

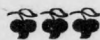
## Peace and Pain

The day and night are symbols of creation  
And each has part in all that God has made;  
There is no ill without its compensation  
And life and death are only light and shade.  
There never beat a heart so base and sordid  
But felt at times a sympathetic glow;  
There never lived a virtue unrewarded  
Nor died a vice without its meed of woe.

In this brief life despair should never reach us;  
The sea looks wide because the shores are dim;  
The star that led the Magi still can teach us  
The way to go if we but look to Him.  
And as we wade, the darkness closing o'er us,  
The hungry waters surging to the chin,  
Our deeds will rise like stepping stones before us—  
The good and bad—for we may use the sin.

A sin of youth, atoned for and forgiven,  
Takes on a virtue if we choose to find;  
When clouds across our onward path are driven  
We still may steer by their pale light behind.  
A sin forgotten is in part to pay for,  
A sin remembered is a constant gain;  
Sorrow, next joy, is what we ought to pray for,  
As next to peace we profit most from pain.

*John Boyle O'Reilly.*



John Boyle O'Reilly, Irish-American poet and newspaper man, was born in County Meath, June 28, 1844, and died at Hull, Mass., August 10, 1890. He was sentenced to death for insurrection among the soldiers of an Irish regiment and afterwards banished to Australia, whence he escaped to the United States. He was afterwards editor of the Boston Pilot and author of several volumes of poems.



## "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.

## Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

## Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

**Grand Rapids, Michigan**

**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-Seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 1, 1909

Number 1354

## SPECIAL FEATURES.

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## WEST POINT AGAIN.

The boys at the West Point Military Academy have been having some fun and seven of them have been expelled for hazing. Nothing wrong about that. The hazed cadet from far-off Oregon, a brother of Lieutenant Sutton, of the marine corps, whose death has been under investigation by the court of enquiry, brought with him from the Great Northwest a pair of available fists, backed by some vigorous muscles and a spirit prompting him to defend his personal dignity, and he made such a determined use of these that the sheeted ghosts that "booed" him took to the woods, when a relief party of hobgoblins came down upon him "like a wolf on the fold" and beat him into subjection with tent pins—a job done so effectually that the victim did not report for duty again until twenty-three days later. Before the Board of Investigation, which followed, the cadet, true to the unwritten code of the corps, proved a most reticent witness, winning among his fellow cadets great popularity by his tact and loyalty.

In regard to hazing at West Point or anywhere else there is an idea prevailing in the American public that the trouble lies not so much with the cadets as it does with those who are in charge of them. There is a conviction in the minds of many that if, with the expulsion of the insubordinate cadets, the officer or officers of the institution were held responsible and promptly removed with the distinct understanding that similar removals would follow similar instances of hazing, the hazing at West Point and Annapolis as well as the hazing everywhere else would come to an end. There is a feeling that the offense at the institutions mentioned is winked at and so encouraged, and that just so long as this condition exists just so long will the hazing go on.

"The unwritten code of the corps"

is also a matter which is receiving consideration. Grant that "snitching" is intolerable and the contemptible defense of cowardice, the question comes and will come, whether, as a point of honor, it is worse than the cowardice that prompts the assailing of one cadet, armed only with his fists, by a gang of seven, armed with tent pins? To a prejudiced outsider it is at least six of one to half a dozen of the other, and to that vast army of outsiders, which the one represents, it is only fair to insist that the "code" in question is a criminal disgrace to the institution that tolerates it and a greater disgrace to the Government allowing the officer responsible for it to hold his position.

Were this code idea confined to the military and naval school of the Government it would be bad enough, but it is not so confined. There is hardly a school, public or private, where it does not prevail. Only a little while ago a military academy of the Middle West expelled a student who, while admitting his own violation of the school law, refused to reveal the names of his companions who sinned with him. The boy went home justified rather than the master who exacted the penalty, but the power of the code as such exists and remains and will remain until frowned down by the public opinion sustaining it, exactly as it frowned down and put a stop to the code that sacrificed a Hamilton for a Burr and filled the land with mourning for one of the ablest statesmen the New World has produced.

In the public school the same devoted respect for the code prevails. High school, or intermediate, or primary grade alike proclaim it, and be the offense slight or serious the high school senior and the 6-year-old, like the cadet of the military academy, will be found "discreetly mute" if questioned by those in authority concerning anything pertaining to the conduct of his fellows.

The question of hazing seems to be on the way to adjustment. It remains to be seen whether "the unwritten code of the corps" will continue to hold sway to the detriment of all who are harmed by it. To one family at least with one son, two years dead, and another twenty-three days off duty through the effects of a tent-pin pounding in a contest of seven to one, there is a wrong somewhere, and unless that wrong is righted the number now sympathizing with that family will be largely increased.

If you can not give your religion away you had better throw it away.

The lowliest walk sounds louder in heaven than the loudest talk.

## PROMOTING PUBLICITY.

Among the various posters which an Agricultural Association is now using to call attention to its coming fair are neat pasteboard cards of circular form suspended from a string. On one side is printed in large letters, "Will you please see the other side?" On the reverse is a brief announcement of the special features of the fair. The large white letters on the red card make a striking and attractive show, and the gay tags, which bill posters hung upon fences and in other available places, were soon transferred to the harness of passing teams.

All this was due to public interest, of course. Yet if we can offer an advertisement in a form that may be applied by another for adornment or use the appropriation will be as readily made as in the instance cited to help boom an industrial show. In fact, the use where personal gain is received will, in most instances, be more readily made. The ruler or tape measure is just as welcome when from an advertiser as when purchased outright, guarded as well and the name of the donor associated with it. The fancy pin may serve its mission for utility, even although it bears a brief story in printer's ink. The lead pencil provided gratis will be fully appreciated and used, although it contains on its side in neatly printed gilt letters the name of the donor.

Although the regular advertisement may be regarded as a bore there is many a little device for attracting attention which will come to the public in pleasing form. A unique form is always most impressive. A paper-weight with a photo of your store pasted on the glass will prove a pleasing reminder. Even a post card will find place in the mind of the recipient. Study to seek new paths of publicity—paths which will please your patrons as well as be useful to them.

## WORLD GROWING SMALLER.

When Jules Verne, who in his day was regarded as the master of imaginative fiction, wrote "Around the World in Eighty Days" the world laughed at the very idea, yet hardly more than two generations have passed since that time and a few days ago several young men arrived in New York after having traveled around the world in just forty-eight days, that is in a trifle more than half the time that Jules Verne imagined that it could be done.

In the days of sailing craft and the stage coach it would have been impossible to have circled the world in a direct line by any possible means, and in no way in many times the ninety days assigned by the novelist. In those times the world was, indeed,

a vast place, and long periods had to elapse before one heard what his near neighbors were doing. But now that it is possible to circle the globe within the period of an ordinary summer vacation how dwarfed and shriveled our world appears. Information of what is transpiring in every part of our planet can be flashed in a moment to the remotest places; in fact, the telegraph and the railroad and steamship have made us all near neighbors, and our heretofore vast earth has diminished to a little sphere revolving in space.

Having opened up the secrets of the farthest corners of our world, it is not surprising that our restless people should talk about communicating with Mars by wireless telegraph or otherwise. If something of that sort is not developed how will our adventurous explorers and restless travelers ever consent to live out ordinary lives. The world has ceased to be attractive to such, and when both north and south poles have been discovered there will be absolutely nothing more to interest such people.

But why do people want to hurry around the world in forty-eight or even ninety days? Such a journey can only fatigue, and certainly it can not afford much useful information. One can hardly learn much about China out of a railroad car window or form any adequate opinion of Japan by hurrying in a steamer through the strait that separates it from the mainland of Asia. Yet that is about what globe trotters of the hurrying sort generally do. They circle the globe, it is true, but they are more ignorant after the achievement than they were before, because they have acquired an entirely erroneous idea of the countries and nations they have visited, if they have formed any idea at all, which is very doubtful. It is true enough that our world has come to be but a very small affair, but it is the only world we have, hence wise men should make the most of it.

Reports published in Philadelphia, Pittsburgh, Cleveland and New York papers are, in effect, that street and interurban railway investors are beginning to show confidence in the outlook and that undoubtedly there will be a moderate revival in the development of such projects; but that because of the unprecedented volume of business coming to car builders and to the Westinghouse and General Electric companies just now it is safe to assume that only those interurban projects which are of the highest importance can be handled during the next twelve months.

The soft man has no success at smoothing down life's angles.





### One Way To Fix a Toy Pail Window.

Small tin pails (painted or unpainted) may be made quite a feature in a show window somewhat as follows:

Cover the floor of the window with clean white sand. Fix sailcloth at the entrance side of the window to hang like a curtain. Loop it back so as only partly to reveal the interior—leave a little to the imagination. If there is a mirror at the opposite end duplicate the curtain arrangement of the sailcloth next the entrance. At the rear of the window a curtain of the same cloth may be simply shirred on to a pole, hanging in perpendicular undulations to the sanded floor.

Four or five or six dummy children could be standing in a row a little back of the center of the window space and either taking hold of hands, with pails at their feet, or holding the pails in their hands. Or the dummy kids could be made to hold hands and be posed in a circle. In this case a lot of the shining or decorated pails could be stacked in the center.

There might also be a row of these along the top of the curtain at the back and at the tops of the side curtains—a sort of valance, as 'twere—and a row could be attached to the rear, either right at the bottom of it or a few inches or a foot from the floor. The lower ones might be filled with sand, carrying out their purpose. Toy spades and wooden spoons could be in evidence, every other pail in the lower row having a spade stuck in the sandy contents and in the alternates ones a spoon. A line of the spades and spoons might be attached at the middle of the curtain, here alternating as well.

In the corners, haphazard, could be little houses such as small fry like to make over their "paddies," also wells of different depths. Naturally in the corners of the window there would have to be considerable more sand than in the middle and of course it would have to be moistened in order to shape the houses and have the wells stay dug.

The pails could be sold somewhat cheaper than ordinarily in order to move them now, making it a stipulation of the sale that one could not be purchased alone, two or more constituting a sale.

The resort season is nearing its close, but there are many mothers who would be likely, if price were made an object, to lay in a supply for their little folks and their visitors against the long summer days of 1910 at lake or river. If the price, as I

say, is sufficiently attractive you may be sure of quite a good many sales even at this out-of-the-season time. But be particular to call attention to the fact that there is a price reduction.

I forgot to say the dummy children should be dressed in those most popular of play-suits, the rollicking little "rompers."

### Left-Overs in Hammocks.

Hammock stock that didn't sell with a rush at the commencement of the torrid season should be gotten rid of now, rather than carry the merchandise through the approaching winter.

A good way to sell these summer necessities—they are no longer regarded as luxuries—is the following:

Strew the floor of the window thickly with leaves, and this will allow of the introduction of trees of varying sizes on blocks of wood to keep them upright. Swing a hammock from the largest of these to one of the supports of the window space. In this should be lazily stretched, in a half-reclining position, a pretty young lady dummy, whose dainty lingerie white dress and frilly petticoats hang gracefully over the edge, revealing daintily slipped and stockinged feet. In her hands place a summer novel—those addicted to the hammock habit are not renowned for other than frivolous reading—and let there be plenty of nice porch cushions under the dummy's devoted head. A child dummy might be seated in the foot of the hammock, while other children played around in the leaves.

However, it would be more natural to eliminate the enfants terribles and have a young man paying court to the girl. In this case sit her up in the hammock, with the young man dummy beside her, his strong(?) right arm around her slender waist, his left arm resting on his knee, his chin propped in his hand, his eyes gazing fondly into her averted face. I was going to say "blushing averted face," but I guess I won't, for the blushing goes without saying, as dummies' cheeks are never lacking in the blush that "comes off."

Attach a small placard to the glass, a little above average reading height, saying:

Young Ladies  
Attention

!

You

Also

Can Catch a Summer Beau  
With One of Our

Handsome Hammocks

Step In

And Get One

### Before It Is Everlastingly Too Late

If you wish to make matters more interesting to the passing public have a series of lovemaking scenes, one each day, beginning with the young man dummy just arriving in the background, lifting his hat, and ending with the proposal in the hammock.

Helpful Hints as to Placards.

The following placards may come in convenient for those who are cramped for time to write their own:

Cool Pajamas

for

Warm Nights

Only

\$1

Dust Coats

for

Those Dusty Roads

Run Across

By Chug Wagoners

The Price

Will

Suit

Just \$2

Fashion Fancies

To Please

The Foibles

of

The Frivolous

New Effect

in

Crochet Four-in-Hands

Knit Them

To Your Neck

With

a

Fifty Cent Piece

Service, Durability, Appearance

What More

Do You Ask

?

Let Us Solve

Your

Dress Problem

Plain and Moire

Suspenders

Non-Elastic Webbing

Cotton Back

All Desirable Shades

They'll Cling To You

Like

a

Brother

Cheap at \$1.50 the Pair

Did You Ever Stop

To

Think

Why One Collar

Is Better Than Another

?

If You Have Given the Subject

No

Thought

Come In

And We'll Help You Out

Sox

for

That Sockless Feeling

Step

Into

Our Comfort-Giving

House Slippers  
A Dollar  
Makes Them Yours

Overwhelming Evidence

Goes

To

Show

That

Our Novelty Ties

Autumn Colorings

Will Be

"As Welcome as the Flowers in Spring"

Don't Muffle Your Ears

Until

'Tis Time

Keep Them Open

To

Our

Suggestions

As To

High-Class Tailoring

"Teddy"

Isn't

In It

When It Comes

To

Our

Little Brown Lions

!

The Time for Picnics

Isn't Quite Past Yet

All

The

Dainty Little Concomitants

for

An Appetizing Picnic Lunch

In

Our

Big Refrigerator

Let Us Open

Its Doors

To

You

### The Twenty-Seventh Year.

Evansville, Ind., Aug. 27—I have just read your editorial on the Twenty-Seventh Year of the Michigan Tradesman.

I know how your life has been blended with the work in building up this trade journal and I know you are happy when you see it growing into an atmosphere of nobler achievement. I am glad that you realize that there is something more beautiful to work for than dollars and cents. The best and cleanest thoughts of to-day are those which teach men to be honest. Let us try to teach all of the young men who will be your subscribers in the future that they must judge themselves by their past experience and try to learn that truth is the only foundation on which men can stand.

I hope that we will be here in twenty-seven years from now and that we will both have the pleasure of exchanging our opinion of the Michigan Tradesman.

If you know of anything I can do to help make the Tradesman live twenty-seven years longer, ask me to give it to you. There is a little life in all of us and a little from this one and that one can do much to make a trade journal live a long while.

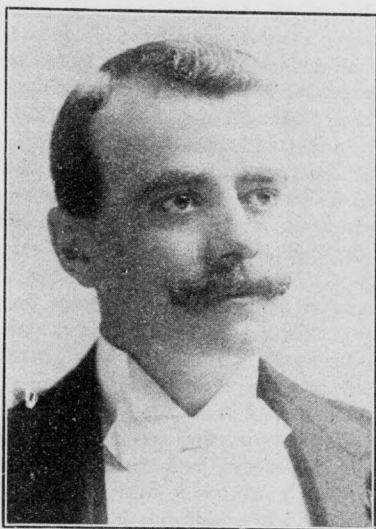
Edward Miller, Jr.



## SUCCESSFUL SALESMEN.

S. E. Barrett, Representing the F. Mayer Boot and Shoe Co.

Stephen Elden Barrett was born at Poughkeepsie, N. Y., March 17, 1864. His grandfather on his father's side was English. His grandmother on his father's side was Scotch. His grandmother on his mother's side was an own cousin of ex-Governor Wm. H. Seward, of New York, who was Lincoln's great Secretary of State. When 2 years old his parents removed to Oswego, N. Y., where they remained until he was 16 years old, when they moved back to Poughkeepsie, and he pursued a commercial course at the Eastman Business College. He and his father then embarked in the livery business, which they continued four years, when he went to New York City and entered the employ of H.



W. Shotwell & Co., wholesale grain and hay dealers, as city salesman. Two years later he left this position and accompanied his family to Binghampton, where he and his father engaged in the meat business under the style of Barrett & Son. Four years later he entered upon a career as traveling salesman, representing the G. E. S. S. Medicine Co., of Elmira, N. Y., in Northern Pennsylvania. He not only called on the trade but sampled the towns, contracting for advertising and writing the advertisements. Three years later he engaged to travel for J. Richardson & Co., shoe manufacturers of Elmira, with whom he remained six years, covering Northern Pennsylvania and Western Michigan regularly, besides jumping to other fields at intervals. He then engaged to travel for the Pontiac Knitting Co., covering the trade of Southern Michigan and the Upper Peninsula with the regularity of clockwork for three years. On account of the change in the policy of the Pontiac company in placing its goods exclusively in the hands of jobbers, Mr. Barrett looked around for a new connection and was gratified over receiving propositions from four houses. He finally decided to accept the offer received from the newly-organized Lacey Shoe Co., of Caro, to represent that house on the road, covering Southern Michigan and Northern Minnesota four times a year. He continued with this house until it retired

from trade, two years later, when he engaged to travel for the Herold-Bertsch Shoe Co., of this city, with which house he remained until this week, when he signed a contract with the F. Mayer Boot and Shoe Co., of Milwaukee, to represent that corporation in Southern Michigan and Northern Ohio. He will call on his Michigan customers six times a year and his Ohio trade twice a year.

Mr. Barrett was married twelve years ago to Miss Carrie Clark, of Clarkston, where they reside in their own home.

Aside from being a member of the Michigan Knights of the Grip, Mr. Barrett is not a member of any fraternal association or secret society, having never aspired to being a "jiner."

Mr. Barrett has two hobbies—a good horse and a disposition to cut up a shoe to see what it is made of. He has become so expert in diagnosing shoes from their appearance that he can nearly always tell what is to be found in the shoe before it is dissected. He has not been without a good horse for many years, and during this time he has owned several animals which have achieved something more than a local reputation as roadsters.

Mr. Barrett attributes his success to his knowledge of the shoe business and to the fact that he never abuses the confidence of a customer. In common with traveling men generally, he has numerous opportunities to crowd goods on his customers, but he has made it an invariable rule never to force sales which are likely to react on him or induce his customers to purchase lines which are not adapted to their communities. This policy, persistently and consistently maintained at all times and under all circumstances, has enabled him to make and retain friends wherever he has traveled.

## Watch for New Arrivals.

New arrivals in smaller cities are always noticeable to the alert merchant. When you learn of the fact that a new family has moved into your jurisdiction get after the head of the house. Write him a personal letter telling him of the advantages of trading with you; of your store service and of the high grade of goods you carry. If possible get an interview with him. Find out where he came from, and, if you do a credit business, begin at once to look up his reputation for credit, so that you can act quickly and intelligently. Try to get him interested in you. Do this by interesting yourself in him and his business.

Send him your advertising regularly; send him samples of seasonal merchandise and a few copies of your local newspaper with your advertisement marked for his consideration.

If you do all these things well you will get a large proportion of the newcomers. And who knows to what extent they may figure in your future business?—Commercial Bulletin.

Go ahead and do the best you can and don't worry about the consequences.

## ONE PRICE SYSTEM.

## How It Has Revolutionized Retail Merchandising.

The greatest change in modern business came with the one price system. This has all been brought about since the Civil War.

The old idea was for the seller to get as much as he possibly could for everything he sold. Short weight, short count and inferiority in quality were considered quite right and proper. When you bought a dressed turkey from a farmer, if you did not discover the stone inside the turkey when you weighed it and paid for it, there was no redress.

The laugh was on you. And, moreover, a legal maxim—caveat emptor—"Let the buyer beware," made cheating legally safe.

Dealers in clothing guaranteed neither fit nor quality, and everything you paid for, once wrapped up and in your hands, was yours beyond recall—"Let the buyer beware."

A few hundred years ago business was transacted mostly through fairs, ships and by peddlers. Your merchant of that time was a peripatetic rogue who reduced prevarication to a system.

The booth gradually evolved into a store, with the methods of the irresponsible keeper intact. The merchants cheated their neighbors and chuckled in glee, until their neighbors cheated them, which, of course, they eventually did. Then they cursed each other, began again and did it all over.

John Quincy Adams tells of a certain deacon who kept a store near Boston who always added in the year 1775 at the top of a column as seven dollars and seventy-five cents.

The amount of misery, grief, disappointment, shame, distress, woe, suspicion and hate caused by a system which wrapped one thing when the buyer expected another, and took advantage of his innocence and ignorance as to quality and value, can not be computed in figures.

Suffice it to say that duplicity in trade has had to go. The self-preservation of the race demanded honesty, square dealing, one price to all.

The change only came after a struggle, and we are not always quite sure of the one price yet. But we have gotten thus far that the man who cheats in trade is tabooed. Honesty as a business asset is fully recognized. If you would succeed in business you can not afford to sell a man something he does not want; neither can you afford to disappoint him in quality any more than in count.

Other things being equal the merchant who has the most friends will make the most money. Our enemies will not deal with us.

To make a sale and acquire an enemy is poor policy. To a peddler or a man who ran a booth at a bazaar or fair it was "Get your money now or never." Buyer and seller were at war. One transaction and they never met again. The air was full of hate and suspicion and the savage pro-

pensity of physical destruction was refined to a point where hypocrisy and untruth took the place of violence. The buyer was as bad as the seller—if he could buy below cost he boasted of it. To catch a merchant who had to have money was glorious—we smote him hip and thigh. Later we discovered that, being strangers, he took us in.

The one price system has come as a necessity, since it reduces the friction of life and protects the child or simple person in the selection of things needed, just the same as if the buyer were an expert in values and a person who could strike back if imposed upon. Safety, peace and decency demanded the one price system. When we reach the point where we see that all men are brothers we have absolute honesty and one price.

And so behold we find the government making favoritism in trade a crime and enforcing the one price system by law. And just remember this, law is the crystallization of public opinion, and no law that is not backed up by the will of the people can be enforced.

As we grow better we have better laws. In Kansas City the other day three men were fined forty thousand dollars each for cutting prices.

They were railroad men, and railroad men have only one thing to sell and that is transportation. To cut the price on it and sell to some at a less figure than to others is now considered not only immoral but actually criminal. The world moves.

And this change in the methods of business and in our mental attitude toward trade has all grown out of a dimly perceived but deeply felt belief in the brotherhood of man or the solidarity of the race.

Also in the further belief that life in all its manifestations is divine.

Therefore he who ministers to the happiness and well-being of the life of another is a priest and is doing God's work.

It is quite as necessary that you should eat good food as that you should read good books, hear good music, hear good sermons or look upon beautiful pictures.

The necessary is sacred. There are no menial tasks. "He that is the greatest among you shall be your servant." The physical reacts on the spiritual and the spiritual on the physical and rightly understood they are one and the same thing.

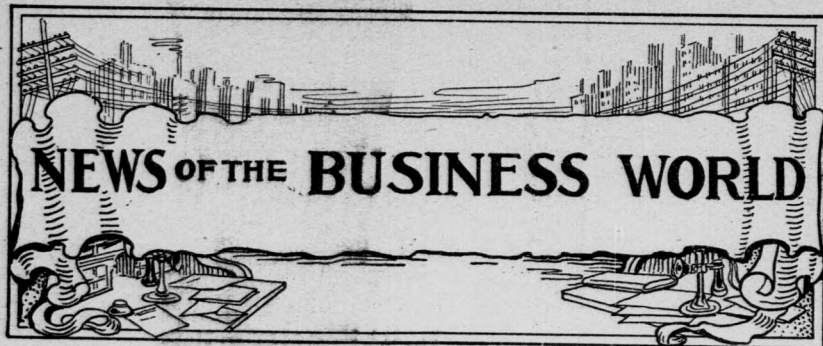
We have ceased to separate the secular from the sacred. That is sacred which serves. Once a business man was a person who not only thrived by taking advantage of the necessities of the people, but who banked on their ignorance of values. But all wise men now know that the way to help yourself is to help humanity.

We benefit ourselves only as we benefit others. And the recognition of these truths is what has to-day placed the business man in the forefront of the learned professions. He ministers to the necessities of humanity.

Elbert Hubbard.

Among the main things in a city are those connected with the water-works.





### Movements of Merchants.

Byron—Miles Newman has opened a grocery store.

Marine City — Elmer Springborn will open a drug store here.

Menominee—Robert W. Chappell has discontinued his shoe business.

Saranac — Richmond & Kreisher have sold their stock of meats to D. C. Jones.

Adrain—Fred C. Bowerfind is succeeded in the bakery business by Ed. J. Fox and William Stencell.

Almont—The Almont Savings Bank has been incorporated with an authorized capital stock of \$25,000.

Luther—D. B. Ketchum, of Leroy, has purchased the cheese factory here and will convert it into a creamery.

Irons—A. G. Haslett and G. E. Hilderbrand, of South Bend, Ind., will build a general store at this place.

Pittsford—C. E. Harter has sold his grocery and meat business to Chester Forbes, who will take possession Nov. 1.

Woodland—L. W. Corey has purchased the jewelry stock of S. Wightman and will consolidate it with his own stock.

Scottville — William English has sold his stock of confectionery to Clarence Ramsey, who will continue the business.

Boyne City—O. H. Burlew is erecting a store building which, when completed, he will occupy with a stock of groceries.

Belding—Dayton F. Moon has sold his grocery stock to James Cramer, who will continue the business at its present location.

Romeo—Richard S. Reade, having purchased the interest of his partner, James N. Zill, will continue the dry goods business.

Leetsville—The firm of Belcher & Sinclair, lumbermen near this place, has been dissolved, Bert Belcher continuing the business.

South Branch—Golden Bros. have purchased the general merchandise stock of W. A. Crowie and will take immediate possession.

Conklin—William Asman has sold his stock of meat, building and fixtures to Samuel McNitt, who will continue the business.

Romeo—James N. Zill, formerly of the firm of Reade & Zill, will open a dry goods and furnishing store in the Parker building Oct. 1.

Mikado—W. A. Crowie, who formerly conducted a general store at South Branch, has moved here and will open a similar business.

Detroit—The Demotcar Saler Co., organized for the purchase and sale of automobiles and their accessories,

has an authorized capital stock of \$10,000, \$5,000 having been subscribed and \$1,000 paid in in cash.

Elmira—W. A. Gardner has purchased the drug stock of the W. W. Wickett estate and will continue the business at the same location.

Grand Ledge—C. M. Colville has sold his stock of hardware to W. E. Knickerbocker, who will continue the business at its present location.

Coldwater—Calkins & Nichols have purchased the grocery and meat stock of Greece & Wetzel and will continue the business at the same location.

Lansing—Crotty Bros., dealers in books and stationery, have dissolved partnership, John F. Crotty purchasing the interest of William E. Crotty.

Kalamazoo—L. H. Lanker, formerly city salesman for the Merston Co., will open a wholesale and retail flour and feed store at 302 East Main street.

Constantine—Birdsall & Hosler, of Otsego, have moved into the corner store owned by Mr. Lamb and have put in a line of dry goods, shoes and notions.

Lake City—M. Duffy & Sons have sold their stock of groceries and meat to B. C. Fisher and B. W. Kibby, who will continue the business under the style of Fisher & Kibby.

Reed City—E. W. Brown has purchased the interest of August Erler in the grocery business of Berger & Erler, the firm hereafter being known as Berger, Brown & Co.

Bangor—Samuel Martindale, who for years has been in the grain and coal business, has sold his interests to Church Bros., of Chicago, who will take immediate possession.

Kalamazoo—The Stern Clothing Co., organized to sell wearing apparel, has an authorized capital stock of \$5,000, \$3,000 having been subscribed and paid in in cash.

Detroit—J. F. Jones, for nearly twenty-eight years connected with the firm of J. N. Adams & Co., of Buffalo, has assumed charge of the merchandising of Crowley, Milner & Co.

Charlotte—P. A. Hulst & Co. have been succeeded in the meat business by J. R. Doolittle and M. J. Stone, of Owosso, who will continue the business under the style of Doolittle & Co.

Petoskey—G. R. Cottrell has sold the stock conducted under the style of the Northern Hardware Co. to F. F. Clark, of Mt. Pleasant, who will continue the business at the same location.

Holly—John Inch, who for several years has been conducting a grocery store, has filed a petition in bankruptcy and the store has been

closed pending action. Liabilities about \$2,000.

Kalamazoo—S. Schram, for several years connected with Larned & Shandrew's hardware store, has engaged in business for himself under the style of the South Side Sheet Metal Plant.

Holland—Sluyter & Dykema, dealers in clothing and men's furnishings, have dissolved partnership, Nicholas Dykema having purchased the interest of his former partner, and he will carry on the business under his own name.

Stanton—Geo. H. Richardson, of Ada, has purchased the stock of the Good Market of P. T. H. Pierson and has rented the D. A. Towle building and will open his store there as soon as the building can be made ready for occupancy.

Sebewaing—Myers & Riedel, dealers in groceries and hardware, have merged their business into a stock company under the style of the Myers & Riedel Co. The capital stock is \$20,000, of which \$13,500 has been paid in in merchandise.

Traverse City—James E. McEvoy, who has been connected with the drug department of the Hannah & Lay Mercantile Co. store for the past eight years, has resigned his position and will move to Flint, where he will engage in the grocery business.

Lansing—The Lansing Tool and Supply Co. has been organized to buy and sell tools and mill and factory supplies, with an authorized capital stock of \$20,000, all of which has been subscribed, \$2,100 being paid in in cash and \$17,900 in property.

Detroit—A corporation has been formed under the style of the Michigan Beef Co. for the purchase, slaughter and sale of live stock, with an authorized capital stock of \$50,000, all of which has been subscribed, \$500 being paid in in cash and \$49,500 in property.

Remus—The Remus Mercantile Co. has uttered a chattel mortgage on its stock and book accounts to H. T. Stanton (Judson Grocer Co.) as trustee to secure all the creditors of the corporation, whose claims approximate \$9,000. An inventory of the stock is now being taken.

Shelby—The stock of the McKinnon Hardware Co. has been sold to Ollie J. Morse, who will take immediate possession. M. W. McQuarrie, who has been manager of the store for Mrs. A. R. McKinnon since the death of Mr. McKinnon, has been offered and has accepted his old position with the Monarch Steel Range Co.

West Bay City—A. J. Cook, who has been for about sixteen years employed as dry goods salesman in Lansing, has been engaged as buyer and manager of the Jay Thompson & Co. store. Owing to the death of Mr. Thompson recently the position of manager became vacant and O. M. Smith & Co., of Flint, who are interested in the business, knowing Mr. Cook from having years ago been connected in business with him in Lansing, offered him the place, which carries with it a partnership in the near future.

