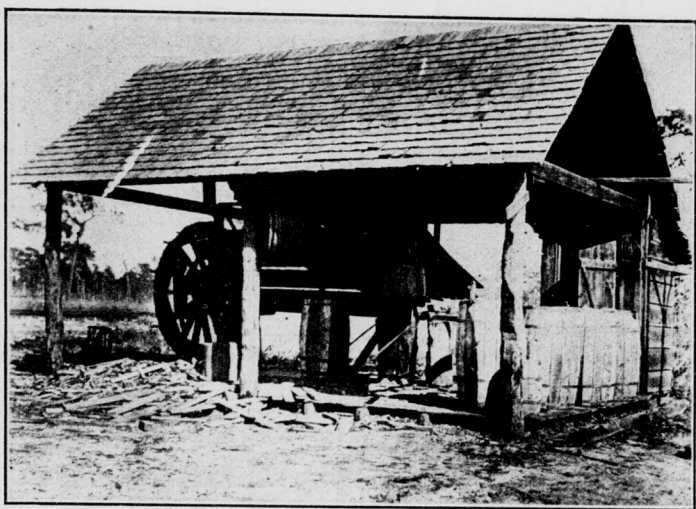
Just what is the number of turpentine operators in the United States I can not state exactly. I have seen something that indicated that it is about 2,000. Whether or not this is correct, the number can not be large. They are not poor men; indeed, it is counted that a man ought to have \$25,000 to \$30,000 capital to go into the turpentine business at all. Many of them are wealthy. By organization they should be able to thwart any mischief a trust could devise.

The price of turpentine is now considerably higher than it was last

money from you, or put you to any material discomfort or embarrassment, but because you are likely to come to know him too well. You are so used to your own peculiarities, your little, fatal weaknesses, that you come to accept them as a matter of course, and usually brush them aside when you are otherwise engaged. But with your friend it is different. His faults, like the flaws in a painting that is right under your nose, are the only things that you see.

It is always safer and better, therefore, to be friends with some one who lives at a distance, and whom you can see only occasionally. Thus your feeling of friendship for him is always fresh.

The best friend is the man who, no matter how intimate you are with



The Cooper Shop

spring. With returning prosperity and renewed activity in building lines the indications are that it soon will advance to a point where it will yield a good profit to the producer.

Quillo.

The Gentle Art of Making Friends.

Because of our modern system of luxury there are those who claim that friendship can no longer exist, for the reason that it entails no sacrifices. Our friends, or those who go by the name, are all mightily independent of us. Should they, by any happy or unhappy accident of Fate, be lacking in any one thing, we may not supply it to them for if we do we run the risk of offending their pride.

If one of them is caught in the market, or is unexpectedly pinched for money, the opportunity to be of service is usually denied us, for the reason that we ourselves are pretty likely to be in the same case. The reason for this is that our modern society is so closely interwoven, that of necessity we must all stand or fall together. This masses individuals more, and makes them, as individuals, less than they were formerly; while at the same time, although as a whole they are more homogeneous, they touch each other only on the surface.

Even under these deterrent conditions, however, the making of friends is good sport, if for nothing else than the danger it involves; not necessarily because your friend will borrow

him, never becomes confidential. We would not impose our confidences upon a comparative stranger. Why should we do so with our best friend?

This is the real reason why friendships are so hard to achieve. The moment we come to know our friend, we insist on imposing upon him.

On the contrary, we should always be on our best behavior with him. When he comes to realize that no amount of intimacy can break this down, he will permanently respect us.

Thomas L. Masson.

In Their Last Moments.

A priest who was not averse to an occasional glass, hired an Irishman to clean out his cellar. The Irishman began his work. He brought forth a lot of empty whisky bottles, and as he lifted each one looked through it at the sun. The priest, who was walking on the lawn, saw him and said:

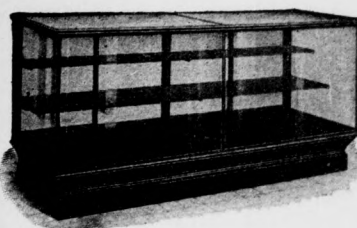
"They are dead ones, Pat."

"They are?" said Pat. "Well, there is one good thing about it—they all had the priest with them when they were dying."

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The Lawyer—I'm too modest to say. But I can tell you what I'm going to charge you for it.



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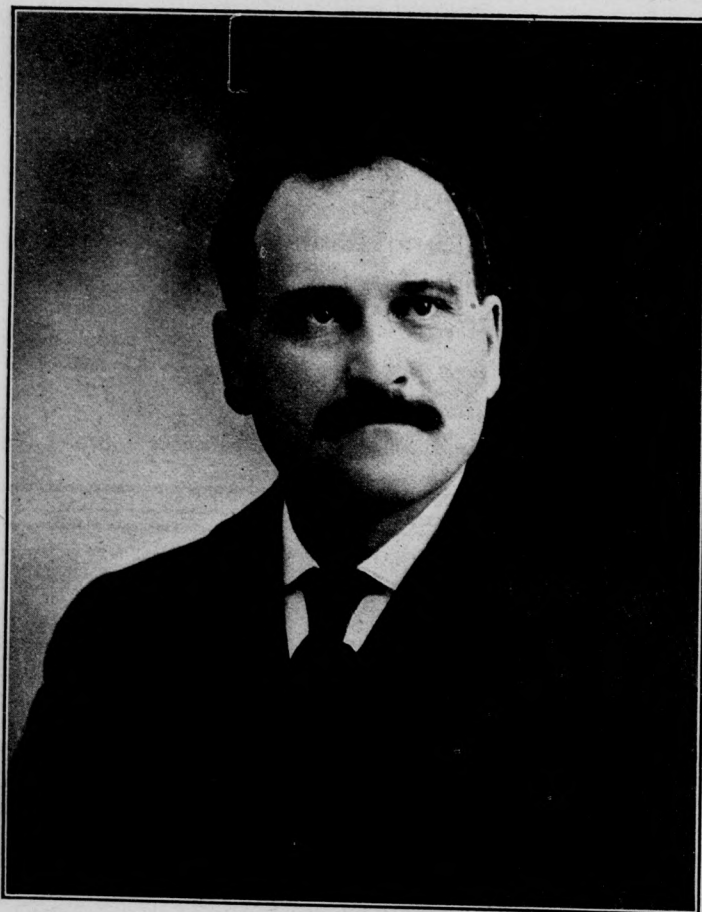


Thoughts Suggested by Attending the Milwaukee Convention.*

I was requested by our worthy President to make a report to you of the convention of the National Retail Hardware Association, which was held in Milwaukee, at Hotel Pfister, on May 25 to 28. You can readily see the delicate position in which I found myself on account of the fact that a number of our seven delegates came from local option counties, and for me to attempt to report all that occurred in a city

once more represented in the National Association, and succeeded in convincing them that George W. Hubbard, of Flint, was the best timber to be found anywhere for Second Vice-President. The second was to land the 1910 convention for Detroit, but the feeling seemed to be that it ought to go to the West and Denver was selected as the next meeting place.

The tenth annual convention of the National Retail Hardware Association was a notable gathering—



Chas. A. Ireland, President Michigan Retail Hardware Association

which is said to contain more bottled up joy than any other city in the world is, indeed, a delicate task. This portion of the report I will make to you individually and not to the convention.

At a meeting of the officers and members of the Executive Committee, held in this city in January, it was decided on account of the National convention being held so near by to send a full delegation of seven, as prescribed by our by-laws. We went there with two objects in view. The first one was to see Michigan

*Report of Charles A. Ireland to Michigan Retail Hardware Association.

notable in the fact that twenty-three states were represented, including the Southern States of Alabama, Arkansas, Florida, Kentucky, Mississippi and Oklahoma. Georgia and the Carolinas and the Inland Empire Association were not represented. There were also present representatives from the Ontario Retail Hardware Association.

The first session of the convention was called to order promptly at 10 o'clock Tuesday morning, May 25. Ex-President Miles presented President Stebbins with a gavel composed of twenty-seven different pieces of wood, representing each of the state

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associations which make up the National.

The address of welcome, in the absence of Mayor Rose, was given by John H. Moss, President of the Merchants and Manufacturers' Association of Milwaukee, and was most cordial in extending the freedom of their beautiful city. The response by Ex-President Bogardus, in behalf of the National Association, was just what might have been expected from one whose presence is always a pleasure. The remainder of this session was taken up by short talks by some of the delegates and guests and was, indeed, a most enjoyable one. There were present at this session quite a good many of the ladies and when President Stebbins called upon Mrs. Chas. Williams for a speech she immediately demonstrated the fact that she could make a better speech any time than our esteemed National President, Chas. H. Williams.

The first executive session was called at 2 p. m. President Stebbins' annual address was one of unusual strength in touching upon the questions which confront us as retailers and in reviewing the work of the year just past. It will pay you to read it carefully, for it contains much that is of value to you. Secretary Corey's report shows an increase in membership of 1,500 for the year and we now count 11,500 firms as members. The report of the National Treasurer, Frank A. Bare, of Ohio, showed a substantial balance of over \$13,000 on hand. After listening to the report of the Auditing Committee by H. L. McNamara, of Wisconsin, and the Bulletin Committee by Chas. H. Williams, of Illinois, the President introduced Sharon E. Jones, of Richmond, Indiana, who delivered a most excellent address on Mutual or Co-operative Insurance. It was generally conceded that this was the best paper ever given before the National Association on the subject. A general discussion along insurance lines followed and consumed the remainder of this session. At the Wednesday morning session we listened to a very able address by Robert Garland, President of the American Hardware Manufacturers' Association. The address on "A General Review of Conditions," by A. C. Bartlett, of Hibbard, Spencer, Bartlett & Co., of Chicago, was one of incalculable value to any hardware merchant and was, indeed, a treat to all present.

Subject, "One-twelfth Gross Ideas, Assorted Small," by George W. Hubbard, of Michigan, was fully up to the standard of excellence expected from this stalwart in Michigan hardware circles and was pronounced full Michigan weight and quality.

At the afternoon session the question box was taken up in charge of C. A. Peck, of Wisconsin, and Harry Vincent, of Iowa. To my mind this was the best session of all and the interest shown in all the questions was so intense that it was difficult to keep several from speaking at the same time. President Kruger, of the Wisconsin State Association, brought out some pertinent facts in regard to

goods furnished by mail order houses and said that he for one had cleaned house and that he believed it the duty of every retailer to discontinue buying of firms who sell to mail order houses.

Thursday morning at 9 o'clock the meeting of the State Secretaries was held. The closing session of the convention was called to order at 1 p. m. Thursday, at which time the various committee reports were adopted and the new officers elected. R. A. Kirk, representing the National Hardware 'Jobbers' Association, addressed the convention and assured us of the hearty co-operation of their Association. Hon. David S. Rose, Mayor of Milwaukee, was present at this session and expressed his regret at not being able to attend the opening session of the convention. After his address an informal reception was held and we all had the pleasure of meeting this distinguished Milwaukeean.

The next forenoon we had an opportunity to look around the city and in the afternoon the Wisconsin State Association gave all of the delegates and their wives a most delightful automobile ride around the city. An informal reception, luncheon and smoker was given at the Deutscher Club on Wednesday evening; and on Thursday evening an elaborate banquet was tendered the delegates and their friends at Hotel Pfister.

After having attended our State meetings for quite a number of years and this one meeting of the National Association I wish to say that no hardware merchant can afford not to be a member of his State Association; not alone from the benefit he receives from the insurance feature but on account of the education he receives from coming in contact with so many bright, successful business men. The benefits to be derived from association effort are so manifest that I need not dwell upon them.

Mr. President, in conclusion permit me to say a few words along the line of the citizenship of our members who are looking for avenues of usefulness in their respective communities. We are prone to think that a merchant's life should all be spent in the toil and drudgery of the store and that some one with more time should look after the affairs of the city, state and Nation. I firmly believe that the successful business man should enter into and become an integral part of his city, county and state. No business man should complain of a lack of success in his business if he has failed to build a character and reputation for business honor, and has not identified himself with every movement for the betterment of his city. The time has come when business men should enter into the affairs of the city and state and assume the duties and obligations which are theirs in discharging those duties, for which their long years of business training have fitted them. As we have watched with deep interest the ever-increasing cost of maintaining the state and Nation, the conviction has come to us all that were the affairs of the various departments of our Government con-

ducted along business lines and not shaped by the desire to perpetuate the party in power some of the departments would show the same results that obtain in a successful business. Permit me to express the hope that the time is not far distant when the governmental policies of this Nation will assume the character and form of a successful business corporation and in its council chambers, in the halls of Congress and in the Senate chamber will be found more successful business men and fewer lawyers whose only hope of existence is in attempting to run a great Nation. Then, and not until then, will the business interests of this Nation be safe from legislation such as is now threatened.

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McIntyre Motor Wagons

Open and Covered

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

Write for Catalog No. 182.

W. H. McIntyre Company
Auburn, Indiana



256 Broadway, New York
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Tudhope-McIntyre Co.
Orillia, Canada

MORAL HAZARD.**How Dishonest Fire Losses Can Be Reduced.***

I was surprised and highly honored when asked to prepare a paper for your meeting in Grand Rapids. Your calling is closely related to the insurance business in that both have to deal with the results of fire. The physical hazard of any risk can be determined and measured so that a sufficient premium may be collected to pay losses and expenses and return a fair rate of interest to those who invest their money in the business of collecting this tax. Moral Hazard, the subject I am given to treat, can not be measured, nor any estimate made of its cost. It is the cause of a great many fires. The fire waste in the United States in 1908 was about \$550,000 per day and the best authorities estimate 35 per cent., or \$192,500 per day, as incendiary. Insurance men divide moral hazard into two classes—direct and inherent. Direct moral hazard is a premeditated criminal act. Inherent moral hazard is the result of carelessness and business conditions. In attempting to give you the result of twenty years' study of this subject and place the blame where it belongs I shall attack the insurance business first, for I firmly believe that fire underwriters themselves are not guiltless of the charge of encouraging dishonest losses.

After a year or two of light losses insurance companies commence to spring up like mushrooms. Their greed for business causes them to select incompetent agents. Any one who can control a few risks, regardless of his financial standing or business integrity, is accepted. Often men who have made failures and many times dishonest failures in other walks of life are tolerated. Such agents have but one object in view—their commissions—and the companies paying the highest commission are the ones they invariably seek to represent. An agent of this kind will sell any one insurance and in any amount he thinks he can collect premiums for. He rarely inspects his risks and if he does he knows nothing of physical hazard and keeps all information which would be detrimental to his personal interests from the company. I could recite many instances to bear out these statements. It is only a question of time when such agents and companies drop out. A San Francisco or a Baltimore fire puts them in the insurance graveyard and their creditors are fortunate if they get 50 per cent. of their claims. Through the indiscriminate selling of insurance fires are often caused which spread to other property and result in severe loss to honest insurers, making the burden heavier to the general public. Insurance companies should of their own motion select competent agents and, if they do not, the public should be protected by a law compelling agents to pass an examination, showing that they are fitted to conduct the business, and companies should be compelled to ap-

point only those who have qualified. We would not ride behind a railroad engineer, hire a blacksmith, a physician or any other professional or semi-professional person who had not passed an examination showing his fitness to fill the position he occupies. In the great and enlightened State of Michigan even barbers are subject to a rigid examination as to their competency. Why should the insuring public patronize incompetent agents or companies who appoint them when insurance is almost the universal foundation of personal solvency? Another fault of the companies is the hasty adjustment and payment of losses without sufficiently investigating the cause of the fire and the value of the property destroyed.

In prosperous times the wholesaler and manufacturer take long chances and sell to dealers of limited capital far in excess of what good judgment warrants. I have often overheard traveling salesmen telling, for the edification of whoever will listen to them, of how they unloaded on So-and-So and sold him more goods than he could dispose of in a year, and, no doubt, more than he could pay for. The result is fire or failure. Such business methods are a discredit to any concern.

Vice-President McAdow, of the National Credit Men's Association, stated recently in an address in this city that "bad debt losses were nearly equal to the fire losses of this country and just as hard to bear." He urged credit men "to be credit men and discontinue practices which bordered on gambling." If the bad debt losses nearly equal the fire losses it is a double tax on the resources of the country and the honest consumer pays both. I wish, however, to give the Credit Men's Association credit for doing more to lessen the fire

waste of this country than any other business organization I know of. They are studying the causes of fire and the method of insurance companies, urging the public to patronize those which are ably managed and careful in the selection of their risks and just in the payment of their losses. They are also working for legislation which is fair to all interests and have recently applied for admission to the National Fire Prevention Association. The banker who overloans is as the man who oversells class with the man who oversells and does as much to increase dishonest fire losses. The person whose greed for large gain from small investment leads him to erect a shoddily constructed tenement, factory or mercantile building creates a moral as well as physical hazard. Such buildings are not only dangerous from a sanitary standpoint, but endanger lives and the property of others in case of fire. When city governments permit the erection of such buildings or any violation of the fire limit laws they, too, contribute to establishing physical and moral hazard. The merchant, manufacturer or householder who does not insist on keeping his premises clean can not expect his employees to take an interest in doing so, although their livelihood depends on the plant being in operation. Carelessness and neglect are more a moral than a physical hazard. In some countries the laws provide that where fire starts on your own premises you can not collect damages and you are held liable for the damage to the property of others unless you can prove that the fire was not a result of your own carelessness and was entirely beyond your control. It is significant that where such laws exist that fire waste is not 10 per cent. of what it is in

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.

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

*Paper read before International Association of Fire Engineers by Frank G. Row.

this country. I would suggest, in addition to a law compelling fire insurance agents to pass an examination as to their fitness to conduct the business, laws clothing the heads of the fire departments with power to enforce cleanliness and care in all classes of property and a law giving the fire marshal the same authority to investigate fires that our coroners now have to investigate mysterious, sudden and accidental deaths. Such laws, with the co-operation of the manufacturer and wholesaler, will tend to lessen the moral hazard; and, with the constant improvement in construction and protection, will reduce the danger of your calling and result in an immense saving to the public. It is high time that the attention of our lawmakers was directed to the moral aspect of fire waste, for it will be found that the largest single factor in creating this waste arises from reckless or even criminal carelessness in the erection and occupancy of buildings, and no single thing will do more to reduce our appalling National fire waste than to hold individuals, both inside and outside of fire insurance, to a larger degree of personal responsibility.

Preserving Cancelled Paper May Save You Money.

Take the advice of a banker and don't be in too big a hurry to destroy that promissory note you've just paid off, or that mortgage which you've just lifted, or any other piece of paper involved in any commercial or financial deal affecting you.

That old point of view of the individual years ago regarding commercial paper in general has undergone a change. Once upon a time the moment that Jones satisfied his note, principal and interest, and got the paper into his hand, either he destroyed it wholly or at least tore his signature from the bottom of it. He wouldn't risk carrying it in his pocket or tucking it away somewhere in the drawer of his desk.

"Hold on to canceled paper for awhile," is the judgment of the modern banker. "Keep it six months at least or a year or even more, as circumstances may seem to warrant."

I took up a note in a bank a few weeks ago. Passing out of the bank with the canceled paper still in my hand, I stopped at the desk of the cashier and half in joke remarked that I supposed there was nothing to prevent my tearing into bits the paper that was his only a few minutes before.

"Don't you do it," he said, soberly. "Hold it awhile; you don't know what might happen. You don't know that you won't need that piece of paper with which to prove an alibi, even."

It is the almost superstitious fear which the average man has of a promissory note bearing his signature which prompted the old impulse to destroy this evidence of indebtedness the moment it came into my possession after payment. In fact, where notes are made between individuals and the debt canceled, often the mere handing over of the paper to the mak-

er of the note is considered a sufficient receipt in full. The holder of the note figures that the maker will destroy it at once and so considers cancellation needless.

In every case of taking up a note, however, the maker of it should exact of the holder that he cancel the note with the date and the signature of the holder across the face of the paper. Most promissory notes are negotiable and the maker may make final payment to some other person than the man to whose order the note was drawn. But in each transfer of the paper the indorsement of the holder will be exacted so that in the payment of the note at maturity the name of the last holder should be signed in cancellation.

In marking such a note paid the holder should write across the face of the note, "Paid July —, 19—. John H. Jones;" after which, drawing the pen through the name signed at the bottom of the paper constitutes a thorough acquittal of the maker of the note from any possible after claim because of the promise to pay.

Holding such a canceled note the maker of it runs no possible chance because of the fact. He might lose it anywhere and the person picking it up would be powerless to restore semblance of value to it. But holding the paper, there are innumerable circumstances in which the paper, as the record of an acquitted claim, could be valuable. In an extreme case, as suggested by my banker friend, it might be invaluable in establishing an alibi, but in numberless ways of business it can be serviceable.

There are occasions, for example, when in loans between individuals some man, hearing Jones' name mentioned, may observe: "Yes, I hold his note for \$500." In business dealings a man's responsibility is often gauged by his liabilities rather than by his known honor and honesty. If Jones, a year after such a speech, were negotiating some deal with Smith, who might have heard the remark of the man holding Jones' note, Smith might question on the point. In such a case, if Jones could reach to the canceled note for \$500 in a corner of his desk it would be a double assurance. It would show that the obligation no longer existed and it would emphasize the fact that Jones had met this particular obligation promptly.