### Manufacturing Matters.

Owosso—Arvenite & Ide have sold the Columbia Candy Works to Pericles Miholokos.

Detroit—The Restrict Lumber Co. has increased its capital stock from \$25,000 to \$100,000.

Lansing—The Olds Gas Power Co. has increased its capital stock from \$612,000 to \$1,500,000.

Shelby — The Britt-Lewellyn & Brown Manufacturing Co., incorporated to manufacture bean pickers, has a capital stock of \$100,000.

Sagola—The Sagola Lumber Co. has completed its logging railroad from Witbeck to the Michigamme River and is building a bridge.

Munising—The sawmills have been short of labor during the last month, but most of the men have returned from the berry harvest and have resumed work in the mills.

St. Johns—At the annual meeting of F. C. Mason & Co. a dividend of 10 per cent. was ordered paid to the stockholders. An issue of \$5,000 preferred stock was also authorized.

Big Bay—The Brunswick-Balke-Collander interests have bought the mill and property of the Lake Independence Lumber Co. here and put a bowling pin factory in operation.

St. Joseph—The St. Joseph Creamery Co. has been organized for the manufacture and sale of dairy products, with an authorized capital stock of \$4,000, \$3,000 being subscribed and paid in in property.

Lansing—The Barnes-Hartman Co., organized for the manufacture and sale of safety devices for elevators, has an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Presque Isle—J. E. Wright, who operates a portable sawmill near here, has finished cutting 400,000 feet of lumber on the Ocqueoc and is moving his mill to this place, where he has several million feet to manufacture.

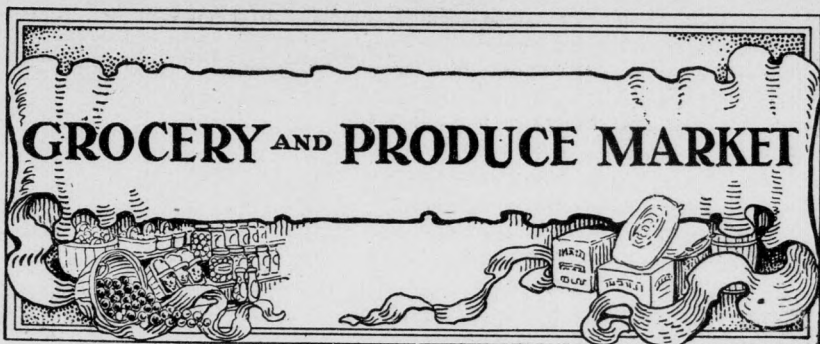
Muskegon—The Muskegon Production Co. has been incorporated to produce and supply electricity for heating and lighting purposes, with an authorized capital stock of \$350,000, \$175,000 having been subscribed and \$35,000 paid in in cash.

Detroit — The Fairview Foundry Co. has been incorporated for the manufacture and sale of gray iron, brass, steel and aluminum castings, with an authorized capital stock of \$50,000, all of which has been subscribed, \$5,000 being paid in in cash.

Muskegon—The North American Boiler Co. has been incorporated for the manufacture and sale of steam boilers, engines and tanks, with an authorized capital stock of \$25,000, all of which has been subscribed, \$1,500 being paid in in cash and \$3,500 in property.

Deward—The sawmill of the Ward estate is being operated day and night. It manufactures pine lumber almost exclusively. Last year it manufactured about 1,000,000 feet of hemlock. The pine output this year will probably exceed 35,000,000 feet. Some manufactured stock is sold and shipped by rail to lower Michigan and to Detroit, but the larger portion goes to East Jordan and thence by water to distributing points.





### The Produce Market.

Apples—50@75c per bu. for Duchess, Red Astrachans, Maiden Blush and Sweet Boughs.

Beets—70c per bu.

Blackberries—\$1.25 per 16 qt. crate.

Butter—There has been a very active demand for all grades of creamery, both prints and solid, at 1/2c per pound advance over one week ago. The supply of all grades is very short and the receipts clean up every day. The consumptive demand continues to be very good, notwithstanding the steady advances. Local dealers hold factory creamery at 29 1/2c for tubs and 30c for prints. Dairy ranges from 16c for packing stock to 20c for No. 1. Process butter is now being exploited on the basis of 26c, which means about 30c to the consumer. This means that oleo will be sold more generally the coming season than ever before and the number of oleo licenses taken out by retail dealers Sept. 1 is as large as it usually is by Oct. 1.

Cabbage—Home grown, 40c per doz.

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

Carrots—75c per bu.

Cauliflower—\$1 per doz.

Celery — Home grown, 18c per bunch.

Crab Apples—75c per bu. for early varieties.

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

Eggs—The market is in about the same condition as it was one week ago. Fancy new laid eggs continue to be very scarce and clean up daily on arrival. A large percentage of the receipts show considerable heat and have to be sold at great concessions. Local dealers pay 21c f. o. b., holding selected candled at 23@24c.

Egg Plant—75c per doz.

Green Corn—10c per doz.

Green Onions—15c for Silver Skins.

Green Peppers—75c 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@5 per box for both Messinas and Californias.

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

Onions—Home grown are now in market, commanding \$1 per 70 lb. sack. Spanish are in fair demand at \$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—Early Michigan command \$1.50 per bu.; Crane's Early fetch \$2 per bu.

Pears—\$1 per bu. for Sugar and Clapp's Favorite.

Pickling Stock—Cucumbers, 20c per 100; white onions, \$2.25 per bu.

Plums—\$1.50 per bu. for Burbanks, Bradshaws or Guelis.

Potatoes—Home grown fetch 60c per bu. or \$1.65 per bbl.

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

Radishes—15c per doz. bunches.

Squash—Crookneck commands \$1 per bu.

Sweet Potatoes—\$2 per bu. for genuine Jerseys and \$1.50 per bu. for Virginias.

Tomatoes—50c per bu.

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

Watermelons — Indiana Sweethearts find ready market on the basis of \$2.25 per bbl.

### Look For Fifty-Cent Butter.

Omaha, Aug. 31—"Fifty-cent butter before Christmas" is the way the Omaha creamery men put it. Right now they have 50,000 pounds in cold storage and more is going in daily. They have no hesitation in saying that the prices are to advance 25 per cent. within the next few weeks.

Another original subscriber to the Tradesman has handed in his claim for recognition and been accepted—W. H. Hicks, of Morley, whose name has been on the subscription list since the first issue in 1883. The omission of his name from the list published last week was an oversight.

A new use has been discovered for the army. During hard times it furnishes a berth for the unemployed. At present everybody is enlisting under the banner of General Prosperity and the ranks of the army are being depleted in a manner that alarms the government officials.

Lee M. Hutchins (Hazeltine & Perkins Drug Co.) has returned from a brief visit to Grand Traverse and Little Traverse Bay points.

The Holson Motor Patents Co., Ltd., has changed its name to the Church Balance Gear Co., Ltd.

In the church where religion is a matter of satins and silk hats there are always plenty of naked souls.

Religion never works better on Sunday for resting all the week.

### The Grocery Market.

Sugar — The market is without change from a week ago. The demand is fair—not up to the usual volume at this season.

Tea—The market is without incident. The demand is fair in all lines, with prices steady. Japan Nibs are particularly scarce and prices are high. Cables from primary markets show stronger prices for good cup quality teas. Samples of Government standard and low grade Japans show up well in style and cup and prices are thought to now be at the lowest point at which they will touch.

Coffee—The market appears to be a waiting one. The outlook for Brazil coffee is not especially strong, as the supply to be sold is large and it must come on the market sometime. Mild grades are in fair demand at steady prices. Java and Mocha are unchanged and in moderate demand.

Canned Goods—While most authorities look for a good tomato pack, some claim that there will be a decrease of 1,500,000 cases. Gallon tomatoes are steady at quotations. Corn, while easier in tone since the recent rains, is not being shaded materially. Peas are steady at quotations, the demand being quieter. Peaches and gallon apples are steady at quotations, the same quiet demand being noted. California apricots and peaches are devoid of especial feature, nothing in the way of advices from the Coast being noted. Pineapples hold firm at quotations. The Alaska Packers' Association announced the opening prices on salmon Monday. The prices are the same as last year, except on pinks and chums, which are 10c less.

Dried Fruits—Peaches are weaker and more packers have now dropped to the declined price of last week. The demand is light. Raisins are weak and sales have been made at still further declines during the week. Currants are quiet as the trade have been pretty well filled up. Prunes are quiet. Some sales have been made on the low basis of 2 1/4c for new Santa Claras, but by no means every packer will accept orders at that price. Old prunes are about exhausted. There is some reason to expect considerably higher prices for prunes within the next few months. There has been very little buying of new fruit as yet, and when this demand begins prices would seem more likely to advance than not.

Syrups and Molasses—Manufacturers of glucose reduced their quotations 5 points last week and compound syrup went down 1/2c per gallon on bulk syrup and several points on tinned syrup at the same time. Sugar syrup is very dull and rules at unchanged prices. There is some demand for export. Molasses is unchanged in price and in very light demand.

Cheese—Stocks are not accumulating, as is usual at this time of year. Producers have marked up their quotations another 1/4c. The market is in a very healthy condition and no further change is looked for soon.

Rice—Quotations for new crop are settling down on a stable basis. Receipts are expected now continuously to increase, reports from the South being satisfactory.

Fish—Norway mackerel remain unchanged and steady to firm; demand is fair. Irish mackerel are in very light supply; shore mackerel also are very scarce. Cod, hake and haddock have not awakened to the fall demand as yet, some sales being made for future delivery. Salmon are quiet and unchanged. Domestic sardines are still quoted on the basis of \$2 f. o. b. for quarter oils; demand is light. Imported sardines are firm and in somewhat better demand.

Provisions — Smoked meats are without change. Pure lard is firm at 1/4c per pound advance over one week ago. Owing to a good demand and short supply compound remains unchanged and in good consumptive demand. Dried beef, dried pork and canned meats show no change, the market being steady.

Detroit—Clerk Davison, of the United States District Court, has requested Referee in Bankruptcy Davock to adjudicate the Monongahela Distillery Co., of this city, a bankrupt concern. The company goes into bankruptcy voluntarily. Involuntary bankruptcy papers were filed Aug. 13. Official notice was served on the company, but no reply was made through the District Court.

Traverse City—Smith & Hull, of this city, who are lumbering the North Manitou Island, have purchased the stock of goods and store owned by F. A. Dean and conducted by him since its installation a year ago. Philip Thiel, who has been with the Hannah & Lay Mercantile Co. for several years, has been engaged as manager of the store.

Munising — Hardwood lumber is finding a ready sale, but hemlock prices are not at all satisfactory and there is not much demand. Local manufacturers are not willing to sell at present prices and have enlarged their piling room with the intention of holding their hemlock for better prices.

Moran—D. Quay & Son, Cheboygan shingle manufacturers, are erecting a sawmill, with lath and shingle mills in connection, at this place, near which they own a large body of timber. About fifty hands will be employed. The mill will have a capacity of about 50,000 feet a day.

Bay City—R. P. Eymer is erecting a planing mill and factory at Turner, a few miles north of this city. He has bought 1,000,000 feet of hardwood lumber at Tower which will be railed to Turner, 70,000 feet of pine and 40,000 feet of hemlock, all of which will be worked up in the factory.

Escanaba — The Escanaba Veneer Co. has been incorporated to conduct a manufacturing and mercantile business, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Chris. Telgenhof has opened a grocery store near Zeeland. The Judson Grocer Co. furnished the stock.



## CIVILIZING INFLUENCE.

## Effect of a Model Store on Its Patrons.

The real merchant prince of this country is at Prairie Farm, Barron county, Wisconsin.

His name is George E. Scott.

He came there way back in 1883 and made what would be called a fortune at country merchandising. The facts as to how he made it, or whether he made it at all, aren't so interesting as what he did with it after arriving at the local degree where the village banker greeted him with a smile instead of a sigh.

He did not do the way of most country merchants who arrive at a six-figure bank balance—that is, go up on the corner of Pleasant View avenue and West Main street and display his vanity by building a frame dwelling on rock-faced cement blocks, with a front gable and porches that could have been the pride and a monument to the loss of several fingers on the part of any country scroll sawyer—one of those houses of rink-like largeness, to which the village host points with his whip when he takes you out driving behind a team of young spit-fires that ought to be in a circus cage instead of hitched to a stingy-seated spider buggy.

Neither did he move off to the city to enjoy "advantages" while continuing to do business at the old stand.

Here's what he really did:

He built the most beautiful country store in America.

He didn't just jam it up between Ike Splivens' Fifteen Ball Pool Room and Monke & Wheatly's hide and tallow warehouse, but he bought a four-acre lot opposite his old store, erected the new one in the center of it—a low Spanish Mission style of building, with light on four sides, approached by a winding drive, and surrounded with trees, shrubs, geometrical flower beds and a lawn like a fairy carpet.

When Scott adopted the Mission style of architecture for his store he did not know that he was really building a Mission, but it is a great deal more of a Mission than many a building intended as such.

There are rest rooms for women patrons, play room for children, loafing room for the men and a general reading room with all the latest magazines on a big center table. Then there are toilet rooms equipped with the most modern plumbing fixtures and hot and cold water.

Just think of a rest room for the hard-working, child-bearing country women after a long drive over the country—with couches and rocking chairs and even cribs and swings for their babies.

While the decorative scheme of the store proper is very simple, yet the cabinet work is of as good a quality as that of a Pullman car. There are mirrors here and there, built-in seats for the clerks and patrons; there is plenty of working room behind the counters, which, by the way, are as clean and clear of rubbish as the space in front that everybody sees.

In the rear, but connected with the

main structure, are the stables where the farmers' horses are cared for without charge—every comfort for man and beast—and they do say that there isn't a pound of horse flesh in Barron county that will be driven by Scott's store without a protest.

Now isn't this a study for you in practical psychology?

\* \* \*

There is an old saying—something about judging a man by the company he keeps.

There is no better way of judging men or institutions than by the buildings they put up.

Louis H. Sullivan, who made a social study of the practice of architecture, once said: "Show me the building and I will show you the man who paid for it."

This is even so unto nations. The architecture is a history of a people.

You can look at the outside of this building of Scott's at Prairie Farm, Wisconsin, and see that there are honest goods and honest transactions on the inside.

Man creates in the image of his thoughts.

Scott's store is the efficient conception of an efficient man.

A straight-thinking, prosperous man will employ a straight-thinking architect, and allow him in turn to employ straight-thinking masons and metal and cabinet workers to execute the work, and the completed structure will be in the image and likeness of the man who paid for it.

Ask any architect or contractor, and they will tell you that they were never allowed to plan or execute a building better than the man who paid for it, unless they had the time or will to educate him to their standard.

Men do as they think.

The question you will naturally ask is: "Does this Scott store pay?"

There is a tradition among country merchants that if one builds a new store after making a commercial success in an old building, the farmers think the merchant has made too much money off them and quit trading with him.

The reason for this tradition is not where they think it—it is not in merely building a new store.

It is in the fact that when most country merchants rebuild they build a city store in the country rather than a country store.

Scott's move was not a failure, for while it is a beautiful store, expensive, yet it expresses a country store in every line. It is just like a new machine for more efficiently performing an old function. Instead of a woman going in behind a pile of boxes to care for her babe, as we have all seen in a country store, they have a room, private, with all of the comforts of a home.

The reason the city store has always failed in the country is that it is an attempt to force manners, methods and customs on country people when they are opposed to their mode of life—unnatural.

Scott saw all this.

\* \* \*

Any institution occupying so cen-

tral a relation to a community can have an influence upon a people.

This store of Scott's is actually a civilizing influence. They say that all the farmers wipe their feet before they come in and they tell a story about one man who unthinkingly spat upon the floor and realizing where he was, got down on his knee and wiped it up with his handkerchief.

Scott's store is actually a prospering influence, for it renders people more orderly in their work and living, which is a sure road to economy. If they are more orderly they will have more, and on the law of average they will spend more at Scott's store, and he will reap the reward of the prosperity which he created.

This is making money honestly—scientifically. David Gibson.

## Wherein Faith of Friend Proved Torture.

"I had an awkward experience last week," said a traveling salesman. "My power of speech is said to be my fortune, but on this occasion it was an actual torture for me to keep up my end of a conversation.

"In the parlor car, while steaming out of Chicago, I picked up an acquaintance with a stately old fellow, a superintendent of schools in one of the Eastern cities. He happened to mention that his native place was a small town in Iowa. I rapidly recalled that I knew a man who came from that section. Thomas Banks is as good a name as any other for him.

"What! Do you know Tom Banks?" exclaimed the old man, excited and smiling. "Is that possible? Would you believe it, Tom was my protegee back home. I was principal of the high school and he was one of my favorite students. When he expressed a desire to study law I helped him evenings—for a space of two years, I believe. At last, when he decided to go to college I paid him my last farewell, for I left the State before he returned from the first term. But a few years later when he entered a Chicago law firm I gave him a fine recommendation. I got a few letters from him, several after he was admitted to the bar, and some newspaper clippings indicating his progress. But, tell me, how is he getting along? I am anxious to hear."

"The old man's enthusiasm about Tom Banks was thorns and needles to me. Would you believe it? On the very day before this conversation took place Banks had been indicted for jury bribing. From the reports in the morning papers it certainly appeared that they had the goods on Tom. It was the big thud in a long slide which Tom had been taking down the moral chute. The affair was given an especially ugly color because talk was circulating among the Bar Association members suggesting the disbarment of Banks for reasons other than those offered the grand jury.

"Now, what was I to do? Was I to divulge Banks' downfall to that nice old fellow who was taking such a genuine pride in the lawyer he had given the initial lift? I decided that

it was best to keep him in absolute ignorance of the proceedings the day before. To have done otherwise would have been cruelty.

"Between our chairs lay a morning newspaper. The front page contained a 'display' headline bellowing the indictment of 'the well known attorney, Thomas T. Banks.' The paper was folded so that a first glance would not tell the story. Fear seized me that my new friend might pick up the paper and scan it. I eased the sheet away from him, with my foot, carelessly picked it up and then by 'accident' allowed it to whisk out of the window.

"Tom Banks is pretty well to do now," I said at length. "He is married, lives in a swell suburb and owns an automobile."

"I am so glad to hear that," said the educator. "I was always certain that he would turn out well. He was a young man who seemed to have the ability and force to accomplish everything he set out to do. I never shall forget his studious industry. A straightforward young fellow is Tom Banks, don't you think so?"

"I feebly responded in the affirmative. I personally knew of several instances of legal crookedness he had accomplished. Those were times when the ax failed to fall.

"Then the old superintendent gave me a breathing spell by asking me about Tom's family. I knew them fairly well, and not a word could be said in disparagement of Mrs. Banks. I enlarged on the beauty of Tom's home life, which delighted the educator immensely.

"He told me incidents of Banks' school boy days. The old man must have had real affection for him, for he remembered minute incidents throwing light on Tom's side-tracked virtues. In school oratorical contests, it seems, Tom was a shining light. He was a peerless debater, and according to the superintendent he even swayed the emotions of the judges at such contests by his eloquence. I believed it, for Tom can sway juries, too, although it is his method to supplement argument by bundles of money exchanged in the dark.

"I tell you I was glad when my companion took his leave and went back into the Pullman. The strain of upholding the reputation of Attorney Banks was getting painful to me. After he had taken his leave I made a complete round of the parlor car and heaved overboard every Chicago morning paper in sight. I believe my press censorship was effective, for when I changed trains the next morning and took my leave of the superintendent he still referred pleasantly to the success of his protegee.

"I think this incident throws some light on 'youthful promise.'"

E. E. Morgan.

The poorest man in this world is the one who owns nothing but riches.

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



## HOPE COTTAGE.

## Cordyvan's Last Attempt To Escape the Bondage of Drink.

Written for the Tradesman.

Just at the break of day on a quiet summer morning, while the grass was still drenched with dew, before the rays of the rising sun had dispelled the dampness of the night air, or even the birds had begun trilling forth their usual greeting to the coming day, there might have been seen on the grassy embankment of the little cobbler shop the words: Hope Cottage, formed with whitewashed stones.

The old shoemaker was just completing the task of putting the stones in place when an early rising neighbor discovered him at the work.

Judging by the smiles and the comments nearly every passerby who noticed the words seemed to be impressed with a sense of the ludicrous.

"Cordyvan has developed into a landscape gardener, it appears," or, "Cordy is beautifying the spacious grounds about his palatial residence," were among the jocular remarks as neighbors met at the grocery or post-office.

Some saw in this decoration and in the morning-glory vines trained over the porch an evidence of a love for the beautiful; while others as they saw him busy in his little garden no doubt thought his object was to fill up the gaps between jobs of cobbling. Few, if any, understood the deeper meaning of the words or realized the motive which caused the old shoemaker to keep busy early and late with such trifling matters.

Hope Cottage meant more than simply a pretty name for the building which was both shop and dwelling. There, far away from the city, where for years he held a place in a shoe factory as the best workman among thirty, drawing \$21 regularly every Saturday night, and just as regularly returning to his work on Monday morning with the money all squandered, Hope Cottage, with its garden and flowers, was to help him remember his home in faraway England. It was to remind him of the time when he had a wife and child for whom he worked and abundantly provided by his industry at his chosen vocation. By these memories he endeavored to bolster up his resolution to be a man once more. It betokened a hope of escape from the bondage of drink. It was a place of refuge, a fort, an entrenchment against an enemy. Far away from former boon companions, with no abundance of money—just enough to eke out a living—he hoped to be a sober, decent man once more.

The wife was long since dead, the daughter married and he had come to the conclusion that no one cared for him, and so had gone on with his drinking, squandering health and wages. But he was not an old man after all—a little past 50 perhaps.

There came a time when his employer had to let him go. His next work was in the city park as a day laborer, and then he went or was kindly sent out into the country and

worked on a fruit farm. Rumor said he had spent a winter in the county house. Finally he found this cobbler shop and a demand for cobbling. He rented the building and soon the shoes and the harnesses came in to be repaired. He was a genuine shoemaker—not simply a cobbler. Quiet, respectful and ready to accept other work aside from his trade when cobbling was slack, he was welcomed as filling a need in the community. Had he continued thus he could have made a living and won the respect of all.

When a man has reached middle life and is able to work, with no family to support, there is something wrong somewhere if he has no home, no money ahead and no clothing except what he has on. Sooner or later the reason will become apparent.

Nearly every one at the "Corners" was subject to be nicknamed, and because of his frequent reference to and praise of a certain kind of leather it was not long before all the "boys" were calling him Cordyvan.

The nearest saloon was six miles away, but it was only a half mile to the cider mill, and there he found hard cider. For about a year his cider drinking did not appear to interfere with his work. But with the advent of a new-found crony to drink with him moderation was forgotten. The more cider they drank the less they felt satisfied with it, and away they went to the village saloon to get something stronger.

When the shoe shop door was locked all day and Cordyvan, sleeping off his drunk inside, would not arise to deliver the repaired shoes or take in more work the people began to be disgusted. They would not patronize him when he was not "sick" and wanted work. So it went for a year or more.

What the influences were which led him to designate his abode as Hope Cottage and endeavor to make a stand against his old habit perhaps no mortal will ever fully know. It may have been that the old deacon whose physical labors were ended and who was waiting for the call to his rest may have had something to do with it. Having himself left old England when a young man to seek his fortune in America and having come from the same part of the Old Country he often sat and talked with the shoemaker while he worked.

However strong may have been Cordyvan's desire for reformation the old appetite—the bondage of drink—was stronger and his sprees became more frequent. His little accounts with the grocer and meat man were not promptly paid when he had obtained sufficient money to pay them as at first. The unnatural thirst held first claim. An attempt was made to oust him from his shop and rid the village of his presence, but he had a contract to buy the shop, and when the case was tried before a justice of the peace Cordyvan's claim was established and he continued to hold possession until no work and no money forced him to seek another location.

He found it in a village where

there was a saloon. Then he sold his claim in the shop, paid his accounts and departed. It was prophesied that he would spend all his earnings in the saloon and that when winter came the town would have to support him.

A man may be able to stand hard cider or beer or even stronger liquor for a good while, but to partake of the deadly dope which is often concocted by the legalized dispenser of beverages may result in a speedy demise. Six weeks later it was said that the saloonkeeper's "strychnine and rain water" had done its work for Cordyvan. On a Sunday morning he had walked a mile or two to see an old chum, sat down on a lounge and breathed his last. The daughter could not be located and the town had to bury him. So he sleeps in a pauper's grave.

Hope Cottage could not save him from the bondage of drink, and the fact that he hoped by the memories of other days to lead a better life showed that he could not depend on his own strength or resolutions. Helpless by himself, he rejected the only adequate source of strength. He spoke with courtesy of the Bible. In his sober moments he treated his fellowmen respectfully, but he had no respect for his Creator who had bestowed upon him a measure of strength and skill and intelligence which rightly used would have made him an honor to any community. He might have been a blessing to his fellows and left a name worthy of remembrance.

To live for self alone is to make a failure of life. The choice which is made in youth will determine the course of one's later days. No one is safe who trusts in his own strength and wisdom.

To end a life in peace and satisfaction one must yield to right influences, must choose a right course, must place himself in the care of One who is "mighty to save;" Who alone can "keep thee from falling."

E. E. Whitney.

## Origin of the South Division Street Railway.

Written for the Tradesman.

When the Michigan State Agricultural Society voted to hold its fair on the grounds of the Kent County Agricultural Society in the year 1873 the need for cheap and rapid facilities for transporting the people to and from the fair was made apparent. The late William Winegar and Henry Miller were induced to take up the matter and owners of property located on South Division and Hall streets invited to contribute to a fund to be raised for building a street railroad. Votes were pledged to the amount of \$12,000 by the owners of property—a sum more than sufficient to pay the cost of the road. In the early seventies the cost of building commercial railroads in the State of Michigan averaged \$16,000 per mile, while street railroads, because no grading, bridges or culverts were required and rights of way had been provided by the public, could be built for \$6,000 per mile. The South Division and Hall Street Rail-

road Company laid its tracks of the cheapest material obtainable. The timbers were not properly supported, while the iron rails were so light and thin that the cars would not stay upon them. The flanges on the wheels of the bobtail cars purchased for use on the line were so wide and those upon the rails so short as to serve no purpose in directing the course of the cars. When the road was put into operation a change in the rails was proven necessary and this was effected by turning the bottom sides upward, the timbers supporting the same guarding the course of the trucks when the cars were in motion. The running of a car over the rails from the starting point, on the corner of Monroe and Division streets, to the entrance of the fair grounds at Hall street and Jefferson avenue without its leaving the rails from one to ten times was a rare incident. Patrons of the road submitted to these inconveniences of travel good-naturedly, recognizing in the enterprise the initiative of better service in the future. When a car jumped the track all male passengers assisted in replacing it by lifting, while the ladies added the weight of their presence to the labor by assembling upon the platform opposite the one which the men were lifting. Messrs. Winegar and Miller built an extension of their line through Fifth avenue to the base ball grounds on Jefferson avenue and south on Lafayette street several blocks. Operating the road proved profitable and the convenience it afforded aided materially in building up the south end of the city. The owners improved the road from time to time, in one summer substituting heavy rails for the thin light ones laid in the beginning. The property gained in value rapidly and when it was sold to the Grand Rapids Street Railway Company it brought a very substantial sum to the owners. It is doubtful, however, if the road would have been built in the year 1873 but for the liberal financial support furnished by the owners of property on the route proposed. In that year the territory south of Wealthy avenue was but sparsely occupied. The greater part of the land was tilled by small farmers. Arthur S. White.

## Plenty of Them Here.

"I see an American girl is to marry a Portuguese pretender."

"She might as well stay at home and marry an American pretender. I did."

Many think they are saints because they affect to sneer at the dollars they are too slothful to earn.



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E. A. STOWE, Editor.

September 1, 1909

### FOOL NEWSPAPER TALK.

Led on by the Free Press in Eastern Michigan practically all of the daily papers in the State are throwing an elaborately evolved and, to those not conversant with the facts in the case, a somewhat plausible fit over the recent incorporation of eighteen hydro-electric power companies in Michigan at Lansing.

Naturally enough, looking solely at the abstract fact that there are undeveloped water power privileges in Michigan, there must be someone who has eyes upon those privileges and is striving to interest capital for the development of such utilities in embryo.

Thus the matter becomes purely a question of finances, to the total exclusion of latitude, longitude and environment. Thus Messrs. Hodenpyl and Walbridge, having been designated as fiscal agents, their ability and resources must be analyzed and "placed." In this dilemma there is but one solution, and so the General Electric Co.—that big black bogie of the amateur electric world—is designated as "the milk in the cocoanut."

This fairy tale presupposes that the Hodenpyl - Walbridge syndicate, strengthened by the Loud-Woods-Potter-Clark interests, are too lazy, dependent and timid to swing the thing on their own account and, compelled to surrender to the General Electric, are trying to hoodwink the people of Michigan by going through the mere form of incorporating nearly a score of separate companies, representing an aggregate capital of about three millions of dollars.

The facts in the case are that Messrs. Loud and others have for over two years been making explorations and tests as to possible water power privileges along the Au Sable and Rifle Rivers. They know with reasonable accuracy as to the aggregate development possible. They also know, however, that such a development depends upon the possibility of disposing of the power to be created at a profit.

The territory thus under consideration is from seventy-five to 150 miles away from the districts which would be able, if they possessed it, to utilize that power. To transmit that

power over such distances means an immense investment for towers, copper wire, rights of way, subsidiary power stations and all the rest of a great carrying system. This being the case it is natural and good business to interest the light and power companies and the interurban railway companies already in Bay City, Saginaw, Flint and other towns which, it is hoped, are to be served in the promotion of the greater project. Moreover, it is a proposition which may be comfortably realized without appealing to or accepting the dreadful aid of the General Electric Co.

The gentlemen who have put millions of dollars already into the initial campaign—the making of surveys and tests, the securing of flowage rights and the obtaining of estimates—are quite competent to proceed with their operations and are showing excellent judgment in enlisting the co-operation of Messrs. Hodenpyl and Walbridge.

These gentlemen, thoroughly acquainted with the experiences of the Grand Rapids-Muskegon Power Co. and the Commonwealth Power Co. in the cities they serve, know as to the percentage of unreliability there is in the operation of hydro-electric power plants; they know that subsidiary power plants at Bay City, Saginaw, Flint and Owosso will be required during the fall months of each year to be ready for emergencies liable to arise at any time. Knowing these things no gentleman interested in the various corporations is ready to turn his investment over bodily to the General Electric Co.