In the case of the person who has given a mortgage on his property and makes a series of interest notes numbered serially, especially these notes should be filed away in safety. On the average five year mortgage a series of ten interest notes are the rule, payable semi-annually. To have nine of these canceled notes in his deposit box when payment of the tenth is due at the least will be an assurance to the mortgagee. He'll feel better for it.

Keeping receipts for money paid is generally accepted as the part of wisdom, and practically a canceled note is receipt for payment of its face and accumulated interest. But in the matter of receipts in general it is doubtful if the average person pays strict enough attention to preserving them. Granting that the person or

firm giving receipt for money paid is honest enough, mistakes always are possible.

Irwin Ellis.

He Never Forgot.

"I take it," he said to the man who got on the depot car with a suit case, "that you are going to the country."

"I am sir," was the stiff reply.

"You have everything with you you will need?"

"Of course."

"Shirts, socks and a toothbrush?"

"Certainly."

"Night-shirt, toilet soap and handkerchief?"

"Do you think me a child, sir?" was asked.

"Of course not, but men are so absent-minded, you see. Did you put in an extra pair of cuffs?"

"I did sir. You and others may be careless, but I want you to know that I'm not. I have been three days packing this suit case."

"Um. You might need a needle and thread."

"I have them."

"And some buttons."

"They are here."

"But there must have been something forgotten," persisted the other. "Nothing, whatever," was the decided answer.

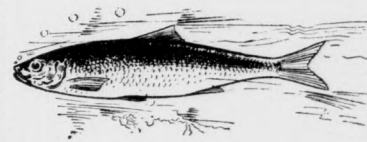
"For instance, your key. You have it, have you?"

The man sprang up and began feeling in his pockets and looking around, and after a moment called out:

"Here—somebody stop this old car! I've left the key to my suit case on the mantel at home!"

California Genuine Sardines

The Finest Sardines in the World



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

Very Fat and Better Flavored than
the Imported Sardines

Put up in Oil and Tasty Sauces

Tomato, Mayonnaise—Soused in
Spices

Sold by Jobbers
Everywhere



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.

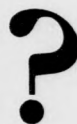
Three Colored California Post Cards Free

CALIFORNIA
FISH COMPANY

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LOS ANGELES . . . CAL.

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—

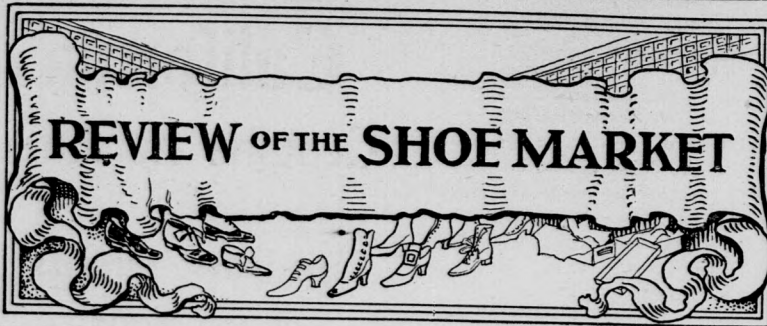
Why should you hesitate?

Why shouldn't you
PUSH Crescent flour?

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT



Difficulties in the Way of Fitting Feet.

Written for the Tradesman.

He is a good salesman who fits three of his customers out of four. He is a genius who fits all of his customers—and if the reader happens to know this man he would confer a lasting favor upon the writer by giving name, age, place of residence and any other information of a biographical character concerning the man who uniformly fits; the writer would like to focus the spot-light on him for the inspiration of present and future retail shoe merchants and clerks.

And yet we are all agreed that the fitting of one's customers' feet is one of the most important propositions in the shoe retailer's decalogue. As the author of a certain "System" for fitting feet puts it in his advertising matter, "Ill fitting shoes are hazardous to your trade. If you have many misfits it simply kills your business. Most any salesman can fit shoes correctly, but few are able to make the

customer's ideas and feet get in the same shoe."

That ill fitting shoes are hazardous to the trade is a statement that everybody can endorse. The following statement may be a little extreme; namely, that "many misfits simply kill your business." It may not exactly "kill" the business, but it will obviously hurt it more or less—provided, of course, the misfits are chargeable to the dealer or his salespeople. But suppose, for instance, that the young woman who insisted on a 4½ B—whose foot actually required a 5½ D—and refused point-blank to have any other size—suppose we consider her case of misfit? The clerk told her what would happen—deliberately and in unmistakable terms washed his hands of the whole business, so to speak. In spite of all this, she took the smaller size. Will her trade be lost if the shoes pinch? No; she knows she is going to suffer; but she is perfectly willing to suffer for the sake of gratifying her pride. She believes a nar-

row, snug-fitting pump is more stylish than a larger one. And she'll have her way or go somewhere else to buy her shoes. Will you let her go. No; and you are right.

Bringing Ideas and Feet Together.

Theoretically this thing of fitting feet looks easy. And in order to facilitate the business somebody or other is every once in a while coming out with some sort of a chart, measuring device, out-lining system whereby and wherewith the difficulties of ascertaining precise foot-measurements may be reduced to a minimum.

The boss—provided he is a level-headed boss—loves to see his customers fitted; tries to fit them himself; insists on having the boys fit them as much as in them lieth. But this thing of securing "an absolutely perfect fit for every man, woman and child," and doing it "in a minute," is a difficult thing under the canopy no matter what facilities you have at hand.

Some people think that they know a whole lot about their feet, they've had 'em so long; been living with 'em maybe thirty, forty, fifty or even four-score years. They've been buying shoes of a certain size and width for years and years. They're hard to change. It sort o' pesters them to have you try to disrupt their settled ideas. And in a way—looking at the matter in a philosophic spirit—you can not blame them much. The psychology of the situation is self-evident.

And then Fashion hath her decrees. We men folks even pay a certain deference thereto in spite of our protests to the contrary. Don't we turn up our noses at the man who wears detached cuffs? Some of us do. Would we appear at the ball park with a pair of trousers that were not seasonable as to the cut? Not we. Well, if even men folks with their alleged contempt for Fashion's arbitrary decrees are nevertheless more or less subject to the demands of Fashion, where shall the high school girl and the modishly clad matron appear?

All right, then Dame Fashion decrees a certain style of shoe—say a short vamp. Will short vamps be worn? Short vamps will be worn. Will some folks wear short vamps who have long feet, high insteps and other foot peculiarities not taken into account by the lastmaker who designed the short vamp last? Yes, little one, a great many people with strange and untoward footsies will insist on getting the short vamp sort. They will willingly, voluntarily—yes, even gladly—punish their feet for a season in order that they may enjoy that subtle, indefinable, ever-fascinating sensation of being in style.

And what are you going to do about it? You have the stylish sort—at least we are here acting upon the assumption that, as a wise and resourceful shoe merchant, you have on your shelving the kind of shoes men and women are now calling for. Will you permit some of these current footwear creations to remain indefi-



Rouge Rex

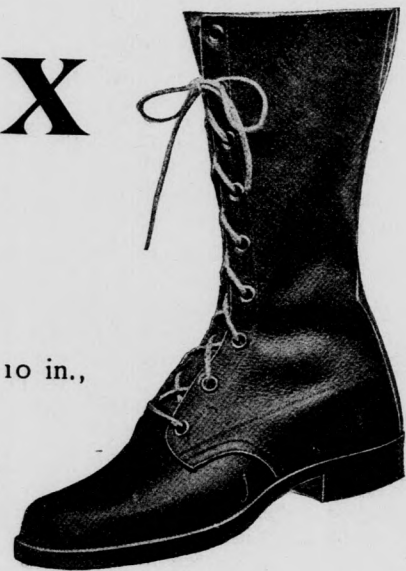
(Red)

(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.

nately on your shelving because the individual peculiarities of a good many of your customers' feet are such as to discourage the sale of these current and seasonable foot-wear-creations? No; you will sell 'em. You will sell them to people who (on the dead level-and-between-me-and-you-oughtn't-to-have-bought-'em) hanker after them just because they are modish and seasonable.

Fitting the Head and the Feet.

This thing of buckin' against Nature is a hard thing under the sun. For the most part it gets us in bad.

There is a certain amount of vanity in the human biped that has to be reckoned with by him who would fain achieve success in the selling of shoes.

When a vanity streak in your customer crops out prominently and strenuously insists upon being gratified about the only thing you can do is to gratify that vanity streak aforesaid.

So, if some of the people want short vamp shoes you will probably end up by selling them. If some of them insist on fitting the feet a trifle too snugly for comfort—especially in warm weather—you will probably have to yield the point. If some of them go out with toes buckled up, or walking gingerly on high and precarious heels, you may cringe inwardly, but you'll maintain a calm and placid exterior. But in any event you'll approach the cash register and ring up the sale with a feeling that, whether the sale be a wise one or not, at all events it has yielded a profit.

It is a pity, come to think about it, people are so awfully notiony about their feet; pity they don't stop to reflect that the shoe dealer and his salespeople are specialists in their line and therefore can make a better job of fitting the feet if left to their own wishes and knowledge. But people do not reason that way. At least a great many of them do not. They have preconceived ideas. You can call it prejudice if you want to. They have an idea they know. So you've got to fit their heads at the same time you are fitting their feet. You've got to make them believe the shoes fit right and look right and are the proper thing. If you can not do this with the shoe they ought to wear, then you'll have to do it by shifting to the ones they seem to prefer. All of which is written in the code of salesmanship. But it is, after all, a pity that you can't get "the customer's ideas and feet" together in the same shoe, and in the shoe that this particular customer ought to wear.

Is a Lie Concerning Sizes Justifiable?

Narrowing the larger question, Is a lie ever justifiable? we can ask the more practical one, Is it ever right to lie about shoe sizes? Some dealers say, "Yes," and contend that a lie, per definition, is some form of deception that injures; whereas to mislead a customer in the matter of shoe sizes is often not an injury but a decided benefit to the customer. Therefore the French system of size marking or some other method of

marking the sizes so as to keep the customer in the dark.

Other shoe merchants say: "No; mark the sizes in plain figures just as you do the price. Let them know what they are buying. If they have some predilection against a certain size let them have the size they want even if it is a trifle small. They are bound to find it out sooner or later." So the argument runs; and if they discover later on that you've deceived them about the size, even although you've actually fitted their feet, they will entertain some lingering suspicion that you may be deceiving them about the quality as well.

It is a good question to discuss. Obviously there is argument on both sides. But the retailer can say something like this and still be on the side of truth. He can tell his customers that sizes are not exactly uniform. That lasts are made by different concerns and that each lastmaker has his own system. For this reason it will be found by actual tests that a $4\frac{1}{2}$ shoe from one factory is larger than a $4\frac{1}{2}$ shoe from another factory. He can also show that some lines run narrower. He can discourage the idea of attaching undue significance to a mere number and insist upon having full and adequate reference to the feet.

Self-Confident Selling Ability.

Perhaps after all the best system yet invented for fitting feet is just plain, old-fashioned, down-right selling ability; that air of confidence, ease and innate ability.

You know what it is although you may not be able exactly to define it. You recognize it when you see it coming towards you in concrete embodiment. Intuitively you feel within yourself, "Well, here's a fellow that knows his business. He's all right. I can trust him. I believe he's square and I'm sure he knows how."

And so that salesman, just because he is resourceful, dynamic and chockful of the right sort of persuasion, sells you. He actually fits your feet. You may say to him, "What's the size of this shoe?" Likely as not he'll smile pleasantly and say: "None of your business." And you won't get angry. He may go on to tell you that the comfort, durability and style of the shoe is involved in the fit; that the reputation of the house and his standing as a salesman are also implicit in the fit; that he wouldn't, on his honor, let you go out with a shoe that didn't fit if it were in his power to prevent. And, not because the talk is new or unusual, but because of the unction, force or moving quality that he puts into that time-honored talk, it sounds brand new in your ears. And you are persuaded—wisely persuaded—to take his advice and let him fit your feet. That is salesmanship.

It is said that three-fourths of the people who buy shoes buy them too short. It has been said that the majority of mankind wear shoes that are too narrow, that crowd the toes or do not fit the foot at some important point. Perhaps these statements are not unduly broad. But it is safe to say that if salesmen had the ability

to command confidence and compel respect; that if they were full of resourcefulness—able to meet objections, beat down opposition, overthrow prejudice and lead their customers into the light with respect to the actual demands of their feet—misfits would soon become extremely rare.

Not that the writer anticipates that they would entirely disappear; for some folks do have funny feet. They are abnormal; whereas the present-day shoe is built for the normal foot. The only way many people will ever get fitted in a shoe will be for them to have a pair of lasts especially made—and I know of one party that had to have three pairs made before he was actually fitted even by expert lastmakers, so oddly constructed were his feet.

But after all you can do your best and in doing that you will be prospered.

Cid McKay.

Another Question.

The Higher Education.

"This cook book will do very nicely," said Mrs. Nuwedd to the book department clerk; "and now I want a good standard work on taxidermy."

"We don't keep any in stock," said the bewildered clerk.

"How annoying!" sighed the literary housewife, "and I not knowing a blessed thing about stuffing a fowl!"

It is no use prescribing the gospel to a sick world unless you commend it by a healthy life.

It Pays to Handle
MAYER SHOES



Why not a retail store of your own?

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

EDWARD B. MOON,

14 West Lake St., Chicago.



School Days Begin Soon

And the pedal-extremities of barefooted boys and girls must be clothed in shoes of some sort. Preferably ours. Why?

Because our Star line for boys and Calf Skin line for girls satisfies everybody, including the child, the parent

and his pocketbook. They feel good, look nice and last much longer than ordinary shoes do.

We know how hard children are on shoes and make ours to stand unusual rough usage.



Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

IDEA FOR BIG STORES.

Professional Entertainer and Attendant for Children.

Written for the Tradesman.

I went shopping with my wife the other day and we took the kiddies with us. (The kiddies are 6 and 3, respectively. Of course, they are interesting and foxy, and all that; but I'll waive the parental prerogative of expatiating thereupon at this time.) My wife wanted to buy some porch furniture, a pair of patent Vici ankle strap pumps, some neckwear, hosiery, lingerie and I don't know what all. So we decided to give pretty much the entire forenoon to it and then have luncheon downtown, and perhaps run out to one of the parks in the afternoon, provided the kiddies didn't get all petered out and crosswise.

Little Extra Courtesies.

If you want to get a direct tip on the accessories, the amusement features and the courtesies (real or alleged) of the salespeople of a given store you can get the desired information by going in some hot summer morning with a couple of vigorous, inquisitive and acquisitive little tots. This, of course, does not apply so much to the big department stores, where the floors are thronged and where you must, in spite of the continuous protests of the delectable wee ones, cling tenaciously to their perspiring handlets; but it does apply with a vengeance to furniture stores, women's shoe departments and other stores and shops exempt from the crush and tumult of the big crowds. In such places your sole method of pacification is to turn 'em loose, on the tender mercies of the house and let them rubber about to their hearts' content.

By so doing—and with a little contemporary observation out of the corner of your weather eye (although I'll be blessed if I know which one of one's optics is particularly adapted to weather observations), you'll see things. Maybe you'll observe a slightly pestered contraction on the brow of some sallow-complexioned saleslady—one of your kind built on severely 'Empire' lines, and eloquently suggestive of spinsterhood. She will probably watch your young hopefuls in a manner analogous to that in which a cat takes notice of a mouse in the kitchen pantry. You fancy she is saying within her little spinsterly soul: "Nasty little beasts! Why didn't they leave them at home with the hired girl? There; they've got their dirty, sticky little paws on that white goods! It's perfectly ridiculous—almost one might say, immodest, to take such wee things out in mixed company!"

In the meantime the kiddies have forsaken the counter of white goods and busied themselves turning the queer little quartered-oak seats on the stationary stools—and, oh goody gan! here's two that squeak. Wherefore it is decided that they should be turned the more vigorously and continuously. Any stationary stool is a marvelous contrivance, but a squeaky one is a thing to go into raptures over. And I fancy the spinsterly saleslady heaved a sigh of vast inner

contentment when my wife had made her purchases and we had ultimately located the youngsters at the glove counter in the rear, rounded them up and taken our departure. I shall recall with gladness the baldheaded floorwalker who helped mitigate the incidental asperities of our shopping in that store by various and sundry wiles and arts and grimaces directed chiefly at the younger of the kiddies.

Iced and Filtered Water a Boon.

Trade journals have insisted from time to time on the benefits of drinking water in the smaller stores. Of course, the department stores have had adequate supplies of aqua pura even from the beginning. There is one shoe store which caters to the better class of men and women's trade for which I will evermore have "kindly thoughts"—chiefly because of the big, five-gallon water bottle which stands, nose downwards, on a metal stand in a conspicuous corner of that store. The shoes carried by this dealer are, even as the advertising man avers, "smart, dressy and fashionable." For the price it is doubtful if one could find better shoe values anywhere. But even if the shoes were a trifle less "classy" and the workmanship and the leather not quite so good, I would still suggest that my wife do her shopping there—provided I am along with the children. And the reason? Well, neighbor, I know where the water supply is in that shop, and our kiddies know. It is conspicuously, conveniently, eminently get-at-able. And if you are informed on the cumulative and insatiable thirst of juveniles when they are out sight-seeing on a hot summer morning you know it takes a lot of filtered water to keep down friction.

In this store we had easy sailing. The young lady clerks who attended the ladies' trade generally threw in a few smiles—directed, of course, towards the children, not towards the children's father—and one of the young men played peek-a-boo with the boy, the younger of the kiddies. The soft green two-tone rugs felt yielding under their thin-soled juvenile slippers—and the big, high-back leather upholstered chairs were so delightfully nice to slip and slide upon and roll over on. With such accessories, plus the gracious little amenities of the salespeople, together with the never-to-be-forgotten water supply, shopping was a cinch in that store.

It Pays To Jolly the Juveniles.

Now will you permit a fond parent to make, even at the risk of being trite, an observation as true and invariable as the law of gravitation? Jollyng the kiddies is high-class salesmanship. Every gracious little smile, every absurd snap of your finger, every ridiculous little antic directed towards the wee little tot that hangs to mamma's hand, or papa's hand, or meanders brazenly about rubbering and sniffing a new atmosphere, raises you in the estimation of the party or parties with whom you deal. It puts you next. It has the effect of breaking the ice, clarifying the atmosphere and allaying preju-

dice. The mere presence of the kiddy or kiddies is a rare opportunity and a powerful presumption in favor of your landing your party—provided you are wise to your advantage.

A salesman or saleslady ought to love children. If the love is natural, spontaneous, inevitable—so much the better; but even if it must be an acquired love, it should be had by all means. Little tots are highly interesting, even in themselves—and quite apart from any incidental benefits that may accrue to one who is interested in them. Out of their naive yet sagacious little eyes they look upon a vast new world. They deliver some running comments as they look. It is altogether worth while establishing friendly relations with these little citizens, for they can tell you things—and they can tell you in an instructive manner. If they seem dull and insipid and uninteresting it is because you have not called them out. Perhaps, as Kipling puts it, you are making the mistake "of talking down to your superiors."

Any convenience or accessory that you can provide in your store for the use of people who bring the children with them when they come to trade is like bread cast upon the water. It will come back in terms of increased patronage and growing favor with the people who buy things. Any little help that you may extend a tired mother who has to drag about with her one or more nerve-wrecked youngsters on her shopping pilgrimages will operate like shade and refreshment in a weary land. Any lit-

tle courtesy and amenity—and how cheap and easy they are to extend!—will stamp the memory of you among those precious recollections that we prize evermore. When that porch furniture is worthless junk I will recall how that big-hearted furniture salesman romped with my 3-year-old boy. Long after my wife has given her ankle strap pumps to the Salvation Army man I'll treasure the memory of that waterjug and collateral entertainment afforded our youngsters in that store.

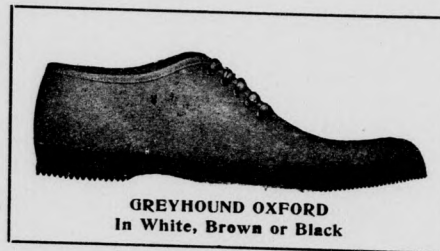
It did not cost any of these people in any of these stores a single red copper to help up in our shopping that summer morning. It was a positive benefit to themselves to relax for a few moments and translate themselves, with varying degrees of success, into the child-world. And after all dignity wears corns on one's inner parts if it is worn too uninter-ruptedly.

Big stores might very well employ a professional entertainer and attendant for children. It would be his long suit to relieve tired mothers of the care of their little ones during the time she does her shopping. He might have a room specially adapted for the purpose. It might be equipped as a veritable wonder-land—filled with dolls and toys and things that appeal to little tots. This room could be located, say, on the second floor and featured, by all means, in the advertising. Parents could take their children directly to this room and in most cases doubtless easily be persuaded to remain with the attend-

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

ant and the other little folks and the wonderful toys. He (or she) could tell stories, ask questions and do various stunts of a more or less entertaining character, and in the meantime the poor mother would get a breathing spell and be able to relax the nerve-wrecking tension of shopping and doing nursery duty at the same time. Charles L. Garrison.