### A WISE PHILANTHROPY.

Most people wish they had money and a lot of it and many of them say they wish they had money that they might give a good deal of it away to those who are needy and deserving. It is the business of everybody to help the worthy whose needs are brought to their attention. The majority of folks are charitable or of charitable intent. Those of moderate means probably give more proportionately than those of larger wealth, yet in these latter days it is fortunately coming to be fashionable to give money for homes, hospitals, colleges and eleemosynary institutions of various sorts. It is to be regretted, but can not be denied, that there are a good many who pose as poverty-stricken applying for aid, who ought not to have it. These imposters do irretrievable damage and keep the worthy poor out of many a dollar they would otherwise have. Institutions are always nagging those suspected of having money, and the begging letters which a multi-millionaire receives would fill a basket every day. It is for these reasons that it appears to be better to give through some organization whose agents are always on the lookout and are familiar with conditions, so as to be able to discriminate between the worthy and the unworthy.

All his life long Russell Sage accumulated wealth. He made immense sums of money and kept all he made. Though many attempted it, few were able to touch him with appeals for funds. When he died he left his wife

a vast estate and apparently she is exercising just as good system and sense in disbursing it as he did in collecting the fortune. It is so well established as to need no argument to prove that the best thing which can be done is to help people to help themselves. Giving money outright as a donation is very liable to pauperize the recipient in cases where the recipient could do something to earn the cash. Another way is to enable the worthy poor to get more for their money than they otherwise could. Mrs. Sage has been acting on this principle and has already built more than forty six-room cottages not far from her home on Long Island. They are for the use and occupancy of young working people, and the rent of no cottage is to be over \$12 a month. She has recently purchased half a hundred more lots upon which as many other cottages will be constructed, all fitted up with modern equipments and improvements. Presumably the tenants are permitted to purchase on easy terms if they desire. This is a substantial, common sense philanthropy. It enables these young working people to get more for their money than they could anywhere else, but preserve their self-respect, encouraging them at every step. Incidentally, by this means Mrs. Sage is getting some very good neighbors.

### GREAT COMET COMING.

The astronomers all over the world are now on the lookout for Halley's comet, the most famous of those wandering bodies that visit our sky. It may turn up at any moment to those night watchmen who are gazing through telescopes, and it ought to make its appearance any time from the beginning of September, which is almost here, to the end of December.

This comet, named from Edmund Halley, astronomer royal of England, whose studies and the information put forth by him on the subject are of the greatest interest, is the most important of such bodies known to us because of its return every seventy-five or seventy-six years and its association with notable historic events. It was blazing in the sky in 1066, when William of Normandy crossed over from France with an army and conquered and took possession of England. It appeared in 1456, after the Turks had captured Constantinople and were starting out to conquer Europe, whose people were aroused to such a pitch of panic that everywhere in the churches the people prayed to be delivered from "Satan, the Turks and the comet."

For long ages it was not known that comets belonged to our solar system and made periodic visits and it was through the studies of Halley, who investigated the comet of 1682, that their periodicity was discovered. He identified the visitor then appearing with accounts of the comets of 1456, 1531 and 1607 and he predicted its return in 1759.

Of course Halley did not live to see his prediction fulfilled, but as the year approached there was great interest manifested in the outcome.

Would the comet appear? We can imagine the intense anticipation of astronomers as the time drew near. And they were not disappointed. The comet was discovered on Christmas night, 1758. It was several months before it was in a position favorable for observation. In April and May it attained great brilliancy. Its tail reached a length equal to more than half the distance from the zenith to the horizon. It was a great spectacle.

This interesting comet appeared again in 1835, and now it is almost due for another visitation. That a comet can wander two thousand millions of miles from our sun and still not be out of its reach and power of attraction passes imagination when we reflect that our earth is only ninety million of miles away. When the comet shall come back to the sun it will approach that luminary as near as twenty millions of miles. Should it fall into the sun that would make a spectacle of extraordinary interest and some of the astronomers express the fear that it would stir up the solar fires to such a degree that the excessive heat might burn up our earth.

Fortunately for us who reject the notion that the sun is a blazing fire, but have a full and complete faith that it is a titanic electric light, we have no fears of such a catastrophe. The only possibility of damage to us is that a comet might run into our earth and give it a terrible jolt. The theory is that comets are the fragments of planets that have been broken up by explosions, and that they are composed of vast collections of rocky boulders, dust and other debris. They are probably shining by light reflected from the sun or their rocky fragments grinding together generate enough electricity to make them luminous.

Unfortunately for the astronomers, they have overloaded their theories with matter and mathematics and have given the electric conditions and possibilities of the celestial universe little or no attention, hence their ignorance of the real nature and operation of the forces that control them.

The ancients regarded comets as portents of evil, as flaming swords in the sky presaging destruction and slaughter. Many persons doubtless remember the great comet that flamed in the sky in 1861 when the war of the rebellion was brewing. A comet attended the assassination of Julius Caesar and the downfall of the Roman empire. Another officiated at the Norman conquest of England, while still another was present when the Turks first successfully invaded Europe. There were many other such terrifying visitations recorded in history, but our world and its inhabitants survive. Therefore, we need give no regard to the coming comet, which is, doubtless, going to pay us one of its regular periodic visits, which it has been doing every three-quarters of a century since our solar system began.

They who have the bread of life for a world have no right to waste time fighting over its history.



### REAL RULERS OF MEN.

Possibly after Washington, and in many respects before him, there is no American whose personal character has produced as profound an impression upon the people of the age in which he lived as was achieved by Robert E. Lee.

Washington was the embodiment of the active energy and zeal that carried to a successful conclusion the war that established the independence of the American Republic. Patrick Henry, by his fiery oratory, aroused the American people to the pitch of excitement and interest that made them ready for revolution. Jefferson, Adams and Franklin formulated the doctrines and principles upon which the movement was to be based, but when it came to taking up arms Washington was the moving and governing force. He was a man of strong and positive nature, who made enemies as well as friends, but, despite open opposition and secret treason, he carried with him the great body of the people and brought a seven-year war to a successful issue and close. But the tribute that is paid to Washington is more of admiration than of love, and perhaps the greatest act in his entire career was his stern and determined rejection and casting aside of the crown which his victorious army had offered him.

Lincoln is often placed by the side of Washington in the historic gallery of the Republic's greatest men. He was a man of great strength of character, and his devotion to the cause of the Union was beyond all expression sincere and unselfish, while he never lost his sense of justice to the South and its people while he was exerting all the power and energy of his section and its superior resources of population and material to subdue them. It was in his desire to restore the Union, with every State in its place, that he demonstrated his greatness.

But in a world tribute of love, as well as admiration, Lee surpassed them all. Colonel Henderson, the great English critic of strategy, author of a famous life of Stonewall Jackson, in a commentary on the wonderful achievements and character of Lee, quotes a line in Latin from Lucan's poem of Pharsalia—"Victrix causa deis placuit, sed victa Catoni"—("The cause of the conqueror was favored by the gods, but our hearts were with Cato, who upheld the cause of the conquered.") Such, at least, is the meaning freely translated, and as time goes on more and always more hearts are with Lee.

A notable evidence of this is seen in a succession of articles on "The Battle of the Wilderness," in the Atlantic Monthly Magazine, from the pen of General Morris Schaff, of the United States Army, who was an ordnance officer at the time, and was actively engaged in the field during Grant's campaign against Lee in the Spottsylvania Wilderness. Says General Schaff in the Atlantic for August:

"What was it that so animated Lee's army that, although only about one-half as strong in numbers as we were, they fought us to a standstill in the Wilderness, and held their lines

at Spottsylvania, although we broke them several times? What sustained their fortitude as they battled on, month after month, through that summer, showing the same courage day after day, until the times and seasons of the Confederacy were fulfilled?"

He answers his own question by declaring that it was Lee's wonderful personality that wrought an almost magic influence on his army. "Men," said Bonaparte, "are nothing; a man is everything." Says the writer in the Atlantic:

"In looking for the source of Lee's personal influence, we have to go back, I think, to the inherited habit of respect which the people of the South paid to social position. It was not born of a feeling of subservience, however, for the poorest 'cracker' had an unmistakable and unself-conscious dignity about him. He always walked up to and faced the highest with an air of equality. No, this latent respect was a natural response on the part of men of low estate to good manners, and oft-displayed sympathy. Lee, by his connection through birth and marriage with the most distinguished and best families of Virginia, represented the superior class. Moreover, that he was a Lee of Virginia, and by marriage the head of the Washington family, had, from one end of the South to the other, a weight which the present commercial, mammon-worshipping age knows or cares but little about.

"Again, nature in one of her moods had made him the balanced sum, in manners and looks, of that tradition of the well-bred and aristocratic gentlemen, transmitted and ingrafted at an early age through the cavaliers into Virginia life. But for his military prowess he had something vastly more efficacious than ancestry or filling the mold of well-bred traditions. He had the generative quality of simple, effective greatness! in other words, he had an unspotted, serenely lofty character, whose qualities were reactive, reaching every private soldier, and making him unconsciously braver and better as a man. So it is easy to see how the South's ideal of the soldier, the Christian and the gentleman unfolded, and was realized in him as the war went on. His army was made up chiefly of men of low estate, but the truth is that it takes the poor to see ideals.

"Taking into account, then, these two mysterious yet real forces, religion and exalted character, we have all the elements, I think, for a complete answer to the question we have raised."

General Schaff's explanation is probably too metaphysical and complicated when given in detail. The simple fact is that the great general had gained the absolute confidence of his men. He had always led them to victory; he had never been defeated, never driven from the field, no matter how great the odds against him. Then there was his noble, generous and self-sacrificing disposition, always caring for his men and always sharing with them their privations and hardships. This made them love him.

There was Stonewall Jackson, an iron man, with no tenderness in his disposition, no gentleness towards friends or enemies, and one of the fiercest fighters in the world. In religion General Jackson was like the grim old Covenanters of Cromwell's time. He was never beaten, and he had gained the absolute confidence of his men, who fully believed that when he led them to battle it was to victory, and so they idolized him, but in a way totally different from their love for Lee, but no less devotedly. In each case it was character that won and controlled their men. Lee and Jackson stood for honor, truth, fidelity to principle and for unflinching courage in behalf of what they believed was right. It was so with Washington and Lincoln; it is so with every man who gains and holds the respect of the people who know him, and without character no man or woman can secure any honorable love and regard.

### GAS ENGINES IN NAVIGATION.

That internal combustion engines will eventually be used as the motive power of ocean-going ships is widely believed, although some of the practical problems connected with the development of the gas engine may make the adoption of that power in navigation less prompt than could be wished. The sort of gas engine commonly referred to as the one likely to be employed in navigation is the sort that uses coal gas, the gas being developed in the ship itself from ordinary coal. Some experiments have already been tried with more or less success in the use of such gas engines for the propulsion of ships, the most important experiment having been made by the British Admiralty.

There is an experiment now in progress on the Rhine which is worth nothing, because it not only shows an effort to put gas engines to practical use, but it includes the employment of lignite or brown coal as the gas producing material. A boat which is employed to tow bigger vessels up and down that river has been provided with two internal combustion engines, each of 200 horsepower. They are operated by means of gas manufactured from brown coal, or lignite, and that material is supplied in the form of briquettes, made by adding some glutinous substance like tar to the pulverized coal and moulding it in blocks of a convenient size. According to a correspondent of the London Times the briquettes are delivered on the boat for nine English shillings (about \$2.25) a ton. It is estimated that the cost of briquettes enough to drive a boat of 500 horsepower would be slightly more than 50 cents an hour.

Lignite is inferior in heating qualities to bituminous and anthracite coal, and for that reason it does not command a ready sale, even where it is abundant. If the Rhine experiment proves an entire success a new use may be found for lignite. It is said that no difficulty has been experienced in purifying the gas made from this substance, hence the cylinders of the engines have not clogged from its

use as much as would have been the case had bituminous coal been used. If it can be shown that lignite can be made serviceable on the water it would be equally serviceable on land.

The experiment being conducted on the Rhine should therefore be carefully watched, both because of the light it may throw on the value of the internal combustion gas engine for navigation, as well as upon the value of lignite in developing what is known as "producer gas."

### THE NEAT PACKAGE.

A child who was sent to buy twenty-five berry boxes came home with a humiliating trolley car experience. They had been wrapped in paper at her special request, the dealer simply handing them out unwrapped until she protested. But the string did not protect the ends. It was tied loosely around the middle of the package and when she reached the station the column was broken and the boxes flew in all directions.

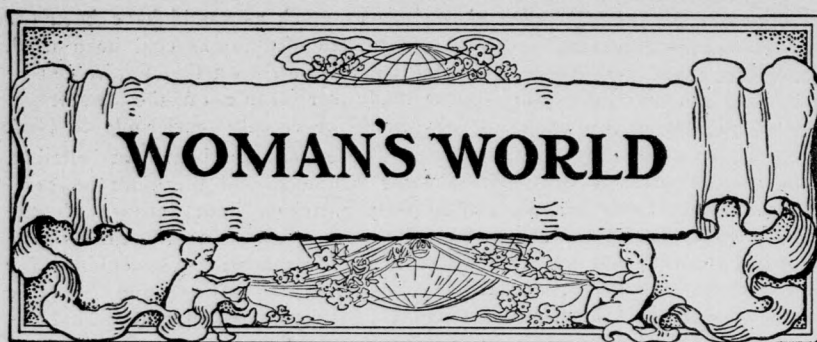
They were gathered and piled anew, to repeat the spilling process as she entered the car and when leaving it "I was kept busy," she reported, "saying 'Thank you' to the different people who picked up the boxes and handed them to me as I was going along the aisle."

One or two lengths of string over the end of the package would have rendered it not only secure but neat, and saved the child humiliation and the grocer some of his reputation. The excuse that he "supposed she had a rig at the door" is scarcely sufficient, especially after she requested him to wrap them up. Besides the boxes needed protection from dust, even if their segregation caused no personal inconvenience or embarrassment.

With children particularly should it be a special care to do up all packages securely. Soiled goods are not warmly welcomed in the home. If some of the trimmings are lost through careless wrapping another dealer is apt to get the next patronage. With cheap paper—that of sufficient strength to endure ordinary strain is a necessity in good business—with plenty of stout twine to hold it in place during the transit the strong, neat package is too good a trade mark to be ignored.

The aeroplane business continues brisk. The machine navigated by the Wrights met all requirements and was taken by the United States Army and its manufacturers realized about \$30,000 in all from the sale. Now the Navy Department wants an aeroplane which can rise from the water and one which when it strikes water again will float like a duck. Specifications are going to be made and proposals asked. What is demanded is a rather more severe test than that asked for by the Army. The Navy wants an airship which shall not only be a ship in air and on water but which can remain in the air four hours, carrying two passengers and having a speed of forty miles an hour. There is no doubt whatever but that the Department will get what it wants.





### Good Temper the Keystone of Happiness.

There always has been and doubtless always will be much discussion as to what qualities are most to be desired in a husband or wife. From time to time symposiums on the subject have been held by popular family magazines, in which hundreds of votes have been pretty evenly divided between the various virtues of mankind, domestic and heroic, not forgetting the practical desideratum of a comfortable bank account.

But of all qualities which are conducive to happiness, not only in the close companionship of married life but in human intercourse in general, there are few to equal—none to surpass—the homely one of good temper, which has well been called the parent of the virtues, since it is the foundation of peace and kind feeling for one's fellow men.

There is nothing which so much makes for the misery not only of its possessor, but of all who are so

unfortunate as to be intimately associated with him or with her as an ungoverned and unreasonable temper.

No one on earth, excepting perhaps an ill tempered woman, is so difficult to live with as a really ill tempered man; and the worst of an evil temper is that, being indulged, it grows worse as its possessor grows older.

Ill tempered people not only poison their own lives but also those of all who are obliged to share those lives. One never can tell when a tempest of temper may descend like a bolt from the blue, and life under such conditions often becomes almost unbearable.

Unfortunately, people who are in love usually for the time being bid adieu to common sense and reason. It was not without good cause that the ancient Greeks painted Cupid blindfolded. The portrait would have been truer to life had they instead given him rose colored spectacles. Lovers, in the first ecstasy of passion, usually lose sight of everything excepting each other, whom they be-

hold in a halo of roseate light which wholly obscures all defects.

There is an old story of a suitor who, wishing not to marry any but an amiably disposed woman, made an attempt to test the temper of the girl whom he admired by upsetting a plate of soup upon her beautiful dinner gown, presuming that, as she had but little money, the gown would be of importance to her. She was charmingly sweet under the ordeal and, delighted at her amiability, the lover upon the first opportunity proposed and was accepted. Later on, when the bride proved to be little short of a virago, her disappointed husband reminded her of the incident.

"Oh, yes," she rejoined, "I remember; but did you think me fool enough to fly out at you in public? I was angry enough to have struck you, but I bit my tongue and smiled—of course I did. What else could I do? You ought to have seen me cry with rage when you had gone and I went upstairs."

It is not upon such occasions as this that the truth comes out, but in daily intercourse; not when lovers are alone, but when everyday associates are present, that sidelights on character may appear. When the two go about together, let them each note the manner of the other to strangers, to old people and children in crowded cars, to beggars—nay, even the manner of a man towards a stray dog sometimes may be an index of character well worth observing. A man usually can see his ladylove in her

own home, where her manner towards her family and theirs to her, especially of the younger children, should be noted. The sister who is beloved by her small brothers and sisters usually is lovable all the way through and is apt to be even tempered and companionable in everyday life.

There is no more desirable trait for a companion in the journey of life than that of cheerfulness, the yoke-fellow of good temper. "A merry heart doeth good." But cheerfulness is not merely hilarity or fun. It includes the ability to look on the bright side, to make the best of everything, to refuse to meet trouble halfway, and to do one's best bravely and hopefully. Such a disposition is invaluable and the worth of its owner truly is above rubies. Dorothy Dix.

### Preferred Age.

"Yes," said the old man, addressing his visitor, "I am proud of my girls and should like to see them all comfortably married, and as I have made a little money they won't go to their husbands penniless. There's Margaret, 25 years old and a real good girl. I shall give her a thousand pounds when she marries. Then comes Bet, who won't see 35 again, and she'll have two thousand and the man who takes Dora, who is 40, will have three thousand with her."

The young man reflected a moment or so and then nervously enquired: "You haven't one about 50, have you?"

If you fear to lose your dignity you have none worth losing.

## Only Twelve Days to the WEST MICHIGAN STATE FAIR September 13-14-15-16-17

### THE CALENDAR

Monday—Opening Day.  
Tuesday—Children's Day.  
Wednesday—Grand Rapids Day.  
Thursday—West Michigan Day.  
Friday—Automobile Day.

Every Day a Leader!

Not a Dull Spot on the Slate!

### The Great Auto Day

Friday will be "Auto Day." See the wizards of the wheel whirl round and round the oval—a mile and more a minute—clipping additional fractions from the marvelous time already recorded. Don't miss the auto races.

### Horse Features

This year the notable Horse Show of 1908 bids fair to be eclipsed, not only in number but in class of entries.

[I]T'S only twelve days to the biggest State Fair Western Michigan has ever seen. Twelve days is a mighty short time. Lay your plans now. Don't miss this carnival of fun, interest, excitement and education. Just twelve days from today the gates open on the finest exposition this great section of a great state has ever been privileged to witness.

### Free Open Air Attractions Vaudeville and Circus Acts

will be given every afternoon of the fair on a platform in front of the grandstand, consisting of Captain Treat's performing Seals and Sea Lions; Arnoldo's jungle animals, trained Leopards, Panthers, Jaguars; Landauer's troupe of aerial bar actors; Simple Simon Trio, Trick Horse and Comedy acrobats.

### Airship Races

Airship races every day! Speed contests between the famous aviators Roy Knabenshue and Lincoln Beechey.

### LOW RAILROAD RATES

All roads leading to the West Michigan State Fair in Grand Rapids September 13 to 17 will make one and one-half the one way fare for the round trip as the rate which shall prevail during the big fair.

### THE RACES

There will be nine races at the West Michigan State Fair. Pacers will have five chances to start and trotters four.

All classes will have \$500 purses offered.

Entries close Tuesday, Sept. 7, and all races will be three in five, five heat limit plan.

### Get a Prize

Every farmer or breeder in this locality should not fail to enter his choice products at this year's West Michigan State Fair, which it is assured will be the greatest in the history of the organization.

### Cattle and Other Stock

The special dairy tests, which have been features of the past three West Michigan State Fairs, will be repeated this year.

**\$18,000 in Premiums Will Attract Marvelously Interesting Exhibits**  
**\$6,000 in Purses for Trotting, Pacing and Running Races on the Fastest Track in America**

Send for a PREMIUM BOOK or for Other Information to E. D. CONGER, Secretary, Grand Rapids, Mich.



## CURIOUS ADDRESSES.

## Problems Which Postal Clerks Have To Solve.

Written for the Tradesman.

It is quite the proper thing to find fault with all servants of the general public. We growl at the telephone people if the service gets one shade below the speed of chain lightning. The street cars come in for their share of censure. One single telegram gone astray or delayed will furnish subject matter for many a lengthy dissertation, and Uncle Sam himself does not escape if an occasional letter slips through the fingers of his employes and fails of its destination.

But when one stops to consider the marvel is not in a letter lost here and there, a telegram delayed, an inattentive street car conductor, or even not the promptest service from a busy telephone district. The vast volume of prompt and efficient work that is accomplished by all these different activities passes us by unheeded and unappreciated. It is all so well done in the main that it is only the lapses that impress us.

Take, for instance, the mail service. Somewhere there must be statistics giving the number of letters and other pieces of mail handled each year by the postoffice department, but we all know that it is enormous and we also know that the cases in which our own experience can offer cause of complaint are scarcely worth considering in comparison with the amount of mail that has come safely to our hand. How certain strangely directed letters ever reach their destination is really the matter for wonderment.

In a package of envelopes before me there seems to be evidence that many individuals had conspired to put the postal people to a much severer test than any ever applied by a civil service examination, but back of it all is a very pretty story:

In a certain town in Western Michigan there lives a man small of stature, sunny by nature, thoughtful of everybody, helpful to any who need help, the friend of all who will accept the free gift of his friendship and the loving service that goes with it. He has an eager, active mind; a heart big enough to compass first a great suffering humanity and then have room for all the joys and jokes that spring up in the pathway of such a soul.

It is the mail of this man that holds interest, even to the envelopes which all may read, and stirs wonder that many of them ever made a homing.

For a man fairly well known in the State it is not especially remarkable that a letter mailed in Detroit and directed Mr. E. C. Dana, City, should have reached him in Niles, his home, for that falls within the scope of postal clerk wisdom and the keen scent for people.

"Keyboard and Bellows Dana," bearing its joke understood only by those concerned, "Literary Dana," "My Gene Dana," "The Ever Clever Dana," and even the inversion,

"(!) anaD" and all others in which any trace of the name appears are sure eventually to go the way intended. A photograph pasted on the envelope, so man and picture can be matched up, like reduced fare railroad tickets, and a pen-drawing of a winged head flew straight to the original.

One envelope bears a musical staff, each letter of the name E. C. Dana represented by a whole note in its proper place except the "n," which, of course, had to be written in.

In other cases, however, the cause must be sought in the nature of the man and his far-reaching love for humanity:

Most of us are early endowed with one name which, with certain possible accretions, we carry to the end of life. The individual who can be recognized by a mere mention of certain personal characteristics or by traits and services not generally noised abroad must have lived his life with emphasis.

Except for town and state, just the mention of a single characteristic is all that appears on a number of envelopes, as "Altruism Personified," "Everybody's Friend," "Unlimited Good Influence," "The Little Prince," "To the Harbinger of Happiness," "The Man with the Angelica Disposition," "The Immortal," "The Peerless One," "The Constellation, Ursa Major," "The Little Nugget," "The Man, Who Is It," "To the Sunshine of Paradise Alley," "To the Man Who Makes Sunshine After Sunset," "To the Noblest Roman of Them All."

One man elaborated the address into a triplet:

"To the Little Giant with Heart of Gold,  
Who brings us back to the days of old  
When men were loyal, brave, and bold."

Another reached the quatrain:

"Little bit o' fellow  
Everybody knows—  
Don't know what to call him, but  
He's mighty lak a rose."

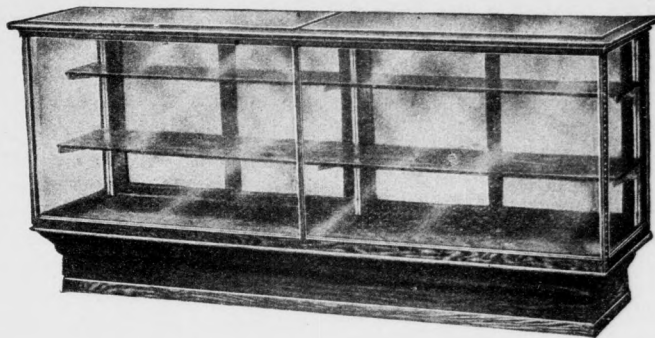
Some others run: "To the Smallest Man, But the Largest Hearted in Niles," "To the Charming Little Man with the Great Big Soul," "The Only One, the Only Way," "The Prince of Entertainers and the Entertainer of Princes," "The Man with the Mental Gun Who Fires Love at Everyone," "The Little Non-union Man." In the corner of this envelope appears the legend, "If married return to—"

Of course Elbert Hubbard discovered such a man and hurled letters at him addressed as only the arch Roycrofters could address them. The series forms a crescendo:

"Rev. E. C. Dana," with no relevancy to the reverend. Then followed "Friend Dana," "Brother Dana," "To That All Round Rogue, Dana (of Niles and elsewhere)," "To the Little Man, Bigheart." Then the name disappeared entirely and the yellow envelopes bore only, "To the Arch Rogue of—," "Rogue in Ordinary," reaching the climax in "The Boss of Them All" and "The Ornerly Cuss." Florence Milner.

The Golden Rule in business is simply in giving value received.

Nowadays women have more hair at dinner than at breakfast.



## The Best Show Case

### In the World for the Money

A sweeping statement without qualification, and deliberately made. We are prepared to prove it to the satisfaction of the most skeptical.

The cut shown in the illustration is our popular No. 63. This case is 26 inches wide, 42 inches high and is fitted with two adjustable wood shelves, 10 inches and 14 inches in width. It is glazed with bevel and double strength sheet glass in fronts, ends and sides. Has plate glass top. Carried in stock in 4, 5, 6, 7, 8, 9, 10, 11 and 12 foot lengths. Regularly shipped K. D.

We will make a special proposition to all new customers who will order before Nov. 1. This is to introduce our goods where they are not now in use. The offer is so exceptional that we can sell but one order to a customer at the price, and wish it understood that it cannot be duplicated in the future. Write us today and send coupon to the Grand Rapids office.

For sixteen years we have been making good show cases. We have left no stone unturned, spared no expense to build the best case possible. Every piece of lumber is carefully air and kiln dried. We grind our own glass. Every part of each case is made right in our own factory under personal supervision of experts of long experience. Nothing is slighted. Everything is skillfully and painstakingly done.

Our goods are known and used the world over. Still, there are many who have never purchased a Wilmarth case. To those we say: Send us an order for the No. 63 or send for our catalog and select one of the other styles. We will make you a special price on any case you may select if you are a new customer. We carry over 1,500 cases on hand at all times ready for prompt shipment.

We make over twenty different styles of cases for every line of business requiring them—wood frame cases with wood and marble bases—all glass cases with marble bases, in all standard sizes. We make cases to fit peculiar conditions. Send us plans of any contemplated changes or additions and we will figure out what you need and quote you prices. If you are going into a new business this fall be sure to install Wilmarth cases. You will never regret it. Use the coupon.

### WILMARTH SHOW CASE CO.

936 JEFFERSON AVE.

GRAND RAPIDS, MICHIGAN

Wilmarth Show Case Co., Grand Rapids, Mich.

Please send us catalog and particulars about your special proposition.

Signed \_\_\_\_\_

Address \_\_\_\_\_



## A QUICK CHANGE.

## Birth and Growth of Hull's Department Store.

Written for the Tradesman.

Matthew Hull had been in business in the same store where he began his career as a merchant for twenty-three years and, as he expressed it, he "had not expended ten cents a day during that time for advertising purposes."

And yet he had prospered fairly well up to within the past five years and, seemingly, was unable to figure out to his own satisfaction sufficient reason why, for the five years in question, business should be going backward.

In the early days he had now and then been able to dicker a little outside; to get a mortgage at 6 per cent.; buy a few shares of the stock of the leading local bank; take an interest in a prosperous, long-established industrial enterprise and on one occasion, by foreclosure, to secure an excellent farm of eighty acres just outside the city.

"I'll tell you what's the matter with your business, Mat," said Thorpe Ringer, a contractor and builder who was one of his intimates.

"Wish you would," replied Hull, and then on second thought he added: "But I dunno, I've been tied down quite awhile and I am pretty well off; sometimes I think I'll sell out and take it easy."

"That's what's the matter," put in Ringer as he drew his chair across the little office and to a position directly in front of the merchant. "You have been takin' things too easy already," he added in a modified tone. "When you started in business this town had less 'n a thousand population and you had the best location on the street. Things have changed right under your nose and you haven't seen it. To-day we have at least five thousand population in the city limits and three or four hundred more just outside."

"Well, s'posin' so," observed Hull. "There isn't anybody 't lives more'n a mile from my place. I'm as centrally located now as I was twenty-three years ago."

"Yes, by the compass and chain that's true, perhaps," admitted Ringer, "but in the civic sense, in the eyes of a majority of the people, you are about four miles farther away from 'em than any other store in town."

"How so?" asked Hull as he tore the edge from a sheet of paper and began chewing on it.

And then Ringer called his attention to the undoubted truth that a majority of the mercantile establishments in the town were housed in larger and more modern buildings than was the one he occupied; that as a rule the most prosperous merchants in town were unrestrained and companionable in their intercourse with each other and with the citizens in general; that because of the erection two blocks away of the new hotel and its really excellent management the center of business activity had shifted to a marked degree.

"Oh, I've noticed the hotel and the shift, as you call it," said Hull impatiently, "but I have my friends,

lots of 'em, and all the oldtimers know me and like me, and—"

"Course they do; Mat; everyone who really knows you likes you; but it isn't the oldtimers who are the whole thing. An', if they were, it is the oldtimers, the chaps who have made their wads, who are first to 'go with the crowd.' They haven't much to do but lounge around and they like to loiter where things are busiest. It makes 'em think they're still in it," continued Ringer.

"An' they are, too, Thorpe Ringer," exclaimed Hull as he arose excitedly; "what's got into you, Thorpe?"

"That's it, Mat. Go it; glad to see you wake up," said Ringer cheerfully; "now I can talk to you. The trouble with your business is that it isn't up with the times. Your store, while it is neat and clean, looks like a reminiscence of something that happened in the 80's; you don't carry lines you should have and you've got stuff that you've had for—well, I won't say how long but you'll never get rid of it except by auction or fire."

"Mebbe you'd like to come in and run the place awhile," observed Hull sneeringly.

"No, I wouldn't, but I would like you to know that I'm your friend and that it worries me to see how things are going here," said Ringer in sincerity, as he arose and placed his hand on the door knob as though about to pass out.

"Hold on, Thorpe," said Hull in a modified coaxing voice as he straightened the chair around. "Sit down. I believe you. Sit down and tell me what you want me to do."

Letting go of the door knob and standing squarely on both feet as he eyed his friend earnestly, Ringer told Hull that he wanted him to wake up and realize that he was alive; that he was living in the twentieth century of activity, such as the world has never before experienced; that he was entitled by virtue of long residence in the town and by virtue of his resources and his experience to his fair share of the business of the town. "And to get these results you must get out among your friends more generously and more cordially. Interest yourself in everything going on in the town that is for the town's good. Get in the swim and don't be afraid of spending a little money."

"All of these things I can do and it's good advice, I guess," admitted Hull. "I think I have been a little too much of a clam, but name some specific thing as a first step. Thorpe something definite to do at once."

Ringer stepped over to the desk, saying, "Excuse me just a minute," and, sitting down, began writing. Presently he handed a slip of paper to the merchant and said: "Put that in the two daily papers and in every weekly paper in the neighborhood if it costs you a dollar an inch."

And Matthew Hull, adjusting his eye-glasses, read:

GOING OUT AND GOING IN  
Everything Goes—My store building and every scrap of merchandise it contains must be sold at any cost

We Want Your Shipments of

## DUCHESS APPLES

Peaches, Pears and Plums

Our market is good and we can net you good prices

The Vinkemulder Company

Wholesale Fruits and Produce

14-16 Ottawa Street

Grand Rapids, Michigan

## C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

## BUTTER AND EGGS

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

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

T. H. CONDRA &amp; CO.

Mfrs. Process Butter

10 So. Ionia St.

Grand Rapids, Mich.

## We Want Eggs

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

Burns Creamery Co.

Grand Rapids, Mich.

We are in the market daily for strictly fresh

## Laid and Gathered Eggs

If can offer, write or telephone us

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

ESTABLISHED 1887

Egg Cases, Egg Case Fillers and  
Egg Shippers' Supplies

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

L. J. SMITH &amp; CO.

EATON RAPIDS, MICH.

## SEEDS

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

"All orders filled promptly."

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



Between the First of Next Week  
And the Saturday of the  
Fourth Week  
Thereafter  
Because  
Inside of Ninety Days  
From Date

I will occupy a new store building, in a new location, and it will contain the largest and best selected stock of general merchandise ever offered to the people of this city or county.

MATTHEW HULL,  
The Oldtimer, Who Has Changed  
His Gait.

"That's goin' some, ain't it?" asked Hull with a smile as he turned to his friend.

"Good! Keep it up, deal out a little slang once in awhile; that's part of to-day's game," joyously exclaimed Ringley as he took his friend's hand. "Of course it's going some, but not too fast."

\* \* \*

Mat Hull was not compelled to spend a cent to get his announcement not only in every daily and weekly in the county but in many other papers; but on the advice of his friend he insisted upon paying regular rates for notices displayed as Ringer had provided. "You know," says the good friend, "you must get the newspapers on your side even it does cost something."

The "oldtimer who had changed his gait" was interviewed by home papers and by metropolitan papers; biographical sketches and reviews of his business were published, he was photographed and "half-toned" to the limit and pictures of his home, his wife, his old store and the front elevation and floor plans of his new establishment were printed in a dozen different publications. In brief, he secured thousands of dollars' worth of advertising for practically nothing.

And the entire town experienced such a business revival as had never before been known. Competitors called, some of whom Hull had never even met, and congratulated him on his faith and his awakening, and the four weeks of closing out sale was a whirlwind so far as trade went. Everything was marked in plain figures and the prices, adhered to strictly, were so palpably cheap that the half dozen clerks that were employed and Hull himself worked as they had never worked before.

Meanwhile Ringer had begun operations. Opposite the new hotel was an old frame store building 40x22 feet and two stories high, which stood on a lot 120 feet deep, and the property belonged to Hull. Ringer moved the building to the back end of the lot, turned it around so that it extended across 40 feet of the 50-foot wide lot. Then he had excavated for a deep basement 40x100 feet in size and was putting in the foundation for a two-story brick building of plain, dignified and rich architectural value.

At Ringer's shops scores of workmen were engaged upon the interior finish of the new store, while at the saw and planing mill over on the east side of town they were working night and day getting out material for the structure.

It was a rush job and a harvest for artisans and workmen of all grades. It was also believed to be a harvest for jobbers, and for a week or so after the news of Hull's reformation had been given out his office was pestered by the coming and going of salesmen from all the large jobbing centers. But the rediscovered merchant kept his head and leaving the building operations entirely in the hands of his architect and Ringer, disappeared.

After he had been gone a week Ringley received a letter, in which Hull, after explaining that he did not owe a cent to any living man and that he had expended all the cash he could readily raise without a sacrifice, said that he would need about \$10,000 additional to carry out his idea and asked Ringer if he would help him out to that extent, accepting as security mortgages upon certain specified realty.

The next afternoon Ringer wired, "Yes, on condition that you will agree to spend at least \$1,000 a year for two years in advertising in local newspapers."

Hull bound himself to the condition named by Ringer, the new building and its stock of goods were opened to the public on time, the opening was both a mercantile and a social success and to-day Hull's Department Store is the most popular mercantile establishment in town, the proprietor has grown ten years younger and is frequently referred to in the local papers as "Rejuvenated Matthew Hull, our public spirited citizen."

And only a few evenings ago he told Ringer, "I've about made up my mind to raise the wages of my advertising man and to give him \$5,000 a year to put into the newspapers."

"It's all right to raise his wages a little," replied Ringer, "but don't you think the \$3,000 you paid the newspapers last year had better be duplicated the coming year? I don't believe in rushing things too fast."

"Humph," grunted Hull, "you could not rush things fast enough a few years ago."

"Yes, but that was a few years ago and different," said Ringer.

L. F. Rand.

#### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 28—The week has been one of quietude with a large part of the jobbing houses, so far as sales of spot coffee are concerned, although some of them say that improvement is shown. Sales generally, however, are of rather small quantities and grocers are taking no risks in purchasing far in advance of requirements, especially as stocks seem so ample. At the close Rio No. 7 is quoted at  $7\frac{1}{4}$ @ $7\frac{3}{4}$ c in an invoice way. In store and afloat there are 3,703,422 bags, against 3,349,675 bags at the same time last year. Mild coffees are doing pretty well and prices are well sustained, with good Cucuta at  $9\frac{1}{2}$ c.

No new business has been reported in refined sugar and the amount of withdrawals under previous contracts has not been so large as last week.

Tea is showing more activity and

invoice sales are more frequent. Some large sales of Formosas and Pingsueys have been recorded and quotations are well sustained. Japans are meeting with frequent enquiry and, with a probably moderate supply, the chances are in favor of the seller.

Rice shows steady improvement in demand and buyers are taking rather larger supplies. Receipts are moderate and quotations are well sustained. Prime to choice domestic,  $6\frac{1}{2}$ c.

Spices are firm and increasing in strength almost every day. The whole line is in better request and, with only moderate supplies, the future seems to be in favor of the seller.

Molasses is without change in any respect. Sales are of small lots and no material improvement will be noted for about a month. There is nothing doing in syrups.

Canned goods attract very little attention. Tomatoes have shown some decline and if there was any tendency to freer buying it was checked and buyers will wait now to see whether the bottom has been reached. For standard 3's 65c is named, although some hold for  $67\frac{1}{2}$ c. The outlook is said to be good for the crop in Maryland and Delaware. Corn is well sustained on about the former level. New York State,  $72\frac{1}{2}$ @ $75$ c and Southern, Maine style, full standard, 65c f. o. b. factory. Peas are quiet, with most demand for cheaper sorts.

Butter is in pretty good supply, except for the finest grades, and for Western factory  $21\frac{1}{2}$ @ $22$ c seems to be about the range; imitation creamery, firsts, 23c; creamery specials,  $29\frac{1}{2}$ @ $29\frac{1}{2}$ c.

Cheese is firm and in good request. New York State full cream,  $15\frac{1}{4}$ @ $16\frac{1}{4}$ c.

Eggs show largely the effects of heat and all sorts of prices are named, but top grades of Western fetch  $24\frac{1}{2}$ @ $26$ c; firsts,  $22\frac{1}{2}$ @ $23$ c; seconds,  $20\frac{1}{2}$ @ $21$ c.

#### As Bad As All That.

The Doctor—Nonsense! You haven't got a cancer. Booze is what ails you. You must stop drinking at once.

The Souze—Gee! Is it that serious? Why, Doc, I thought it was some simple thing that could be helped by an operation.

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

W. C. Rea

**REA & WITZIG**

**PRODUCE COMMISSION**

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

#### REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.

Established 1873

A. J. Witzig

## Hot Graham Muffins

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

### Wizard Graham Flour

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

Wizard Graham is Made by

**Grand Rapids Grain & Milling Co.**

L. Fred Peabody, Mgr.

Grand Rapids, Michigan



Ground

**Feeds**

None Better

**WYKES & CO.**

GRAND RAPIDS



**All Kinds of Cut Flowers in Season**

Wholesale and Retail

**ELI CROSS**

25 Monroe Street

Grand Rapids

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

Grand Rapids, Mich



#### TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES.

Satisfaction Guaranteed. Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.



## A FEW RESULTS

That Showed the Meadowlanders  
What and Where To Buy.

Written for the Tradesman.

The quiet hour in the store at Meadowlands had reached that point where the newspapers had been thrown aside and Austin with a match in his mouth wanted to know if Jenks Harris in his best days had been anything of a carpenter. He had two reasons for asking. Mrs. Harris had been in the day before and she struck the young storekeeper like a pretty discouraged woman, a woman who had been well brought up in a fairly prosperous home and was finding it pretty hard work to be satisfied with anything else. "If now Harris—let's stop calling him by his first name, almost as bad as slapping him on the back—has been a good carpenter he is a good one now. We need him and shall for a good while. What's the objection to clearing out that lumber room that is almost useless as a back store and have Mr. Harris—you laugh, but you'll see how he straightens up when he hears me call him that—build an addition connecting the house and the store. There is space enough to give me a room on the ground floor besides the new room we want for a show room for goods. That will give Mr. Harris a job and the job is what is going to make Mrs. Harris believe that her long lane has turned and that there's something ahead for her besides patching the seat of Jenk's trousers.

"You see I want to sell some china to these people who have got tired of what I call boarding house crockery, the kind that's an inch thick, you know, and that'll damage a stone wall hit with it. There are four or five families who trade here—the Westways for one, and the Stockbridges for another—and the only way to sell such things at an advantage is to have rooms that can be furnished properly with the real thing. Now that china will be here before a great while and we want a real dining room with a big rug on the floor, a neat pretty paper on the wall, with a few pictures, a sideboard and a handsome table with some good-looking chairs—a fine room; such in fact as I hope you'll have when your goods come.

"With the room and the samples on hand we'll have a reception and there's where the Belle of the Bunch and Mrs. Jenks Harris will come in and earn a bit of pin money for themselves. We'll put the entire management into their hands, give them the credit of it when they get through and pay 'em good and handsome.

"Now we'll get hold of Jen—I mean Mr. Harris—and make him rush his part through so we can have our first reception four weeks from next Saturday. I'll bet you we'll clear \$300 as the results of our first Reception Day. Is it a go?

"How much is your bet?"

"Ten dollars that we clear \$300 as the results of the first reception day's sales."

"Call it \$5; I don't want to rob you of your money," and they shook hands on it.

"Now that's out of the way, what do you think of seeing if we can't connect with some first-class houses that will give us more than the usual discount for goods sold by sample.

We'll pay cash for our first orders, which will give us the best the market affords and after that we'll give the house here at Meadowlands the name of handling only the best goods; and that name will keep through thick and thin—'all wool and a yard wide.'

"Let's run over the goods to be in the dining room. I have a firm in Grand Rapids already selected for furniture. The head of the best firm there took me in hand one afternoon and when he got through with me I said 'thank you and good evening,' to a man who knows good furniture from the mahogany in the woods to the beautiful well made furniture in the factory exhibition room. That's the firm for me. Now with that for an illustration you will get my idea. Let's deal only with the best houses and we have not only the best goods but we'll get I believe the best rates.

"Now there is the silver and the glass the drapery and the curtains, and my notion is to write to the best houses first. Then if we get terms that warrant it we'll let the cheap dealers alone. I never could see any real advantage in washing my hands with soap that takes the skin off because we can get it a half of one per cent. cheaper by wholesale. So with other things. I'm going to keep track of your 75-cent suspenders and I'm going to see if the young fellows in Meadowlands won't take to handkerchiefs that retail at 75 cents apiece. That reminds me of another item we must have on our list of sales—kid gloves. Don't you say a word; but watch your wife. She'll try to get along with a single pair and when she makes her selection you buy a dozen pairs and make her a present of 'em. You mark my words, there'll be money in 'em. I heard a woman say once that she always felt as if she had a right to put her nose higher up in the air when she had a dozen pair of good kid gloves to her back! And I believe she was right. That one pair of gloves as she'll manage them will sell a dozen dozen. Oh, we men folks aren't in it when it comes to what I call individual advertising!"

"That last idea about the glove business is all right and I don't happen to know any woman who will make more out of a dozen pair than she; but you are away off when in Meadowlands or anywhere else that I ever heard of you'll find folks ready to pay 75 cents for a thing that they can buy for twenty-five. When you can get old Judd Ridgway—that old codger that comes in every two weeks with his whiskers full of last year's tobacco chankings—to pay 5 cents for a handkerchief as long as he has a shirt sleeve good and handy, you just let me know. There are a few people who want the good goods and will buy them if we have 'em, but the majority want what's cheap and rather have it and we've got to cater to that sort o' trade or lose it."

"Oh, every fool knows that—that's how I happen to know it, I guess—

but what I mean is that in buying we can get the best rates—good bargains—from the first class houses. Take the linen stuff for example. A good many times I've been told they get goods that don't take for some reason or other and they can't sell 'em. Rather than keep them they mark them down just to get rid of them. The quality is all there—as good as the best, but people won't take them at the higher price but at the reduced rate they swallow their prejudices and that's all there is to it. Pete Wilson came in here not long ago with a hand-me-down coat on that looked as if it was an heirloom, handed down for nobody knows how many generations and when he saw that it wasn't receiving the kind of comment he thought it deserved, he made every man in the crowd 'jest feel out,' to see a piece of cloth that never'd wear out. The world isn't made of Pete Wilsons though, and the point to be kept in view, as I look at it, is to get the best goods at a bargain and sell them at a bargain; and that the chances for such trade are better with firms that keep and live up to a good name than it is with Kit Pike, for instance, down here on the corner.

"Then, too, we've got to educate this community—you laugh, Wilkins, but you know it's so—up to the level where they want the best things, and I don't know of a better way than by keeping the best where they can look at it and then fix the price so they can't resist the temptation. Train them—that's the mission of the country storekeeper—so that they feel above buying what is common and cheap, because it is common and cheap, and it won't be a great while before the better possession will so change these buyers that their friends will soon see the improvement in them.

"That makes me think of a kid that went to the school where I graduated. He was a poor little, puny cub when he first came, half-clothed and half-starved, I guess, without life enough and spunk enough to face a flea. Our fare wasn't exactly luxurious, but it was good and wholesome and you ought to have seen that 12-year-old sail in! The way that kid's surprised stomach went at the oatmeal and the pancakes we had for breakfast was a hint to the rest of us who were inclined to look down on

that sort of fodder. In less than a week that boy began to change. His little pale blue, pig eyes grew darker and began to sparkle a little, he stopped dragging one foot after another as if the effort was a good deal too much for him, and he hadn't been there a month before the boys who tried to plague him did it at the great risk of bloody noses and bruises. Then one day when an uncle took him to a tailor's and had him fitted for a good, well-made and well fitting suit, the young fellow seemed to put on with it considerable self-respect, which he didn't have before, and he became one of the best boy in every way that there was in school. We seemed to take to each other and one day when we were alone I spoke of the change that had taken place in him, and asked him if he could account for it. 'That's easy,' was his answer. 'You feed and clothe a boy with what he is ashamed of and he has got to be a lowdown whether he wants to be or not; but the minute he is fed and clothed as a human being ought to be the real boy in him asserts itself and the rest follows.' That's the way, it seems to me, it is with the patrons of this store. We have got to make 'em up and make them feel that they are somebody until the somebody in them has respect enough to take good care of itself."

"That isn't business."

"That's what Kit Pike says!"

When the time came for the addition to be put on to the store and Wilkins began to talk about the

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80 double pages, registers 2,880  
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**Tradesman Company**  
Grand Rapids, Mich.

## WORDEN GROCER COMPANY

## The Prompt Shippers

Grand Rapids, Mich.



amount of space and its arrangement he was hardly prepared for the Junior member's reply: "I've told you what my idea is and what the whole thing is for. Now you and Mr. Harris get down to the job right off, let him, a boss carpenter, make his plans and you and your wife look it over. Then Mrs. Harris—you'd better call her in—and your wife better go over the plans with you two men and run the whole business. You don't want a young chap like me to be too officious about any of it. It wouldn't look well and Harris wouldn't take kindly to my trying to order him about. We want the job to be as much to him as to us almost, and to do that he's got to feel that the whole thing depends on him; he did and a prouder man than Mr. Jenks Harris couldn't be found in Meadowlands the day that the five went over the work and Wilkins pronounced it the best piece of house building that that town had ever seen.

In the meantime no idleness had been indulged in in other directions. Austin's idea of dealing only with the best houses prevailed and no sooner had the house builder turned over the keys of the new structure than the new goods began to go right in. The two ladies had everything all planned so that there was no handling things twice and on Friday, the day before "the grand opening," as the County Herald put it, the whole establishment was ready, and the word in capitals in the present instance would not be out of place.

A month isn't any too long to get a thing talked up in the country and this Austin made it his business to care for. Knowing that Al. Westways and Jack Stockbridge would be the kind of young fellows to make whatever they went into hum, he gave both of them a chance to come and get the hang of things at the store and so help out at the reception and they jumped at the chance, a part of the duty in the meantime being to "talk things up;" and when the best young fellows of the two leading families in a place like Meadowlands undertake anything like that the rest is merely a question of following suit and everybody else does it.

Here is where Mrs. Bettis unconsciously played her very important part. She came over as she always did in a "terrible hurry an' left the house all stirred up," asking all manner of questions and listening to all manner of answers confidentially—"you mustn't repeat this for the world, Mrs. Bettis—and when at last she was leaving her eyes fell on a piece of dress goods that she had been coveting ever since it came into the store. What would he take for it—"no fancy price, mind ye?"

To all intents and purposes the fate of the nation hung on the answer and this is what he finally said: "Mrs. Bettis, if you'll drive over to Pleasanton," a town some fifteen miles away, "and tell all your friends on the way from here there about our coming reception, I'll pay for the team and give you the dress pattern. Will you do it?"

She did, and after the affair was

over both Wilkins and Austin declared it was the best and the cheapest advertising they ever paid for.

Thus prepared for and thus advertised the store at Meadowlands opened its doors for the coming crowd. Wilkins and Harris with the ladies—I wish there was space to give Mrs. Harris a paragraph, for she deserves it—managed the reception part while Milt. Austin and his assistants took care of the store, which they made attractive by no end of devices and new ideas prettily carried out.

As Austin had predicted the "real dining room" was a great hit. There was not an article in it that did not receive the closest examination as to quality and price, the latter being carefully placed on every article on exhibition. The Haviland china was pronounced "awful pretty," but, when Mrs. Westways and Mrs. Stockbridge both left an order for a set, with the remark that it was less than the price in the city for the same thing, a number of women felt moved to improve such an unusual chance and did. As it was with the china, so it was with the rest of the furnishings, the same thing not hitting all; but everybody found something he or she had been looking for and left an order for it. The orders for table linen were a surprise and they were surpassed by those for handsome high-priced cutlery. The window drapery which had been put up for mere effect brought in a handsome return and the few good pictures hung for the same purpose made even Austin open his eyes.

The one thing, however, that pleased the young storekeeper most was the study of effect which was plainly observable whenever he chanced to look in—the style of furniture, its arrangement, the size of the picture and its appropriateness—one young housekeeper declaring that she could manage the furnishing all right, but where was the touch of daintiness coming from which she never had and never hope to have and when Mrs. Wilkins who heard her replied she'd have to get that from Mrs. Harris who supplied it here, the look that beamed from the happy woman's face showed that Austin had again hit his mark.

Well, the sale ended and everybody was satisfied and when the finances were summed up it was found that the \$300, the amount that settled the bet was so far below the real net realized that Wilkins was disgusted with himself.

"Here's you \$5, Milt. and I give in under the circumstances, I can afford it."

"Keep it," was the answer, "I don't want to rob you of your money. Keep it and get you a hat with it that will be a credit to the house of Wilkins & Austin."

The Reception Day at the store of Meadowlands is still talked about. It was the best thing up to that time had ever happened to the little unpretending village and has been made the subject of this story for one simple reason—to illustrate the thought that good things have more than a commercial value, that they make better men and better women

of those who buy them, because the good that they stand for does influence for good the lives and the characters of those they surround and that the storekeeper that deals in such merchandise is after all responsible to a certain extent for the moral welfare of those to whose wants he caters.

Richard Malcolm Strong.

#### Farmer Feeds Fish To Pigs.

A deputy fish commissioner reports that he recently learned of a case of wanton destruction of fish from one of the lakes of Steuben county, Ind., by a farmer. His informant was a fisherman who makes frequent trips to Steuben county for the sake of the sport. He related that he and his party arrived at the lake early one morning and they met a farmer coming from a seining trip. He had two barrels of fine bass and blue gills and when he got them to shore the campers asked him for a few fish.

The farmer gruffly refused, telling the visitors they could go out into the lake and catch their own fish. "Won't you sell us some?" they asked, but the only answer was that he would not part with any of them. They reminded him that he had far more than his family could eat. "Family nothing," he said. "I caught them for the hogs." He then emptied the barrels of fish on the shore and called the hogs for their breakfast of bass, while the campers looked on in indignation.

The hogs, however, did not get all the fish. As soon as the farmer was out of sight the campers drove the

hogs away and secured a bushel basketful of choice fish.

The deputy calls attention to the fact that the presence of fish in the lakes attracts the city man, who is usually a liberal spender. He not only buys the farmers' garden products while in camp, but he also pays high prices for lots along the lake. He says that the farmers should realize that it is to their interest to see that the laws against illegal fishing are enforced.

#### Why Pat Dropt.

An Irishman fell from a house and landed on a wire about twenty feet from the ground. After he had struggled a moment the man let go and fell to the ground. Some one asked his reason for letting go. "Faith," was the reply, "I was afraid the damn'd wire would break."

Most pleasure travel is for the purpose of saying we've been there when we get back.



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

## Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT  
FROM THE VERY CHOICEST SELECTED NUTS

It is good any way you buy it, but to make the most money  
and serve your customers best **buy it put up in packages.**

We are known as the largest manufacturers in the United States. We sell the best Confectioners and Biscuit and Pie Bakers. We also sell it in pails to the Retail Grocers when they demand it; but it is not the right way for the Retailer to buy Cocoanut, and he is now recognizing the fact that it has been losing him money.

Bulk Cocoanut will dry up and the shreds break up. Some is given away by overweighing; some is sampled, and as it is always found good, it is re-sampled. No consideration is ever taken of the cost of paper and twine and the labor in putting it up.

Send to us for particulars regarding all our packages.

**The Franklin Baker Co.**

700 N. Delaware Ave.

Philadelphia, Pa.



## EDWARD MILLERISMS.

## Personal Observations of the Hoosier Merchant.

Written for the Tradesman.

I believe the last issue of the Michigan Tradesman marked the beginning of its twenty-seventh publication year. There are all kinds of conditions under which various forms of life spring into existence and these conditions control their kind. Grand Rapids is a prosperous and progressive community and we all know what it takes to make a city progressive—men who entertain progressive thoughts—and for this reason we are enjoying such a grand publication as the Michigan Tradesman. As long as the Tradesman is published in Grand Rapids it can not help being a wide-awake and liberal journal. I have been watching the progress of Grand Rapids through the columns of the Tradesman and sometimes I am just a little jealous because I can not associate more closely with the vibrations and personal energy that make Grand Rapids and the Tradesman what they are. It is true that progressive thoughts are free to go where they please and that we can attract them from other minds it matters not how far away one may be, but there is still more power gained when one lives in their atmosphere.

\* \* \*

Malicious statements, dishonest and underhand methods, bribery and jealousy will kill any man or institution. All attempts made to out-do others with undue regard for the truth will lead us into want and worry. The is just as natural as life itself. There is no God standing over us who is going to punish us for doing things which are not right. It is that true law of Nature that brings us the right, and wrong ideas bring us bad things. If we know we are lying about those who are in our line of business we can expect lying thoughts to lie to us. Do good to everybody if you desire to attract good thoughts. The most lively and agreeable manner in which we are affected is when we are associated with the laws of human nature. Man is conscious of many things, but light and darkness, knowledge and ignorance are things he knows very little about. We are unique enough to see the sunbeam, the landscape, the ocean, the beauty of Nature's work all around us, but we have failed to see the great and grand work we have done. We think too lightly about our own efforts, we take too much for granted. All good actions are eternally reproducing. Our minds are filled with overflowing ideas of reform, I mean the reform for each and every individual. There is no mistake about it, we must change our way of doing things. Our intellect is reaching out and the absolute order of all things is at hand and ready, only waiting for us to act. We are all impressed and delighted with exclusive activity of others and the only reason why this is so is that it is our own thoughts telling us to "look at that."

\* \* \*

The retail merchants as a class have

more reasons for getting the blues than any other class of business men. They are up against it in many ways. No one can realize this unless they have been among us for a few years. We have so many different points to watch. We should feel sorry for those poor unfortunate ones who can not control themselves. Let us begin today, this very moment, to see if we can not do something to cure the blues. Maybe it is our own fault if we have the blues. Let's see what is the matter: Nine times out of ten we get the blues for making the same mistake too often. Let us cut that out and act each day according to our past experience. Let us go out in the backyard and kick ourselves.

\* \* \*

There is such a thing as a central unity of all things. A right action is always in relation with the law of Nature. If one thing is done right all things are right. Words and actions belong to the human family. Human organizations that are surrounded with wise and preferred thoughts are built upon knowledge that can and will speak things into existence that are the likeness of truth. But we poor ignorant fellows have not learned the value of truth. Our eyes, what a power there is behind them! If we could only learn to close them and think. The resources we seem to have by our foolish ways of doing things betray us, the benefits are not lasting and we know it, but still we go on doing things in the same old way. Let us try to get into the central unity of that great and grand power of pure thought. There is no such thing as an ocean of unfathomed thoughts; we can understand anything if we will make up our minds that we are not deaf and dumb when Nature speaks to us.

\* \* \*

It has been said that the ant never sleeps. Still we, as intelligent human beings, seem to think that the instincts of the ant are unimportant and we hardly ever think of being anywhere near as active and busy as the ant. This mighty brain of ours is filled to overflowing with greater instincts than those of the ant, but we do not seem to know why it is that we are not as perfect and active. We may laugh at the farmer or the backwoodsman, but they relish the joys of Nature more than do we city fellows. Still, there is no reason why we can not at least live a little better than we do. What we need is to approach the great eloquence and power by which our minds are always fed. Listen and you will hear the word.

\* \* \*

Our business is the attraction that holds the keys to our thoughts. The more we know about our business the more it is unlocked by the keys of experience. Our experience—the thoughts that govern our actions—have dominion over all the things which have not yet been unlocked. We are all living in a circuit of expanding life and those who can learn to grasp the hands of those living in this circuit are those who are going

to be carried along the highway of success. Our business is everybody's business. The same keys fit all of the locks. The school and the playground are free to all, but our education is different. The reason our education is different is because we fail to let our minds be free to think about the school. There are no attractions in the school room for some of us. What can we expect of our children if they fail to get interested in their school? So it is with our business. Let us make our business a schoolroom and a playground.

\* \* \*

With wonderful accuracy do the eyes see when the mind is controlled with reason. The distinction between right and wrong lies in that higher agency that is controlled by the law of Nature which is a uniform culture of the mind, and reason is the governor. The true sense of reason binds us to Nature and makes us a part of it, and our business is the result of the work. New thoughts concerning our business are suggested to us when we are willing to follow that wonderful and perpetual thought of that pure and true line of every-day reasoning. Our greatest trouble is we fly off the handle and will not reason with ourselves, not to say anything about being willing to reason with some of our customers and our friends, and for that we are made to suffer.

\* \* \*

Most of us older merchants have seen or heard of new stores opening up with a brass band and closing

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

## Still on the Jump

The record for the first half of August indicates that the increase in sales of

## Shredded Wheat

over the corresponding month in 1908 will break the June record which showed a gain of 12,000 cases (7,200,000 Biscuits) over the sales for June, 1908; also the July record which showed a gain of 11,000 cases (6,600,000 Biscuits) over the sales for July, 1908.

The record for the year will furnish convincing confirmation of the fact that Shredded Wheat is the one standard staple cereal—a steady seller all the year 'round—always pure, always wholesome, always the same.

The "little loaf" form gives it wider culinary uses than any other cereal—especially in Summer when it forms, with fresh fruits, such an acceptable substitute for heavy meats and soggy pastries.

## Tell Your Customers About It

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



within a few years with a red flag and a hand bell. We all have wondered at such things and still there are those among us who continue to do the same thing. Great "blow-outs" are dangerous things. People love to go and see such displays, but if we could read their minds after they have seen and heard all there is to be seen and heard we would profit by the mistakes of those who have made bad failures along this line. Young men, if you are thinking about opening up a new store take good advice and do not promise any more in your "grand opening" than you can give. It is much better to open up your new store and simply mention it and let the people come of their own accord and wait upon them carefully and let your business grow little by little instead of trying to rush into it all at once. We should do ourselves justice by not disputing the facts as we see and know them. It is easy to see the faults of others, why not look for faults within our own minds?