Use of Glass Bricks Increasing.

Glass bricks are not gold bricks. Germany uses them for building purposes with measurable success. In Berlin is constructed a small villa, the walls of which are built of glass bricks of several shades of dark green and blue. The glass bricks are especially adapted to construction where light, cleanliness, and neatness are particularly in demand. In Hamburg they are utilized in place of windows. They admit light in walls which police regulations require to be fireproof and windowless.

In addition to admitting light to dark hallways, rooms, etc., they are said to possess the same strength as ordinary clay bricks. They are also utilized in walls in yards and in partitions in the interior of houses, salesrooms, offices, workshops, etc., as well as for the construction of verandas, hot-houses, kiosks, bathrooms, hospitals, ice factories, butcher shops, railroad stations, breweries, stables, and in other places where cleanliness, light, and uniform temperatures are especially desired.

The bricks are also made with a wire coating for fireproof walls. In some of the recently erected buildings in Milan, Italy, bricks made of glass have been adopted for ground and upper floors on account of the light obtained. They are also coming into use for partition work in some of the hospitals on account of hygienic principles.

In one of the leading banking institutions of the city of Turin the lobby office floor, which is about 36x58 feet, is entirely paved with glass bricks laid in iron frames for the purpose of admitting light into the basement, where are located numerous private boxes or vaults. In the Netherlands hollow green transparent glass bricks are used principally for light giving purposes in machine shops and conservatories.

Instance of Scotch Courtesy.

Four old Scotchmen, the remnant of a club formed some fifty years ago, were seated around the table in the club room. It was 5 a. m. and Dougal looked across at Donald and said in a thick, sleepy voice:

"Donald, d'ye notice what an awfu' peculiar expression there is on Jock's face?"

"Aye," says Donald, "I notice that; he's dead! He's been dead these four hours."

"What? Dead! Why did ye no tell me?"

"Ah, no—no—no," said Donald. "A'm no that kind o' man to disturb a convivial evening."

The dead saints are the only good ones according to the canon of negative virtues.

Retailers Alive To High Prices on Knit Goods.

Underwear prices stiffened during the fortnight and considerable activity was manifested in the market, the latter owing to retailers realizing the trend of things and coming on early to place orders for spring, 1910, with a view to deriving the benefits of early prices. It would appear that many mills have only covered at bottom prices for a proportionate amount of their capacity, and if they have to go into the market for more material, a very likely move, prices will naturally be higher on merchandise. Many mills are said to be completely sold up for spring, while others are understood to be so only on a basis of the yarns on which they have covered. Manufacturers are expected this year to start work on their summer production earlier than usual. Salesmen are beginning now to leave for the road with spring lines. Others start off the first week in September. It is thought that trips will be shorter than heretofore because of the above-noted good house trade.

From about the middle of July on manufacturers were occupied with fall duplicating, which improved with the delivery to retailers this month of initial heavyweight orders. A considerable quantity of this business was taken at advances, many fine grade standard mills not caring to bother with it otherwise because, as indicated a month ago in these columns, they found they did not require as many fall duplicates as usual to take care of their entire product.

There seems to have been an over-production of inexpensive half-hose, resulting in no very evident price advances on these except what, in striking an average, might be considered trifling. Higher grades, though, have shown increases. There have been advances on combed peeler and Egyptian yarn hosiery of from 2½ to 5 cents a dozen, the rise being laid to the higher price of spot cotton and the fluctuations of yarn prices. Spring business in good quantity is quite generally looked for. A few road salesmen are out with spring lines, but the majority are expected to leave within this week, some not until September 1. Those who have already been scouring their territories found very little doing, buyers having been nearly all away on their vacations and having left no instructions.

Undersuits have shown the usual slow-up expected about this time of the year, but the fortnight saw little abatement in proportion in the big demand for abbreviated undergarments in all the light fabrics. Sales of these are again likely to continue with retailers in some sections well on into the fall and perhaps the winter, diminishing, of course, as autumn shades off into winter. Some of the better stores, whose location is climatically favored, have found during the past two winters that it pays to carry lightweight and athletic undersuits all the year around, and this year bought accordingly. In cities and towns along and adjacent to the

northeast coast, where winter of late years has got to be so mild that a polar bear would be easily out of his element, abbreviated undergarments have become wearable throughout all seasons. Whatever of these would be carried throughout the winter months by the better stores would perhaps be in check nainsooks mostly. The other fabrics would be lightweight balbriggans and gauzes in cotton, merino and wool. Some dealers began by means of reduction sales the latter part of July to clear their shelves of broken lines and odds and ends in fancy undersuits in order to prepare for taking inventory.

Sales of half-hose have been well maintained. The demand for high shades in purple and in reseda, cerise and wine in plains, which has up to a recent date been quite strong, as noted, in the stores catering to the finer trade, seems to have shifted around to staple blacks, tans, navies and cadet blues, in plains or with the self-side clock. This situation, though, has not become altogether general, for there are still sections where high colors are held in favor. One of the showings of the fortnight was French silk half-hose at \$5 a pair, with scarf to match at \$3, in tan, brown, dark purple and cerise and two shades of blue and green.

How price advances on bathing suits are affecting retailers is illustrated by the result of an enquiry made at a number of stores for a knit bathing suit, two-piece or union. Most stores wanted \$2.50 to \$3 for the suit, while it was purchasable at one store

for \$2. It was said in explanation that the garment was salable at that price because it was one of an initial order, but that if the concern wanted to buy any more of that make it would have to pay a dollar more a dozen, according to the grade, and that next year prices would be from 2 to \$3 a dozen more. A wool sweater, which stretches like a net, has not been a good retail selling proposition.

Although prices of worsted yarns have shown a steady advance of about 25 per cent. since last fall, sweater and sweater coat manufacturers have been buying in a small way. In sweater coats some have done a good business in tans and silver grays. Solid colors have been in good demand. There is a full-fashioned sweater coat on the market, claimed to be pure worsted, which weighs fifteen pounds a dozen and sells for \$25 a dozen, wholesale. Large sales are reported on this garment.

A prominent Broadway retailer is displaying a line of full-fashioned, seamless spun silk hose in assorted colors at 50 cents regular. These, it is claimed, are not only the most satisfactory silk socks on the market at the price, but are the best socks as far as wearing qualities go. They are guaranteed to be pure spun silk and to hold their shape and color.

It is believed that the manufacturers of these socks are the first to enter the silk hosiery field, heretofore monopolized by foreign manufacturers.—Apparel Gazette.

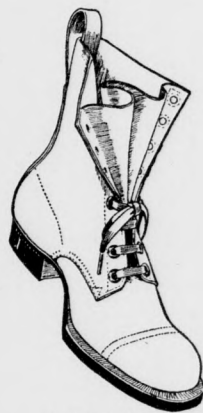
Some Shoe Dealers Jump at an Opportunity

And others don't get up till they are called.

Now we don't like to say that we want you to do this or do that. The mere fact that we want you to see our new Spring lines is no reason why you should unless you want to.

But we believe firmly that your strongest possible guarantee for a business-pulling, money-making, satisfaction-giving spring trade is a liberal stock of

"H. B. HARD PANS" For Men and Boys



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

The growth of sales and popularity of this line is due to honest, through and through shoe making—we are educating the public to the comfort and wear value in "H. B. Hard Pans"—but one reliable dealer in each town can secure this line—the prestige and the profits go to him.

We believe it will be to the advantage of any retailer to spend at least a half hour in looking over the complete line of samples our salesmen now on the road are showing.

Prompt deliveries from an always ready factory stock.

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



SELLING FURNITURE.

Value of the Trade Mark and Good Display.*

The subject which your genial Secretary has given me for discussion is Intelligent Co-operation Between Producers and Retailers. This is indeed a question of vital importance and lies very close to the root of all commerce. Co-operation is the measure of progress in every field of human endeavor. Without co-operation in many of its varied forms society could not exist and business would be a thing unknown. It is difficult to imagine man as a unit in the march of progress without the spirit of co-operation applied to his efforts in every direction. It is, in fact, a law without which man could not exist.

The subject as it was assigned to me, confines the co-operative idea between producer and retailer, and, so far so good, but we have omitted the one party without whose co-operation neither the producer nor the retailer could exist, and that is the consumer. Whatever we may do as producers and as retailers it ends in vain or falls short of its most perfect aim in exactly the same degree as it ignores or neglects the rights and interests of the consumer or fails to enlist his willing co-operation.

Merchandising is, after all, but a word commonly used to define barter and sale, and in its last analysis would be meaningless if it did not embrace ultimate consumption. Traffic and exchange of commodities carried on between producer and retailer, be it ever so brisk and on terms of closest intimacy and equity, leads to nothing in the end unless the consumer is satisfied and lends his co-operation to the plan.

It is well, therefore, that those of us who may be somewhat warped in our viewpoint as to these facts should have our visions corrected in order that we may see things as they are, and understand just what can be done and just what can not be done, before deciding what course may be pursued for the best interests of all concerned.

Let us analyze this question a little to see just what merchandising means in the furniture business: There may be splendid production and splendid distribution to the retailer, but it all amounts to nothing unless the effective co-operation of the ultimate consumer has been enlisted. The producer and retailer arrive nowhere by their combined efforts if they miss the consumer. He is the real autocrat of trade who holds the destinies of every agency of production and distribution in the hollow of his hand. He is the man we are all working for; he pays us our wages only so long as we render him fair services and stops paying when we don't. This truth deserves to be so well understood and appreciated and so universally admitted by every producer and every retailer that it shall form the very foundations upon which all their efforts are based,

whether they be individual or co-operative in their nature.

We have often been told that 95 per cent. of all business ventures result in failures. I do not know whether that is so or not, and I do not think anyone else knows exactly, but whatever the percentage may be, all failures are due to a disregard of the consumer's interests in one way or another, excepting, of course, the failures which are due to calamities beyond human foresight and control. Whether failures result from a lack of capital, from inexperience, dishonesty, or what not, the consumer either pays the penalty or reaps the reward.

Success in business, therefore, is largely dependent upon the intelligent co-operation between the producer and the retailer, with and for the consumer. Let us not lose sight of this fact or underrate the importance of this truth lest our efforts end in failure and our hopes in disappointment.

The retailer is primarily a distributor, but he represents only a part of the entire scheme of distribution. Transportation, which begins with the dray wagon of the producer, goes through the services of common carriers to the stores of the retailer and then to the ultimate consumer. The retailer, however, must be something more than a mere agency for the distribution of physical property; he must also provide the means whereby a knowledge of facts and fancies about products may be distributed at a price the consumer is willing to pay for such enlightenment. Producers and consumers could do business without the middlemen. They could exist in a way without the retailer, hence it logically follows that neither will avail himself of this intermediary service unless there be some definite advantage in doing so. It is, therefore, a matter of vital importance to the retailer that his services be made indispensable to the consumer and desirable to the producer. I do not wish anyone to get the idea that I am opposed to the middleman. No one, I believe, appreciates the desirability and almost necessity of the retailer more than I do. It is because I do appreciate the importance of the retailer that I am here to-day, and it is my earnest desire that what I shall have to say will be of some definite benefit to every furniture merchant in the land. I am proud to admit that the great success which sectional furniture has achieved would not have been possible without the aid and co-operation of the retail merchant, but I also wish to say that it might have been even greater with a more intelligent regard for the consumer's interest.

It is my purpose to put before you the facts of the case as I see them in the hope that some of you at least may understand more clearly how to become better merchants and thereby make your chosen calling more surely indispensable to the consumer, and therefore more desirable to the producer. They both need you and very earnestly desire your co-operation, but neither can be driven to employ

a service which is not worth its cost. All attempts on the part of merchants and their organizations to impose their services upon either the consumer or the producer without rendering full value received must in the end result in failure, and all such efforts finally become a useless expense and a loss to all concerned and to the merchant in particular.

The principles which govern the status of retail merchandising also apply to production with equal force. We all know from experience that there are wide differences between producers and their productions, and also in their ways of doing things, hence merchants endeavor to handle the lines which they find by experience are most desirable and most profitable, and that is quite as it should be. There is, after all, nothing quite like good, keen, honest competition, not only between manufacturers but between merchants. It stimulates individual initiative and leads to progress, economy and industrial health. Competition is the great scavenger which most quickly rids industry of the incompetents and thereby enlarges the field of opportunity for the fittest. It would be a sad day for this Nation when the spirit of "A fair field and no favors" should be displaced by monopoly and molly-coddle. I, for one, do not believe that we of the United States will ever come to such a pass. My faith rests in the autocratic consumer, who under our form of government has his remedies in the ballot and his freedom, and



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

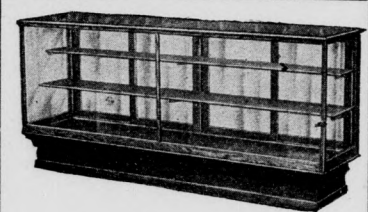
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Michigan People Want Michigan Products

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



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.



**"The Truth,
The Whole
Truth," etc.**

"It is undeniably the fact that White House Coffee is rapidly growing in popularity, and that the grocers taking it on have decided to do so largely on its intrinsic merit—which is, of course, highly complimentary to the superb quality of the coffee itself, as well as demonstrating the confidence the trade has acquired in the square-dealing and probity of Dwinell-Wright Co., the great Boston and Chicago firm that is giving White House to the whole world of coffee drinkers with the most liberal kind of guarantee."

Distributed at Wholesale by
Judson Grocer Co.

Grand Rapids, Mich.

*Address by O. H. L. Wernicke, President Macey Company, before Retail Furniture Dealers' Association of Virginia, August 13.

history tells us that he knows how and when to use them.

There is one large fact which justifies co-operation by persons engaged in various lines of industry through voluntary associations, and that is our wasteful way of doing things. It has been so easy to get into business and stay in, because of our wonderful resources and continued growth, that we are apt to lose sight of our obligations to society and imagine ourselves entitled to something for nothing. Organizations like yours can do much for their members by searching out their own faults and shortcomings, by elevating their own standards of business ethics and by making its members more useful and necessary to the public upon whose patronage they are dependent.

Whenever an organization, whether it be of producers or retailers, has elevated the standard of its own service and has abandoned the evil practices existing within its own ranks, then and not until then, has it a moral right to point its accusing finger to the faults of others. I regret to say it, but truth and the hope of doing good compels me to remind my good friends in the retail furniture trade that most of the so-called evils complained of, and which associations like yours are seeking to correct by resolutions aimed at the manufacturer, are children of their own creation, and they will not down until you lay the ax to the root. Please do not imagine that my opinion of manufacturers is a more exalted one. On the contrary, I have a rod in pickle for them, too, which will make my remarks about the retailer sound like a compliment.

What are the evils which retail merchants complain of, their causes and their cure? At first glance there would seem to be an endless variety of them and traceable to as many causes, for each of which every other merchant has a remedy of his own, and sometimes several, but when these evils are analyzed and summed up they resolve themselves into the one proposition of merchandise finding its way to the consumer without passing through the hands of the retailer at all, or at an inefficient margin of profit. This condition of affairs should not exist, but since it does exist we must look the facts squarely in the face and be sure that we understand the cause before we undertake to prescribe a remedy.

I do not hesitate to say that you merchants are more directly responsible for the cut price evil than the manufacturers. It is you who pick up the jobs and offer them to the consumer at such low prices that you and the producer both lose money. A price given to the consumer which does not provide an equitable margin for producer and merchant alike is unfair to both, no matter who makes it. It is you who order goods for some customers which you do not carry in stock, simply to scalp a small commission, without stopping to consider the consequences; it is you who sends the "card men" to the manufacturer and ask him to quote wholesale prices, or nearly so, to

your customers who are hurting the business, and when you have done these things and have thereby demoralized the price and profits on an article, or a line of goods, so that it is no longer desirable to the merchant, and you have left the manufacturer to his fate, you turn about and condemn him for selling direct or through the only other avenues you have left open between him and the consumers, and that is the catalogue houses.

Associations such as yours will never overcome this evil until they begin at home and say to the manufacturer: We will not sacrifice your goods nor your rights and you shall not sacrifice ours. There are some manufacturers who have not waited for the merchants to get together and stop price cutting, but have taken the gentlemanly bovine of tobacco fame by the horns and have said: "We will not and you shall not disregard the rules of equity in the sale of our products." This class of producers is growing in strength and numbers every day and they are doing far more for the legitimate merchant than the latter has been able to do for himself, and this brings me down to my hobby, and the one great subject which I believe to be the only true and permanent solution of the cut price veil:

The Trade Mark and Publicity.

Stability goes with confidence, demoralization with doubt and suspicion. Confidence is a plant of slow growth and thrives only on merit and truth. So long as furniture is sold and paraded anonymously, just so long will the merchant and manufacturer find cause to complain of cut prices. Whenever there is room for doubt the consumer demands and receives the benefit, but when doubt is displaced by confidence and certainty the customer is ever ready to pay the premium. The world admires men who are not afraid to stand out boldly and willingly assume the consequences for their own acts. It always has been so and always will be. The man who conceives a thing of merit and by his skill produces it has the right to become known to the man who consumes it, and the consumer has the right to know whether the maker is standing behind his production and his own representations regarding it. No man is so well qualified to tell the exact truth about any article as the man who made it, and when he is willing to stand behind his story it will have more weight with the public than if told by someone else who, in the nature of things, knows less about it.

The man who puts his mark on an inferior article and misrepresents it, or allows it to be misrepresented by others, will surely and swiftly find himself out of the race. The trade mark of the maker on a piece of furniture is like the signature on a check against money in bank, it makes it good. The endorsement of the responsible merchant is an added guarantee which removes the doubt from the consumers who are asked to cash it. Your own paper may be very good, but if I were to

offer it without your signature I am afraid my endorsement would not give it currency.

I have sometimes heard it said that overproduction is hurting the furniture business, but that is not so. There has never been any overproduction in furniture. We are suffering from under-education and not from over-production. We need more information, more truths interestingly told about furniture, more advertising, more publicity, more trade marks, more courage and all that these imply. It is claimed that the population of the United States is 90,000,000 and that the annual furniture sales amount to \$135,000,000. If these figures are correct it means that the annual furniture bill of this great nation is only \$1.50 for each person, or about four-tenths of a cent per day. Just think of it, less than 3 cents a week for furniture. There is hardly another item in the entire list of staple wants for which we spend so little money as for furniture. Can you imagine people rich enough to spend seven times as much to maintain their National Government, twice as much for automobiles, several times as much for tea and coffee and many times as much for liquor and tobacco than they do for furniture to be in danger of bankruptcy if their furniture expenses are doubled? Certainly not, and if their furniture bill were multiplied by five it would make the Nation richer in every way and not poorer.

The only reason I can think of why so little money is expended for furniture is the lack of intelligent interest shown by the manufacturer in his own products. It is more his fault than yours that a larger and better demand for good furniture has not been developed, but you also stand in the way of this development by not

ELLIOT O. GROSVENOR

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.

2321 Majestic Building, Detroit, Mich.



FLI-STIKON

THE FLY RIBBON

The Greatest Fly Catcher in the World
Retail at 5c. \$4.80 per gross
The Fly Ribbon Mfg. Co., New York
ORDER FROM YOUR JOBBER

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN

STEIMER & MOORE WHIP CO.

WESTFIELD, MASS.

Manufacturers of Good Whips

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

GRAHAM ROYS, Agt., Grand Rapids, Mich.

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

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Wholesale

220-222 Madison St., Chicago

Jennings' Extracts

Real Profit

Real profit does not mean "percentage," which may represent very little actual money. Real profit comes from the satisfaction of your customers—from the satisfaction which brings them to your store for their every need.

Jennings' Extracts please and satisfy the customer not only with the extract, but also with the butter, flour and other ingredients which the grocer sells in connection.

This satisfaction and profit is assured when you sell Jennings' Flavoring Extracts—for thirty-six years the standard of strength and purity.

Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872



insisting upon it that all the goods which you buy shall bear the maker's mark and that he shall publish the reasons for its claims upon the consumer. It is a marvel to me that so little has been said about furniture by its makers, for it is a subject so rich in possibilities for exploitation that its use could be increased many fold by simple and obvious methods of publicity. The public spends its money for the things in which it takes the most interest and not for the things in which it takes the least. Once make it the subject of intelligent interest to the people and you will find them eager to spend their money for furniture. The retail merchant can do much for the stability of profits and promote a larger demand for furniture by insisting upon trade marks and advertising from the manufacturer and also upon an understanding about retail prices which both may respect.

There are more interesting points in a piece of furniture than in a horse, yet who ever heard of a horse trade without some discussion of every point from wind to withers and from forelock to fetlock. Give a horse a pedigree and his value goes up. It is the same with furniture. The products of makers who have earned a reputation for themselves with the public sell to better advantage with a trade mark than without. A \$5 Knox hat without the "Knox" would not sell for \$4, a \$1,000 Steinway Grand without the name on it in big letters all over the front would not bring \$600, a \$50 sewing machine without "Singer" would not bring \$40, a Buck's stove without "Buck" would not sell at 20 per cent. off and a sweeper without "Bissell" all over the top would be rejected at almost any price by the consumer no matter what the merchant might say about it.