\* \* \*

Too many of our thoughts are only half-witnesses; they assume too much and if we grant them the favor they will have all of our friends in such a state that they will not know just what to think about us. Our friends, our customers and fellow-workers all leave us when we waste our best time and ideas on useless display and things that tell only one-half of the story. We are all of one heart and mind, that is, when we are a whole witness, but just as soon as we divide ourselves from the whole truth just that soon we begin to try to gather ourselves together. There is enough sweetness for all time. Do not try to get it all at once.

\* \* \*

How often do you expect your customer to trade at your store? Do you trade with him as if you are never going to see him again or do you expect him to continue to trade with you as long as he lives or as long as you are in business? We are easy marks for our competitors when we fail to listen to the truth concerning each and every sale we make. Competition never frightens the man who has done his best, for his true thoughts will carry him on to success. We are made to hesitate and allow our competitors to ring in their bluffs on us when we have failed to do our duty. There are weak points running through our whole system and our wise competitors are watching them and they take advantage of each point, but if we are wise we can grow stronger instead of weaker and not permit those weak ideas to carry us into the light so all who have eyes can see. Do something different and better each day and you will win.

\* \* \*

How about your constitution? Are you healthy in body and mind? What controls you? Are you controlling anything? Do you run your business or is it running you? Personal questions are none of my business; I have no right to ask them. It is not I who am asking these questions, it is

your own thoughts. Did you ever stop to think that our thoughts come to us through other minds—that is, if we fail to listen? We have to see them in print some time before we know them. Nine failures out of ten are on account of our being too careless with our own spontaneous thoughts. Second-hand goods are not good goods to build up a first class business and getting thoughts from other minds is like dealing with second-hand goods. Answer the above questions in your own mind and you will be successful.

\* \* \*

Mr Small Merchant, don't you worry about the fellow across the street that goes to market every fall and spring, that is, if you can not find the time to go yourself. Ninety-eight merchants out of every hundred fail and lots of them fail for no other reason than because of over-buying. A few men make a success in going to market and also in buying "job lots," but it is good policy for the small merchant to stick to regular goods and buy them in small lots and often. There is a secret in every man's success and the many failures are all open books. Get into the books of those who have failed and study them and perhaps you will run across some kind of a secret that will make you successful. If only two win where ninety-eight fail in the battle for success it behooves us to stop following other people's ideas and to try to follow out our own, for it is plain that those who have succeeded are those who have followed a system of their own. Be satisfied to grow gradually.

\* \* \*

It is not how many dollars' worth of goods you sell that counts, but how small are your expenses according to your sales. Some men can make more net profit on a fifty dollar day's business than others can on a three hundred dollar day. It is not how much profit you make; it all depends on how much you save and put back in the business. Too many fail on account of spending all the profits for expense and other things. Close your eyes to the things you are made to believe you ought to have if your profits do not permit you to buy them. Always save the seed. The farmers are much wiser than some of us merchants, still we think we know it all.

Edward Miller, Jr.

#### True Love.

There is but one mate for each man and woman in the world and until they recognize that fact and learn with patience to await the note of absolute conviction which is the one infallible guide to happiness, marriages will fail as they fail now and the church will give its empty blessing to those ill-assorted pairs whom God forever leaves unblessed.

#### Why the Tears Came.

She offered an explanation of her tearful mood.

"I've been to a wedding," she said. "I always cry more at a wedding than I do at a funeral. It's so much more uncertain."

# 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.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

## WILLS

Making your will is often delayed.

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

Executor  
Agent

**The Michigan Trust Co.**

Grand Rapids, Mich.

Trustee  
Guardian



## A FUNNY STORY

## And the Anything But Funny Results Of It.

Written for the Tradesman.

Old Van Dyke with his head buried in the morning paper broke out into a fit of uproarious laughter. This was the story or one near enough like it to give the idea: "Simpson with a friend in the buggy with him was on his return from the cemetery where he had just buried his wife. He had unconsciously assumed his attitude of reflection—his arms resting on his knees, a rein in each hand and his head bent forward. After a long silence half in soliloquy and half to his friend he said: 'Well, Mahalah was a mighty good woman, a good housekeeper, a mighty good cook and took the best o' care uv me rising o' forty years; but, somehow, d' ye know, I never liked 'er.'"

With the paper finished Van Dyke thrust it aside and, taking off his glasses, sat holding them and gazed into the maple bough that was shading the window near which he sat.

"Rising o' forty years must have made him about my age and that's about the time that we've been married. 'A mighty good wife'—that's Susan; 'a good housekeeper'—here's a ten that Susan beats 'er; and took good care of him—so Susan has of me, the best; and yet, he never liked 'er—the d-d skunk! Here's ten to one—it should be distinctly stated that Van Dyke never "put up" on these bets and never paid them; that he was a "doggone lowdown" and that he was "to blame from beginning to end." "Rising o' forty years and he never liked 'er!" What a life she must have lived for over forty years!

A long silence followed, broken only by a half-hummed, half-sung hymn, learned at prayer meeting over forty years ago and repeated now in a tone hopeful and yet with more than a hint of despair in it.

Old Van Dyke heard, kept still and mused; "at last he spake with his tongue:" "I believe that man Simpson killed that woman and I've an idea that if he had been decent to her he would have liked her and she wouldn't have died."

By this time the old man's left arm had got up on the arm of his chair and his chin was resting on the palm of that hand while the sweet old-fashioned Methodist tune came floating in from the kitchen:

"O, sister, be faithful!

O, sister, be faithful!

O, sister, be faithful, faithful, faithful,

'Til we all arrive at home."

The idea of Susan's singing that hymn! A good wife for over forty years and at this late day asking heaven to help her be faithful. How about himself? Had he been faithful? He thought over Simpson's list, in the meantime pursing his mouth and slowly shaking his head. He had been a good "provider," everybody said; but somehow he had been all the time looking out for his own stomach instead of Susan's. Had he been a good husband and taken the

best care of her for rising of forty years? And in spite of all that "Mahalah" died and that "skunk" killed her! And Susan was out there in the kitchen this minute working for him and praying to be faithful to him, and he couldn't to save his soul see that he was or had been a whit better than Simpson, whose wife was out there in the burying ground! That meant that Simpson was past praying for and that the Lord had thought it best to take "Mahalah" out of her misery, so that with her out of the way He could heat the poker good and hot and give old Simpson the hot end of it, confound him!

I might here devote a good long paragraph to the thoughts that came crowding into Old Van Dyke's head; but I like him too well for that. He was like a great many other men who mean well enough but have a mighty queer way of showing it. From first to last he had been mean to her in regard to money. He never wanted to give her a cent unless he knew what she was going to do with it, and then he'd try to coax her to get along without it. He couldn't see why she couldn't make her own dresses and bonnets and why she couldn't be satisfied with cheaper materials. He never could understand why he never could drive out of the dooryard without her wanting to go, too, nor why she was always saying something disagreeable when he bought a good cigar and why she insisted on having the same amount invested for her in candy—spoiling her teeth and digestion; and why—but I said I wasn't going to say what Old Van Dyke thought and I'm not going to; but I will say—and it's true—that as he sat there listening to that old prayer meeting hymn he wondered how it would work for him to join in the singing and try to make up to the faithful Susan for his unfaithfulness that had been going on for something over forty years!

Well, that was something of a job and it was one he wouldn't finish if he didn't begin P. D. Q.—a man who had been married for "rising o' forty years" and was married when he was 26 years old. "Let's see—26 and 43 are just—69. b' gosh! Yes, it's high time to begin. Susan, what ye going to have for dinner to-day?"

"Why, I was going to have only a picked-up dinner, Dan. Is there anything particular you want?"

"What do you say to my harnessing the horse to the new buggy and seeing what sort o' dinner we can get over to Windsor at the new hotel over there?"

The kitchen wasn't far off and Old Van Dyke heard Susan draw in her breath, which meant, of course, that her mouth was wide open and her eyes fairly dancing with delight.

"Say? Yes, with all my might! I'd scream it if I thought it wouldn't scare the neighbors!" which was something of a threat when it is remembered that the nearest neighbor was at least a mile away "When shall we start?"

"As soon as you can get ready."

"I'll be ready before you will!"

"I'll bet you on it."

"I'll take it," and she was in her chamber with the door shut before Van Dyke had turned towards the stable.

What did it all mean?

She neither knew nor cared. What she did know was that Dan Van Dyke, clothed in his right mind, had asked her to ride with him in the new buggy to Windsor to have dinner there at the fine hotel just opened and that she was going. She knew that she was going to wear her new gown, bought with her butter and egg money, and that she was going to have the time of her life. It made her a trifle nervous to wonder what Dan was going to say to the new outfit and what she should tell him if he should ask her where the money came from; but this did not in-

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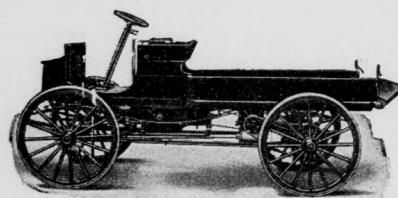
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terfere with her getting ready, I promise you that, and for full five minutes before there was a sound from the barn Mrs. Van Dyke was sitting under the Virginia creeper that had climbed the posts of the back veranda and, sprawling all over the roof, was curtaining its three sides with its big green leaves and trailing, wind-swinging stems.

"All ready, Susan?" shouted Van Dyke, as he drew up the horse to the backdoor hitching post.

"All ready!" returned his wife from the highest step of the veranda, "and have been for full five minutes."

"Well, Great Scott! I'm not, but I will be in a jiffy," and from that time on a jiffy in that household meant never less than ten minutes; and when Old Van Dyke did make his appearance, what do you think? That old duffer had put on the best clothes he had and when they in their best clothes stood looking at each other, for a moment they each thought that the other was somebody else. Van Dyke's tongue was the first to announce its freedom.

"Mrs. Susan Van Dyke, if you are indeed you, I have to say that you never were prettier than you are this very minute and I am honored in having you ride and dine with me."

"And Mr. Daniel Van Dyke, if you indeed be you, I appreciate the high honor of riding and dining with you, and beg you to remember that you have lost your bet and that it will be a 50 cent box of candy, which I hope you will get at the first candy shop we come to."

He remembered and the candy was forthcoming, and the ride to Windsor was given up to munching on it. Their reception at the hotel was all that could be desired, for Van Dyke was one of the "select men," which in his case meant something, the dinner was a credit alike to host and guest, and when late in the afternoon the horse again was returned to the stable Old Van Dyke remarked as he shut the stable door, "There, that's the first move and it's a good one—for a beginning, only for a beginning. I guess I c'n tell even now what the next move is going to be."

He could, but he kept it to himself until the next morning at the breakfast table. For some reason it would not be difficult to fathom there was a fine breakfast prepared for him and after he had eaten until prudence called a halt he looked at the woman behind the coffee urn, remarking, "That was an awfully pretty rigout you had on yesterday. How'd you get it—butter 'n' eggs?"

"Yes, and now and then a chicken or vegetables from the garden."

"Took a long time, didn't it?"

"Yes, but that's nothing. I'd do it again if it took twice as long if I was sure of having another such a good time as I had yesterday."

"That's all right, Soosan," Old Van's pet name for his wife in his better moments, "but let's have things different than they have been financially. You know where the money is kept, and after this you go to it and help yourself. It's just as much yours as it is mine and always

has been, only I haven't said so before, and the Lord knows I haven't acted as if I thought so. You were pretty as a pink yesterday and I was proud of you and somehow it doesn't add much to my pride to know that you had to work and fuss over butter and eggs and poultry to get money enough to dress decently and to feel that you must do it unbeknown to me. That sort o' sticks and it's been going on for forty-three years. If anybody should ask me who's the best housekeeper round here I should have to speak right up and say, 'You will find her right over in my house,' and I should have to go right and say that you are the best cook in the State and every woman that knows you will say the same thing, and for forty-three years you've taken pretty good care o' me and common decency will make me say that to pay you off for all this I've given you hardly a cent of my own free will and accord and made you in a sort of underhanded way get the money a cent at a time when I ought to have handed it out to you without your asking for it; but that's going to be changed.

"Seems to me now I think on't that you've been hinting that a new piece o' zinc would be a great convenience under the stove. I'll go you one better on that: This afternoon we will drive over to Higgins's and have him bring over for the kitchen floor some 'oleum you're going to pick out, and then with a square of zinc under the stove things'll look somehow out in the kitchen. From there we'll step over to Woolly's and you get a rocker that hasn't any squeak to it. I'm going to have the fun of knocking that old chair into kindling wood and making a fire with it. Yes, I know that all it wants is a dab o' glue, but for years I've heard nothing but 'Oh, Dan! Oh, Dan!' from that old chair, as if it was scolding me.

"Somehow this coffee tastes extra good this morning and these sweetened biscuits or whatever you call 'em go straight to the right place. Now, Soosan, there's one thing more: I haven't been acting as if I liked you; but I do and I want you to know it, and from this time on my actions are going to show it. I'm going to begin by giving you a good smacking kiss."

He did so and "Soosan" stopped singing, "O, sister, be faithful," and the last days of the two were the happiest days of their lives.

Richard Malcolm Strong.

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A Michigan merchant who evidently did a credit business sent out the following statement: "All persons indebted to our store are requested to call and settle. All those indebted to our store and not knowing it are requested to call and find out. Those knowing themselves indebted and not wishing to call are requested to stay in one place long enough for us to catch them."

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He—"You don't know how nervous I was when I proposed to you."

She—"And you don't know how nervous I was until you did so."

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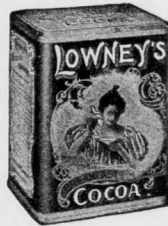
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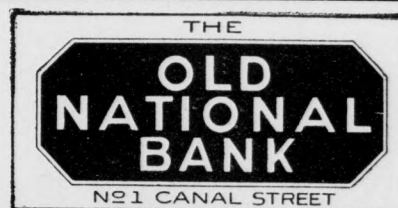
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## PIONEER EFFORT.

## It Relates To People Who Lead the Way.\*

"You may talk about anything you like except politics," said the little lady who invited me to address this assemblage, when I asked as to what I would be expected to say to a meeting of pioneer settlers.

And her reply pleased me because, while I lay no claim to being a public speaker, I felt that in the presence of a lot of men and women who know what work is and are willing to work; men and women who are self-reliant and are free users of the initiative, I could not go far astray if I should try to give to them a few of my own ideas as to pioneer effort and the people who lead the way.

There are several varieties of pioneers and by common consent, seemingly, the highest distinction in that direction belongs to the explorers who, as a rule, have been soldiers and sailors. At least history conveys that impression.

Just here is where I beg to disagree with the popular verdict. In my opinion equal honor belongs to those men who, as artisans and farmers, either accompany the soldiers or follow their trail immediately. Take, for instance, the 100 artisans and farmers from in and around Quebec who, in 1701 and of their own free will, accompanied Cadillac and his soldiers to what is now the city of Detroit; and who, more than the sol-

diers, in my opinion, were responsible for the founding of that city.

Just so as to the townships of Caledonia, Bowne, Cascade and Paris. Credit is rightly given to Rix Robinson and Louis Campau, who blazed the way for the settlement of Kent county, but what about those who followed them and those who are still following them?

Messrs. Robinson and Campau located at Ada and Grand Rapids, respectively, with ample equipment for establishing homes in the wilderness and with a business established and sufficient to insure them a comfortable living and a profit besides. What about those who came with practically nothing but their brave souls and stout hands with which to win the coveted victory?

All honor, I say, to Rix Robinson and Louis Campau, but equally will I plead for those heroic men and women who not only followed them but who at once isolated themselves here and there; who accepted dangers and privations and worked and suffered bravely that we might not forget them and that we might enjoy the development of the present and of which we are a part.

Right here is a proper time, it seems to me, to remind you that fifty years hence the men and women of the surrounding townships will be gathered together as pioneers, as we are assembled and possibly in this very spot, telling the tales of this decade as we tell the stories of the '40s and '50s.

The story of man's relation to Na-

ture is endless, so that we are pioneers just as those who preceded us have been and just as those who are to follow us will be. It is a tale that grows slowly to those who have yet to read it, a legend of wondrous interest to those who are participating therein at present.

There is yet another view, as I see it, to this title "Pioneer."

There is what I call the perennial pioneer, to whom, more than to any other, highest credit should be given.

The perennial pioneer is the person, man or woman, who year after year, full of faith in Nature and of confidence in themselves, plan, work and produce, in whatever department of human endeavor they may be placed, to the end that they may not only care adequately for themselves and those who are dependent upon them, but may contribute something of value toward the general welfare.

Is it fair, think you, for us to assume that those men who early in May, 1840, met at the house of Peter McNaughton and specified the territory now known as the townships of Caledonia and Bowne as the township of Caledonia had only the welfare of the few people along the Battle Creek trail in view?

No. They looked broadly and saw clearly away down the Thornapple to Ada and up the same stream to Hastings; they saw across the hills to Portland, the Rapids, Grandville, Yankee Springs and Gull Prairie. They saw, also, each one of them, that to win the victory they hoped for they must first and each for

himself hew out the specific and all-important little kingdom called "Home" and they went to work. Moreover, they were successful.

Conditions in 1840 and those in 1909 are not alike, of course. In those early days nearly every man, of necessity, was required to know and practice farming, which involved, as it does to-day, more or less skill as a mechanic. The wife had to know not only the mysteries of housekeeping, but she must card, color, spin and weave and, more often than otherwise, she had to be physician, nurse, teacher and both hired girl and hired man.

To such people nothing was entirely new or wholly impossible. It was as though somewhere, back in the ages, they had either performed or seen performed the exact things they were called upon to do. They knew how because they had to.

Exactly the same possibilities confront the pioneers of to-day. Continually all men and women are being faced by facts and factors which, for the instant, seem singular and new, but somehow, somebody, somewhere, leads the way—and at once the thing is an old story.

I have heard that in the '30s it was possible to navigate a dug-out canoe laden with peltries from Campau Lake to Grand Rapids and that once upon a time Rix Robinson and an Indian ran or "poled" a scow-boat carrying nearly a thousand pounds of peltries from what is now the village of Freeport down Coldwater Creek to the Thornapple and so to

\*Address delivered by E. A. Stowe at annual Farmers' Picnic at Campau Lake.

## 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

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**KELLOGG'S TOASTED CORN FLAKES**

The Square Deal



Ada. I do not know whether this is authentic or not, but I believe that if Mr. Robinson saw that it was positively necessary to do such a thing he found a way for its accomplishment.

Away back in the '30s a man living in what is now Bowne township went to Kalamazoo "to mill," a yoke of oxen hauling his grain; and on his return—there being no highway to follow and the blazed trails being few—he became confused and lost his way. His wife waited five days and, hearing nothing from him, started out alone to find him. She found him over near Parmelee, making his way slowly but surely—an Indian having put him on the right course. But the point of the incident is that the wife found him. She simply had to and did.

Now-a-days, by the use of the telephone or telegraph or postal service or, sometimes, the police service, women locate their delayed husbands; and it's an old story.

Speaking of the telegraph and the telephone reminds me of those pioneers Benjamin Franklin, Samuel F. B. Morse, Alexander Graham Bell, Thomas A. Edison and Marconi—there you have it, two centuries of electrical development and always by pioneers.

What is the farmer who plows his fields, seeds them down, cultivates them and reaps their harvests each year but a pioneer? Surely his operations have their birth at the very beginning of a complete process. He shows the way for the miller, the merchant and the consumer. Without him they could do little.

So also were the old-time settlers who came into this section, put up

their log houses, cleared the trees away, built roads, laid rail fences and worked, worked, worked that we might have comforts and prosper.

Prof. Morse's telegraphic alphabet and the means for using it; Prof. Bell's telephone; Edison's phonograph; Marconi's wireless apparatus and all of the various improvements in connection with electricity, such as dynamo and motor engines, are the work of pioneers and most of them of our own day, and they are old stories.

The trolley, the third rail, the electric light, the motor (electric, gasoline or alcohol) engine excite no comment. They seem to have existed forever and even now the old humorous rhyme we have laughed over so often: "Darius Green and his flying machine," is being transformed into a serious reality.

And there still remain opportunities for other pioneers. Hon. Horatio S. Earle has performed good work in Michigan in the direction of good roads; Gifford Pinchot has spent a fortune of his own in developing a public sentiment in behalf of the conservation of our natural resources and hundreds of men and women all over the country are devoting their time, money and skill in behalf of a propaganda, a campaign for the annihilation of that dread enemy, the white plague—tuberculosis. Then, too, all over the land are strong, sincere bodies of men, organized and at work as pioneers in an effort to solve the present dominating problem of freight rates.

Freight rates may appear to you as a singular matter to present upon this occasion, but I take the liberty of doing this because I sincerely be-

lieve it is a topic of direct and vital interest to all farmers and because I am confident that, once having your attention attracted thereto, you will appreciate the fact and, each for himself, will inform himself more thoroughly in regard thereto.

Talk about the tariff problem, it is not to be mentioned in the same breath with freight rates, because, while the tariff affects comparatively few industries and its dues are paid but once, freight rates affect every item of human consumption, not once but many times. They touch everybody and everything, everywhere and all the time. Freight rates, unlike tariff dues, which are imposed by our Government and collected by the same authority, are paid by both producer and consumer to private corporations and in accord with the dictates of such organizations.

The farmer who has at his command the cheapest form of transportation for the distribution of his products and the manufacturer who can ship his products here and there all over the earth at the cheapest freight rate are the people who may attain the greatest degree of prosperity. In brief, farmers, manufacturers, merchants and consumers—and the latter term embodies every man, woman and child living—are directly interested in freight rates because they constitute the factor which limits and determines, which tells the farmer and everybody else just how far and at what profit farm and other products may be carried, either as raw material for the manufacturer or as finished product to the consumer.

Freight rates are the arbiter which

says whether or not a farmer may continue business at a profit.

Our late President, Theodore Roosevelt, realized this fact and as the most feasible and direct method for reducing freight rates in the United States recommended and advocated the improvement of the inland waterways of the country. Before his election and to-day President Taft endorsed and still endorses the same proposition for the same reasons.

The question is a live one and intensely interesting and convincing because of the great abundance of evidence that is available in its support; in support of the unimpeachable fact that transportation by water is the cheapest form of freight carrying; in support of the other fact that no other country on earth is so amply provided with so wonderfully comprehensive a system of inland waterways as is our own.

I will say no more directly bearing on this subject, but I trust that what I have said will set you all to thinking and, more than that, to investigating on your own account. It will pay you well to do this.

Along in the '30s our late and immortal President, Abraham Lincoln, shipped as a "bow-hand" on a tradingboat—a flatboat laden with merchandise bound for New Orleans. One day as his craft was floating slowly down the stream in the vicinity of Island No. 10 the Captain of an up-bound steamboat hailed him sneeringly with: "What'll you take for your old scow?"

Lincoln, leaning heavily on his oar and looking intently up stream, made no reply.

"I'll give you six bits for your

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TELEPHONE NO. 5095



punt and its load of truck," shouted the Captain.

Still looking up stream Lincoln called back, "I'm too busy to dicker." "Busy!" echoed the Captain. "Busy 'bout what?" he asked.

"'Bout what your boat and cargo will be worth if you don't put over your wheel," replied Lincoln dryly.

The Captain ran around to the front of his pilot house and looked up stream. Dead ahead and not twenty rods away was a "planter" or snag, which, excepting a few boughs, was totally submerged and floating heavily down toward the steamboat. The helm was put over and the signal to back water was given. In this way the steamer, heavily loaded with freight and carrying many passengers, escaped disaster and in this way the Captain again came within hailing distance of Lincoln. "Say, my boy, you did me a good turn just now," he called, "an' I owe you one."

"An' you did me a good turn," called back Lincoln.

"How so?" asked the Captain.

"You proved to me that it does not pay to take it to heart when thoughtless people try to rub it into you," was Lincoln's deliberate reply.

What has this story to do with such a gathering as this?

It has this much: The average farmer is "too busy to dicker." And, moreover, there is no type of American character which is more ruthlessly sneered at and belabored with thoughtless criticism than is the average farmer. Essay writers who never saw a farm are continually telling him what to do and what not to do; the funny man of the daily paper persists in rehabilitating age-old absurdities and charging them to his account; the caricaturists draw impossible pictures and label them "hay-seeds," while the third rate actors of the barroom and the fourth rate actors of the stage fancy that they are funny if they can but do or tell something vulgar and coarse in their delusion that they are impersonating the farmer.

You are not only "too busy to dicker," you are too busy to even notice such ignorant defamers; too busy doing the very best things possible for your homes, your neighborhood, your state and your country; so busy, indeed, that you are the backbone of the country; a fact which sooner or later the people of the United States as a whole will appreciate if they do not already recognize it fully. For example, the computations of the Department of Agriculture show that the value of farms in this country rose from \$18,279,503.887 in 1900 to \$24,410,276.963 in 1905—an increase of over six billions of dollars within five years.

Is it strange that there is a change in public sentiment? That the youngsters in the country are less keen to leave their homes for the city? That the frayed out ones in the city are sitting up and taking notice as to the freedom and independence of life in the country?

Fewer people would have axes to grind if they had to furnish the motive power to revolve the grindstone.

### Three Reasons That Hold One Woman's Trade.

Written for the Tradesman.

I had noticed for a term of years that Mrs. B. always shopped at Cassius & Co.'s store.

One day, during a cozy chat with the cheery little body, I asked her why it was that she seemed invariably to single out this special firm.

"Well, I'll impart to you the reasons why I like to give them my trade," said little Mrs. B. with amiability.

"Perhaps you've observed and perhaps you haven't that we women are largely governed by the minutiae of life. The big things often pass by unheeded by a great many of us women, while those of lesser importance receive relatively an inordinate amount of attention. This is true in general and more so in particular.

"Now as to why I give my entire patronage in their line to Cassius & Co.," continued Mrs. B.:

"In the very first place I enjoy the atmosphere of the store. I myself am one who looks out on the world through the eyes of optimism and I always prefer, prices being the same as others', to purchase goods at that store where there are smiling faces to be seen on all the clerks. I don't want you to infer from this that I like a lot of grinning monkey-faces—faces that know nothing but to stretch the mouth from ear to ear over mere inanities. No, far from that; but I do love to be waited on by a clerk who doesn't give one the impression of her features having been frozen stiff in the near or remote past and that she is afraid if she cracks a smile that her face will snap somewhere at the same instant!

"So many store proprietors hire just this sort of persons and the idea these give to patrons is that of 'cold civility'—or 'polite incivility,' as some express it. And this spirit militates against the well-being of the place. They can do more in a minute to create ill will towards the store than the proprietor can undo in a day. If cheerfulness animates the owner and the sales force it makes people buy more goods, and that's what merchants are in business for—not for their health.

"Another thing that pleases me about this establishment is the fact that never yet in all my trading there have I had a package come undone in its delivery or while carrying it home myself, and that's saying a good deal for they've had my money for the last twelve years I never even have had to ask a clerk if she would do up a bundle more securely. It seems to be a rule of the store that customers shall have no cause for complaint on this store. And when I send my little daughter or my servant there is the same careful attention in this regard.

"The third item to prejudice me favorably towards Cassius & Co.'s place of business is that everything in it is kept so immaculately clean and it is always in such applepie order. You never have to look out for your skirts there and you don't have to wait a year while a clerk rummages

through stock to find a certain article. Each clerk knows right where to put the hand on everything carried in that particular section. This is a great saving in time and patience for the patron whose time is money and who needs all her nerves for her work in life.

"There are other things that wed me to this store," concluded agreeable little Mrs. B., "but these three are enough to hold the trade of any reasonable woman—and I hope I have my share of common sense."

H. E. R. S.

### The Unexpected.

He had wedded a popular actress, much to the dismay of his friends. He was fond of the practical things of life. His friends were sure the professional lady would prove anything but a helpmeet to him.

It was their first breakfast in the pretty suite in the little flat. The coffee was delicious, the steak of the exact rareness he preferred and he had never eaten such rolls. He held one of the latter aloft.

"Why, where did you buy them, my love?" he asked.

She flung him a bewitching smile.

"I created those rolls," she dramatically answered.

"You?" he cried.

"Yes," she replied. "I was cooking in a downtown restaurant when I went on the stage."

A woman knows that her new gown isn't a perfect fit when another woman tells her it is.

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They have all the old-time Sardine quality, delicious in flavor, a wholesome, inviting food. You will prefer them to any you have ever eaten. \* \* \* \* \*

## Not a Substitute, But a Genuine Sardine

You should become acquainted with our brands. They receive the preference by all those who have given them a trial. \* \* \*

Sold by Over  
565 Wholesale Grocers

And in Every  
State in the Country



Cannery, San Pedro, Cal.

The only cannery of Genuine Sardines in America that is operated 12 months in the year in the same line of business.

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

California Fish Company  
Henne Building  
Los Angeles, Cal.



## PERFUME DISPENSER.

## She Should Be Chosen With Greatest Wariness.

Written for the Tradesman.

I must say that I often have cause to be amazed at the lack of discretion displayed by some storekeepers in the selection of the girl they put in charge of their perfume department.

The one selling this fascinating merchandise should, in the first place, be a person of fair education. By this I do not mean that she have all the ologies and isms at her tongue's end, but she should be possessed of some schooling and have a naturally bright head on her shoulders.

One's heart sinks when approaching some of the frowzle-topped non-entities behind perfume counters. On questioning them as to the make of some of the goods they are there to sell many of them, you will find, don't know one manufacturer from another. They don't even have the knowledge whether a particular manufacturer is across the Big Pond or lives on this side the water. They don't know why one perfume is above another in price. They don't even understand why one customer calls for Roger & Gallet's *Violette de Parme* or *Vera Violetta*, while another patron is perfectly satisfied with *Patchouli* or *Jockey Club*. All they understand about the quartette is that the former two are very expensive and seem to be enquired for only by what they call their "swell-est trade," while the servant class appear to like nothing so well as the latter duo, or something largely akin to these two, fairly reveling in them.

In selecting a girl for the perfume department a pretty blonde with brains makes a fine combination. This combination is rather difficult to run across, for I am of the opinion that quite generally pretty blondes are not burdened with an overstock of brains. Not that all blondes are silly, but a girl of this description as to coloring is usually so busy with attending to the preservation and enhancement of her charms that she has but a modicum of time to waste on the conservation and cultivation of what's inside of her noddle. Blondes are certainly dainty—unless they adopt the fool notion of wearing false hair—and daintiness is desirable to have behind the perfume counter.