A great painting with its origin in doubt goes at a bargain; anonymous poetry is even worse. Look where you will the advertised brands are the staples for which the leading merchants strive because they are easier to sell. The profits are fair and the consumer gets what he wants and is satisfied. Why should not Berkey & Gay or Nelson-Matter furniture, after fifty years of established success, be as well known in every home as the Eastman kodak, which ten years ago was an unknown thing. Had the Eastman people made no better use of their opportunities to exploit the kodak than the makers of furniture have theirs there would have been a very large over-production in kodaks long ago and the profits which merchants are now harvesting from that source would not have been worth mentioning.

When the consumer has been taught to insist on trade marked furniture from makers of known reputation the catalogue house with its anonymous furniture will be a thing of the past, but until then the catalogue house with its interesting literature and convincing arguments is, at least, on a par with the merchant who buys anonymous furniture on his own judgment and takes the chances of making a market for it alone in-

stead of dividing that burden with the maker. It is time that the merchants begin to realize how the entire industry is being stunted, how his opportunities are being neglected and his profits unsettled because the makers of furniture are asleep at the switch. The merchant stands in his own light when he opposes the use of trade marks and publicity on the part of the manufacturers. It is a narrow policy and keeps the consumer in ignorance of the interesting facts and fancies in furniture which create the desire to possess. It also breeds needless changes in style and finish to the confusion and loss of all concerned.

There is nothing which has hurt the profits from furniture so much as the senseless changes which are made from time to time for no other reason than a lack of intelligent publicity. To the lover of art who has been educated to look for real worth in furniture—and all persons are lovers of art—there is a wealth of suggestion in every piece not governed by price or design. The merchants and the makers of good furniture have been so long wrapped up in a narrow conception of their craft and its possibilities and have held the nickels so close to their eyes that they have not seen the wealth of roses beyond.

The average retail store is a most cheerless place, with a funeral atmosphere which repels rather than invites. The displays are haphazard, mechanical and confusing, where they should be artistic, attractive and instructive. A furniture store should be a place like an art gallery, as attractive and interesting as a museum of art and with an air of such restful, refined comfort that it could not fail to appeal to every person of means during hours of leisure and bring them there to enjoy it and to study the elementaries and refinements of good furniture; in short, to absorb furniture education.

To make such a plan most effective the merchant and the members of his staff must themselves be educated and become respected as authorities in such matters. What is pleasing to one person seems commonplace or ugly to another. A piece of furniture, which by itself or in certain surroundings may seem undesirable and of little value, may in another place be found most pleasing and would there sell readily at a good price.

Until the merchant learns the great truth, that the sentiments when appealed to are the nerve-centers which terminate and relax at the mouth of the pocketbook, they have not risen to their opportunities. Be it the sword of General Jackson, grandmother's old spinning wheel, or any other now useless thing, as long as it has associations which stir the sentiments or excite the emotions it will create desire to possess and will command a price. It is the story that goes with an article and not so much the article itself which creates the desire to possess, and just as this desire to possess is aroused the field of opportunity expand. The history of a house which makes a thing if in-

terestingly told adds value to its product. The history and motive of styles and their evolution afford endless opportunity for profitable furniture education. The harmony of shapes, forms and colors can be worked in a thousand interesting ways and be made to pay well; and when it comes to wood, there is no end of the interesting stories that can be told to create desire. Let me remind you here that Nature is a wonderful artist. She does nothing in vain, but men often destroy the art which Nature has given them. There is no reason why two pieces of furniture should be valued alike, because, as a matter of fact, they do not appeal with like effect to different persons any more than women do. There are no two pieces of furniture one just like the other any more than there are two women alike, and there never will be. There are no two pieces of wood one just like the other and there never will be. They may be alike in shape but not in character or in detail of figure, tone or character any more than the same subject when painted by different artists would be alike either in appearance or value.

When all else has been said the fact remains that furniture stores as now conducted do not stimulate the grateful emotions and the pleasurable senses which excite desire for possession and thereby relax the nerves which control the pocketbook. I can best explain this idea by taking a picture gallery for example: A picture is not a practical thing by any means, but in many homes the cost of pictures is greater than the cost of furniture. Go into any modern art gallery and let the artist in charge, who understands his business and knows how to produce effects with shadow boxes, lights or shades and other tricks of the trade, show you this "Perfect Gem" by So-and-So; this wonderful creation by the great Dauber and this "Dream" from the brush and brain of a master, with interesting details. The chances are he will create in you a desire to possess. You go again and again, you take your wife and invite the opinions of your friends. You think and talk pictures, artists, technique; in other words, you become a walking, talking advertisement for the products of the painter's crafts and a customer of the merchant who touched the button. With every good picture there is a story and on it the artist's trade mark.

For wealth of display and desire-creating possibilities furniture has no equal in the realm of merchandise. There is absolutely nothing else so intimately and interestingly interwoven with our lives from the cradle to the grave, and nothing which in its characteristics so plainly portrays the emotions, ideals, habits and histories of a people as its furniture. As the martial strains of fife and drum incite men to most heroic deeds of valor, so also does the clarion call of interesting display and other forms of publicity arouse the desire of the people to part with their money for things they want.

So, I say, join hands with the producer and blend your voices together in singing the hymns and preaching the gospel of good furniture. Back this up with a store display that attracts and with arrangements that will delight the eye and please the senses. Don't wait until someone needs something. No one ever really needs a thing until he wants it. People spend most money for things they do not need but merely want, and our business is to make them want more and better furniture, and to this end I pledge you my hearty support and enthusiastic co-operation.

A New Buckle.

A new device for fastening shoes is shown by a number of Lynn manufacturers in their sample lines. It is called the Dorothy buckle. It consists of a metal snap and lock buckle. The tongue of the buckle is nicked and when the tongue is thrust through the eye of the buckle the bar drops down over the ridge, and locks the tongue in place. The buckle keeps locked as long as the bar is down, and the bar stays down as long as the shoe is on the foot, unless a person intentionally lifts it.

An idea of how quickly and securely the new buckle fastens may be gained from the fact that it corresponds to a fastener used on firemen's shoes, so that they may quickly put on their shoes and respond to an alarm. A person may put on a pair of these Dorothy buckle shoes much faster than either button or lace shoes.

The new buckle calls for a shoe that opens in the front, as does a lace oxford, but two, three or four buckles are used, according to the desire of the designer. The buckles are made in various finishes, to match popular finishes of cloth or leather.

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.

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Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.

LONDON PEPPERERS.

Centuries of London Grocers' Guild in Outline.

Written for the Tradesman.

In the days when existence—self support, social standing and material welfare—was chiefly a matter of muscle and physical courage; in the days when Cedric and Gwendolin, Ethelbert and Clotilda and Alfred and Mercia were in short clothes there were associations of men formed for common objects—sometimes religious, sometimes social and sometimes economic in character.

And so in due time there were developed what are called "guilds," representing merchants, artisans, ship owners, servants, sailors, and so on, all through the various departments of human endeavor.

Originally the grocers of London were called pepperers, pepper being the chief staple of their trade, and as a rule these earlier pepperers or grocers were Italians, Genoese, Florentine or Venetian merchants, who supplied all the then known west of Christendom with Indian and Arabian spices and drugs and Italian fruits, wines and silks.

In those early days the various guilds formed by tradesmen were subjected to an arbitrary fine or tax imposed by the reigning monarch and were known as amerced guilds; and the first mention of the Pepperers as a fraternity among the amerced guilds was during the reign of Henry II. (1154-1189), who besides being the ruler of Great Britain acquired sovereignty over nearly half of France by his marriage with Eleanor of Aquitaine, the divorced Queen of France.

The next known mention of the Pepperers was in a petition to Parliament in 1361, when they designated themselves as the Grocers' Guild or Company—a name which, so far as the term "Grocers" was concerned, was considered insulting or opprobrious when compared with the title Pepperers. At that time and for fourteen years previously the Association had been almost a nomad as to its headquarters.

The first meeting of the Pepperers was held in the town house of the Abbots of Bury, St. Mary's Axe in 1346 and the next year they moved to the house of the Abbott of St. Edmund; in 1348 they met at the Rynged Hall near Garlick-hythe, where they remained until 1361, during which year they met at the Hotel of the Abbott of St. Cross.

In 1380 the Association was incorporated by royal charter as the Grocers' Guild (or Company) and three years later they located in the Cornet's Tower in Bucklersbury, a place which Edward III. had used for his money exchange. Here they flourished for five years, when they moved to Soper's Lane (now Queen street), where they remained twenty-eight years.

In 1411 they purchased of Lord Fitzwalters the chapel of the Brothers of the Sack in Old Jewry, which had been originally a Jewish synagogue, and in 1426 they acquired Lord Fitzwalter's residence adjoining

the chapel and began to build the Grocers' Guild hall. This was completed and formally dedicated two years later—sixty-four years before the discovery of America by Columbus.

Ravenhill, in his "Short Account of the Company of Grocers," says:

"The word 'grocer' was used to express a trade en gros (wholesale). As early as 1393 the first complement of twenty-one members of this Guild was raised to 124; and in 1583 sixteen grocers were Aldermen of the city of London. In 1347 Nicholas Chaucer, kinsman of the poet, was admitted as a grocer and in 1383—the Guild operating under a royal charter—John Churchman obtained for the association the privilege of the joint custody with the city of The King's Beam in Woolwharf for the weighing of wool in the port of London."

This was the first step toward the establishment of the Custom House of London, and as it was coincidental with the removal of "The Beam" from Woolwharf to Bucklersbury the change excited the suspicions of Henry VIII and he very shortly deprived the Guild of the keepership of "The Beam." However the merchants en gros were an important and influential factor in the business and the politics of the city and succeeded in allaying Henry's fears so that the privilege was very soon restored to them, and to-day the Grocers' Guild still has its weights at the weigh house, Little Eastcheap.

Ravenhill continues: "In 1450 the Grocers secured the important right of sharing the office of 'Garbeller of Spices' with the city. The garbeller had the right to enter any shop or warehouse to view and search for drugs and to garble (closely examine and sift or bolt free from dust or other dirt) them. This office gradually fell into disuse and is last mentioned in the records of the Guild in July, 1687."

For seventy years the Guild had been in a prosperous condition and besides acquiring a high standing as a business organization had been of good service in systematizing the general trade en gros of the city. It was also the owner of valuable property and stood well in a financial sense. But the Civil War came and in 1645 the extraordinary expense of the experience caused Parliament to levy taxes upon all the amerced guilds, the tax put upon the Grocers being £50 per week for the support of troops, £6 for city defense and £8 for wounded soldiers. Very soon the Guild had to sell over \$5,000 worth of its plate to meet this expense. Within the year came another and a heavier tax of \$25,000 for city defense, which compelled the Guild to sell all but \$1,500 worth of their plate to meet the demand. At the same time, also, the alert Committee of Safety, sitting in Haberdashers' hall, found the Grocers' Guild indebted to one Richard Greenough, a Cavalier delinquent, in the sum of \$2,500 and compelled the payment of that amount.

It is not at all singular, therefore, that the Grocers' Guild hailed the

Restoration and the renewal of the English monarchy by the coronation of Charles II. with intense satisfaction. Besides expending about \$3,000 on the coronation pageant sixty members of the Guild appeared as outriders at King Charles' noisy entrance into London. Also in the same year (1660) Sir John Frederick, Lord Mayor of London, resigned his membership in the Association of Barber-Chirurgeons and joined the Grocers' Guild, which welcomed the new member with a great public pageant.

In 1664 the London College of Physicians had a bill before Parliament granting them the power of search, seizure, fine and imprisonment for debt and for certain violations of medical regulations and sanitary ordinances. The Druggists' Guild opposed the bill and were joined in the contest by the Grocers' Guild and the bill was not enacted into law.

The great London fire brought disaster to all the guilds and greatly damaged Grocers' Guild hall, besides destroying their house property. Thus it became necessary to sell all of the association's plate; to add many members to their roster and to strive mightily to escape bankruptcy. In this way and by virtue of many gratuitous subscriptions from the members as well as from the nobility and members of the royal household the crisis was successfully passed and before the revolution in 1688 the Guild hall had been restored and its decorations and furnishings replaced, and in 1689 the Guild received its crowning honor from King William III., who accepted and performed the duties of the office of Sovereign Master of the organization.

The Grocers' Guild is still in existence after an interesting career covering nearly eight centuries. To-day there are custom houses all over the world—descendants of the custody of the "King's Beam in Woolwharf;" to-day nearly everybody and everything is taxed without being forcibly "amerced," and to-day the ground which cost the Grocers' Guild less than \$200 in 1433, which they sold to the Bank of England in 1802 for \$100,000, is worth a million dollars.

To-day the Grocers' Guild is more a historical curiosity than it is a live and influential factor in business, and one looking carefully over its centuries old roster will learn that among the members it has had were three Kings, seven Princes, twelve Dukes, five Earls and more than forty Lords. Also that such men of eminence as Sir Philip Sidney, William Pitt, the great Prime Minister, Lord Chief Justice Tenterden, the Marquis of Cornwallis, George Can-

ning, the statesman, and many others were members. And another interesting Guild revelation, showing that grocers have ever been public spirited and canny, is the fact that between the years 1231 and 1710 sixty-four grocers became Lords Mayor of London. Charles S. Hathaway.

Sham Battles Fought by Ants.

The pugnacity of ants leads them to amuse themselves during long intervals of peace by sham battles. They rise upon their back feet, wrestle, seize each other by the jaws, antennae, or legs, mount on each other's backs, roll over and over, and engage in other antics.

No injury is ever inflicted in these combats. Neighboring communities of ants are prone to engage in wars which continue through weeks and months, and usually end with the annihilation of the weaker community. Mixed colonies are rare. As a rule, declares Prof. K. Escherich, no outsider, even of the same species, is permitted to enter the nest. The founding of a colony is a tremendous task, and many queens evade it by entering small colonies of other species, where they either become adopted or kill the natives and take possession of the workers' pupae.

The mixed colony thus produced becomes a pure colony of the queen's species after the native workers have died off, unless the supply of slaves is maintained by stealing pupae from neighboring communities. This is done by a number of species which maintain permanently mixed colonies. The slave drivers adopt various tactics in their raids, some species marching in compact armies, others in scattered detachments.

The most notorious slave raider is the big red Amazon ant, a born soldier, with sword-like mandibles which are murderously effective in warfare, but useless for any other purpose. So the Amazons are compelled to rely on their slaves for all household labor and building, the care of the young, and so on. They can not even feed themselves.

In some species the degeneration produced by slave holding goes so far that the masters are helpless parasites on their slaves. Though these masters are all males and perfect females, the worker class being no longer produced, they are wingless, grub-like creatures scarcely capable of locomotion.

He who does not preach with what he is will never persuade with what he says.

The milkman is sometimes also an advocate of pure water.

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Grand Rapids, Mich.



UP TO THE MAN.

Salesman Must Decide on Spur of Moment.

"My pay goes on just the same." That sounds familiar, doesn't it? You may have said it yourself some time. Anyway you have heard it said time and again.

I want to go on record right here as saying that the man who makes that statement does not know what he is talking about. His pay will not go on just the same and if he thinks it will when he isn't doing all in his power to make himself worth more money, he is fooling himself whether he fools anybody else or not.

The fellows who think that their pay is not dependent upon any extra effort on their part are wrong in their calculations. They may think, as they say, that the woods are full of good jobs.

There are so many men after every good job that the fellow who is the present incumbent has no assurance that he will be kept a minute after his contract expires, unless he makes himself invaluable to his employer.

One thing the man hired must understand first, last and all the time is that he has simply got to make more money for his employer than he is paid in wages or there will be no profit in keeping him.

To hire a man at fifteen dollars a week and have him do enough business to pay a profit on about thirteen dollars is obviously a poor investment. Better let that business go, as so many customers escape without being waited upon. And yet when a man gets to where he is earning for his employer about five or even three dollars a week more than he is being paid he begins to think that his salary ought to be doubled.

Many employes fail to realize that there must be a net profit on their services just as there is on the goods or else they are losing money for the concern.

What does an employe owe to his employer anyway in return for his wages? Is it merely that he shall stand around the store in a position where he can be seen by a possible customer and that he shall upon that customer's demand do a certain thing or things?

The employer has got to get out and hustle to raise the money to pay his men. It seems as if they ought to do some hustling themselves.

The man can work faster and thus be able to serve more customers. He can be always alert and watchful, ready to wait upon people when they first appear, not compelling them to hunt him up and demand attention.

Higher quality of service means a higher grade of salesmanship. It means a greater degree of intelligence. It means practical salesmanship raised to a point where it becomes scientific.

Practical salesmanship contains a rule against arguing. It is a poor policy to try to argue a man into buying anything when he is set against it. Any other form of inducement is better. The man who is convinced against his will is not going to buy without a struggle, and even if he should he would be a thorn in your side as long as the thought of the purchase lasted.

In endeavoring to change a man's opinion picture to him the best points of the goods. Ask him questions. Find out if the article is not a good one for his purpose. Argument is always a disturbing element. Some men go "right up in the air" when you start any form of argument with them. Loud talking and rough edged language are apt to follow. Don't take any chances with such customers. Smooth them down. Rub them the right way.

Practical salesmanship teaches a man to recognize the psychological moment. The inability to know this is the means of many a salesman losing an important sale that seemed to him just about closed.

When the right moment comes then matters may be crowded a little. More pressure can be brought to bear and the purchase urged. Until then, though, great care should be used in handling the prospective purchaser.

The successful salesman will keep in close mental touch with his man all the way through his talk and will anticipate objections and meet them in advance of their utterance. A little study of elementary psychology will help in salesmanship.

The time to make a sale is now, to-day. The salesman who works his prospects up to a point where they seem interested but does no more than agree to call again is the man who just misses being a success. He is as much of a failure as the one who does not get even the sale started.

"Shall we send it up to the house this afternoon?" That is the crucial point of the sale. There may be talk and talk and the customer may like the goods and the price, but when it comes to the time for saying "Send it up," that is where the sale is made or lost.

Talk is cheap, they say. It is. Oftentimes the more talk the less sales. Talking an arm off from a customer

will not help matters if the buyer can not be made to see "a great light." The talk must be pointed. It must go right to the heart of the subject all the time and keep showing up the good qualities of the article in question.

Talk that is nothing but words is idle talk and tires out the customer's patience and the talker's tongue. Do not go rambling along in an aimless way. Know your subject thoroughly in all its details. You can not sell goods unless you know them from the raw material down to the finished product.

And the salesman who has the cut-and-dried form of story is another man to fall down. No matter if you are not telling the story twice to the same person, you can not repeat it without showing that it is a set form.

It is much easier to talk too much than to talk too little and the happy medium seems to be hard to acquire. There are salesmen of the "take-it-or-leave-it" kind who shove the goods out and then shut up like a clam except to reply in monosyllables to questions. They are as bad as the extremely talkative ones.

Patience is a necessity and the man who can not wait and let his customer take his time, but insists upon hurrying things along and talking ahead of the thoughts of the buyer, will fail every time. You can not expect the person to whom the goods are new and strange to understand at first glance or first explanation what you understand; remember you have spent a long time in familiarizing yourself with them. There is every advantage in going slowly in making important sales. Let each point you make sink in well, and become familiar in detail before rushing on to another feature. Too much haste will result in leaving the customer with a confused mind, and he will decide to wait until another day before buying. If a clear-headed salesman of some other house gets a chance at him in the meantime you are the loser.

There should be patience especially with the small buyer, even if large buyers are waiting. The small buyer to-day may be the large one to-morrow and every customer is entitled to a courteous service and sufficient time to decide without haste.

The reputation of a store is in the hands of its selling force. The proprietor or the manager may have the best of intentions and may be perfectly sincere in the determination to run a popular store, but if the clerks are more interested in getting along easily and in leaving for luncheon or closing time right on the hour, the reputation of the store will go down under such abuses.

The merchant is dependent upon the public. He must take pains to please every customer—not some, but all. He can not expect that people are going to keep coming in to help him make money without considering themselves entitled to something more than the dollars' and cents' value of a purchase. Everyone who enters a store appreciates the atten-

tion that is not included in the parcel taken home.

There are no set rules that will govern all cases. Each sale calls for special judgment and new situations and exigencies are constantly arising. The salesman must be able to decide for himself upon the spur of the moment. Experience will do more for a man than anything else if he will take advantage of its teachings, but there are men who can not be taught even by experience. For them there is little to offer in the way of encouragement. Better that they try other work than selling.

Frank Farrington.

Horse Meat in German Sausage.

The German government has long had a maximum and minimum tariff which it has used to exclude American meats and other things. Now that there is good reason to believe that the United States will soon be in a position to defend itself in the same way the Germans are showing great concern. An American Consul says that it is given out in Berlin that no concessions will be made on American meats. That is all right, only German products will be met in a like manner when they come to the United States. Such meats as now seek to enter the German market must pay a tax amounting on the average to 4¾ cents a pound. That is not all, as the inspection and microscopical examination greatly delay delivery. All of this is done to exclude American meats, and that is accomplished. But when the United States strikes back another course will be followed in Germany, and it may not be found necessary to arrest, as was done recently in Berlin, a manufacturer of sausages "of the higher class" for making them out of horse meat.

Homelike

You will notice the difference in the cooking immediately. There are a dozen other things that suggest the word homelike at

Hotel Livingston
Grand RapidsHotel 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.

Movements of Working Gideons.

Detroit, Aug. 17—The Griswold House meeting last Sunday evening was led by C. H. Joslin, aided by his father, who is 84 years old, active and full of the "Spirit," his wife and son. Mrs. G. L. Mitchell presided at the piano, while her husband aided in the song service. Two young men just over from England and strangers in a strange land, were in attendance on invitation from the writer, George E. Thompson, who is credit man for the Elliott branch of the National Grocer Co., took for his subject, "The Bible, or God's Letters to Man." He read from Job, 28th chapter, beginning with the 25th verse, "God understandeth the way thereof and he knoweth the place thereof for he looketh to the ends of the earth and seeth under the whole heaven." God in his message to man said little about the solar system or about other and greater worlds than ours. In Genesis we find "He made the stars" and that is all he said. He had something of more importance to man in his relation to God than to tell us about other worlds. He could have written a book about other worlds. He could have told the mysteries astronomers are trying to find out. He could have told us about every form of life as he looks down on his creation, yet he had something infinitely greater to tell man: "God's love to man." All whom God teaches are well taught for he teaches men to know themselves as sinners, and having opened their eyes to see themselves he draws them by the cords of love and shows them the relations in which he stands to them in the gospel. Having opened their eyes to see themselves he shows them the relations in which he stands to them and what he has done for them in order that they might get the touch of God's love and be saved. He points with his words and spirit to Jesus, the friend and Savior of sinners, dispels their fears and attracts them by his love. It is vain for any to think themselves spiritually the children of God who have not been "taught of God" both to know themselves and to know him. When God undertakes to teach a man he has to find him an eye to see, an ear to hear and a heart to understand. When God has given us an eye to see, an ear to hear and a heart to understand he may give us lessons hard to learn, but they are all very good when learned. Brother Thompson, during his many years as a credit man, has learned many lessons from his touch with men hard to learn, but very good when learned. These he keeps on file, ready for future use. We could see from his forceful address that he keeps another file of lessons taught by God treasured up in his heart which seemed to flow out to give cheer to those in the hall who listened.

Aaron B. Gates.

Third Annual Picnic of Traverse City Travelers.

Traverse City, Aug. 16—The third annual U. C. T. picnic of Traverse City Council, No. 361, was held at Coy's Grove, Alden, Saturday, August 14. Traverse City Council and friends

left here 200 strong by special train at 8:30 a. m., arriving at Alden at 9:30. Charles Coy was there to welcome us with the Alden band and we were escorted at once to Coy's grove, overlooking beautiful Torch Lake. At the entrance of the grove a large banner floated, bearing the words, "Welcome U. C. T." After reaching the grove a ball game between the Torch Lake camp boys and the U. C. T. took place, which was very interesting and several feathered plays were pulled off. After the game we sat down to a basket dinner, which was placed on long tables. Bunches of bananas were hung

Buyers' Week in Detroit.

Detroit, Aug. 17—Arrangements are being completed for what promises to be the biggest week in the history of Detroit's wholesale trade, when buyers from this and neighboring states are invited to come to Detroit and see for themselves that it is one of the best markets in the middle west in which to buy their goods. The general committee under the direction of Frank H. Conant, chairman, is leaving nothing undone to ensure a warm welcome and suitable entertainment for the visiting merchants.

From September 6 to 11, buyers



DON'T ROCK THE BOAT.

Summer is with us once more. Not a day goes by but that we read of drowning accidents due to the same old cause—"Some foolish individual aboard rocked the boat."

Rocking the boat is a temptation that foolish human nature seems unable to resist. Summer boarders at vacation resorts are not the only people who yield to it. There's many a salesman who rocks the boat when he and a customer are seated together, skimming along toward that little island that looms up hospitably safe and shady over the bow. All there is between a salesman and Davy Jones' locker is the customer's good-will. Don't lose that good-will, Brother Salesman. Don't rock the boat by disputing with a customer, reflecting on his judgment or answering back when he says something mean. You will never reach that island if you do.

in the trees for the children and everybody enjoyed some of the barrel of water melons. The Musselman Grocer Co., of Traverse City, presented 100 good cigars.

After dinner we enjoyed the water sports, foot races and horse races, and we all agreed that the people of Alden were the right class to show any one a good time. Visiting members from Petoskey and Flint joined us. We returned by your special train at 6:30 p. m., after adopting a resolution thanking Mr. and Mrs. Coy for the use of their grove and cooking utensils in their home.

Here's hoping our picnics in the future will be as grand a success as in the past! Fred C. Richter, Sec'y.

They are loyal to truth who live it.

who visit this market will have a one and one-half fare rate for the round trip. The entertainment features planned are varied and unique. There will be included a baseball game between Detroit and Boston and admission to the state fair and grand stand.

Wednesday, September 8, has been set aside by the fair management as Wholesalers' day. In the afternoon there will be interesting racing features, and in the evening a special program has been arranged, including concerts by two bands, playing alternately, each having a noted soloist. For the first time there will be played in public "The Detroit Wholesalers & Manufacturers' March and Two-Step," composed for the occasion by Fred S. Stone. There will

be a vaudeville entertainment and a horse show in the brilliantly lighted area in front of the grand stand, and as fine a display of fireworks as ever has been given in Detroit. One of the set pieces will be an artistic emblem of the Wholesalers' Association.

An afternoon and evening ride will be given Thursday on the steamer Britannia, chartered for the occasion by the Wholesalers and Manufacturers. Refreshments will be provided aboard the boat, and in the evening an old-fashioned New England basket picnic will be given in Bois Blanc park, each guest being presented with a souvenir basket containing a lunch for one and a souvenir cup, in which hot coffee can be obtained from urns about the island. There will be dancing on the boat, afternoon and evening.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo

Buffalo, Aug. 18—Creamery, fresh, 24@27c; dairy, fresh, 20@24c; poor to common, 18@20c.

Eggs—Strictly fresh, 23@25c.

Live Poultry—Fowls, 15½c; ducks, 12@14c; geese, 11c; old cox, 11c; springs, 16½c; turkeys, 12@17c.

Dressed Poultry—Fowls, 15@16c; old cox, 11@12c.

Beans — Marrow, hand-picked, \$2.85@3; medium, hand-picked, \$2.60@2.65; pea, hand-picked, \$2.50@2.60; 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.

Rather Ambiguous.

Rev. Mr. Dozem had not gained the golden opinions of his congregation, who were unanimous in asserting that he was foolish and conceited.

He considered himself greatly slandered, and, meeting an old German friend of his in the street one day, began to retail his woes, ending up by saying:

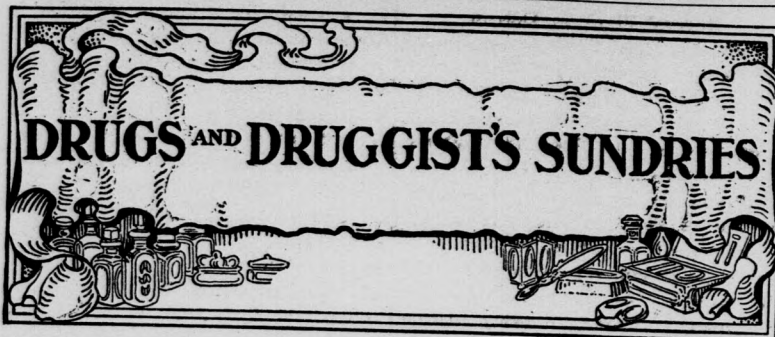
"And the church warden actually called me a perfect ass. My cloth prevents me from resenting insults, but I think I shall refer to it in the pulpit next Sunday. What would you advise?"

"Mine friendt," replied the German, soothingly. "I know not, but I tink dat all you can do vill be youst to bray for them as usual!"

Traverse City Eagle: Albert Kyselka has gone to Cheboygan, where he will meet the state manager of salesmen for the American Tobacco Company, and will accept a position with them, his territory not yet having been assigned. Mr. Kyselka is well known here and last spring was a graduate of the University of Michigan. He is the son of Prokop Kyselka, a local groceryman.

A Battle Creek correspondent writes: C. V. Mills has resigned his position with E. C. Fisher & Co. and engaged as traveling representative for the Toasted Corn Flakes Co.

He soon loses all faith in the poor who tries to feed them with fine words.



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.
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Methods of Attracting Trade To the Fountain.

The question "How can we draw people to our fountain for the first time?" often comes up. There are many methods, of which the following are a few of the best. Try one now and then.

One good way is to advertise that on the first week day, say the first Tuesday of each month that starting at 9 a. m. you would sell all 5-cent drinks at 1 cent, at 10 a. m. for 2 cents, at 11 a. m. for 3 cents, at 12 m. for 4 cents, and at 1 p. m. and after, for 5 cents, as usual, each of the low prices good for 1 hour.

The souvenir idea can be used to advantage, as there are lots of little articles and favors which can be purchased for a small sum that you could give away once a month during the season. One New York confectioner gives one of these novelties every Saturday and it has brought him large returns.

How is this for ingenuity? One dispenser placed in his window a number of little live tortoises, each with a letter of the alphabet pasted on its back. There were just enough letters, when properly arranged, to spell the name of a new fountain drink, which he had concocted. It was announced that a prize would be given to the first person who puzzled out the name. Glasses filled with the drink were displayed on hanging glass shelves in the window and looked alluring. The little tortoises drew an audience all day long, and they kept the fountain crowded and the nickles coming in.

To start the ball rolling in the spring, and awaken special interest in several new drinks, which he intended to boom that season, one fountain owner offered weekly prizes for the best four-line jingles about any of his drinks, his fountain or himself. They were pasted up in the window in the order in which they were received and afforded a great deal of amusement, and incidentally some very good advertising to the pedestrians. One set was allowed to remain until the end of the week, the winner's name for the previous week

being posted at the fountain every Monday.

Here is something a little out of the ordinary in the way of a sign. Have a placard in the window containing a list of drinks and in lieu of the figures to indicate the price, paste on bright new coins, 5 cents, 10 cents or 15 cents as the case may be. A good border can be made by pasting bright new pennies around the edge.

Head a placard with the words "Show your good sense by patronizing our fountain." Below this paste a few crisp new bills and underneath this tell the public that it is just like finding money to find a fountain where you can get soda of such unquestioned purity as ours.

Under the sign which reads "Official Daily Weather Report," hang a frame, in which the weather report may be displayed. At the right of the report have a sign in keeping with the weather indications, such as "A hot wave coming! Keep cool by drinking one of our famous lemon and lime phosphates."

A certain druggist built up a very large prescription business by using extreme care in making all his packages "antiseptic." All his prescription packages, whether bottles or boxes, are first wrapped and sealed in paraffin paper before being inclosed in the outer wrapper. This druggist is liked by physicians because, aside from his pharmaceutical expertness and trustworthiness, his packages are such as to give the patient added respect for the physician. One of this pharmacist's special hobbies and one that has proved a fine advertisement is to enclose all suppositories, soft capsules and uncoated pills in aluminum boxes. The boxes are labeled with the information that the package is an "antiseptic, germ proof aluminum suppository, capsule or pill case," as the case may be.

All the world is dodging germs and the average husky six-footer is more afraid of a microbe than he is of a wild bull. Bear this in mind and use your legitimate skill and business ability to make this universal thought of the day a good advertising asset.

If a druggist establishes a set of rules governing the candy department the first rule should be, in capital letters "Sell nothing but fresh candy." Rule No. 2: "Re-arrange the candy case frequently. Let the public 'see it sell.'" If the confectionery in the case, boxed and loose, occupy the same positions for several weeks, some people will feel that possibly you are not renewing stock often, and that perhaps your idea of fresh candy

is not theirs. Keep emphasizing the word "fresh" in every way, to make the public know that you sell fresh candy—that their idea of fresh candy and your idea of it are one and the same thing.

Some people are chary about buying confectionery boxed and wrapped—candy they can not see. If a customer hesitates about taking a wrapped box, to assure her that the candy is fresh, quickly unwrap the box and let the contents be sampled. Don't depend on verbal assurance. Show the customer that you know positively that your stock is the best. In the writer's presence a druggist tore the wrapper from a box of candy, despite the feeble protests of the customer, and said: "Taste it, madam. Isn't it fine?" "It certainly is!" was the emphatic reply. "I will take two boxes."

The druggist should put his own card on every box of candy, if possible on the box itself, rather than on the wrapper. Boxed candy is a favorite gift, and the druggist's card on the box will advertise his candy department to the recipient thereof.

A small circular wrapped in each box of confectionery, enumerating the various kinds of candy in stock, will tempt many candy eaters to send or go to the store for some favorite kind on the list.

The following label on each sealed box of candy will tend to give the confectionery department prestige with the public:

This candy was sold to us by the manufacturer as perfectly

fresh. If it is found otherwise the purchaser will confer a favor upon us by returning it.

It will be found that confectionery displayed in trays or in boxes will sell better if small descriptive placards, neatly printed, tell briefly the flavor, etc., of each variety. Some labels on candy mean little or nothing to a prospective purchaser, and after asking one or twice, "What is this kind?" and "What is that kind?" the customer selects a variety that is possibly not as much to his or her taste as a kind that would have been purchased with more knowledge of the varieties.

It is so much more convenient to eat candy from a bag than from a paper that some people will pass a drug store, to get 5 or 10 cents worth of candy at a confectionery store. As a container for candy a box pleases the purchaser most, a bag next and a paper the least. It will encourage candy sales to have small bags, holding from 2 to 8 ounces of candy. On these bags might be printed a list, or partial list, of candies carried in stock, with prices per pound. Small boxes might be secured to hold 10 cents worth of some of the favorite loose candies, possibly a trifle less than the amount you have been accustomed to give in a paper for 10 cents. Then when a customer asks for 5 cents worth of one of these varieties, the salesman might delicately suggest the purchase of a 10-cent box. The box idea will appeal to many customers, to the benefit of the confectionery department.

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

Acidum		Copaiba	1 75@1 35	Scilla	50
Aceticum	60@ 8	Cubebae	2 25@2 35	Scilla Co.	50
Benzocum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	50
Boricum	16@ 23	Evecthithos	1 00@1 10	Trunus virg	50
Carbolicum	48@ 55	Gaultheria	2 50@4 00	Zingiber	50
Citricum	3@ 6	Geranium	75		
Hydrochlor	3@ 10	Gossypil Sem gal	70@ 75	Tinctures	
Nitrocum	14@ 15	Hedeoma	2 50@2 75	Aloes	60
Oxalicum	44@ 47	Junipera	40@1 20	Aloes & Myrrh.	60
Phosphorium, dil.	13@ 15	Lavendula	90@3 60	Anconitum Nap's F	60
Sulphuricum	13@ 15	Limons	1 15@1 25	Anconitum Nap's R	60
Tannicum	75@ 85	Mentha Piper	1 75@1 90	Arnica	60
Tartaricum	38@ 40	Menta Verid	2 80@3 00	Asafoetida	60
		Morrhuae, gal.	1 60@1 85	Atropa Belladonna	60
Ammonia		Myrica	3 00@3 50	Aurant Cortex	50
Aqua, 18 deg.	4@ 8	Olive	1 00@3 00	Barosma	50
Aqua, 20 deg.	6@ 8	Picls Liquida	10@ 12	Benzoil	60
Carbonas	13@ 15	Picls Liquida gal.	94@1 00	Benzoil Cr.	60
Chloridum	12@ 14	Riclna	94@1 00	Cantharides	60
		Rosae oz.	6 50@7 00	Capsicum	50
Aniline		Rosmarin	1 10@1 30	Cardamon	50
Black	3 00@2 25	Sabina	90@1 00	Cardamon Co.	75
Brown	80@1 00	Santal	2 40	Cassia Acutifol	50
Red	45@ 50	Sassafras	35@ 90	Cassia A. utifol Co	50
Yellow	2 50@3 00	Sinapis, ess. oz.	65	Castor	1 00
		Succin	40@ 45	Catechu	50
Baccas		Thyme	40@ 50	Cinchona	50
Cubebae	30@ 35	Thyme, opt.	1 10@1 20	Cinchona Co.	50
Juniperus	10@ 12	Thymbromas	15@ 20	Columbia	50
Xanthoxylum	30@ 35	Tigill	1 00@1 20	Cubebae	50
				Digitalis	50
Balsamum				Ergot	50
Copaiba	65@ 75	Potassium		Ferri Chloridum	50
Peru	2 00@2 10	Bi-Carb	15@ 18	Gentian	50
Terabin, Canada	80@ 85	Bichromate	13@ 15	Gentian Co.	50
Tolutan	40@ 45	Bromide	25@ 30	Gulaca	50
		Carb	12@ 15	Gulaca am.mon.	50
Cortex		Chlorate	12@ 14	Hyoscyamus	50
Abies, Canadian.	18	Cyanide	30@ 40	Iodine	75
Cassia	30	Iodide	2 50@2 60	Iodine, colorless	75
Cinchona Flava.	18	Potassa, Bitart pr	30@ 32	Kino	50
Buonymus atro.	60	Potass Nitras opt	7@ 10	Lobelia	50
Myrica Cerifera.	15	Potass Nitras	6@ 8	Myrrh	50
Prunus Virgini.	15	Prussiate	23@ 26	Nux Vomica	50
Quillala, gr'd.	24	Sulphate po	15@ 18	Opil	1 25
Sassafras, po 25	24			Opil, camphorated	1 00
Ulmus	30	Radix		Opil, deodorized	50
Extractum		Aconitum	20@ 25	Quassia	50
Glycyrrhiza, Gla.	24@ 30	Althae	30@ 35	Rhatany	50
Glycyrrhiza, po.	28@ 30	Anchusa	10@ 12	Rhel	50
Haematox	11@ 12	Arum po	25	Sanguinaria	50
Haematox, 1s	13@ 14	Calamus	20@ 40	Serpentaria	50
Haematox, 1/2s	14@ 15	Gentiana po 15.	12@ 15	Stromonium	50
Haematox, 1/4s	16@ 17	Glycyrrhiza pv 15	16@ 18	Tolutan	50
		Hellebore, Alba	12@ 15	Valerian	50
Ferru		Hydrastis, Canada	22@ 25	Veratrum Veride	50
Carbonate Precip.	15	Hydrastis, Can. po	22@ 25	Zingiber	50
Citrate and Quina	1 00	Inula, po	18@ 22		
Citrate Soluble.	55	Ipecac, po	2 00@2 10	Miscellaneous	
Ferrocyanidum S	15	Iris plox	35@ 40	Aether, Spts Nit 3f	30@ 35
Solut. Chloride	2	Isalapa, pr.	65@ 70	Aether, Spts Nit 4f	34@ 38
Sulphate, com'l.	70	Maranta, 1/2s	15@ 18	Alumen, gr'd po 7	3@ 4
Sulphate, com'l. by	7	Podophyllum po	75@1 00	Annatto	40@ 50
Sulphate, pure	7	Rhel	1 00@1 25	Antimoni, po	4@ 5
		Rhel, cut	75@1 00	Antimoni et po T	40@ 50
Flora		Rhel, pv.	75@1 00	Antifebrin	2@ 25
Arnica	30@ 35	Sanguinari, po 18	2@ 15	Antipyret	2@ 25
Anthemis	50@ 60	Scilla, po 45	85@ 90	Argent Nitras oz	10@ 12
Matricaria	30@ 35	Senega	60@ 65	Arsenicum	10@ 12
		Serpentaria	60@ 65	Balm Gilead buds	60@ 65
Folia		Smilax, M.	2@ 25	Bismuth S N	1 65@1 85
Barosma	50@ 60	Smilax, off's H.	2@ 25	Calcium Chlor, 1s	9
Cassia Acutifol.	15@ 20	Spigella	1 45@1 50	Calcium Chlor, 1/2s	10
Cassia, Tinnevely	25@ 30	Symplocarpus	2@ 25	Calcium Chlor, 1/4s	12
Cassia, Acutifol.	25@ 30	Valeriana Eng.	15@ 20	Cantharides, Rus.	20
Salvia officinalis.	18@ 20	Valeriana, Ger.	12@ 16	Capsici, Fruc's af	22
1/2s and 1/4s	18@ 20	Zingiber a	25@ 28	Capsici Fruc's B po	15
Uva Ursi	8@ 10	Zingiber j	25@ 28	Carboline, N. 40	4@ 25
Gummi				Carphylus	20@ 22
Acacia, 1st pkd.	65	Semen		Cassia ructus	2@ 25
Acacia, 2nd pkd.	45	Anisum po 20	13@ 15	Catacra	10
Acacia, 3rd pkd.	45	Apium (gravel's)	4@ 6	Centraria	50@ 55
Acacia, sifted ats.	22@ 25	Bird, 1s	7@ 8	Cera Alba	40@ 42
Acacia, po	22@ 25	Cannabis Sativa	7@ 8	Cera Flava	30@ 35
Aloe, Barb	22@ 25	Cardamon	70@ 90	Crocus	34@ 54
Aloe, Cape	22@ 25	Carul po 15	15@ 18	Chloroform	29@1 45
Aloe, Socotri	22@ 25	Chenopodium	25@ 30	Chloral Hyd Cress 1	29@1 45
Ammoniac	55@ 60	Corlandrum	12@ 14	Chloroform Squids	20@ 25
Asafoetida	65@ 70	Cydoum	75@1 00	Chondrus	20@ 25
Benzoinum	50@ 55	Dipterix Odorate	2 50@2 75	Cinchonid'e Germ	38@ 48
Catechu, 1s	13	Foeniculum	7@ 9	Cinchonidine P-W	38@ 48
Catechu, 1/2s	13	Foenugreek, po.	7@ 9	Cocaine	2 80@3 00
Catechu, 1/4s	16	Lini, gr'd. bbl. 2%	3@ 6	Corks list, less 75%	
Comphorae	60@ 65	Lobelia	75@ 80	Creosotum	45
Euphorbium	40	Pharlaris Cana'n	9@ 10	Creta, bbl. 75	2
Galbanum	21@ 25	Rapa	5@ 6	Creta, prep.	11
Gamboge, po. 1	25@1 35	Sinapis Alba	8@ 10	Creta, precip	11
Gauclacum po 35	35	Sinapis Nigra	9@ 10	Cudbear	24
Kino, po 45c	45			Cupri Sulph	10
Mastic	45	Spiritus		Dextrine	10
Myrrh, po 50	50	Frument W. D. 2	2 00@2 50	Emery, all Nos.	8
Opium	50@ 60	Frument	1 25@1 50	Emery, po	8
Shellac	45@ 55	Juniperis Co. O T	1 65@2 00	Ergota, po 65	60@ 65
Shellac, bleached	60@ 65	Saccharum N B	1 90@2 10	Ether Sulph	35@ 40
Tragacanth	70@1 00	Spt Vini Galli	1 75@2 10	Flake White	12@ 15
		Vini Alba	1 25@2 00	Gaula	80
Herba		Vini Oporto	1 25@2 00	Gambler	80
Absinthium	45@ 60			Gelatin, Cooper.	60
Eupatorium oz pk	20	Sponges		Gelatin, French.	35@ 60
Lobelia, oz pk	20	Extra yellow sheeps'	1 25	Glassware, fit boo 75%	
Majorium oz. pk	20	wool carriage	3 00@3 50	Glue, brown	11@ 13
Mentha Pip. oz pk	20	Florida sheeps' wool	3 00@3 50	Glue, white	15@ 25
Mentha Ver. oz pk	20	carriage	1 25	Glycerina	22@ 30
Rue, oz pk	20	Hard, slate use.	1 00	Grana Paradisi	25
Tanacetum, V.	20	Nassau sheeps' wool	3 50@3 75	Humulus	35@ 60
Thymus V. oz pk	20	Velvet extra sheeps'	2 00	Hydr. Ammof	12
		wool carriage	2 00	Hydrarg Ch. Mt	87
Magnesia		Yellow Reef, for	1 40	Hydrarg Ox Alum	50@ 60
Calcined, Pat.	55@ 60	slate use	1 40	Hydrarg Unguem	75
Carbonate, Pat.	13@ 20			Hydrargyrum	90@1 00
Carbonate, K-M.	13@ 20	Syrups		Ichthyobolla, Am.	75@1 00
Carbonate	13@ 20	Acacia	50	Iodine, Resubi	35@3 90
		Aurant Cortex	50	Iodoform	3 90@4 00
Oleum		Ferri Iod	50	Liquor Arsen et	
Absinthium	4 90@5 00	Ipecac	50	Hydrarg Iod.	25
Amygdalae Dulc.	75@ 85	Rhel Arom	50@ 60	Liq Potass Arsenit	10@ 12
Amygdalae, Ama	8 00@8 25	Smilax Om's	50@ 60		
Anisi	1 90@2 00	Senega	50		
Aurant Cortex	2 75@2 85				
Bergamit	5 50@5 60				
Caliputi	85@ 90				
Caryophilli	1 20@1 30				
Cedar	50@ 60				
Chenopadii	3 75@4 00				
Cinnamoni	1 40@1 85				
Conium Mae	80@ 90				
Citronella	6 7 70				