Select for your perfume department a woman with the "gift o' gab." I don't like the quoted phrase a little bit, but really something more refined does not always express the meaning so well. That is just what is necessary in one at the perfume department—the "gift o' gab." Readiness of speech ensures many a sale that would be lost without it. The ability to say just the subtle thing that shall clinch a sale comes in excellent play at the perfume counter.

The perfume girl must possess a sufficient amount of ability at reading human nature and also she must be an adept at "sizing up customers" in the twinkling of an eye. Sometimes these two accomplishments are a matter of intuition. If not, they

may possibly be acquired by close observation and incessant study; in other words, by practice. It would be the height of inappropriateness to offer an inferior perfume to a lady of education and refinement, while it would be equally absurd to try to sell a *recherche* article in the perfume line to an ignorant person of uncultured tastes.

This is not to say that the perfume clerk should never try to influence her patrons to "trade up." She should with her commoner customers endeavor to persuade them, always in a nice way, to buy a better grade of perfume than they have been accustomed to purchasing. She should somehow let them know that it is much better form to use perfumery with less frequency and in smaller quantities than to "slather it on" and have the perfume lacking in elegance of quality. She needn't use the word "slather." But that's the idea—less perfumery and not used so often but of better kind. Some poor and uncultivated people are quite apt to regard perfumery as one of the actual necessities of life, but they utterly fail to recognize the fact that "there's a difference" in perfumes. "A rose by any other name" smells just as sweet to them; they lack woefully in discrimination. Such people, if steady traders, should with great finesse be brought to see the "error of their (perfume) ways" and shown a far more preferable course.

Never let patrons depart—whether regular or transient, but especially the latter—without so impressing your (perfume) personality upon their memories that they will want to trade with you whenever in need of the goods carried in your portion of the store. With an average stock the caprices of every sort of user of perfume may be met, prejudices overcome and the department made, in volume of sales, one of the most important sections in the establishment featuring this liquid so universally agreeable to the olfactory organ.

Beatrix Beaumont.

## Notion Counter Must Be Placed Right To Secure Trade.

Written for the Tradesman.

The man was talking who keeps a wide-open eye up on the small details of the business as well as upon the weightier matters pertaining thereto.

He was saying:

"It has always seemed to me, it has always seemed to me," he repeated for emphasis, "that the dealer in notions as one of his side lines makes a great mistake if he puts the counter containing these goods way in the back part of the store, or even halfway to the rear, and for this reason:

"The majority of shoppers, if entering a store to buy nothing but a notion or two, quite naturally feel decidedly diffident to having to own up to a floorwalker that that is all they desire to purchase. I have known of some shoppers so situated—that is, entering a store with no intention of getting more than a few notions—to actually fib to the floorwalker when

asked by him what they wished to see. They would tell him that they 'just stepped in to look around.' He would talk to them a little while, then turn his attention to other incomers. As soon as his back was turned they would chase around the corner, after a while ending up at the far end of the middle aisle where stood the notion counter, which was the point of their destination in the first place. It was against their shopping tactics to be enquiring where were kept such picayunish articles as notions!

For this and various other reasons I would always have the notions counter conspicuously situated. Right next to the door, to my mind, is none too far front. The big things that people want to buy they will go after, no matter if at the very tiptop of the building or in the subbasement, if there be the latter, but they hate to chase all over creation for riffraff, often omitting altogether to make the effort to reach the notions counter.

"Oh, pshaw! I won't be bothered to get that little stuff to-day that I wanted. I'll wait until I have to go down near that counter for some other kind of goods."

"And thus many a nice little sale is lost, whereas they would drop right into the merchant's hand if these small articles were within easy sight. If they were right where people had to step over them, as you might say, to get somewhere else hundreds of sales would be made every day of small items that people need but don't think of until their eyes light on them in a store.

"Formerly I used not to pay so much attention to details as I do now, but I find that it pays the storekeeper well to do so, and one of these details is the advantageous position of the notion counter." H. E. R. S.

## Mica Axle Grease

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

## Hand Separator Oil

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

STANDARD OIL CO.  
GRAND RAPIDS, MICH.

## The Maxwell Runabout At \$550

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

ADAMS & HART  
47-49 No. Division St.

## BUICKS LEAD CARS \$1 000 AND UP

BUICK MOTOR COMPANY  
Louis and Ottawa Sts. Grand Rapids Branch

## Jennings' Extracts

## Repeat Orders

The choosing of goods that bring repeat orders—goods that thoroughly satisfy the customers, and of a quality proven to make permanent customers of chance buyers—this is the foundation of mercantile success.

Jennings' Flavoring Extracts have gained their reputation by maintaining for thirty-six years the highest standard of purity, strength and quality—Jennings' Extracts bring repeat orders and assure permanent satisfaction.

Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872

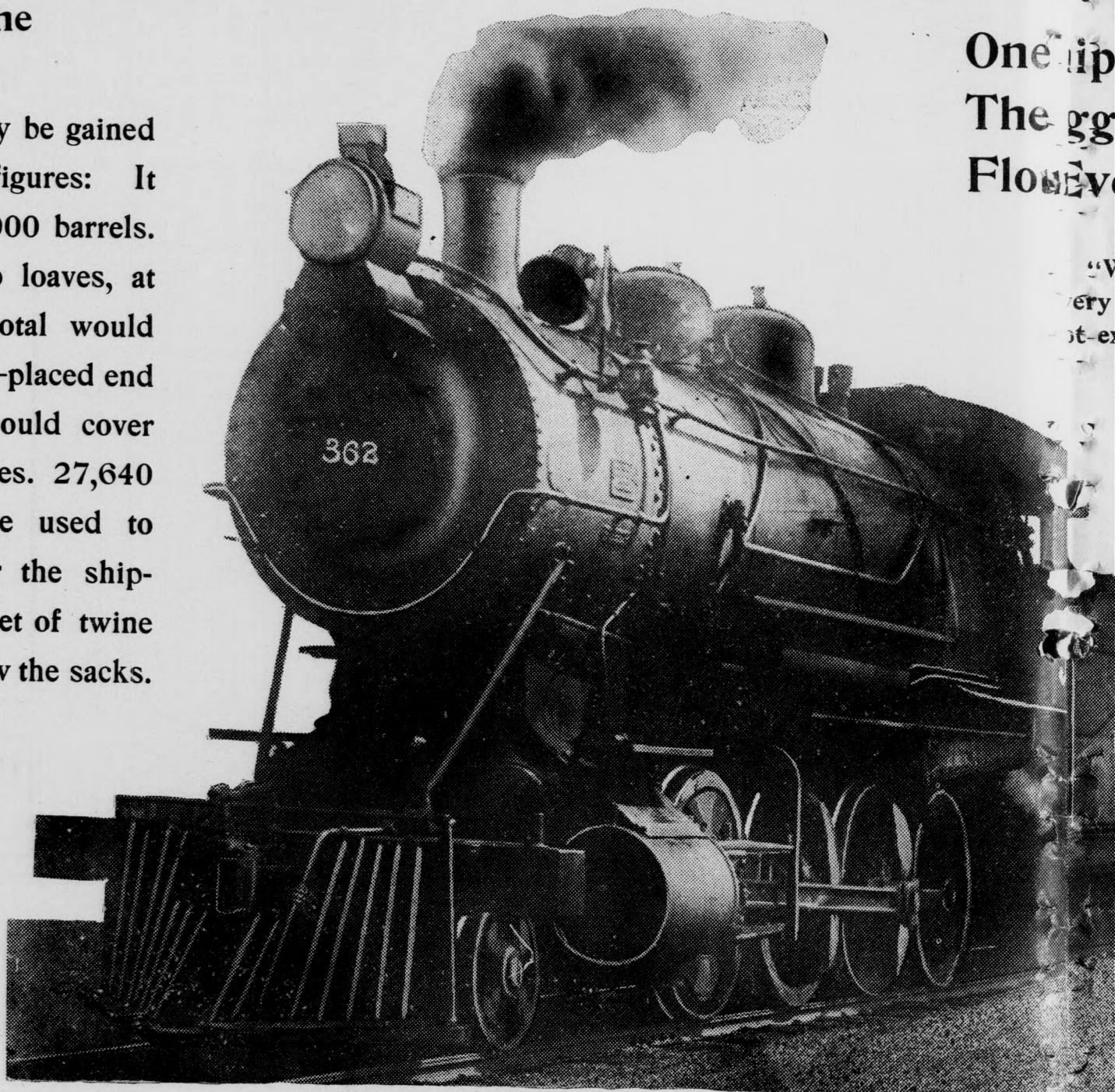




# A Solid Trainload

## Some Idea of the Immensity

of this shipment may be gained from the following figures: It contained nearly 5,000 barrels. If it were made into loaves, at 5c per loaf the total would aggregate \$89,450—placed end to end the loaves would cover a stretch of  $23\frac{1}{2}$  miles. 27,640 yards of cloth were used to make the sacks for the shipment, and 30,900 feet of twine were necessary to sew the sacks.



## On Friday, August 13

at 1 p. m., the C. Hoffman & Son Milling Co. shipped from Enterprise, Kansas, the above trainload of Fanchon Flour. It was the largest shipment ever made into this State. The train reached Chicago Monday morning at 4 o'clock, Grand Rapids the afternoon of the same day at 1:30, and was delivered in Saginaw at 6:30 of the same evening.

## This Shipment Created

a sensation and has received notices from newspapers and trade papers in many parts of the country. It was accorded a special train with special engines and crews for the entire route, which was covered in remarkably fast time.

**Symons Bros., Distributors for Eastern Michigan**

One tip  
The gg  
Flour

One Tin  
25ar  
Near 5  
B. e  
In Onehip



# Shipment of Fanchon Flour

Shipment of Fanchon Flour.  
Largest Single Shipment of  
ever Made Into Michigan.

"We ask as an especial favor that you return  
every sack of "Fanchon" at our expense that is  
not exceptionally good."



## The Famous Lime Stone

Hard Turkey Wheat, which  
is grown only in certain sec-  
tions of the State of Kansas,  
is used exclusively in the  
manufacture of Fanchon  
Flour. It takes more wheat  
to make a barrel of this flour  
because more of the low  
grade is taken off, and for  
this reason it has been long  
noted for its excellent flavor  
as well as for the fact  
that it will make more  
loaves to the barrel  
than any other brand.



Tinload  
25ars  
ar 5,000  
Brels  
nehipment

## Only the Maintenance

of the highest quality has created the active  
demand which has made this immense  
business possible. The policy of the C.  
Hoffman & Son Milling Co. has been to  
make a flour not "just good enough" for  
the ordinary trade requirements, but of such  
exceptional merit that it might be depended  
upon for the best results at all times.

## That the Demand

for this brand is a continuous one may be seen  
from the fact that this mill shipped to Michigan,  
during the 30 days previous to this mammoth  
shipment, considerably over 6,000 barrels, and  
since the arrival of the train more than 2,000  
barrels have been ordered. The entire ship-  
ment is just another illustration of the fact that  
the public appreciates an article of superlative  
merit even if it does cost more. All the good  
grocers in Michigan sell "Fanchon."

**Judson Grocer Co., Distributors for Western Michigan**



## A DIVER'S WINDOW.

It Was So Decidedly Unique It Created Enthusiasm.

Written for the Tradesman.

The unusual, as noted by close observers of various window trimmers' efforts, is what gets the curious public, and the more dissimilar to the goods carried by a store the greater the interest of that same public.

A certain dry goods store recently obtained the loan, from a party who deals in seafaring lines, of a diver's complete outfit. Anything pertaining to the mysterious realms of Neptune is always regarded with a wholesome awe and this occasion proved no exception to the universal rule. Each of the different parts of the diver's outfit had a tag of its own, and these were of great interest to those unfamiliar with the items, especially to the children.

The floor of this exhibit was spread with white sailcloth, new inch-thick rope being sewed neatly around the sides of the canvas rectangle.

The background was a painted canvas appropriately representing a violent storm at sea with a shipwrecked schooner sinking beneath the waves, its crew being saved by taking to the lifeboats.

At each end of the window was fishnet arranged in graceful festooning. Also fishnet enveloped the ceiling and was looped back in careless folds at either side next the glass.

Seaweed and strange sponges were borrowed from a private collector of the curious in nature and in art and these were bunched here and there.

A row of conch shells following the outline of the canvas lent their pink-lipped prettiness to the scene.

Droves of animated kids constantly massed themselves against the glass, as it is out of school hours these day, going home to retail gossip concerning the singular exhibit.

While this could not, by any possible stretch of the imagination, be said to sell goods, still it was a fine advertisement for the firm presenting this out-of-the-ordinary spectacle, which generally brought up questions at home as to each item and senturchins to dictionary or cyclopedia to discover its use, and such research could not but bring up talk in the family circle concerning the dry

goods store in whose window the diver was temporarily sojourning, and where a placard read as follows:

O  
I  
Am  
A  
Diver  
In the Deep Blue Sea  
!  
How Would You Like  
To  
Be  
Me, Me, Me  
?

Somehow the children got to regarding the personal pronouns in the last line as His Divership's name and they would say to each other:

"Oh, come on, boys! Let's go down an' look at Diver Me-Me-Me. Shell we?"

And it was generally the case that they "shelled."

H. E. R. S.

## The Wise Man.

Mr. Man, you have had your two weeks off and taken your vacation. You were sighing for the country and its meadows and brooks, and you engaged board with a farmer.

You didn't like the beds. You didn't like the board. The fresh vegetables were not fresh. The milk "from our own cows" wasn't up to the mark. All the shady spots were pre-empted by the fat woman and her kids. The robins didn't do any singing by day and the whippoorwill wasn't piping up at night without pay in advance.

You strolled in the meadows green, and the bumble bees made it hot for you.

You sat down beside the babbling brook and your dollar straw hat floated away on the babble.

You looked for romantic dells and found them in possession of droves of hogs.

You sat on the veranda to welcome the rising of the harvest moon, but she was taking it easy and didn't rise.

You got out of bed early for the first time in years to see the sun come up and shine down on a world of goodness, but it was a cloudy morning or the fog was thick enough to cut with a knife.

You took up a two-dollar bathing

suit, but you balked at sight of the horsepond.

You took up a five-dollar fishing outfit and caught one little feller.

To yourself and to others you called the farmer a blamed old swindler and asserted that he ought to be written up in the papers. You kicked all the time you were away, and now you mean to kick that you've got home. Don't do it. It'll all wear off in a month, and when next summer comes you'll do just as you did this summer—go back to the same place.

## Sparring for Time.

"Really," said the lady with the beehive hat, "I insist."

"No, dear," protested her companion, whose hat was nearly as great in diameter as a turntable at a round-house, "you mustn't. Please let me. I have the change right here. Let me see, I wonder—"

"But you paid for me last time. I have the money all ready. Conductor, can you change a \$10 bill?"

"Now, I shall not permit you to have that broken. I have some change all ready, if I can only find it. Dear me, I wonder what I—"

"It's all right; I want to get this bill changed, anyway. I wonder where I put—"

"No, no; really, you mustn't. I thought I had the change all ready. I must have lost a nickel of it somehow. But I have a \$5 bill that—"

"Did you say you had a nickel?"

"Yes."

"Well, I have one, too, so I'll pay for you next time."

"No, you shan't do so. I shall insist."

Then each handed out her nickel, saying to herself:

"The idea of her pretending to have a bill. She never had more than 20 cents at one time in her life!"

## Deceitful Appearances.

The American opinion of coffee as understood in the English home is not high, and how the coffee of the English lodgings is esteemed may be understood from the following traveler's tale. It was his first morning in London "apartments," and his landlady came up with the breakfast, and as he began the meal opened a slight conversation.

"It looks like rain," she said.

"It does," replied the American; "but it smells rather like coffee."

## Post Toasties

Any time, anywhere, a  
delightful food—  
"The Taste Lingers."

Postum Cereal Co., Ltd.  
Battle Creek, Mich.

The Diamond  
Match Company

## PRICE LIST

## BIRD'S-EYE.

## Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.50

## BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.50

## BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lots.....\$2.35  
Lesser quantities.....\$2.50

## SWIFT &amp; COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75  
Lesser quantities.....\$4.00

## BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60  
Lesser quantities.....\$1.70

## BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots.....\$1.80  
Lesser quantities.....\$1.90

## THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00  
Lesser quantities.....\$5.25  
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50  
Lesser quantities.....\$3.65

## ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40  
Lesser quantities.....\$1.50

BEST AND CHEAPEST  
PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60  
Lesser quantities.....\$1.70  
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40  
Lesser quantities.....\$2.55

## SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.25  
Lesser quantities.....\$4.50

## UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.60

## SAFETY MATCHES.

## Light only on box.

Red Top Safety—6 size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50  
Lesser quantities.....\$2.75  
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90  
Lesser quantities.....\$2.00

# It's a Bread Flour

# "CERESOTA"

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

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





## A RETAILER'S TURN.

## How a Hillsdale Grocer Changed His Business.

Written for the Tradesman.

Down in the city of Hillsdale one Lewis Jones conducted for some years a retail grocery and prospered.

Over in the northwest corner of the town, just where the headwaters of the St. Joseph River show as a mere rivulet, there is a living spring which discharges constantly a large flow of crystal pure and ice cold water.

It is located on a slight incline and sends its flood fifty or sixty feet away into a small reed-bordered pond.

Aside from the tracks of the Lake Shore Railway, which pass along the east side of this property, and one of the principal thoroughfares—along the south side of the area—leading out of the city to the west, there is not much of especial interest in the vicinity except—

And this is where Lewis Jones, ex-retail grocer, comes in, spelled large.

Mr. Jones was tired of tying up nutmegs, husking clothespins and blending teas and coffees and he had his eye on the living spring over to the northwest. He bought the property on which the spring is located. Indeed, he bought various other adjoining acres. He built a small brick house over the spring, thereby securing that resource from contamination. Then he christened the place "Cold Spring" and people began to sit up and take notice.

There was a good "cotch" of grass seed coming on presently, and shortly there was, around the brick house and down to the pond, a very inviting lawn which was fairly well shaded by a few thrifty, well-preserved trees. Then the Hillsdadians abandoned "the burying ground" as the attraction for the regular Sunday afternoon walk and said, "Let's go over to Cold Spring."

Meanwhile Mr. Jones had platted the acreage south of the street, and putting it on the market was selling a lot now and then. Also he had secured from the Michigan State Fish Commission a million or so of fish eggs of the rainbow trout variety. Incidentally, he had begun to bottle and deliver to subscribers Cool Spring water.

In due time his eggs hatched and this, after a proper period, resulted in the development of additional eggs, so that the routine soon made necessary the putting in of breeding facilities. Continuously boiling glass jars in the brick house was well enough so far as it went, but there were fish ranging from an eighth of an inch to two, four, six and twelve inches in length that had to be cared for.

Thus it is that to-day there are three pools, each for fish of a different age, in the little brook leading from the brick house to the pond. When the debutantes have passed from this ordeal to a size and disposition to take care of themselves they are transferred to a new and auxiliary pond on the south side of the street, where they remain until eight or ten inches in length, then they are removed to the original pond

and are big fish among other patriarchs.

There is no game law "closed season" for rainbow trout of the Jones variety—that is so far as Mr. Jones is concerned. Citizens may and do visit Cold Spring to see the fish and throw cracker crumbs to them, and the fish gather by thousands along the shore to acknowledge the courtesy and practically to feed out of the hands of their visitors; but there the familiarity ceases.

Why?

Because Mr. Jones has a contract with the Commissary Department of the Lake Shore Railway which takes all the fish he can raise at 50 cents a pound.

And he prospers.

Charles S. Hathaway.

## Purveyors' Windows Can Be as Attractive as Any.

Written for the Tradesman.

The grocery and the butcher shop should not be one whit less enterprising in the fixing up of their windows than the dry goods and the clothing stores. With such a wealth of material as has the former to draw upon and as interesting as the latter may make exhibits, there is no reason in the world why they both should not make not only the dry goods and the clothing establishments sit up and take notice but also cause all other commercial places to open their eyes and take a look out of them.

For the grocery store consider the item of honey alone and see how the subject could be enlarged upon.

Early in the season a couple of good-sized boxes could be seeded to the kind of clover that bees love best to discover, and when honey time actually arrives these may be placed in the window for a short time with a hive of live bees obtained from some accommodating apiarist of your acquaintance. Honey in the comb and also strained should be abundantly displayed. Cover the floor with real sod. Air should be allowed the window space if it is partitioned from the rest of the store, but of course caution must be exercised to prevent egress of the honey-gathering hymenopterous insects.

Is the display one of canned goods? Then secure photographs or other pictures of the interesting canning processes and put them in the window with an attractive display of preserved fruits, vegetables or meats—of whatever the exhibit may consist. Such pictures will make the window much more noticeable than simply an array of tin or glass cartons, no matter how uniquely these may be placed.

With fresh fruits and vegetables to draw on for his window the grocer has "everything his own way" as regards handsome designs in shape and color. You might say that he has "all the colors of the rainbow" at his disposal.

A nice way for the grocer to do is to get, from some one competent to supply them correctly, various menus for the several meals of the day and show in a dainty manner all the in-

gredients necessary for their preparation. This course would give home-keepers a good impression; they would be very likely to remember your establishment when they had occasion to concoct similar dishes.

Aim to keep on hand—and be sure to let the public know of it through your window and other beneficial advertising—at least a small assortment of odd little condiments and the like that are often called for by dainty cooks, whether they be simply wives or daughters who joy in getting up pleasant little surprises in the gustatorial line for the "men folks" of the family or experienced caterers fixing things for large and elegant functions. No use whatever to carry these goods if you don't exploit them, and where better than under the eyes of passing and possibly purchasing pedestrians? And don't forget to placard, whatever else you do or do not do.

The Butcher's Innings.

The meat man, also, is not living up to his chances if he has no realizing sense of the value of his window space for advertising purposes. He can show meats both uncooked and cooked and can have placards calling heed to their fine qualities and adaptabilities. He should display the same meats cooked in several different ways if they are susceptible of variation. With each manner of roasting, stewing, frying, etc., should be seen the sauce or sauces peculiar to that special way of serving. At other times particular vegetables that taste appetizing with certain meats

may be displayed in conjunction therewith.

If the dealer cared to go to that expense he might issue a neat little brochure anent the best ways of cooking all meats, including poultry, game, frogs, fish, turtles, etc. Such a condensation of ways of cooking animal flesh would prove uncommonly acceptable to busy women who like recipes in a nutshell. H. E. R. S.

## H. LEONARD &amp; SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN

## 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.

## Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers  
Send for our large catalogue—free

N. SHURE CO.

Wholesale

220-222 Madison St., Chicago

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

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

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

We Make a Specialty of Accounts of Banks and Bankers

## The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres.

CHAS. E. HAZELTINE, V. Pres.

JOHN E. PECK, V. Pres.

F. M. DAVIS, Cashier

JOHN L. BENJAMIN, Asst. Cashier

A. T. SLAGHT, Asst. Cashier

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Chas. H. Bender

Melvin J. Clark

Samuel S. Corl

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Chas. S. Hazeltine

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Geo. H. Long

John Mowat

J. B. Pantlind

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Dudley E. Waters

Wm. Widdicombe

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We Solicit Accounts of Banks and Individuals

## A HOME INVESTMENT

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

## HAS REAL ADVANTAGES

For this reason, among others, the stock of

## THE CITIZENS TELEPHONE CO.

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



### CONVERTING A CUSTOMER.

#### Salesman Must Get Into Atmosphere of the Man.

I have sometimes tried to discover a definition for that which we refer to as the sense of humor, even going to the length of consulting the dictionaries and boring a summer piazza group. I have not yet discovered two persons who were in agreement, nor one who could clearly state his understanding of the meaning of the term. Some were willing enough to talk, but the more they talked the less I knew about what they thought.

I am not able to define the phrase, although I know well enough what it means! It is quite easy to recognize a sense of humor in the constitution of one's friend, and easier to recognize its absence.

It is, like Boston, a state of mind; or, more exactly, an attitude of mind. It is possible to acquire a sense of humor, or at least, as the slang of the day suggests, to make a noise like one possessed of a sense of humor. It is, perhaps, as much an attribute as an inherent quality; for it may be simulated, it may be engrafted, it may be practiced as an accomplishment or employed as a weapon.

A keen sense of humor is the purple aura within which the good salesman or the shrewd advertiser envelops his prospect. Let us for this one time dispense with the term advertiser and consider that the term seller includes it also. I choose seller rather than salesman because it seems to me that the seller sells while the salesman offers for sale. So, while the seller must needs have a sense of humor the salesman may get along without it. One can, I imagine, offer goods for sale to people with whom he can not get into rapport; but one can not surely sell things unless he can get his prospects to stand with him upon the magic rug of the sense of humor. That is, one can not sell things to an unaroused buyer unless there is the power to arouse him; and a person may be aroused much more easily if a silken ribbon is used to lead him than if a chain or a hempen cord. The silken ribbon may be one's sense of humor. Why not?

There is selling and selling. There is the selling which is only the perfunctory response to the necessitous demand. Filling an order I do not call selling. When the butcher, the baker, the grocer, or even the draper responds to a demand for his wares he exercises none of the selling talent, unless he leads the buyer deeper into quantity or higher up the price scale.

There is the selling which is the end of the chase—the brush after the hunt, the fine and finished result of the art of creating desire. In this selling the imagination of the seller discovers the latent need, his hope fires his courage, his persistent zeal plans and prospects the campaign, his sense of humor molds the prospect to his will.

Some say it is the personal element in selling that wins. It is. But just what is the personal element? It is, is it not, the skillful estimation of the prospect by the seller, and a care-

ful playing upon him to soften and entice his will so that it may prompt him to follow where the seller wishes to lead? I who am to sell must surround and overpower the personality of the prospect with my personality, and I must negotiate an eager surrender.

It is mighty ticklish business, this leading a human being to water, furnishing the water and getting him to drink. To do it successfully one has to know the human beings. More: One has to know them well enough to cater agreeably to them. Even more: One has to know himself better than he knows that one to be led to drink.

Knowing the abstract man to be led to the selling fount, and knowing the concrete man who is to lead, there is yet to know how the very act of leading—of selling—is to be accomplished. It boots me nothing that I know the keyboard of the piano and have ever so appreciative an auditor, if I have not in my memory the melody. It sells for me no goods to know a man, to know he needs the goods, to know me, to know the way to the man's favor, if perchance I know not the manner of right approach along the way and into the favor of the man.

If I have the sense of humor it teaches me the manner of right approach. It puts me and him into the same sympathetic atmosphere, attunes us each to the other, inclines him to me and me to him; makes us, in fact, agreeably interested in each other. Then comes the sale, easily, naturally, agreeably, profitably.

Now, it is possible to practice upon a prospect a very fair counterfeit of the act of selling with the aid of a well understood and skillfully manipulated sense of humor. It is often done. Listen to it, looking away from the operator and excusing the tones of his voice, and you'll almost believe. But the sale is not so easily made. It is not the personally inspired melody; it is the player-piano in selling. It lacks the entente of the sense-of-humor sale. It is often a flat failure, with no resulting sale. Both salesman and prospect wonder that there was no sale, how the abortive result came about.

Telling a man that he is a bully good fellow does not convince the man that you thus esteem him. It is the manner of the telling that assures him—the tone of your voice, the light in your eye, the expression of your mouth, the grasp of your hand. These things mean so much more than what is said. They are given their character by the speaker's sense of humor, or his lack of a sense of humor.

It is so absolutely important to get into the atmosphere of the man you want to convert into a customer. The power to do this is the prime quality of a seller—it is the only avenue by which a man may travel from salesmanship to selling. A well-developed sense of humor, as I understand that human attribute, enables one person who wishes to bend another, or others, to his will to get into workable relations with his prospects. And nothing else serves in like manner and measure.

The personal equation in selling has emptied many a willing fountain pen and vexed the formula-building professors. But it is not an abstruse subject. It really involves an unselfish pose and a sense of humor—a saving sense of humor.

It is only the hundredth salesman who is willing to so sink his individuality as to enable him to become a seller. I say "sink his personality" advisedly and deliberately, because it is only the thousandth salesman who is so supremely blessed by Nature as to have an individuality that is naturally adapted to the seller's work. A good seller is made, not born; and the best sellers are those who make sellers of themselves.

It is the supreme office of the sense of humor, joined to imagination, that it enables one who seeks himself to find himself. It is perhaps the most difficult thing a man has to do, to dissociate his idea of himself from himself—to stand himself in a strong light and coldly examine himself. Only he with a dominant sense of humor can do it; and he with a dominant sense of humor will do it. Most of the failures result from men's ignorance of themselves. Yet we do not wish, or need, to see ourselves as others see us—only just as we are, just what we are.

If you are thinking of becoming a seller just stand yourself off, with face averted, and size yourself up. Be honest, but don't be so honest that you are damnably dishonest. Take an inventory of all your faults and dismiss them. They will fade away if you cultivate the virtues. There is not room for faults where virtues are cultivated. Weakness can not exist where strength waxes. Just do not worry about that which you can not do. Dig out every particle of ability and aptitude you possess and study and plan and work to make those qualities stronger and more nearly perfect. Throw yourself upon your own qualities. Seek out the deficiencies and correct them. Think yourself over with reference to the effect of yourself upon potential buyers.

How many salesmen do this? How many men who wish to be good sellers realize that they should perfect a person that will favorably affect possible buyers, and study themselves with that object steadily in view?

The salesman with imagination and a keen sense of humor thinks of the matter, but not always to the greatest profit. Most of us are prone to consider that the influence of the personality of the seller upon the buyer is a matter of conscious effort at the time of meeting. Not so. The tuning of a personality so that it may play upon the personality of the buyer includes the tying of shoe-laces, the placing of the scarf-pin, the brushing of the hair, as well as suavity of manner, mellowness of voice, blandness of smile, grip of handshake and subtleties of address. The salesman needs to develop a personality which shall be an harmonious note in the trade-rhapsody he hopes to produce.

We can heartily agree that "the noblest study of mankind is man," and if we are to become sellers we

must conclude that the man to be studied is the very man who is to do the studying. It is well to study man in the abstract, in order to be able to know how to approach the buyer, but it is of vastly more importance to study self. Smith the salesman is too prone to present himself to the buyer as Smith, rather than as a seller of goods. It is because Smith is a salesman, pregnant with a great knowledge of his goods although comparatively ignorant of Smith.

Now it is the seller that sells goods—not the goods. So it is the seller that should be the perfect instrument. Buyers of Smith, or Jones, or Robinson—not the goods. That is, relatively. Goods are bought upon their merits sometimes. Goods are bought upon the merits and charm of the seller, more than sometimes.

Is there any school of selling that takes its students apart and exhibits the parts to the students with careful analysis of defects, deformities, shrinkages, absences and clear directions for remedy, for development, for building up? There's no such school. There is no systematic attempt to improve the tools, but much strenuous demand that any tool do the same work.

The man competent to do his job. A seller must be that. In nearly all cases there is the job and the man is set about doing it with little thought of his fitness. No job is too much for the man thoroughly trained to perform it. Salesmen may become sellers if they fit themselves to sell. Selling is not a matter of intuition, natural "faculty" or ardent resolutions. All these help. But selling is an art to be learned, a task to be executed by those properly trained to sell.

Selling is an art more subtle, more profound, more exacting, more formalized, and withal more human, than any of the professions—than medicine, law, theology, pedagogy, physics, engineering—but it is practiced by men who do not prepare for it and do not consider preparation necessary. No greater nor graver mistake ever was made. It is easy, to be sure, to come up to a man and ask him to buy; it is exceedingly difficult to so come up to a man as to cause him to buy.

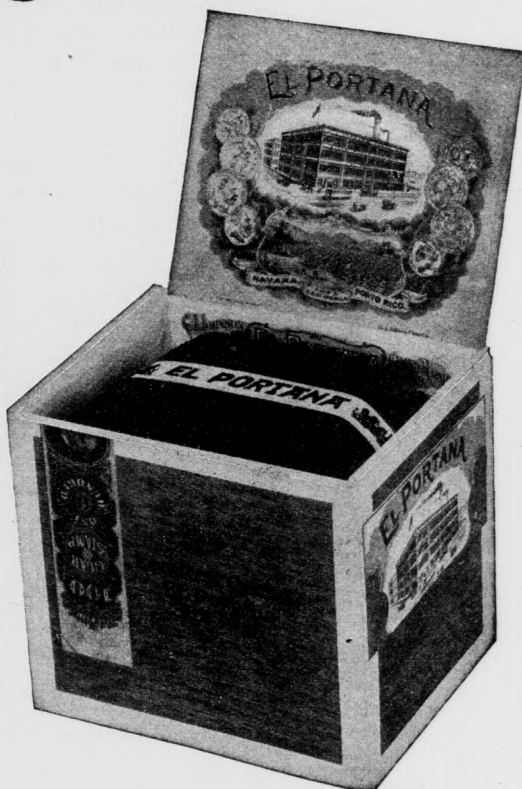
And that is exactly what salesmen and advertisers should be trained to do. There being no schools wherein salesmen and advertisers can be trained to sell, it behooves each one of them to assiduously study and rigidly train himself, calling to his aid that sense of humor we are unable to define.

When one essays to sell he should know how to sell. As things are, as the business of selling is prosecuted, a person begins to sell, or attempt to sell and gathers a meager and ill-assorted stock of knowledge as he plods along the road of comparative failure. Whatever schools there are for salesmen and advertisers assume that the students are properly qualified to become sellers and need only to be taught the motions. Whereas almost the whole of selling and advertising is within the seller and advertiser.

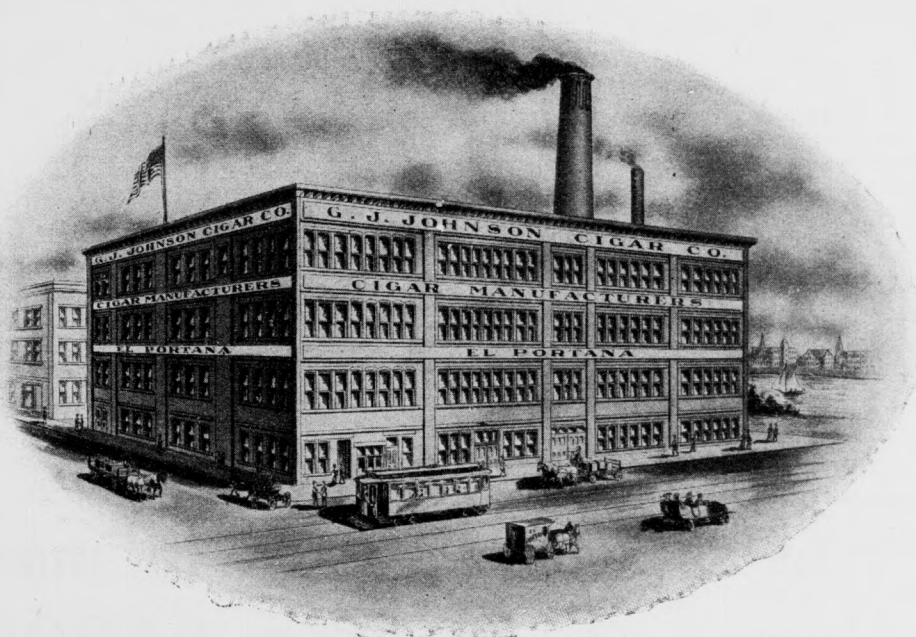
Geo. F. Nourse.



# EL PORTANA 5c CIGAR



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Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions

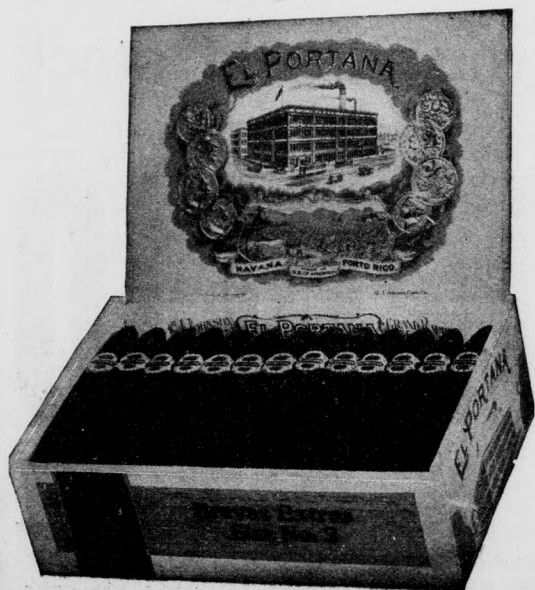
Made in

## Five Sizes

### G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





## TIMELY SUGGESTIONS.

## How the Government Might Raise More Revenue.

Written for the Tradesman.

"When the corporations are obliged to pay a large income tax over to the Government," observed the man on the cracker barrel, "we poor tax payers may be able to accumulate enough money to buy our own chewing tobacco."

"Speed the day!" said the grocer.

"I'm glad," broke in the man at the cigar case, "that this income tax business was shifted from the people to the companies."

"They're only talkin' of doin' that," interposed the man who was watching for a chance to cut into the cheese. "They ain't done nothin' yet."

"Yes," grumbled Old Si, sitting in the only chair, his elbows on his knees, his chin resting in the palms of his hands, "yes, oh, yes! I've got a vision of these here corporations turnin' over an income tax! Did any of you fellers ever see any legislation these corporation sharks couldn't beat? Not much you didn't."

"How can they beat this income tax, Uncle?" asked the man at the cigar case.

"Dunno," was the grumbling reply. "Dunno, but they'll beat it! Now, there's the Lackerranner. They've got a cinch on coal, 'cause they digs it an' carts it to market, catchin' the consumer goin' an' comin', as the sayin' is. Their hold-up is so strong that the Government passes a law that no railroad must own the coal it hauls to market."

"Gee! But that was good!"

This from the man watching for a chance at the cheese.

"Then what does these here Lackerranner sharps do? They organize a coal company an' gives the stock to the stockholders of the Lackerranner. The same men is transportin' the coal, only under a new company name, an' the Supreme Court says it is all legal an' accordin' to law! I reckon you fellers could, do most anythin' if you had all the money you wanted, an' I guess these here millionaires ain't in no baby class."

There being no millionaires in the assemblage, this sentiment was loudly applauded, which fact induced Uncle Si to continue his outburst of wisdom.

"Now, these here sugar fellers," he said, "have been payin' money over to the Government what they stole by short weight, an' all that. The newspapers say that that will hold 'em awhile. Laws! You don't think the sugar sharks pays this money, do you? No, sir! There's Old Maid Beers out by the gate now, a calling of the grocery boy to give a order of tea an' sugar. She'll pay more of that money now bein' turned over than the President of the Sugar Trust will. Think they'll reduce their dividends? Not yet! They'll raise their prices—not now, but right soon. An' they'll add a little extry for their trouble, too."

"Or they'll put somethin' that ain't sugar into the candy they make," suggested the man on the end of the counter, who had just broken a tooth

on a stone which the grocer had coated with sugar and dropped into the candy pail for his especial benefit.

"The poor consumer pays the freight on everythin'," observed the man who was watching the cheese, as the man with the broken tooth put is hand to his face and hobbled to the door.

"Wat I'm contendin'," continued Uncle Si, "is that it don't make no difference what the laws is. The man that's got money has the last word. Now, there's the mortgage tax. The law sharks says it ain't accordin' to Hoyle for me to pay the tax on the part of my house what I don't own. The man what holds the mortgage, says they, he's the feller to pay part of it. So they goes an' passes a law to that effect. Yes, to just that effect. Then when I borrow a thousand to put with my thousand to buy a home, this mortgage shark soaks me for the sum he will have to pay in taxes on that mortgage, an' adds a little for good measure. You bet he does! Now, I've got a thousand in that home, an' I'm valued at two thousand, an' pay taxes on the valuation, an' the shark saws his share off on me an' I'm payin' taxes on three thousand! Which is the way the sufferin' poor is protected by law."

The man who had broken a tooth on the rock coated with candy opened the door at this stage of the proceedings and heaved the stone at the grocer. It missed him an' took Uncle Si on the fire-escape whiskers that wandered from his right ear to the point of his jaw.

"Then how's the Government to get more income?" demanded the man at the cheese, who was wondering if the grocer would ever move away to the other end of the store.

"I dunno," replied Uncle Si, put-

ting on his spectacles in order that he might inspect the projectile which had bunted into his spinach. "I dunno. Suppose they put more duty on lumber, or iron ore, or wool, or hides, or gloves, to get what they want? Yes! They puts it on an' the men in charge of them commodities saws it off on the final consumer. It don't make no difference what they puts the tariff on."

"Then what they puttin' up such a scrap over it for?" demanded the man by the cigar case. "You talk like a water bottle, Uncle Si."

"They're puttin' up a scrap over the tariff," grumbled Uncle Si, putting his spectacles away in his pocket, "'cause the hot air they're givin' out is all aimed at their deestriests. They want to show their constituents how they are protectin' of 'em. They know the chin they're givin' out ain't doin' no good. They know the trusts decided the tariff schedule a long time ago. When they've all had a chance to show their constituents how they're ready to talk the coats off their backs for 'em, they'll adjourn an' go home to be met with brass bands an' the plaudits of the multitude."

"What you need," said the man near the cheese, "is a good mental shock. You've got the molleygrubs."

"Let him alone," suggested the man at the cigar case. "I want to hear him tell how the Government is to get more income."

"Congress might buy out the Lackerranner," said Uncle Si. "That road paid 20 per cent. dividends, an' an extry 25 per cent. in cash an' a stock dividend of 15 per cent. in stock worth six hundred dollars a share. That's only 60 per cent. in one year. I reckon that a few railroads like that would soon pay the national debt."

"You're an anarchist!" roared the man at the cigar counter. "You

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.

**PROGRESSIVE DEALERS** foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

# HAND SAPOLIO

**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.



would rob men of vested rights!"

"Or," continued Uncle Si, "the Government might employ a few prize fighters by the year an' keep em' busy fightin'. When any old loafer gets a champeen belt he has a private car an' a divorce suit right away. I reckon on a few men like this here Johnson an' this man Ketchel could put the Government on its pins pretty soon."

"There must be a home for the aged, somewhere, where Uncle Si can rest his brain for the remainder of his brilliant life," suggested the grocer.

"But about the best payin' business that I happen to think of now," resumed Uncle Si, "seems to be monopolized by the Eytalians. They've got a game that seems to be the daisy one so far as heard from. An' it don't require no investment, either. It sure is a peach!"

"What is it, Uncle Si?" asked the grocer. "I'm getting so much money in the grocery business that I feel like branching out."

"Why," replied Uncle Si, "it is a business you've heard about before. The Secretary of the Treasury has a note for fifty millions comin' due at the Thirty-Story Trust Company's office. He drops a note to John D. Rockefeller somethin' like this:

"Dear John: Pardon haste an' a bad pen, but if you don't put a hundred millions under the paving stone in front of the Flatiron building at midnight, in the dark of the moon, I'll dynamite the University of Chicago."

"Now, when Johnny gets this missive he don't send a lawyer up to swear him out of the mess, as some of the trusts would in case of an income tax. John broods some over this. Finally he takes the sum asked for and stuffs it under the stone indicated and sends out word to raise the price of kerosene and gasoline two cents a gallon."

"You old pirate!" shouted the man at the cigar case. "You are proposing that the Secretary of the Treasury go into the black hand game. You ought to be pinched."

"I guess the police would get Mr. Secretary pretty sudden," said the man at the cheese, still watching the grocer.

"Oh, I don't know," replied Uncle Si. "Did you ever hear of any police getting any of these here black hand men an' makin' it stick? I guess the black hand game is about as safe as the tariff game as a money-getter, for the police don't seem to connect with the operators, and sometimes the peepul at home do connect with the representative who mixes up in the tariff schedule. In fact, I'll tell you fellers right now that this tariff epidemic which is ragin' in Washington an' in a good many of the newspapers right now is goin' to be a mighty deadly disease in some of the congressional deestriacts next year. I wouldn't be at all surprised if it laid out a good many congressmen. Yes, I think this black hand game suggested is a good deal safer for congressmen than the tariff game, the way they're a playin' of it."

"Uncle Si," said the grocer, "you

ought to have a Carnegie medal made out of a patent office report."

"I dunno," replied Uncle Si. "I dunno about that. Speakin' of Carnegie reminds me that the United States might go into the steel business for an income. Or it might get up a police graft somethin' like that one out of Desplaines street station in old Chicago. I dunno as it would be quite right for the Government to go into business of any kind, but it seems that the officers are overlookin' the big grafts, so I thought Uncle Samuel might take a hand in some of 'em. The consumers have to settle for everything in the long run, and some of the cash that is being collected from the grafts might as well go back to the people as well as into the pockets of some of the men who go abroad with the proceeds."

"Every old gazabo that pays his taxes in the shape of revenue pasters on whisky and tobacco," observed the man at the cigar counter, "thinks he is supporting the whole works. Looks as if there was a storm coming, Uncle Si."

"I dunno," replied Uncle Si, "I dunno, but it seems to me that there'll be quite a breeze in some of the congressional deestriacts next year. Yes, indeedy." Alfred B. Tozer.

#### Why Merchant Has Good Sale on Woolen Blankets.

Written for the Tradesman.

"You might think it queer," remarked an observant merchant, "that we actually sell more woolen and part woolen blankets at this season of the year than in the fall when people are naturally preparing for the coming cold weather by laying in suitable supplies, but what I have stated is true."

"Of course, in the fall we always have a nice trade on these goods—couldn't help it with the pushing for business that my clerks constantly exhibit."

By the benevolent look that crept into the merchant's expressive eyes one would judge that he is fond of his salesforce, and his next words proved that such is the case.

"I might say, in passing," he continued, "that all my clerks are wedded to their employment—I couldn't drive them away from me with a ten-foot pole, and I guess I wouldn't want to either."

"I treat my clerks, by the way, as if they are human beings, not, as some employers of labor do, as if they were automaton—mere puppets wound up and guaranteed to work so many hours a day for me and then their interest in me would diminish to the point of running down."

"No, we are all more like one big family than anything I can think of. In the summer I allow them their time for a picnic—and this is not held on the weekly half-holiday I give them either. Then in the winter I have for them a dance at a nice hall where the floor is a prime one for 'tripping the light fantastic.' My wife and I are the very closest of chums and she co-operates with me to give the store help the best kind of a time at these little social gather-

ings. I foot all the bills—have the finest that's agoin' in the line of refreshments and elegant music for that 'tripping' that I mentioned."

"Then, another thing: Always when there's a circus in town I let all my help run over to the main street and see the parade. I am just too far from the business center for anyone to see the procession well and I can tell by the suppressed excitement that the fellows and the girls are all on the qui vive to see it—albeit there's scarcely any change from year to year."

"These three perquisites are, by all my salesforce, appreciated fully at their worth. I give them these amusements because, in the first place, I like to, but at the same time they are a wonderful stimulant to my boys and girls to exert themselves to the utmost in my behalf. I ten times more than get back any expenditure I am put to to please them."

"Besides the things of which I have spoken there are numerous other ways in which I strive to make it agreeable for those who work for me and they all certainly appreciate what I do for them in the vigilance with which they look out for ways to pull trade our way."

"And this matter of selling blankets between seasons is one of these

ways. They always vie with each other as to which can sell the most of any particular kind of goods, all around the store, that are not called for in all parts of the year, and just now it happens to be woolen blankets."

"Where all conspire to make a good showing in any mentioned line—where all put their shoulder to the wheel at once—no wonder that only good results from the effort."

M. W.

## Hart Brand Canned Goods

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

## Becker, Mayer & Co.

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AND

YOUNG MEN'S CLOTHES

## FLOWERS

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Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

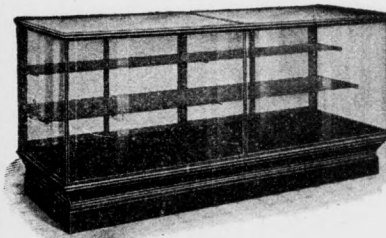
No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it

## CHAMPION 70 TO 72 GRAVITY

Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.



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Our output is more than six times greater than our largest competitor hence we are enabled to make large savings in purchases.

We own over forty patents—improvements over old methods and our prices are reasonable. Write for catalog.

GRAND RAPIDS SHOW CASE CO.

Grand Rapids, Mich.

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Chandler Adjustable Desk and Chair



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

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

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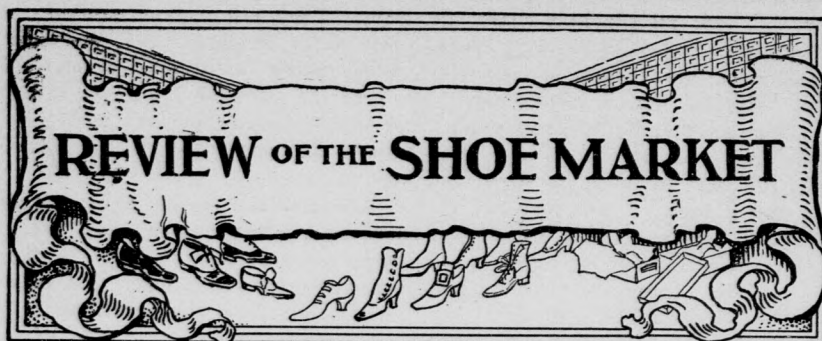
CHICAGO, ILL.

NEW YORK

BOSTON

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### The Fag End of the Clearance Sale Period.

Written for the Tradesman.

Figuratively speaking the clearance sale period is on its last legs. For a long time now divers and sundry newspaper announcements, posters, dodgers, circular letters, signs and banners have kept us posted on the progress of clearance sales in retail shoe stores. That portion of the public which looks forward to the great midsummer cut-price era in footwear assuredly has had its fondest hopes gratified by the goodness and inexpensiveness of seasonable shoes. Considering the high prices which prevail both of sole leather and of upper leathers—and particularly when one considers the uncertainty which prevailed owing to the big job of tariff revision undertaken by the Senate—it must be said that the public has been buying its 1909 summer shoes remarkably cheap. Many people high up in leather lore prophesied higher prices for next season; but the generously disposed shoe retailer did not borrow trouble and stiffen prices for to-day because of the uncertainties of to-morrow. On the other hand, he cut prices with all the zest, ardor and enthusiasm possible (for which qualities he is conspicuous among modern merchants), and so the public got in on the ground floor of bed-rock prices in seasonable footwear.

#### Is the Clearance Sale a Nuisance?

This raises an interesting question, namely, is the clearance sale a legitimate method of merchandising or is it a nuisance? Ought it to be perpetuated by the retail shoe merchants of a community or should they get together and devise some means of eliminating it or, at all events, of minimizing its hurtful tendencies?

These are interesting questions with a decidedly practical turn. The manner of their solution means much to the great industry of shoe retailing. At this stage of the game there is a great variety of opinions among intelligent and successful shoe retailers upon these topics.

Only the other day I was talking with the manager of the men's department in a large up-to-date store and he gave it as his candid opinion that the clearance sale is as unnecessary as it is demoralizing and disastrous to legitimate, profit-making shoe selling. "It is an evil," said he, "that shoe retailers have brought on themselves and one which they themselves, and nobody else, encourage and perpetuate. Look," he continued, "how eager they all are to get

into the price-cutting fray at the earliest possible moment! About the time the season for the sale of summer goods is getting at its best some shoe merchant in every community who is avaricious not according to wisdom breaks out with a newspaper announcement to the effect that he has reduced the price on all low-cuts. That starts the rest of them, and then the beautiful spectacle of cut-and-slash is re-enacted for the edification of the shoe-wearing public; and it's all dead wrong."

Now it may be said that this manager is an extremist. Perhaps the charge is true. But as extremes beget extremes his antipathy to all manner of clearance sales is doubtless due to the injurious consequences which attend present clearance sale methods.

I think there are good and valid reasons for the clearance sale. As has been repeatedly pointed out, no merchant can clean up entirely. There will always be left-overs, odds and ends from the broken lines, etc., and lines will be discontinued from time to time. Some goods will become slightly soiled or shop-worn, while some will fail to strike the popular fancy and so tend to become "stickers" unless out-of-the-ordinary selling methods are employed. All of which (and much more of like character) goes to argue for something of the nature of the clearance sale, in which attractive prices are used to lure the people in and move the wares out. The dealer can very well afford to cut his profit on such commodities down to a very low figure. He can even afford in many cases to sell at actual cost—or even below cost; for is he not getting back money that would otherwise be out for good? Since it is necessary for one merchant it will be necessary for all, for all operate under the same limitations. At the same time it is all too evident that the cut-price idea is over-worked, and worked to the demoralization of legitimate shoe retailing. Such sales are inaugurated too early. The public is being taught to look forward to them and to postpone the buying of seasonable shoes until such time as the price shall be reduced. Thus, because a perfectly legitimate and necessary principle of merchandising is abused, shoe retailers everywhere pay the penalty by sharing their profits with the public. The evil can be corrected only by concerted activity. The merchants of the town should get together and decide upon a day for the beginning of the clearance sale, and the later the date the better.

### More Prosperous Times for the Shoe Retailer.

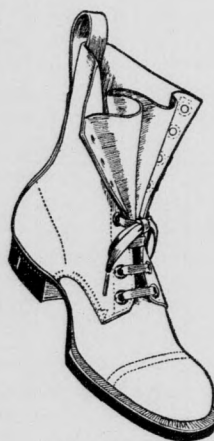
Contemporary prophets are agreed in their predictions that better times are in store for us—and especially for those of us who are directly interested in the shoe and leather business. With hides on the free list, reduction in the tariff on sole leather and upper leathers, also a reduction in the tariff on manufactured articles in these lines, the outlook appears good to the retailer. Perhaps those jobbers and retailers are a little premature who are expecting (and demanding) lower prices on goods. Prices will have to be adjusted gradually. The process can not be forced. The economic system is big and complicated and it will take time. If the prices now being paid by jobbers and retailers are too high—which is a doubtful question—they will in due time be lowered. If they are approximately right, considering actual values in the wares themselves, such minor changes as have been made in the tariff schedule will not make any material difference.

Manufacturers, jobbers and shoe retailers are, and for a long time have been, interested in the so-called grading-up process in footwear. The desire has been to educate the public to the buying of better shoes. The difference of 50 cents or 25 cents, or even 10 cents, sometimes makes a big difference in the actual wearing qualities of a shoe. When the prices of materials go up and the public is unwilling to pay this extra cost the only thing left to do is to "skin" the

shoe; that is, put less expensive materials into it. The shoe may be the same shoe so far as outside appearances go; but it may not be nearly so good a shoe as it was. Wear and wet weather bring out the differences. The public has its new shoes at the same old price notwithstanding the advance in the cost of materials, the manufacturer, the jobber and the retailer have made their usual profits; but the customer has not gotten the old-time service, and his is the responsibility inasmuch as he balked at the price.

Now, owing to the changes in the tariff on leather items, suppose it is possible to make the same shoes 10 or 15 cents cheaper per pair—and that, I presume, would be stating the case rather too strongly—what then? Shall we reduce the retail price in direct ratio to the reduction in the cost price, thus selling a \$3.50 shoe for \$3.40, or shall we, by common consent, retail at the same old price, \$3.50, and put 10 cents additional value into the shoes? If you give the manufacturer the benefit of that 10 cent item you can rest assured he will give you a far better shoe than formerly. Even a few cents make, oftentimes, a vast difference in the wearing qualities of a shoe, as I said.

It occurs to the writer that now is a splendid time to put into active operation some of our talk on grading-up in footwear. Prices are not too high. The people have gotten reconciled to the prices that now are. To reduce them would be, it occurs to me, an unwise procedure. Instead



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

## Your Shoe Men Know Good Salesmanship

Is often capable of putting any kind of shoes on a customer, but your profit on a single pair is not enough to pay for the loss of any person's year in and year out trade.

Then figure up in your mind what it will be worth to you to handle a line of shoes that has gone steadily ahead until it leads the procession for wear and, every day after the customer leaves your store, satisfactory service.

There are a lot of points about "H. B. Hard Pans" that pull—that the other fellows don't put in—and they are even better than ever this season.

Just like our H. B. Hard Pan Shoes, our selling plan has greatly increased in value to the dealer—it's yours—and the extra profits—for the asking.

Herold-Bertsch Shoe Co.

Makers of the Original  
H. B. Hard Pans

Grand Rapids, Mich.





of reducing the retail price grade up the quality and give the people a bet for \$3.50 shoe than they ever bought for the money in their lives. If this can be done (I see no reason why it can not) then all our talk and worry and anxiety over the tariff revision shall not have been in vain.

#### Planning Ahead for the Fall Campaign.

It will not be long now until the shoe retailer will have a news season on hand. And a news season means much to the shoe retailer—provided he is prepared to make it mean much.

Success in shoe retailing as elsewhere in the industrial world—and in life, for that matter—is no accident. It does not just happen. It comes in obedience to laws.

The retail shoe merchant ought to be busy now planning his fall campaign. His goods are bought; perhaps already in the stock room or on his shelves. Now is the time to incubate selling plans, to design new and effective window exhibits and to map out some attractive and telling lines of newspaper talk.

Writers in shoe trade journals have often pointed out the advantages of keeping a blank book in which to copy or paste items that may subsequently be worked up into shoe store advertisements. Such ideas, of course, will occur to one now and then. When they do occur is the time to cinch them by writing them out in the note book on advertising suggestions. At times the mind is more resourceful and prolific than at other times; and if one happens to have a leisure hour and a fruitful mood all at the same time he can jot down a great many things that will mean much when it comes to elaborating future advertisements.

The main idea, of course, is to have the advertising constructed on a systematic basis—each advertisement different from its predecessor, each an integrant part of a definite advertising campaign. This necessarily involves time and thought.

In shoe merchandising, as in the selling of other lines, there are two matters of prime importance: First, to hold the customers one now has and, second, to secure as many new ones as possible. In holding the trade one now enjoys and in gaining new trade it is up to the shoe merchant to be absolutely open and above board in his dealings with the trade. Pleased customers are good advertisers always. Therefore try to please. Please them by giving them good values—and such incidental courtesies and amenities as they may rightly expect.

In planning ahead for the fall campaign it would not be a bad idea to infuse a lot of enthusiasm and optimism into the salespeople. Make them feel that they are a part of the business; that the success of the business depends in no small measure upon them, and you can best propagate these ideas by making them feel that it is worth their while to co-operate with yourself to the fullest extent. A system of rewards and promotions—

extra pay for extra work done—will put them on their mettle.

Of course, it goes without saying that the store should be put in ship-shape. If you can not afford new furniture and store fixtures you can at all events clean up the old and rejuvenate the place. You can add little touches of color and you can observe the laws of convenience and good taste in the arrangement of your store furniture.

Now is the time to plan ahead for the fall campaign. Cid McKay.

#### Proper Care of Show Cases.

A few words may be considered not out of season as to the proper care of cases, as many are injured or allowed to depreciate in value through want of proper knowledge or carelessness in taking proper care of them.

The position of a show case has sometimes a great deal to do with breakage, and cases must always set level or there is an uneven strain on some part of the case, which is liable to cause a break at any time, and when the case is not setting on a level foundation the doors will not close properly and tightly.

Particularly is this the case with the all-glass show case now so deservedly popular, although there is one style now made that is fastened together with patent corner clamps without holes in the glass, that is practically unbreakable through this cause, as the corners permit of a certain amount of movement when the case is not level, but it is a general rule that all cases must set perfectly level.

Again, beware of the all-glass case that is fastened together by metal bolts through holes in the glass, as if it placed near a radiator or register it is almost sure to break through any sudden heat or cold, owing to the unequal expansion of the glass, which brings the bolt in contact with it and precipitates a crack. Here again the corner clamp is better, as it allows a certain amount of movement, as stated before.

If a crack does happen in plate glass from whatever cause it is possible to prevent its spreading in some cases by cutting a small short scratch with a glazier's diamond directly at right angles to the crack.

Glass should always be handled with care, and when shelves of plate glass are taken from a show case to clean them they should always be carried on edge and rested against a wall in the same manner.

To clean plate glass use the old familiar mixture of liquid ammonia, one ounce; alcohol, one ounce; whiting, one ounce, and water to make one pint. Rub on glass with a sponge and when dry rub off and polish with a soft cloth or chamois.

To clean woodwork use equal parts of turpentine and raw oil, or dissolve one ounce of white wax in a pint of turpentine and apply a little with a soft cloth, rubbing until completely dry.

Blow your own horn loud. If you succeed people will forgive your noise; if you fail they'll forget it.



## You Can Hardly Overestimate

The trade-holding and business bringing power of a line of boys' and girls' shoes that are thoroughly dependable.

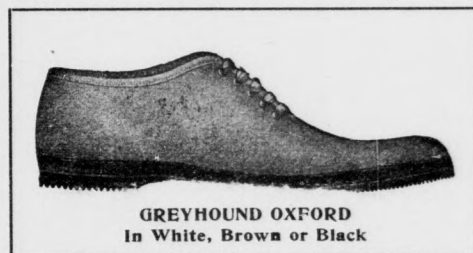
Those we make are of the dependable kind only. They vary in price and fineness, but all are built to stand the grief that's coming to them in the shape of hard knocks in bad weather.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

## Greyhound Tennis Shoes

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



GREYHOUND OXFORD  
In White, Brown or Black

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

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

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

Grand Rapids Shoe and Rubber Co., Inc.