Lupulin	40	Rubia Tinctorum	12@ 14	Vanilla	9 00@10 00
Lycopodium	70@ 75	Saccharum La's	18@ 20	Zinci Sulph	7@ 10
Maels	65@ 70	Salacin	4 50@4 75		
Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Oils	
Magnesia, Sulph. bbl	13@ 15	Sapo, G	15	Lard, extra	bbl. gal.
Mannia S. F.	60@ 70	Sapo, M	10@ 12	Lard, No. 1	35@ 90
Menthol	3 00@3 25	Sapo, W	13@ 16	Linsed, pure raw	56@ 65
Morphia, SP&W	2 90@3 1	Seidlitz Mixture	20@ 22	Linsed, boiled	57@ 60
Morphia, SNYQ	2 90@3 15	Sinapis	18	Neat's-foot, w str	65@ 70
Morphia, Mal.	2 90@3 15	Sinapis, opt.	30	Spts. Turpentine	Market
Mosehus Canton	40	Snuff, Maccaboy,		Whale, winter	70@ 75
Myristica, No. 1	25@	De Voes	51	Paints	
Nux Vomica po 15	10	Snuff, S'h DeVo's	51	Green, Paris	21@ 25
Os Sepia	35@ 40	Soda, Boras	6@ 10	Green, Peninsular	13@ 16
Pepsin Saac, H &		Soda, Boras, po.	6@ 10	Lead, red	7 1/2@ 8
P D Co	1@ 10	Soda et Pot's Tart	25@ 28	Lead, white	7 1/2@ 8
Picls Liq N N 1/2	2 00	Soda, Carb	1 1/2@ 2	Ochre, yel Ber	1 1/2@ 2
Picls Liq qts	1@ 10	Soda, Bi-Carb	3@ 4	Ochre, yel Mars	2 1/2@ 4
Picls Liq pints	1@ 10	Soda, Ash	3 1/2@ 4	Putty, commer'l	2 1/2@ 3
Pil Hydrarg po 80	80	Soda, Sulphas	3 1/2@ 4	Putty, strict pr	2 1/2@ 3
Piper Alba po 35	30	Spts. Cologne	2 60	Red Venetian	1 1/2@ 2
Piper Nigra po 22	13	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Pix Burgum	3	Spts. Myrcia	2 50	Vermillion, Eng.	75@ 80
Plumbi Acet	12@ 15	Spts. Vini Rect bbl		Vermillion Prime	
Pulvis Ip'cet Opil 1	30@1 50	Spts. V'i Rect 1/2 b		American	13@ 15
Pyrethrum, bxs. H	75	Spts. V'i R't 10 gl		Whiting Gilders	95
& P D Co doz.	75	Spts. V'i R't 5 gl		Whit'g Paris Am'r	21 25
Pyrethrum, pv.	20@ 25	Strychnia, Crys'l 1	10@1 30	Whit'g Paris Eng.	21 25
Quina, N. Y.	17@ 27	Sulphur Subl	23@ 24	Whit'g Paris Eng.	21 25
Quina, S. Ger.	17@ 27	Sulphur, Roll	2 1/2@ 3 1/2	Whiting, white S'n	40
Quina, S P & W	17@ 27	Tamarinds	8@ 10	Varnishes	
		Terebenth Venice	28@ 30	Extra Turp	1 50@1 70
		Thebromae	48@ 50	No. 1 Turp Coachi	10@1 20

A New Departure

We are agents for the

Walrus Soda Fountains

And All the Necessary Apparatus

We are prepared to show cuts of styles and furnish prices that are right for the goods furnished. * * *

Please talk with our travelers or write us direct for particulars and general information. * * *

Hazelton & Perkins Drug Co.

Grand Rapids, Mich.

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

		ARCTIC AMMONIA		Oysters		Walter Baker & Co.'s		Honey Lasses		100-125 25lb. boxes. 0 4 1/2	
		12 oz. ovals 2 doz. box .75		Cove, 1lb. .85 @ 95		German Sweet 24		Household Cookies 8		80-100 25lb. boxes. 0 4 1/2	
		AXLE GREASE		Cove, 2lb. .1 60 @ 1 85		Premium 32		Household Cookies Iced 8		70-80 25lb. boxes. 0 6	
		Frazer's		Cove, 1lb. Oval .1 20		Caracas 31		Iced Honey Crumpets 10		60-70 25lb. boxes. 0 6 1/2	
A		1lb. wood boxes, 4 doz. 3 00		Plums		Walter M. Lowney Co.		Imperial 8		50-60 25lb. boxes. 0 7 1/2	
Axle Grease 1		1lb. tin boxes, 3 doz. 2 35		Plums		Premium, 1/4s 32		Jersey Lunch 8		40-50 25lb. boxes. 0 7 1/2	
		3 1/2 lb. tin boxes, 2 doz. 4 25		Peas		Premium, 1/2s 32		Jubilee Mixed 10		30-40 25lb. boxes. 0 8 1/2	
B		10lb. pails, per doz. 6 00		Marrowfat 90 @ 1 25		COCOA		Cream Klips .20		1/4 less in 50lb. cases	
Baked Beans 1		15lb. pails, per doz. 7 20		Early June 95 @ 1 25		Cleveland 41		Ladle 8			
Bath Brick 1		25lb. pails, per doz. 12 00		Early June Sifted 1 15 @ 1 80		Colonial, 1/4s 35		Lemon Gems 10			
Bluing 1		BAKED BEANS		Pie 90 @ 1 35		Colonial, 1/2s 35		Lemon Biscuit Square 8			
Brooms 1		1lb. can, per doz. 90		No. 10 size can pie 90 @ 1 30		Epps 42		Lemon Fruit Square .12 1/2			
Brushes 1		2lb. can, per doz. 1 40		Pineapple 95 @ 2 50		Huyler 45		Lemon Wafer 16			
Butter Color 1		3lb. can, per doz. 1 80		Grated 1 85 @ 2 50		Lowney, 1/4s 36		Lemona 8			
		BATH BRICK		Sliced 95 @ 2 40		Lowney, 1/2s 36		Mary Ann 8			
		American 75		Pumpkin 95 @ 2 40		Lowney, 1s 40		Marshallmallow Walnuts 16			
		English 85		Fair 85		Lowney, 1s 40		Molasses Cakes 8			
		BLUING		Good 90		Lowney, 1s 40		Molasses Cakes, Iced 9			
		Arctic		Fancy 1 00		Lowney, 1s 40		Mottled Square 12			
		6 oz. ovals 3 doz. box \$ 40		Gallon 2 50		Lowney, 1s 40		Newton 9			
		16 oz. round 2 doz. box 75		Raspberries		Lowney, 1s 40		Nabob Jumbles .12			
		Sawyer's Pepper Box		Standard @		Lowney, 1s 40		Oatmeal Crackers 14			
		Per Gross.		Salmon		Lowney, 1s 40		Orange Gems 8			
		No. 3, 3 doz. wood bxs 4 00		Col'a River, tails 1 95 @ 2 00		Lowney, 1s 40		Penny Cakes, Assorted 8			
		No. 5, 3 doz. wood bxs 7 00		Col'a River, flats 2 25 @ 2 75		Lowney, 1s 40		Peanut Gems 9			
		Sawyer Crystal Bag		Red Alaska 1 35 @ 1 50		Lowney, 1s 40		Pretzels, Hand Md. 9			
		Blue 4 00		Pink Alaska 90 @ 1 00		Lowney, 1s 40		Pretzettes, Hand Md. 9			
		BROOMS		Sardines		Lowney, 1s 40		Pretzettes, Mac. Md. 8			
		No. 1 Carpet, 4 sew .2 75		Domestic, 1/4s .3 1/4 @ 4		Lowney, 1s 40		Raisin Cookies 10			
		No. 2 Carpet, 4 sew .2 40		Domestic, 1/2s .4 1/2 @ 5		Lowney, 1s 40		Revere, Assorted 10			
		No. 3 Carpet, 3 sew .2 25		Domestic, 3/4 Mus. 6 1/2 @ 9		Lowney, 1s 40		Rosalia 8			
		No. 4 Carpet, 3 sew .2 10		California, 1/4s .11 @ 14		Lowney, 1s 40		Rube 8			
		Parlor Gem .2 40		California, 1/2s .17 @ 24		Lowney, 1s 40		Scalloped Gems 8			
		Common Whisk .90		French, 1/4s .7 @ 14		Lowney, 1s 40		Scotch Cookies 10			
		Fancy Whisk .1 25		French, 1/2s .18 @ 28		Lowney, 1s 40		Snow Creams 10			
		Warehouse 3 00		French, 1/2s .18 @ 28		Lowney, 1s 40		Spiced Currant Cake 10			
		BRUSHES		Shrimps 90 @ 1 40		Lowney, 1s 40		Sugar Fingers 12			
		Scrub		Succotash 85		Lowney, 1s 40		Sugar Gems 12			
		Solid Back 8 in. 75		Fair 85		Lowney, 1s 40		Sultana Fruit Biscuit 16			
		Solid Back, 11 in. 95		Good 90		Lowney, 1s 40		Sunyside Jumbles 16			
		Pointed Ends 85		Fancy 1 25 @ 1 40		Lowney, 1s 40		Spiced Gingers 9			
		Stove		Standard Strawberries 1 25 @ 1 40		Lowney, 1s 40		Spiced Gingers Iced 10			
		No. 3 .90		Tomatoes 95 @ 1 10		Lowney, 1s 40		Sugar Cakes 8			
		No. 2 .1 25		Fair 85 @ 90		Lowney, 1s 40		Sugar Cakes, Iced 9			
		No. 1 .1 75		Fancy 91 @ 40		Lowney, 1s 40		Sugar Squares, large or small 8			
		Shoe		Gallons @ 2 50		Lowney, 1s 40		Superba 8			
		No. 3 .1 00		CARBON OILS		Lowney, 1s 40		Sponge Lady Fingers 25			
		No. 7 .1 80		Barrels		Lowney, 1s 40		Sugar Crimp 8			
		No. 4 .1 70		Perfection @ 10 1/2		Lowney, 1s 40		Vanilla Wafers 16			
		No. 3 .1 90		Water White @ 10		Lowney, 1s 40		Victors 12			
		No. 3 .1 90		D. S. Gasoline @ 13 1/2		Lowney, 1s 40		Waverly 10			
		No. 3 .1 90		Gas Machine @ 24		Lowney, 1s 40					
		No. 3 .1 90		Deodor'd Nap'a @ 12 1/2		Lowney, 1s 40					
		No. 3 .1 90		Cylinder .29 @ 34 1/2		Lowney, 1s 40					
		No. 3 .1 90		Engine .16 @ 22 1/2		Lowney, 1s 40					
		No. 3 .1 90		Black, winter .8 1/4 @ 10		Lowney, 1s 40					
		No. 3 .1 90		CEREALS		Lowney, 1s 40					
		No. 3 .1 90		Breakfast Foods		Lowney, 1s 40					
		No. 3 .1 90		Bordeau Flakes, 36 lb. 2 50		Lowney, 1s 40					
		No. 3 .1 90		Cream of Wheat 36 2lb 4 50		Lowney, 1s 40					
		No. 3 .1 90		Egg-O-See, 36 pkgs. 2 85		Lowney, 1s 40					
		No. 3 .1 90		Excellor Flakes, 36 lb. 4 50		Lowney, 1s 40					
		No. 3 .1 90		Force, 36 2lb. pkgs. 4 50		Lowney, 1s 40					
		No. 3 .1 90		Grape Nuts, 2 doz. 2 70		Lowney, 1s 40					
		No. 3 .1 90		Malta Ceres, 24 lb. 2 70		Lowney, 1s 40					
		No. 3 .1 90		Malta Vita, 36 lb. 2 85		Lowney, 1s 40					
		No. 3 .1 90		Mapl-Flake, 36 lb. 4 05		Lowney, 1s 40					
		No. 3 .1 90		Pillsbury's Vitos, 3 dz. 2 25		Lowney, 1s 40					
		No. 3 .1 90		Ralston Health Food 36 2lb. 4 50		Lowney, 1s 40					
		No. 3 .1 90		Sunlight Flakes, 36 lb. 2 85		Lowney, 1s 40					
		No. 3 .1 90		Sunlight Flakes, 20 lb. 4 00		Lowney, 1s 40					
		No. 3 .1 90		Vigor, 36 pkgs. 2 75		Lowney, 1s 40					
		No. 3 .1 90		Voigt Cream Flakes 4 50		Lowney, 1s 40					
		No. 3 .1 90		Zest, 20 2lb. 4 10		Lowney, 1s 40					
		No. 3 .1 90		Zest, 36 small pkgs. 2 75		Lowney, 1s 40					
		No. 3 .1 90		Rolled Oats		Lowney, 1s 40					
		No. 3 .1 90		Rolled Avena, bbls. .6 75		Lowney, 1s 40					
		No. 3 .1 90		Steel Cut, 100 lb. sks. 3 30		Lowney, 1s 40					
		No. 3 .1 90		Monarch, bbl. .6 05		Lowney, 1s 40					
		No. 3 .1 90		Monarch, 90 lb. sacks 3 10		Lowney, 1s 40					
		No. 3 .1 90		Quaker, 18 Regular 1 50		Lowney, 1s 40					
		No. 3 .1 90		Quaker, 20 Family 4 60		Lowney, 1s 40					
		No. 3 .1 90		Cracked Wheat		Lowney, 1s 40					
		No. 3 .1 90		Bulk 24 2 lb. packages 3 3 1/2		Lowney, 1s 40					
		No. 3 .1 90		COLUMBIA, 25 pts. .4 15		Lowney, 1s 40					
		No. 3 .1 90		Snider's pints .2 25		Lowney, 1s 40					
		No. 3 .1 90		Snider's 1/2 pints .1 35		Lowney, 1s 40					
		No. 3 .1 90		CHEESE		Lowney, 1s 40					
		No. 3 .1 90		Acme @ 15 1/2		Lowney, 1s 40					
		No. 3 .1 90		Gem @ 16		Lowney, 1s 40					
		No. 3 .1 90		Jersey @ 16		Lowney, 1s 40					
		No. 3 .1 90		Riverside @ 16		Lowney, 1s 40					
		No. 3 .1 90		Springdale @ 14 1/2		Lowney, 1s 40					
		No. 3 .1 90		Warner's @ 16		Lowney, 1s 40					
		No. 3 .1 90		Brick @ 15		Lowney, 1s 40					
		No. 3 .1 90		Leiden @ 16		Lowney, 1s 40					
		No. 3 .1 90		Limburger @ 16		Lowney, 1s 40					
		No. 3 .1 90		Pineapple @ 40		Lowney, 1s 40					
		No. 3 .1 90		Sap Sago @ 20		Lowney, 1s 40					
		No. 3 .1 90		Swiss domestic @ 16		Lowney, 1s 40					
		No. 3 .1 90				Lowney, 1s 40					
		No. 3 .1 90				Lowney, 1s 40					
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		No. 3 .1 90				Lowney, 1s 40					
		No.									

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family, 6 30 Golden Horn, bakers, 6 20 Duluth Imperial, 6 50 Wisconsin Rye, 4 30 Judson Grocer Co.'s Brand Ceresota, 7 8 Ceresota, 7 10 Ceresota, 7 00 Lemon & Wheeler's Brand Wingold, 7 8 Wingold, 7 8 Wingold, 7 8 Worden Grocer Co.'s Brand Laurel, 7 8 cloth Laurel, 7 8 cloth Laurel, 7 8 cloth Laurel, 7 8 cloth Voigt Milling Co.'s Brand Voigt's Crescent, 7 10 Voigt's Flour, 7 10 Voigt's Hygienic Graham, 6 55 Voigt's Royal, 7 60 Wykes & Co. Sleepy Eye, 7 8 cloth Sleepy Eye, 7 8 cloth Sleepy Eye, 7 8 cloth Sleepy Eye, 7 8 paper Sleepy Eye, 7 8 paper Meal Bolted, 3 90 Golden, 4 00 St. Car Feed screened, 31 00 No. 1 Corn and Oats, 31 00 Corn, cracked, 30 00 Corn Meal, coarse, 30 00 Winter Wheat Bran, 25 00 Middlings, 28 00 Buffalo Gluten Feed, 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal, 34 00 O P Laxo-Cake-Meal, 32 00 Cottonseed Meal, 33 00 Gluten Feed, 30 00 Brewers' Grains, 23 00 Hammond Dairy Feed, 25 00 Alfalfa Meal, 25 00 Oats Michigan carlots, 54 Less than carlots, 56 Corn Earlotts, 78 Less than carlots, 80 Hay Earlotts, 12 Less than carlots, 14 HERBS Sage, 15 Hops, 15 Laurel Leaves, 15 Senna Leaves, 25 HORSE RADISH Per doz., 90 JELLY 5 lb. pails, per doz., 2 25 15 lb. pails, per doz., 5 50 30 lb. pails, per doz., 9 80 LICORICE Pure, 30 Calabria, 25 Sicily, 14 Root, 11 MATCHES C. D. Crittenden Co. Noiseless Tip, 4 50@4 75 MOLASSES New Orleans Fancy Open Kettle, 40 Choice, 25 Good, 22 Fair, 20 MINCE MEAT Per case, 2 90 MUSTARD 1/2 lb., 6 lb. box, 18 OLIVES Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 45 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz., 75 Queen, pints, 2 50 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 90 Stuffed, 3 oz., 1 45 PIES Clay, No. 116 per box 1 25 Clay, T. D., full count 60 Cob, 90 PICKLES Medium Barrels, 1,200 count, 6 00 Half bbls., 600 count, 3 50 Small Half bbls., 1,200 count, 4 50 PLAYING CARDS No. 90 Steamboat, 85 No. 15, Rival, assorted, 1 25 No. 20 Rover, enam'd, 1 50 No. 572, Special, 1 75 No. 98 Golf, satin fin., 2 00 No. 808 Bicycle, 2 00 No. 632 Tour'n't whist, 2 25 POTASH Babbitt's, 4 00 PROVISIONS Barreled Pork Mess, new, 22 00 Clear Back, 23 00 Short Cut, 21 50 Short Cut Clear, 21 50 Bean, 20 50 Brisket, Clear, 21 50 Pig, 24 00 Clear Family, 21 00 Dry Salt Meats S. P. Bellies, 12 Bellies Extra Shorts Clear, 11%	Lard Pure in tierces, 12% Compound Lard, 8% 80 lb. tubs, advance 1/4 50 lb. tubs, advance 1/4 50 lb. tins, advance 1/4 10 lb. pails, advance 1/4 10 lb. pails, advance 1/4 8 lb. pails, advance 1/4 Smoked Meats Hams, 12 lb. average, 14 Hams, 14 lb. average, 14 Hams, 16 lb. average, 14 Hams, 18 lb. average, 14 Skinned Hams, 15 Ham, dried beef sets, 16 1/2 California Hams, 10 1/2 Picnic Boiled Hams, 14 Boiled Ham, 22 Berlin Ham, pressed, 11 Minced Ham, 11 Bacon, 15 1/2 Sausages Bologna, 8 Liver, 5 Frankfort, 10 Pork, 11 Veal, 11 Tongue, 11 Headcheese, 9 Leaf Boneless, 14 00 Rump, new, 14 00 Pig's Feet 1/4 bbls., 40 lbs., 1 00 1/2 bbls., 80 lbs., 2 00 1 bbl., 160 lbs., 4 00 Tripe Kits, 15 lbs., 30 1/2 bbls., 40 lbs., 1 60 1/2 bbls., 80 lbs., 3 00 Casings Hogs, per lb., 32 Beef, rounds, set, 20 Beef, middles, set, 20 Sheep, per bundle, 90 Uncolored Butterine Solid dairy, 10 Country Rolls, 10 1/2@16 1/2 Canned Meats Corned beef, 2 lb., 2 75 Corned beef, 1 lb., 1 60 Roast beef, 2 lb., 2 75 Roast beef, 1 lb., 1 60 Potted ham, 1/2 lb., 50 Deviled ham, 1/2 lb., 50 Deviled ham, 1/2 lb., 50 Potted tongue, 1/2 lb., 50 Potted tongue, 1/2 lb., 50 RICE Fancy, 7 @ 7 1/2 Japan, 5 @ 6 1/2 Broken, 5 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint, 2 25 Columbia, 1 pint, 4 00 Duke's, large, 1 doz., 4 50 Duke's, small, 2 doz., 5 25 Snider's, large, 1 doz., 2 35 Snider's, small, 2 doz., 1 35 SALERATUS Packed 60 lbs. in box, 3 10 Arm and Hammer, 3 10 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 1/2 @ 3 00 SAL SODA Granulated, bbls., 85 Granulated, 100 lbs. cs., 1 00 Lump, bbls., 80 Lump, 145 lb. kegs, 95 SALT Common Grades 100 3 lb. sacks, 2 25 50 5 lb. sacks, 2 15 28 10 1/2 lb. sacks, 2 05 56 lb. sacks, 32 28 lb. sacks, 17 Warsaw 56 lb. dairy in drin bags, 40 28 lb. dairy in drin bags, 20 Solar Rock 56 lb. sacks, 24 Common Granulated, fine, 80 Medium, fine, 85 SALT FISH Cod Large whole, 7 @ 7 Small whole, 6 @ 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 Pollock, 5 @ 5 Halibut Strips, 14 Chunks, 15 Holland Herring Pollock, 4 @ 4 White Hp. bbls., 8 50@9 50 White Hp. 1/2 bbls., 4 50@5 25 White Hoop mchs., 60 @ 75 Norwegian Round, 100 lbs., 3 75 Round, 40 lbs., 1 90 Scaled, 13 Trout No. 1, 100 lbs., 7 50 No. 1, 40 lbs., 3 25 No. 1, 10 lbs., 90 No. 1, 8 lbs., 75 Mackerel Mess, 100 lbs., 14 50 Mess, 40 lbs., 6 20 Mess, 10 lbs., 1 65 Mess, 8 lbs., 1 35 No. 1, 100 lbs., 13 00 No. 1, 40 lbs., 5 80 No. 1, 10 lbs., 1 50 No. 1, 8 lbs., 1 25 Whitefish No. 1, No. 2 Fam 100 lbs., 9 75 @ 5 50 50 lbs., 5 25 @ 1 75	SEEDS Anise, 10 Canary, Smyrna, 1 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Hemp, Russian, 4 1/2 Mixed Bird, 4 Mustard, white, 10 Poppy, 10 Rape, 6 SHOE BLACKING Handy Box, large 3 dz, 2 50 Handy Box, small, 1 25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 SNUFF Scotch, in bladders, 37 Maccaboy, in jars, 35 French Rappie in jars, 43 SOAP J. S. Kirk & Co. American Family, 4 00 Dusky Diamond, 50 8oz, 2 80 Dusky D'nd, 100 6 oz, 3 80 Jap Rose, 50 bars, 3 60 Savon Imperial, 3 00 White Russian, 3 15 Dome, oval bars, 3 00 Satinet, oval, 2 70 Snowberry, 100 cakes, 4 00 Proctor & Gamble Co. Lenox, 3 00 Ivory, 6 oz., 4 00 Ivory, 10 oz., 6 75 Star, 3 00 Lautz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 25 bars, 4 00 Acme, 100 cakes, 3 25 Big Master, 70 bars, 2 80 Marseilles, 100 cakes, 5 80 Marseilles, 100 cakes 5c, 4 00 Marseilles, 100 ck toll, 4 00 Marseilles, 1/2 bx toilet, 2 10 A. B. Wrisley Good Cheer, 4 00 Old Country, 3 40 Soap Powders Lautz Bros. & Co. Snow Boy, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 50 Kirkoline, 24 4lb., 3 80 Pearline, 3 75 Soapine, 3 15 Babbitt's, 1776, 3 75 Roseine, 3 50 Armour's, 3 70 Wisdom, 3 80 Soap Compounds Johnson's Fine, 5 10 Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-No-More, 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots, 9 00 Sapolio, half gro. lots, 4 50 Sapolio, single boxes, 2 25 Sapolio, hand, 2 25 Scourine Manufacturing Co. Scourine, 50 cakes, 1 80 Scourine, 100 cakes, 3 50 SODA Boxes, English, 5 1/2 Kegs, English, 4 1/2 SPICES Whole Spices Allspice, 10 Cassia, China in mats, 12 Cassia, Canton, 16 Cassia, Batavia, bund, 28 Cassia, Saigon, broken, 49 Cassia, Saigon, in rolls, 55 Cloves, Ambonya, 22 Cloves, Zanzibar, 16 Mace, 55 Nutmegs, 75-80, 25 Nutmegs, 105-10, 25 Nutmegs, 115-20, 20 Pepper, Singapore, blk., 25 Pepper, Singp. white, 25 Pepper, shot, 17 Pure Ground in Bulk Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 55 Cloves, Zanzibar, 24 Ginger, African, 15 Ginger, Cochon, 15 Ginger, Jamaica, 25 Mace, 55 Mustard, 17 Pepper, Singapore, blk., 17 Pepper, Singp. white, 25 Pepper, Cayenne, 20 Sage, 20 STARCH Corn Kingsford, 40 lbs., 7 1/4 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 Gloss Kingsford, 40 lbs., 7 1/4 Silver Gloss, 40 lbs., 7 1/4 Silver Gloss, 16 3lbs., 6 1/4 Silver Gloss, 12 6lbs., 8 1/4 Muzzy, 40 lbs., 5 48 lb. packages, 5 16 5lb. packages, 4 1/2 12 6lb. packages, 6 50lb. boxes, 4 SYRUPS Corn Barrels, 31 Half barrels, 33 20lb. cans 1/2 dz. in ca., 2 10 10lb. cans 1/2 dz. in ca., 1 95 5lb. cans 1 dz. in ca., 1 10 1 1/2 lb. cans 1 dz. in ca., 1 15	Pure Cane Fair, 16 Good, 20 Choice, 25 TEA Japan Sundried, medium, 24 Sundried, choice, 32 Sundried, fancy, 36 Regular, medium, 24 Regular, choice, 32 Regular, fancy, 36 Basket-fired, medium, 31 Basket-fired, choice, 33 Basket-fired, fancy, 43 Nibs, 22@24 Siftings, 9@11 Fannings, 12@14 Gunpowder Moynue, medium, 30 Moynue, choice, 32 Moynue, fancy, 40 Pingsuey, medium, 30 Pingsuey, choice, 30 Pingsuey, fancy, 40 Young Hyson Choice, 30 Fancy, 36 Oolong Formosa, fancy, 42 Amoy, medium, 25 Amoy, choice, 32 English Breakfast Medium, 20 Choice, 30 Fancy, 40 India Ceylon, choice, 32 Fancy, 42 TOBACCO Fine Cut Cadillac, 54 Sweet Loma, 54 Hiawatha, 5lb. pails, 55 Telegram, 30 Pay Car, 33 Prairie Rose, 49 Protection, 40 Sweet Burley, 41 Tiger, 41 Plug Red Cross, 31 Palo, 35 Hiawatha, 35 Kyo, 35 Battle Ax, 35 American Eagle, 37 Standard Navy, 37 Spear Head, 7 oz., 47 Spear Head, 14 1/2 oz., 44 Nobby Twist, 55 Jolly Tar, 39 Old Honesty, 43 Toddy, 34 J. T. Heldstok, 33 Piper Heidsack, 33 Boot Jack, 35 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 34 Nickel Twist, 34 Mill, 32 Great Navy, 35 Smoking Sweet Core, 34 Flat Car, 32 Warpath, 24 Bamboo, 15 oz., 25 I X L, 5lb., 27 I X L, 15 oz. pails, 31 Honey Dew, 40 Gold Block, 40 Flagman, 40 Chips, 33 Kiln Dried, 33 Duke's Mixture, 40 Duke's Cameo, 43 Myrtle Navy, 44 Yum Yum, 1 1/2 oz., 39 Yum Yum, 1lb. pails, 40 Cream, 33 Corn Cake, 2 1/2 oz., 24 Corn Cake, 1lb., 23 Plover Boy, 1 1/2 oz., 39 Plover Boy, 3 1/2 oz., 39 Peerless, 3 1/2 oz., 35 Peerless, 1 1/2 oz., 35 Cent Hook, 35 Country Club, 32-34 Forex-XXXX, 30 Good Indian, 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam, 24 Sweet Marie, 22 Royal Smoke, 42 TWINE Cotton, 3 ply, 20 Cotton, 4 ply, 20 Jute, 2 ply, 14 Hemp, 6 ply, 12 Flax, medium N, 24 Wool, 1 lb. balls, 8 VINEGAR State Seal, 12 Oakland apple cider, 14 Barrels, 12 WICKING No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 WOODENWARE Baskets Bushels, 1 10 Bushels, wide band, 1 25 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, Clothes, large, 8 25 Willow, Clothes, small, 7 25 Willow, Clothes, small, 7 25	Butter Plates Wire End or Oval, 30 1/2 lb., 250 in crate, 30 1 lb., 250 in crate, 30 1 lb., 250 in crate, 30 1 lb., 250 in crate, 30 1 lb., 250 in crate, 30 Churns Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 55 Clothes Pins Round Head, 50 4 inch, 5 gross, 50 4 1/2 inch, 5 gross, 50 Cartons, 20 2 1/2 doz. 50 Egg Crates and Filters Humpty Dumpty, 12 dz., 20 No. 1 complete, 40 No. 2 complete, 28 Case No. 2 filters, 1 25 Case, mediums, 12 sets, 1 15 Faucets Cork lined, 8 in., 70 Cork lined, 9 in., 80 Cork lined, 10 in., 90 Mop Sticks Trojan spring, 30 Eclipse patent spring, 35 No. 1 common, 30 No. 2 pat. brush holder, 35 12lb. cotton mop heads, 1 60 Ideal No. 7, 45 Pails 2-hoop Standard, 1 15 3-hoop Standard, 1 25 2-wire, Cable, 2 25 3-wire, Cable, 2 45 Cedar, all red, brass, 1 25 Paper, Eureka, 1 25 Fibre, 1 25 Toothpicks Hardwood, 1 50 Softwood, 1 25 Banquet, 1 30 Ideal, 1 30 Traps Mouse, wood, 2 holes, 25 Mouse, wood, 4 holes, 25 Mouse, tin, 4 holes, 25 Cat, wood, 25 Cat, spring, 25 Tubs 20-in. Standard, No. 1, 1 15 18-in. Standard, No. 2, 1 15 16-in. Standard, No. 3, 1 15 20-in. Cable, No. 1, 1 25 18-in. Cable, No. 2, 1 25 16-in. Cable, No. 3, 1 25 No. 1 Fibre, 1 25 No. 2 Fibre, 1 25 No. 3 Fibre, 1 25 Washboards Bronze Globe, 1 50 Lewey, 1 50 Loudie Acme, 1 50 Loudie Acme, 1 50 Single Acme, 1 50 Loudie Peerless, 1 50 Single Peerless, 1 50 Northern Queen, 1 50 Double Duplex, 1 50 Good Luck, 1 50 Universal, 1 50 Window Cleaners 12 in., 1 50 14 in., 1 50 16 in., 1 50 Wood Bowls 13 in. Butter, 1 50 15 in. Butter, 1 50 17 in. Butter, 1 50 19 in. Butter, 1 50 Assorted, 13-15-17, 1 50 Assorted, 15-17-19, 1 50 WRAPPING PAPER Common straw, 1 50 Fibre Manila, white, 2 50 Fibre Manila, colored, 4 50 No. 1 Manila, 4 50 Cream Manila, 4 50 Butcher's Manila, 4 50 Wax Butter, short cut, 13 Wax Butter, full count, 13 Wax Butter, rolls, 13 YEAST CAKE Magic, 3 doz., 1 15 Sunlight, 3 doz., 1 15 Sunlight, 1 1/2 doz., 1 15 Least Foam, 3 doz., 1 15 Yeast Cream, 3 doz., 1 15 Yeast Foam, 1 1/2 doz., 1 15 FRESH FISH Per lb. Whitefish, Jumbo, 15 Whitefish, No. 1, 12 1/2 Trout, 12 1/2 Halibut, 15 Herring, 14 1/2 Bluefish, 14 1/2 Live Lobster, 25 Boiled Lobster, 25 Cod, 10 Haddock, 10 Pike, 10 Perch, 10 Smoked, White, 12 1/2 Chinook Salmon, 15 Mackerel, 15 Finnan Haddock, 15 Roe Shad, 15 Shad Roe, each, 5 Speckled Bass, 15 HIDES AND PELTS Hides Green No. 1, 1 10 Green No. 2, 1 10 Cured No. 1, 1 10 Cured No. 2, 1 10 Calfskin, green, No. 1, 1 10 Calfskin, green, No. 2, 1 10 Calfskin, cured, No. 1, 1 10 Calfskin, cured, No. 2, 1 10 Pelts Old Wool, 10 Lamb, 10 Shearings, 10 Tallow No. 1, 10 No. 2, 10 Wool Unwashed, new, 10 Unwashed, old, 10 CONFECTIONS Stick Candy Standard, 10 Standard, 10 Standard, 10 Candy Jumbo, 10 Extra, 10 Boston Cream, 10 Big stick, 10 Mixed Candy Grocers, 10 Competition, 10 Special, 10 Conservative, 10 Royal, 10 Ribbons, 10 Broken, 10 Cut Leaf, 10 Leader, 10 Kindergarten, 10 French Cream, 10 Star, 10 Hand Made Cream, 10 Premium Cream mixed, 10 Paris Cream Bonbons, 10 Fancy-in Pails Gypsy Hearts, 10 Coco Bonbons, 10 Fudge Squares, 10 Fruit Squares, 10 Sugared Peanuts, 10 Sugared Peanuts, 10 Starlight Starlight, 10 San Jose, 10 Lorenson, 10 Lorenson, 10 Champion Chocolate, 10 Scotch Chocolate, 10 Beretta Chocolate, 10 Quintette Chocolate, 10 Champion Gum Drops, 10 Moss Drops, 10 Lemon Sours, 10 Imperial, 10 Real Cream Opera, 10 Real Cream Bonbons, 10 Golden Wafers, 10 Red Rose Gum Drops, 10 Auto Stables, 10 Fancy-in 5lb. Boxes Old Fashioned Mocha, 10 et Kases, 10 Orange Jellies, 10 Lemon Sours, 10 Old Fashioned Mocha, 10 Lewey, 10 Loudie Acme, 10 Loudie Acme, 10 Single Acme, 10 Loudie Peerless, 10 Single Peerless, 10 Northern Queen, 10 Double Duplex, 10 Good Luck, 10 Universal, 10 Window Cleaners 12 in., 1 50 14 in., 1 50 16 in., 1 50 Wood Bowls 13 in. Butter, 1 50 15 in. Butter, 1 50 17 in. Butter, 1 50 19 in. Butter, 1 50 Assorted, 13-15-17, 1 50 Assorted, 15-17-19, 1 50 WRAPPING PAPER Common straw, 1 50 Fibre Manila, white, 2 50 Fibre Manila, colored, 4 50 No. 1 Manila, 4 50 Cream Manila, 4 50 Butcher's Manila, 4 50 Wax Butter, short cut, 13 Wax Butter, full count, 13 Wax Butter, rolls, 13 YEAST CAKE Magic, 3 doz., 1 15 Sunlight, 3 doz., 1 15 Sunlight, 1 1/2 doz., 1 15 Least Foam, 3 doz., 1 15 Yeast Cream, 3 doz., 1 15 Yeast Foam, 1 1/2 doz., 1 15 FRESH FISH Per lb. Whitefish, Jumbo, 15 Whitefish, No. 1, 12 1/2 Trout, 12 1/2 Halibut, 15 Herring, 14 1/2 Bluefish, 14 1/2 Live Lobster, 25 Boiled Lobster, 25 Cod, 10 Haddock, 10 Pike, 10 Perch, 10 Smoked, White, 12 1/2 Chinook Salmon, 15 Mackerel, 15 Finnan Haddock, 15 Roe Shad, 15 Shad Roe, each, 5 Speckled Bass, 15 HIDES AND PELTS Hides Green No. 1, 1 10 Green No. 2, 1 10 Cured No. 1, 1 10 Cured No. 2, 1 10 Calfskin, green, No. 1, 1 10 Calfskin, green, No. 2, 1 10 Calfskin, cured, No. 1, 1 10 Calfskin, cured, No. 2, 1 10 Pelts Old Wool, 10 Lamb, 10 Shearings, 10 Tallow No. 1, 10 No. 2, 10 Wool Unwashed, new, 10 Unwashed, old, 10 CONFECTIONS Stick Candy Standard, 10 Standard, 10 Standard, 10 Candy Jumbo, 10 Extra, 10 Boston Cream, 10 Big stick, 10 Mixed Candy Grocers, 10 Competition, 10 Special, 10 Conservative, 10 Royal, 10 Ribbons, 10 Broken, 10 Cut Leaf, 10 Leader, 10 Kindergarten, 10 French Cream, 10 Star, 10 Hand Made Cream, 10 Premium Cream mixed, 10 Paris Cream Bonbons, 10 Fancy-in Pails Gypsy Hearts, 10 Coco Bonbons, 10 Fudge Squares, 10 Fruit Squares, 10 Sugared Peanuts, 10 Sugared Peanuts, 10 Starlight Starlight, 10 San Jose, 10 Lorenson, 10 Lorenson, 10 Champion Chocolate, 10 Scotch Chocolate, 10 Beretta Chocolate, 10 Quintette Chocolate, 10 Champion Gum Drops, 10 Moss Drops, 10 Lemon Sours, 10 Imperial, 10 Real Cream Opera, 10 Real Cream Bonbons, 10 Golden Wafers, 10 Red Rose Gum Drops, 10 Auto Stables, 10 Fancy-in 5lb. Boxes Old Fashioned Mocha, 10 et Kases, 10 Orange Jellies, 10 Lemon Sours, 10 Old Fashioned Mocha, 10 Lewey, 10 Loudie Ac	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz. box. 40
Large size, 1 doz. box. 75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 8 1/2 @ 10
Chucks 6 @ 7 1/2
Plates @ 5
Livers @ 5

Pork

Loins @ 14 1/2
Dressed @ 11
Boston Butts @ 13 1/2
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 10

Mutton

Carcass @ 10
Lambs @ 14
Spring Lambs @ 14

Veal

Carcass 6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra. 1 00
72ft. 3 thread, extra. 1 40
90ft. 3 thread, extra. 1 70
60ft. 6 thread, extra. 1 29
72ft. 6 thread, extra. 1 50

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
60ft. 1 35
80ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symon's Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

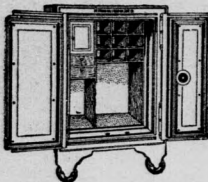
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 3 85
50 cakes, small size. 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

Ask for current cata-
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

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.

FIRE AND
BURGLAR
PROOF

SAFES

Grand Rapids

Safe Co.

Tradesman Building

What Is the Good

Of good printing? You can probably
answer that in a minute when you com-
pare good printing with poor. You know
the satisfaction of sending out printed
matter that is neat, ship-shape and up-
to-date in appearance. You know how it
impresses you when you receive it from
some one else. It has the same effect on
your customers. Let us show you what
we can do by a judicious admixture of
brains and type. Let us help you with
your printing.

Tradesman Company
Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale or Exchange—Good brick hotel building in Middleton. Fourteen rooms. Only hotel in town. H. M. Gillett, 109 Monroe St., Grand Rapids or J. J. Robbins, Boyne Falls. 934

For 50 beautiful new cigar bands and center, mail 10c stamps to Peetz, Milwaukee, Wis. 933

Fine opening for clothing or department store, Pendleton, Indiana, has none. Former occupants did \$25,000 year in exclusive clothing business. Modern corner room, 30x100, completely equipped with fixtures. Immediate possession. Rent reasonable. Write Charles Stephenson, 167 Dearborn St., Chicago, Ill. 932

For Sale or Exchange—An up-to-date bakery and confectionery fully equipped in live Eastern Michigan town, 2,500 population. Manufacturing cream, private lighting plant; doing good business; sickness compels immediate sale. F. E. Holt, 519 North Ottawa St., Phone 1846. 931

For Sale—Funeral car, Cunningham make, eight column, newly painted, new rubber tires and in first-class condition throughout. Weight about 1,500. Just the car for city and country work. Price \$600, but will discount this if sold at once. Photograph on application. Address F. Car, 91 Pearl St., Grand Rapids. 930

Wanted—Salesmen to carry, as sideline, Rochester's finest line of soft sole infants' shoes. Adler, Martin & Katz, Rochester, N. Y. 929

For Sale—High grade hall clocks, wood and tile mantels, our own make. Grates, fire place fixtures and tiling all kinds. Our guaranteed odorless gas grate needs no vent or flue, price \$10. We have a large stock. The taking advantage of our factory prices will save you money. Write or come and see us. Grand Rapids Clock & Mantel Co., Grand Rapids, Mich. Bell Phone Main 3123. 928

Agents, woolfat is your harvest. The great hoof softener for horses' feet and all sores. Sample and terms free. E. J. Worst, Ashland, Ohio. 927

For Sale—Only exclusive shoe store best county seat town Northern Missouri, invoices \$4,000. Up-to-date paying proposition. Good reasons selling. J. Q. Boner, Carrollton, Mo. 926

General merchandise stock, \$8,000, doing good business in Northern Illinois, stock new two years ago; best location in the city; everything in first-class shape and salable; no trade, cash sale. F. M. Edgett, Earlville, Ill. 925

For Sale—\$2,000 stock general merchandise, Northwestern Iowa. Snap. Cash only. Address Box 633, Rock Rapids, Iowa. 922

Only Bakery—Central Ohio town of 1,600. New Hubbard over No. 18; gas engine, Day mixer, all in good order. Good reason for selling. Mt. Sterling Baking Co., Mt. Sterling, Ohio. 921

For Sale—At a bargain, 100 feet drug shelves, 200 drug drawers, 250 shelf bottles, assorted sizes, one 12 foot case, one double 24 syrup soda fountain, one 12 foot marble top counter. V. Roussin, 59 W. Western Ave., Muskegon, Mich. 919

Wanted—Position as clerk in grocery or general store. Five years' experience. References furnished. Address F. W. D. care Michigan Tradesman. 912

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. E. care Michigan Tradesman. 908

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

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

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

Drug and grocery stock for sale in bustling Southern Michigan town of 2,000. Good fixtures, gas lights, rent cheap, dry territory. Invoices about \$3,000. 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

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

IF SPOT CASH

and quick action appeals to you, we will buy and take off your hands at once all the Shoes, Clothing, Dry Goods, Furnishings, etc., or we will buy your entire Shoe, Clothing, Dry Goods and Furnishings stocks. We buy anything any man or woman wants money for. Write us today and we will be there to-morrow.

Paul L. Freyreisen & Co.,
184 Franklin St., Chicago, Ill.

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

\$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

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

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—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—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—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. Netorg, Battle Creek, Mich. 860

For Sale or Rent—Brick store building in center of business district, adapted to any line. Box 3213, Zeeland, Mich. 883

Enormous profits realized. Imitation maple syrup easily made. Particulars and working sample free. Sanborn Syrup Co., Dept. D., Bakersfield, Calif. 863

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 4,500 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, Glenview, 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

For Sale—Good paying drug store cheap, expenses light. Reason for selling, death of owner. Address C. H. McGowan, 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—Implement store in most hustling town in Michigan. On account of age and poor health I must get out. Address Implements, care Tradesman. 813

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. Finck 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 \$22,000 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

For Sale—Country store, well-located in one of the best farming sections in Central Michigan. Business well established. Good reason for selling. Invoices about \$3,000. Address F. S. Lores & 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 unequalled. Loomis Machine Works, Box K, Tiffin, Ohio. 799

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. 795

Drugs and Groceries—Located in best farmers' town north Grand Rapids; inventories about \$1,200. Best cheap, in corner brick building. At a bargain, as we wish to dissolve partnership. Address No. 885, care Michigan Tradesman. 885

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. 197, care Tradesman. 790

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 779

For Sale—300,000,000 feet original growth yellow pine timber and 28,000 acres of land on west coast of Florida. Apply to Southern Investment Co., Richmond, Va. 765

Will pay spot cash for shoe stock to move. Must be cheap. Address F. E. L., care Tradesman. 699

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, 1281 Adams Express Building, Chicago, Ill. 725

For Sale—One 2nd book McCaskey's account register, cheap. Address No. 148, care Michigan Tradesman. 748

HELP WANTED.

Wanted—By a Philadelphia manufacturer, salesman on commission, to handle a side line of Turkish towels, scrub cloths, etc., to the dry goods and department store trade for the State of Michigan. Write territory covered and lines you handle. Address Textile Manufacturer, 2023 North Howard St., Philadelphia, Pa. 724

Drug Clerk—Young man with one or two years' experience, wishing to complete himself ready for examination, steady job. Address C. F. Brown, Ann Arbor, Mich. 694

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 723

First-class salesman wanted in every section to carry a side line of 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 Footless Shoe Company, 233 Mill St., Rochester, N. Y. 654

SITUATIONS WANTED.

Wanted—By September 15, a position as manager or clerk in dry goods and ladies' furnishings or general store; five years' experience; 15 references. Address N. T. Alexander, Bridgeport, Ill. 659

Young married man with four years' experience in selling clothing and furnishings wishes position. Good references furnished. Address E. O. S., 214 Trowbridge St., Allenton, Mich. 623

A high school and university graduate desires a position on the road with some good house. Give me a chance. Address Salesman, care Tradesman. 608

Wanted—A reliable young man wants position in grocery store. Experienced. Address E. F. Z., care Tradesman. 603

Want Ads continued on next page

TRADESMAN ITEMIZED LEDGERS

SIZE—4 1/2 x 7 1/2 in.
THREE COLUMNS.

1 Column, 100 pages \$1.00
1 Column, 200 pages 1.50
1 Column, 300 pages 2.00
1 Column, 400 pages 2.50
1 Column, 500 pages 3.00

INVOICE RECORD OR BILL BOOK

10 double pages, registers 100
columns \$1.00

Tradesman Company
Grand Rapids, Mich.

NEW CANDY HOUSE.

Two Traveling Salesmen Conclude To Pool Issues.

Chas. S. Robinson and Milford J. Nash have formed a co-partnership under the name of the Crescent Candy Co. to engage in the wholesale confectionery business on the second floor of the new Hawkins building. Mr. Robinson has been a traveling salesman for the past thirty years. Mr. Nash was on the road for the National Candy Co. for seven years and for the past two years has traveled in Michigan for the American Candy Co., of Milwaukee.

Biographical.

Charles Smith Robinson was born at Fayetteville, N. Y., May 4, 1849. His mother dying shortly afterward, he was placed in the care of his grandparents at Lansing, Tompkins county, N. Y., with whom he lived until fourteen years of age. In the meantime he attended a private school at King's Ferry, and in 1863 returned to Fayetteville, where he attended school a year, subsequently clerking in his father's grocery store for about six months. He then engaged with H. H. Gage, general dealer, with whom he remained two years. In Sept., 1867, he went to New York City for the purpose of learning the grocery business, where he obtained a knowledge of both the details and generalities. Going to Aurora, N. Y., he engaged as book-keeper with his uncle, who was carrying on an extensive lumber, grain and coal business. He also represented for a time as traveling agent the Aurora Manufacturing Co., carrying a line of hardware samples. In 1871, he was employed as civil engineer on the Cayuga Lake Railway, and bought ties and other timber for the corporation. He afterward engaged with the Cuba & Northern Railway in the same capacity, having the superintendency of a division, with headquarters at Port Byron. On the abandonment of the road in 1873, consequent upon the failure of Jay Cooke, he came West, stopping at Lansing, Grand Rapids, Chicago and Cedar Rapids, Iowa. Liking Grand Rapids better than the other cities, he returned to this place for a permanent residence, and April 1, 1874, purchased an interest in the soap factory of Tolford & Goodrich, at which time the firm name was changed to Tolford, Goodrich & Co. He immediately went on the road, covering a portion of the Michigan trade, and afterwards taking as his territory Southern Michigan and Northern Ohio and Indiana. On the partial destruction of the property by fire, he retired from the firm June 1, 1882, and for the remainder of the year managed the printing business of W. C. Dennis. January 1, 1883, he engaged to travel for the Grand Rapids Packing and Provision Co., with whom he continued many years. His territory included all available towns along the line of the G. R. & I., C. & W. M., and D. L. & N., north, and the D., G. H. & M., east and west. Of late years Mr. Robinson has dabbled in real estate and timber lands and taken life more leisurely than he did in his younger

days, when he enjoyed the reputation of covering more towns and calling on more customers than any other traveler in Michigan.

If there is one point, more than another, on which Mr. Robinson can consistently take pride, it is his punctuality. He never misses an appointment, unless something very unusual transpires, having made but one failure of the kind during his entire career and then only in consequence of having been called off his regular route for a single day to look after a collection. His customers soon come to realize that his appearance was as regular as clockwork, and much of his success on the road was undoubtedly due to this peculiarity.

Milford J. Nash was born on a farm near Adrian, Lenawee county, August 14, 1866. The farm on which he was born has been in the family for seventy years, having been cleared by his father, who resided on it until a few weeks ago, when he removed to Adrian. Milford lived on the farm until 17 years of age, when he went to Little Rock, Arkansas, and worked two years in a sawmill. Here he contracted one of the fevers peculiar to the South, compelling him to return to Adrian, where it took him a year to recover from the disease and recuperate his strength. He then went to Peoria, Illinois, where he engaged as traveling man for the Peoria Candy and Cracker Co. He remained in this position five years, when he accepted a more lucrative position to travel for the tobacco and cigar department of Phelps, Brace & Co., Detroit. Two years later he accepted a position offered him by the Putnam Candy Co., for which house he traveled seven years. Two years ago he relinquished his position to take a similar position with the American Candy Co., in Milwaukee, for which house he traveled in Michigan two years, covering the principal cities of the State.

Mr. Nash was married January 17, 1893, to Miss Margaret McCoy, of Grand Rapids. They have one boy nine years old and reside at 26 Holbrook street. Mrs. Nash is a member of St. Andrews cathedral on Sheldon street and Mr. Nash occasionally attends services there. He is a member of the Elks, but has relinquished his other fraternal relations. He attributes his success to hard work, but those who know him well insist that careful attention to details and a disposition to treat his trade right have much to do with success he has achieved and the record he has made.

Cheboygan—The Nelson Lumber Co. has started building a stave mill on the railroad between Freedom and Lakeside, to take care of the timber from a large tract of stave timber recently purchased. The company will put in four machines and will take stave machinery from its mill here to the new mill and add to the equipment. The mill here is to run chiefly in sawing lumber.

The happiness of a home depends not on what is in it, but on what is in us.

Late State Items.

Benton Harbor—The Stuttgart Lumber Co. has been incorporated to manufacture lumber and other wood products, with an authorized capital stock of \$20,000, all of which has been subscribed and \$16,000 paid in in property.

Jackson—The Hunter Gas Co. has been incorporated for the manufacture and sale of acetylene gas generators and sheet metal products, with an authorized capital stock of \$100,000, \$50,000 being subscribed and paid in in property.

Detroit—The B. & B. Shade Co. has been incorporated to manufacture window shades and baggage and traveling articles, with an authorized capital stock of \$1,000, of which \$750 has been subscribed, \$250 being paid in in cash and \$500 in property.

Muskegon—The Muskegon Extract Co. has been organized to manufacture tanning extracts and other products from waste sulphide, liquor and raw materials. The capital stock is \$100,000, of which \$50,000 has been subscribed and \$15,000 paid in in cash.

Detroit—The Detroit Leather Dressing Color Co. is the name of a new corporation for manufacture and sale of all kinds of leather dressing and stains, with an authorized capital stock of \$2,000, all of which has been subscribed, \$600 being paid in in cash.

Muskegon—The Continental Motor Manufacturing Co.'s business has quadrupled in less than four years, according to its books, and the capital stock has been increased from \$225,000 to \$500,000. It makes auto motors for the Thomas, Detroit-Chalmers and other cars.

Battle Creek—The Queen City Clothing Co. has been organized and will engage in the manufacture of men's clothing and furnishing goods, with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,100 paid in in cash and \$3,900 in property.

Dollarville—The sawmill of the Danaher Lumber Co. has closed down, having finished cutting its last tract of standing timber. The firm is one of the largest in Northern Michigan, but is going out of business in the Upper Peninsula. The woodsmen have been paid off and the logging equipment sold.

Flint—Hersch & Wesson, wood workers, have merged their business into a corporation under the style of the Hensch-Wesson Manufacturing Co. for the manufacture and sale of revolving hat cases, display fixtures, etc., with an authorized capital stock of \$15,000, all of which has been paid in, \$600 being paid in in cash and \$14,400 in property.

Riverdale—The Saginaw Milling Co. has sold the Riverdale Elevator to James B. Crawford, Ithaca; Thos. Crawford, Breckenridge; Alf. E. Crawford, Breckenridge, and Walter E. Snope, of this place, who have merged the business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Bay City—Handy Bros., who are to erect at once a fine modern box

factory to replace the one destroyed a few days ago, have had their steamer Jay Gould and a schooner bringing lumber all the season from Lake Superior. They will bring down nearly 20,000,000 feet. The firm has one plant not touched by the fire which is taking care of pressing orders until the new plant is ready.

Marine City—Maryville's landmark and the last of the sawmills on the American shore of St. Clair River is being torn down. The lumber in the old building has been sold to the Michigan Salt Co., of this city, while the old iron goes to the junk pile. This was the second mill erected by N. & B. Mills, was built in 1870 and was operated until about five years ago. The timber which stocked these mills many years was rafted from Rifle and AuGres Rivers which empty their waters into Saginaw Bay. Mills Bros. bought a large tract of timber there at an early day, and the trees were cut into long timber, rafted out to the bay, where they were made up into rafts and towed by powerful tugs to the mills on St. Clair River.

Michelson—During the last two years the Michelson Lumber Co. has been quietly laying the foundations of a lumber city on Houghton Lake, which is to be known as Michelson. The Grand Rapids & Indiana Railroad Company has built a track to the mills in the center of the vast timber preserves of this company in Missaukee and Roscommon counties and surveyors have laid out a site for a depot. For a distance of four miles the Muskegon River is hidden under millions of feet of logs, and in a few weeks the big band sawmill will begin cutting timber. A general store is being erected and an office building, a boarding house, tenement houses for employes and other buildings are to follow. This company owns a large part of the land bordering on Houghton Lake. There is considerable virgin timber and a vast quantity of second growth timber of sufficient size to be especially valuable. It is estimated by capable cruisers of the company that there is enough timber to stock its sawmill and shingle mill twenty-five years. The shingle mill was first erected and this was followed with a fine band sawmill having a capacity of 50,000 feet daily.

The bargain counter doesn't care whose pocketbook it dents.

BUSINESS CHANGES.

Safety razor blades sharpened. Gillette, Gem Jr. and such blades, 25c dozen. Star and Gem blades 10c each. Mail to me. J. M. Phelps, Box 423, Centralia, Mo. 935

Wanted—To sell patented cling peach stoner. Patent issued April, 1909. Poor health, reason selling. Machine can easily be changed from hand to automatic power machine. Address J. H. S., 7th and Main streets, Little Rock, Ark. 936

For Sale—Old-established general merchandise stock in pretty village Southern Michigan. Fine fruit and farming district, fine large store building to rent or sell. No opposition. Fine school, churches, creamery, flouring mill, pickle factory, good railroad. Stock \$6,000. Will discount for cash. I want to retire. Address R. care Michigan Tradesman. 938

Partner Wanted—For manager; to buy our dry goods department. Will invoice \$12,000; 33 per cent. new, clean goods. \$25,000 in total business. Total sales last six months, \$49,000; net profits, \$5,000. Reason for selling, other interests needing more attention. Climate, health, unexcelled. Address McKamey Bros., Point Lavaca, Texas. 937

Our June Jump!

We thought we were going some
when the sales of

Shredded Wheat

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

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

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

Did You Sell Your Share?

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



Profit or Loss ?

Many merchants ask themselves this question. They may be selling lots of goods, making a good many mistakes and filling up their drawers with no profit.

But, PROFIT OR LOSS? That's the Question

To be successful you should know just how you stand every day. If there are losses in your business don't wait six months or a year but stop them at once.

THE McCASKEY CREDIT REGISTER SYSTEM

Will give you complete information at a glance.

Credit Sales	Accounts Receivable
Cash Sales	Accounts Payable
Cash on Account	Merchandise or Stock Account
Exchange Sales	Daily Financial Statement
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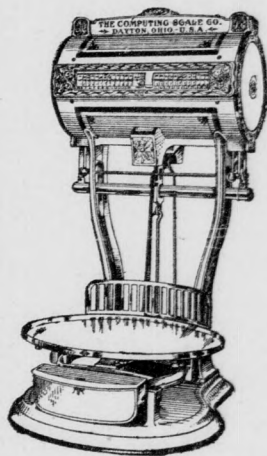
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Mfrs. of the Famous Multiplier duplicate and triplicate pads show the difference between
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AGENTS IN ALL PRINCIPAL CITIES

They Never Wear Out



The new low platform
Dayton Scale

THE SPRINGS of a correctly made automatic spring scale will **never** give out. Exhaustive scientific and practical tests prove this fact beyond controversy.

Continual use and years of service will **dull** the edge of the finest knife-edge bearing, especially the thin wafer-like blade of the main pivot of a large capacity pendulum scale.

City Sealers are now testing and sealing spring scales which have been in constant use for over 30 years.

Clothes do not make the man, neither does paint and gold stripes make a computing scale. It is the working parts which must stand the

test of years of service; it is therefore important to buy your scale from those who know how they should be built.

THE DAYTON MONEYWEIGHT SCALE is proven to be the only practical and scientifically built scale. All claims of its makers are verified by actual use.

Send for our free catalogue before buying elsewhere.



Moneyweight Scale Co.

58 State Street, Chicago

Wheeler & McCullough, Mgrs., 35 N. Ionia St., Grand Rapids, Ctr. 1283, Bell 3279

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company Grand Rapids, Michigan

If Ketchup Could Be Made Better Than Blue Label, We Would Do It



Every bottle of ketchup we ship is expected to act as a testimonial for us. The best tomatoes grown and the finest spices money can buy are so blended and so carefully prepared as to result in a ketchup which has become a household word.

Say "BLUE LABEL" to a housekeeper and she'll say, "CURTICE BROS. CO.'S KETCHUP." Our extensive advertising started people buying it. Its quality kept them buying it.

A good profit for the grocer and no risk as BLUE LABEL KETCHUP conforms to the National Pure Food Laws.

CURTICE BROTHERS CO.

ROCHESTER, N. Y.



Don't Depend On a Dog

We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog and they could probably have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

First Class Safe

We have the right kind, the kind you need. Write us to-day and let us quote you prices.

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Grand Rapids, Mich.