Grand Rapids, Mich.

State Agents for HOOD RUBBER COMPANY, Boston





### What Shall I Do With Everything Rising?

First, let us take a retrospective of all of the conditions, and what do we find? For the past two years we have gone through a period of hard times, depression and low prices; in order to do business we had to resort to aggressive and sometimes subtle methods, which did not help to build up business. Now we are on the eve of good times, and it looks as though prosperity will stay with us for several years. Therefore, instead of comparing the higher prices that are, and will be, with the low prices that were, it is far better to get ourselves in touch with the existing and coming conditions, so as to meet them profitably for ourselves and with satisfaction to our customers.

This is the psychological moment to turn and "trade up," and there never was a time when the clothier could prepare a plan for selling better merchandise at better prices than now, because the newspapers of the country have spread the propaganda of good times and higher prices. You and your salesmen and your advertising manager don't have to waste time on that subject any further; just make up your mind to "deliver the goods." If you still must sell \$10 suits and overcoats do so, but you don't have to carry as large an assortment as you did hitherto, and you should not sell cotton worsteds, because you know that the man who buys them in quantities gets "stuck." We know what you'll say, "The people want worsteds." Yes, so do children want fire-crackers and matches, and grown people want lots of things that are not good for them. It is your duty as a merchant to educate your customers to—what is good for them. It is a duty that you must not shirk. Remember, that when a customer buys a good suit of clothes and pays a good price for it, if he is satisfied with the clothes he forgets the price, but will remember where he got his satisfaction, and will come back for the same treatment. On the other hand, if he buys a poor suit of clothes, even for \$10 or less, and that suit will not keep him warm, or will fade, pucker up and get out of shape, he also will forget the price, but he will remember where he was stuck, and he won't go back for more of the same treatment. This is the time for strict honesty in the clothing business, not but what the clothiers as a class are as honest, if not more so, than the merchants in other lines, but there has been a leaning toward "hurrah" methods in the past years, which have been brought about indirectly by the department stores. It is so simple to sell merchandise with a clean-cut, honest statement, to start with in the advertising, next in the window cards and finally by the salesmen in the store. This is a "trinity" that goes together, and, if

the statements are facts, they can not be contradicted at any time, and it requires no sharp memory to remember what was advertised, displayed or offered as an argument in selling, if it was the truth. Lying, to be effective, is an art and requires a fine memory, and, after all, is it worth the effort?

Begin at once to take a careful inventory of your stocks, no matter whether your system calls for inventory in January or February or July; take it now, when stocks and business are at ebb tide, and you have before you the flotsam and jetsam of your mercantile assets. Established figures as to stocks and profits look very nice on the balance sheet—but forget them—look at your actual stocks on the floor yourself and see how they appear to you. You will soon find out why you have not made more money, or perhaps lost money. You will find out what departments are making money and those that are losing. You will find who are your good managers, as well as those who are the opposite, by getting in close touch with your merchandise stocks. Maybe you are the poor manager yourself! If so, find out the certain line of goods on which you do not do enough business, and on which you do not make any money; now is the time to decide to fire it out before spring, 1910, and give the good departments more room and more scope. One fly will spoil a whole plate of good soup.

After becoming thoroughly conversant with your stock put it into as few priced allotments as possible and sell it out during the end of August and the first part of September. Don't be too early with your fall business in September, because, remember, that September is the month of disappointments. There's no harm in showing a few advanced styles, but sell your lightweight stock, even if you take a decided loss; it is good business, because you are not losing interest on dead stock packed away, and you are making discounts on the money that you realize from the sale of those goods, besides distributing good values among your customers. If you sell boys' and youths' clothing you can make a strong effort for the school opening, but people are not buying heavyweight clothing for the boys in September as they used to, because of the climatic changes, which do not warrant it. The lightweight clothing is now worn by man or boy late into the fall. You can show up the new rubbered cloth and gabardine waterproof coats, known as the English raincoats, to lend a new touch to your September business.

In your entire plans for the coming fall and winter dwell on quality, not on price. Talk to your salesmen and your advertising man and your window trimmers, to put their minds on educating the public to the importance of style and quality. Forget the price. This does not mean that you should sidetrack your popular trade or lose it, but just shift about to meet the new conditions that are here. The American public has been, and is, used to good things—in fact,

they want the best of everything and they are willing to pay for it if the merchants will only take that viewpoint and act upon it.

The average clothier has in the past years neglected the boys' clothing business, and also the men's trouser business, by not giving these departments sufficient attention. This is a good time to correct that mistake. They are both important departments in a clothing store and help the entire business if successfully conducted. Just because business has not been good, you should not curtail necessary improvements inside and outside of your store. Your place of business must appeal to the purchaser, if not, he will go to your competitor, whose windows and interior are up to date. This is a good time

**MAYER Martha Washington**  
Comfort Shoes  
Hold the Trade

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.



## Umbrellas

The season is near at hand when the demand for this item is exceedingly strong. We aim to offer good values to sell at popular prices.

Here are some of them:

### LADIES'

- 358—Assorted bent wood handles, 26 inch ..... \$ 4 50
- 365—Assorted handles, natural stick, horn, metal, etc., 26 inch..... 6 00
- 383—Natural stick handles with case and tassels, 26 inch..... 9 00
- 83-1—Fancy handles with case and tassels, 26 inch ..... 12 00
- 1—Fancy handles with case and tassels, 26 inch..... 27 00

### MEN'S

- 359—Bent wood handles, 28 inch..... 4 50
- 405—Natural stick, silver trimmed handles, 28 inch ..... 6 00
- 57—The "Champion" Tip Cup Runner, two dozen case assortment. This contains 1 dozen ladies' 26 inch and 1 dozen men's 28 inch. Handles are assorted. Splendid value..... 9 00
- 383—Natural stick handles with case and tassels..... 9 00
- 15—Extra strong number for stormy weather. Will not turn inside out. Sizes are 28, 30 and 32 inch ..... 9 00

Ask Our Salesman or Write Us

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Mich.

## DRESS GOODS

A full line of Fall Dress Goods, plains, plaids and fancies, 9½c and upwards. All the new shades in Serges, Brilliantines, Batistes, Melroses, Creponettes, Broadcloths, Flannels, etc.

We also carry a line of Jap and Taffeta Silks, Velvets and Velveteens.

**P. STEKETEE & SONS**

Wholesale Dry Goods

Grand Rapids, Mich.



to make these improvements. The most important part of your business is advertising—if it is carried on in the right spirit and manner. Study up your advertising methods and see if you can not improve upon them, especially by backing up your publicity with the correct merchandise and values. Always try to have a little surprise for your customers by giving them more than what your advertising calls for, instead of promising a whole lot in your advertising and giving them little when they respond.

The overcoat question has been a problem of late years, and there is a lukewarmness again for the coming season. Do not stand back because you have carried a stock of overcoats, but be sure to have some new lines to show when the season opens, and, if you have never carried fur-lined or fur overcoats, put in a limited stock; this does not require a large investment, and you will find them ready and profitable sellers. Automobiles and the suburban homes have made these garments a popular item, and not a luxury, as in days gone by.

In your furnishings department you can make radical changes by reducing the average stock. If you are located in a good business center you should fix and turn your furnishings stock from four to six times. Don't buy jobs in furnishings in the early part of the season; try to carry representative lines of shirts, collars, underwear, hosiery, gloves, etc. See that these stocks are kept sized up regularly every week. Do not allow customers to find this and that not in stock and walk out. Make a strong play on neckwear. Create a special line most popular in your district; show new displays weekly instead of getting bulky shipments, and have them regulated so that you will receive a new line of solid sets every week. Make your neckwear displays on certain days, so that they appear in your windows almost like a bulletin, and in the course of a few weeks the people will be educated to look for these new lines and values in your neckwear. You might adopt this plan for shirts and hosiery as well. The buying and displaying of men's furnishings require taste and judgment. Just because a man is a shrewd buyer, that will not constitute him a successful furnishings man. It is not so much the price in this line as the selection. A man or woman will buy neckwear, hosiery and even shirts just because they attract their attention and appeal to the eye.

Sweater coats will again be very popular, and it would be well for the retailers to keep their eyes on this class of merchandise for early autumn and for future needs.

A feature that has been left to the department stores is the umbrella business. The clothier and furnisher that will put his mind on this will score a hit. People buy umbrellas only when it rains. Just think of the silly part of this proposition: Is a man or woman going to run several blocks in the rain to buy an umbrella, and before being able to accomplish this purpose get soaking wet? Show up your umbrellas every day in the

week; create some special price and give the public a good assortment at the price, then let your salesmen and window trimmers exploit them, and in that way you will create an astonishing umbrella business. If you begin operations on this plan in September you will be in splendid condition for a phenomenal umbrella business in the month of December. Just put umbrellas on your thinking list.

Now, finally, a few words in reference to the condition of the advanced prices. If you find you can not get the sort of clothing that you want to conscientiously sell your trade for \$10, don't be afraid to start your line at \$12.50. This is the time to do it. If you find that you can not buy men's trousers to retail at \$2, as heretofore, don't be afraid to start your line at \$2.50. This is the time to do it. If you have never sold suits and overcoats at more than \$25, this is the time to show up a line at \$30 and so through your entire stock. If you can not consistently give values and make a fair profit at any fixed price, then drop the price and begin at the next higher; don't be afraid to do it, for it will be of mutual benefit; it is not the price alone; this American public is educated—they know what's what—it's what you give them for the price that counts.—Apparel Gazette.

#### Shipping Flour by the Trainload.

When a mill begins to ship its product by the trainload the managers are warranted in believing that their efforts have met with a fair measure of success. This, at least, is the opinion of the C. Hoffman & Son Milling Co., of Enterprise, Kan., which made a shipment of this size to its Michigan customers last month.

The fast trainload, consisting of twenty-five cars of the Enterprise Mills' popular "Fanchon" high patent flour, left Enterprise on Friday, August 13, at 1 p. m. It was the largest shipment ever made into this State. The train reached Chicago Monday morning at 4 o'clock, Grand Rapids the afternoon of the same day at 1:30 and was delivered in Saginaw at 6:30 of the same evening. The shipment was under the personal supervision of John W. Symons, Jr., of Saginaw, Michigan representative for this house.

The Hoffmans are among those who are the pioneers of Kansas, the founder of the family, C. Hoffman, having gone to that State from Switzerland in 1858, settling in Dickinson county, on the extreme frontier. His house was the "last white man's house" facing the plains, then occupied by the Indians. He built one of the early mills of the State at Enterprise, which is to-day, in fact, the oldest mill in the State, having been in continuous operation since early in 1869. When C. Hoffman's son, C. B. Hoffman, grew to manhood the firm of C. Hoffman & Son was organized, and now the grandsons are interested in the business.

From milling the Hoffmans naturally went into grain, and the Hoffman Elevator Co., of Enterprise, is now managed by C. Hoffman, Presi-

dent; T. L. Hoffman, Vice-President; R. W. Hoffman, Treasurer, and E. V. Hoffman, Secretary. They own and operate thirty-six warehouses on the lines of the Union Pacific Rock Island and Santa Fe system.

#### Most Terrible Scourge of the Land.

One of the most serious problems the Department of Agriculture has had to meet is the ridding the country of the millions of rats with which it is infested, and which are especially the foes of the farmer. It is estimated that the rat pest costs the United States \$100,000,000 yearly in grain destroyed alone. The rat also pollutes a great quantity of food products which it does not eat, does great damage by digging under buildings and embankments, gnawing wood, cutting up goods and papers to make nests, killing poultry and stealing eggs. The most destructive species is the Norway rat, which has been carried to all parts of the world on ships. It is estimated that a single pair of rats would, in three years, under favorable circumstances, increase to 20,000,000. The Department of Agriculture has planned a vigorous crusade against the vermin and it recommends ratproof construction in buildings, better protection of food supplies and the use of various poisons in localities haunted by rats.

#### Just As a Starter.

Uncle Ellery—Now, I'll learn ye to milk the cow.

Nephew from the city—Oh, unkie, I'm kinder 'fraid o' the cow; couldn't I just as well learn on the calf?

## 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.**



## School Days

are at hand and

## School Shoes

will be needed

We have an excellent stock and are prepared to take care of your orders.

School boys are wearing High Top shoes, of which we have a splendid line. Solid leather, made to wear as only a boy can wear shoes.

We also have a strong line of men's high top shoes.

Write us for descriptions and prices.

**HIRTH-KRAUSE CO.**

Shoe Manufacturers

Grand Rapids, Mich.



## INDIVIDUAL RESPONSIBILITY.

## The Four Corners of a Good Character.

Individual Responsibility is my theme. Is it large or is it small? Oftentimes our individual lives may seem as unimportant as a single leaf in the forest, a solitary blade of grass in the meadow, or a tiny grain of sand upon the seashore, but just as each of these plays its important part in the ordered harmony of the universe so our separate careers mean much in their wide-reaching relations to society. Nothing good or bad was ever promulgated but the original thought from which it developed germinated in the mind of some individual. Every influence launched for the uplift and betterment of prevailing conditions has been conceived in the mind of some individual. Every movement which has resulted in lowering the standard of life, and every industrial disturbance carrying with it untold economic waste, have been the work of but a few, or even a single individual. Consequently the problem of individual responsibility as related to our social and economic welfare assumes an aspect of grave concern. Individual nobility or degradation has a distinctive influence upon the social fabric. The wrongdoer thrusts a dart into the heart of society, which, were it not for the healing influence of noble characters, would succumb to these poisoned arrows. Fortunately for humanity, the good in the world predominates over the evil and naught but good deeds escapes the oblivion of the years. The majestic sovereignty of lofty thoughts has never been questioned. The desire for intelligence has always been and always will be the motive power for our well-being.

In an essential and well-nigh vital sense each individual is a pivot around which the nation's welfare revolves. In a republic such as ours this fact is almost tragically true. The caprice of fortune may summon even the lowliest into governmental control. The administrators of our Government agencies, being selected by the people from among their own number, the rail-splitter as well as the statesman may be chosen to preside over the affairs of state. Do you then dare to tell me that there is not a responsibility resting upon each and every individual which must not and can not be disregarded. Every individual owes an obligation not only to himself but to his country to fortify himself with every advantage possible for any call that may be made upon him. Every opportunity for betterment carries with it a corresponding obligation. Only by accepting it as such can we justify ourselves before our own conscience.

This obligation to equip one's self for the duties of life pertains with equal force to the citizen who may never be called upon to administer the affairs of state. Each one has a voice in the selection of those who occupy elective governmental positions and the citizen who permits an incompetent to obtain office either by a failure to vote or by casting his

vote for an inefficient is directly responsible for subsequent misfeasance or malfeasance. National prosperity is so intertwined with individual responsibility that the two can not be differentiated. Although our individual actions may seem unimportant and non-essential, yet they all blend with the forces which determine our national well-being. It is a logical law which reflects in a nation the dominant characteristics of its individual citizens. When the dominant characteristics of the individual citizens are elevating and ennobling the nation is lifted into peace and prosperity. When the dominant characteristics of the individual citizens are degrading and demoralizing the nation sinks into decrepitude. The all-pervading individual personality is the supreme influence.

Thus it is easy to discern that the foundation of our prosperity is in our intelligence; that education is the capital of our future; that individual integrity is the bulwark of the nation.

The ignorant are a constant challenge to the educated. The educated must accept the challenge and conquer the ignorant. And in this connection I want to attract your attention to the fact that every one of you is an educator, teaching every day by every word and every act, whether you will it or not. Your pupils are those with whom you come in contact. Your individual responsibility is to teach those things which will elevate the standard of life about you.

The intellect and the will are the dominating factors of our being. The intellect dictates and the will executes. The intellect makes impress upon the will and the will in turn determines the intellect. The kindly dictates of our hearts acting in unison with the lofty reasoning of our minds should move toward completion in character just as the various instruments in an orchestra move toward a full symphony. Our thoughts and our desires should be cadenced into the sweet tones of life which make for a desirable character. These thoughts are crowded out of too many lives. Selfish business and pleasures usurp the thrones of too many minds. Too many of us are absorbed with the intricacies of commercialism or devoted to selfish pastimes.

The people of the twentieth century have demanded so much recreation that indulgence has been made easily accessible by the constantly increasing means of amusements and frivolities. Immense potentialities of time, thought and energy are wasted and all too often character itself is weakened. The passing moment is the all-important one. So much of our time is necessarily devoted to preparation, routine and retrospection that the pith of each man's genius contracts itself into a very few hours. This fact must ever be prominently in our minds—like a desk furnishing always before us and not as a reference filed away and forgotten. Then we will come to the realization that every success is a height from which new

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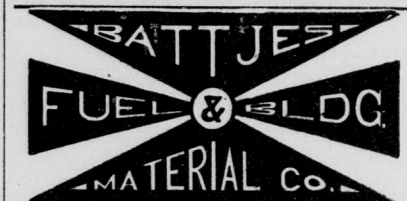
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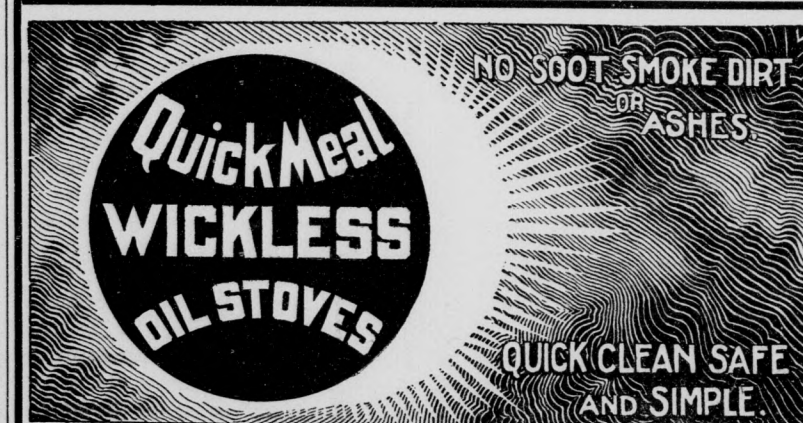
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prospects invite us and new achievements await us. The performance of to-day's obligation equips one with strength and knowledge for to-morrow's responsibility.

Perhaps the reason so many people fail to enrich their characters by daily endeavors is by reason of the fact that the results of their negligence are delayed. In commercial life the results of wrong methods quickly reveal themselves. The balance sheet soon shows if poor business methods are being employed, but in the domain of character building the results of wrong efforts are usually delayed. Wrong mental habits may not cause material harm until long after a situation is met which can not be handled. Youthful selfishness or dissipation may not reveal its degrading effects until the maturity of manhood. We frequently see men of evil life enjoy health and comfort for years and we sometimes question if harm will come at all.

The school boy who shirks his lessons does not appreciate the fact that he foredooms himself to a life of inefficiency. The laborer slighting his duties does not realize that he chances his fortune in later years. The business pirate catches at present success unmindful that he invites a precarious future. The malicious meddler sees only the opportunity for wreaking spite or vengeance, expecting to dodge the recoil of his own wickedness. All deceive themselves into the belief that they may escape the results of their mis-doing. But life is so marvelously ordained as to

measure out exact compensation as the reward for our endeavors, good or bad. Paying the price is the law of life. Evil thoughts and habits weaken a man's character until he is like a tree, rotten at the heart and sure to fall when some strong force beats against it.

What is character? Character is that indefinable something that gives grace to life just as genius is that indefinable something which gives a touch of real greatness to a painting, to a statue or to literature. It is the product of all the factors of experience. It is a constructive product. More than the threads of the tapestry weaver the forces of life are at our command. We are given the black threads of misfortune, the scarlet threads of sorrow, the silver threads of hope and the golden threads of happiness, but it is the individual who weaves them. Day by day we weave these into character.

Or permit me to state it in a different manner: Possibility is the germ. Intelligence and aspiration are the developers, by means of which individual efforts blossom into the perfected human character.

Out of the mass of qualities, both good and bad, which form our characters let us cast away the ignoble emotions and reveal and intensify the wholesome sentiments within, just as "The sculptor but chisels away the useless marble

And reveals to us the figure long concealed within the block."

All development is individual; society is bettered only as its compo-

nent parts are improved—only so far as the individual devotes his energies to the attainment of higher standards, only so far as the individual becomes a manly man or womanly woman.

The four corners of a good character are industry, integrity, justice and love. Think of the dormant potentialities in these qualities; a love for learning, an ambitious energy for all that is helpful to one's self and one's fellowmen, a desire for social and civic betterment. Think of the possibilities of the individual, noble in reason and infinite in faculties.

Character can not be forced upon an individual or upon a nation. It may be propagated by moral suasion but not physical. If we desire the betterment of society we must show it the simplicity, the grandeur and the freedom of its uplift. We must recommend it to the intelligence by its elevated enlightenment, its purity, its justice and the protection it affords. And if in this respect we be faithful to our duties, we shall do more to elevate our fellowmen and emancipate them than could be accomplished by all the armies of the world. This moral power is what tyrants have most to dread. It appeals to the thoughts and judgments of men. No physical force can thwart its progress. Its approaches are unseen, but its consequences are deeply felt. It enters the most strongly fortified garisons of ignorance and illiteracy, and operates in the palaces of kings and queens. We should cherish this power as essential to the preservation and

progress of a nation as is the most efficient commercial genius.

Let us remember that the mind has an affinity for the good, the true, the perfect, the healthful and the prosperous. Let us remember that the world is full of beauty, truth and wisdom. Let us remember that we absorb these only in the proportion in which our minds and hearts are receptive to good influences. Let us remember that only by so much as we cultivate truth, and honor, and sturdiness, and gentleness do we promote our well-being. Let us remember that these are characteristics which every one may cultivate, chords to which every life may be harmonized. Let us remember that a surrender to the baser elements of human nature throws the high-born into the gutter with the child of the slums. Let us remember that only through daily consistency can come the momentum of a lofty character. Let us remember that good government is based upon good manhood and good womanhood, and that the best society is where good people gather together. Let us bring our lives into harmony with right-living, always remembering that healthy thoughts make a healthy body. We drive life at top speed along commercial lines—let us also do so along the lines of character building.

The two great notes in the chords of our careers are the love of God and the fellowship of man and in the order given are in the relation of cause and effect. When these two notes sound true a rightly ordered

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## "Williams" Sweet Pickles

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Would not be mistaken by anyone for 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.

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society follows as a matter of course. The discords of life can be obliterated only by the preservation of harmony in individual character and experience.

Our duty, then, is to encourage character building, to disseminate intelligence, to promote genius, to develop mental energy. The forces that develop good character are more valuable to a community than the forces that develop steam and electricity.

Our obligation to ourselves is to cease accumulating moral debts before we become spiritually bankrupt. Our obligation to our country is to rise to a larger measure of civic consciousness. There must be an enlightened understanding of our individual responsibility, and an increased response to the duties of citizenship. The problem is to elevate the reality as nearly as possible to the level of the ideal. Every advancement in art, in science, in government, in society, in citizenship, in all the affairs of life, has been by struggle to obtain that which hope and ideals have pictured. If the memory of errors saddens our hearts we should make of our past stepping-stones to better things. All the vicissitudes of experience are incidents in the development and point the way to better character and improved conditions. Although we may be wounded on the sharp corners of life's experience there is in every man an ability to rise above these things and hold sovereignty over himself and his misfortunes.

Our nation to-day stands only upon the threshold of its possibilities. We, as citizens, must have the strength of mind—the mental capacity—to grasp and assimilate the stupendous problems, social and industrial, economic and educational, which confront our country at the present time. The activities of the thoughtful portion of our population must be more largely concentrated upon these problems. A correct solution must be based upon a correct understanding. There must be a campaign of education centered upon such problems as our national currency needs, our immigration injustices, our tariff inequalities, our reciprocal international treaties to encourage and enlarge our export trade, the elevation of the ignorant foreign element in our midst to a better understanding of individual responsibility, the extension of industrial education, the subject of equitable taxation and the elimination of greed and graft from our civic affairs.

These are but a few of the many subjects awaiting solution. Their settlement means not only a determination to grapple with them but a determination that they must be grappled with, and an inexhaustible energy of endeavor until they are settled and settled right, for nothing is ever settled until it is settled right. We must intensify our understanding of the importance of this work until we will tolerate no compromise with partial adjustments. We must also possess the strength of character which will resist the retarding influences of human frailties. We

must encourage that loftiness and nobility of character which will combat such concessions as may mean a lowering of standards or as may retard advancement.

These three qualities, then, must be developed—strength of mind, strength of conviction and strength of character. As a people we must fill our thoughts with great ideas, with great facts, with great problems and with great truths. We must ascend to mountain heights and secure a comprehensive mental perspective of relative values. To insure and develop our opportunities to their true greatness and service we must have a mighty revival of sober and earnest life, of study of the noble conceptions underlying our civic existence and of whole hearted devotion to them. This is comprehended in our tutelage for proper citizenship.

For better citizenship we must have better men and better women. We must engender a better thought, we must encourage a view of life which will conceive in our minds a desire for nobility, a purpose strong for true and helpful manhood. The agencies for cultivating these influences are in our possession. Never was the knowledge of the true value and use of life, of the qualities of good character, of desirable culture, better understood than to-day. Despite this fact we require every obtainable assistance in the contest with moral and intellectual anarchy. The field of contest for advancement along all lines is in the human heart. The heart, in turn, is reached through the mind, through the understanding. This is the rendezvous at which advancing intelligence must attack the enemies of greed and graft, and passion and cruelty and tyranny. As sowers we can not foresee the harvest. The secrets of germination and development are hidden from us. The perils of the growing season must be watched with careful attention. Yet experience justifies our anticipations of harvest, and when our daily labor of culture is faithfully and creditably performed we may rest assured in the faith that good will eventuate.

Efforts of this sort will beget in the individual an increasing and wholesome desire to do the correct and considerate thing in life at all times and under all conditions regardless of results. Therein repose the peace, the happiness and the security of man. In that current our national prosperity will have a safe passage through all the varied problems of individual career and civic life.

The present development of our natural resources, the existing condition of our social and civic life are the product of our past endeavors. Gaze upon these achievements with a critical eye and see if you can contemplate them with complacency and satisfaction. If you can not, then energize your capacities toward still better results. Stop being dumb, inanimate finger-posts at the crossroads eternally pointing a way you can not travel. Become active, earnest guides and leaders. Let me en-

quire—which is better, an insipid life of inactivity or a stimulating life of endeavor? If you think the latter then arouse your latent energies and give expression to them in the honor and helpfulness of your conduct. Become possessed with a proper respect for the sanctities of life; a sense of responsibility which will beget a reliable character; an intelligent diligence in the use of your faculties. Then, if these purposes be not false or superficial but genuine and deep-seated your capabilities will render you more efficient and reliable in all the relations into which you arrive.

Impress this fact upon the unthinking young who terminate a shiftless day with an evening's careless pleasure; bring it home to the dissolute and dissipated, whose opportunities are wrecked upon the rocks of crime and intemperance; exploit it as a challenge to the schemers and demagogues who are factors in disturbing our peace and prosperity; sound it upon the eardrums of the lazy and careless until it compels them, one and all, to better the conditions of life.

Consider if you yourself add to the value of your community by an unselfish devotion of your talents to serve their best purposes—or do you merely exist to subtract from it for your own gain? It is wise sometimes to summon yourself before the tribunal of your own conscience and ask yourself this question: "What sort of a community would this be were everyone in it just like me?" Remember that better manhood and better womanhood will bring better conditions. Remember that unless people are bettered in heart and in mind the benefits of improved conditions are transient and not permanent.

The charm of a noble character rests in its responsiveness to the good in humanity. In the proportion in which we banish the bitterness, the enmities, the pettiness, the selfishness and the vulgarities of life are our nobility of character and our happiness secured. If we live up to lofty ideals the hopes of life will come softly stealing to the waiting senses like the rustling of angels' wings and we may rest assured in the faith that our lives will lead us in paths of peace and our souls will ultimately come to ordered contentment and serenity. Doing what is right assures us of happiness in this world and opens the gates of Heaven in the next.

John H. Moss.

## LAW OF SUGGESTION.

### Selling Power Shown in the Display of Merchandise.

My selling world is divided into three sections, half to the fellow who doesn't know what he wants and wants to be helped out, one-third to the fellow who thinks he knows and the rest to the fellow who knows all about it.

#### The Fellow Who Doesn't Know.

It's the fellow who doesn't know and who appreciates suggestions to whom I am of most value. The fellow who thinks he knows, but doesn't know, he's easier but he doesn't know it. As for the other third, well, let him listen, or if he can stand it I certainly can.

How many of you have gone into a store with the object of purchasing a single item—a piece of neckwear, let us say. That is all you went into the store for, but your attention was directed to a counter display, attractively, but not obtrusively, poked in front of your face. You had no special need of the article displayed on this stand, or display fixture, yet it attracted you and you bought it—if not for your own use, perhaps for someone who you thought might use it or like it. Now, I don't suppose that any of you then, nor do you now, suspect yourselves of having at that time paid a silent tribute to a display stand specially designed just for the very purpose of inducing you to make a voluntary purchase, a purchase in addition to the one for which you came into the store, yet you bought something for which perhaps you had no immediate use, or else you bought something for another who never expected the present. In plain words, that display stand sold you more than you expected to buy, and the storekeeper who used the display stand added that much to the sale.

Right here is a point I want to make for your guidance in your own store, and I care not if that store be a modest retail one or the largest jobbing or wholesale salesroom. It is that of pointing out to customers the diversity of your lines and of submitting to them in an involuntary way what you have to sell in addition to the article the customer came in to voluntarily purchase.

The modern department store illustrates very forcibly the power which draws from a visitor the greatest result—that of inducing more of a purchase than what the customer in-

## FOOTE & JENKS' COLEMAN'S (BRAND)

### Terpeneless High Class Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.

## FOUR KINDS OF COUPON BOOKS

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company, Grand Rapids, Michigan



tended to buy. Some time ago, when taking care of the display fixture equipment of one of our largest department stores, the head of the concern asked me frequently to submit any suggestion at all in my direction that would attract a customer to the store. "The windows," he remarked, "could take care of themselves." "The windows bring people into the store," he added, "but when they are inside I want to get the best results from their visit." In exemplifying his remarks, he said something on the following lines:

"As I have studied the department store, a woman comes in here to buy a paper of pins and a spool of cotton for a dime. I want her to spend a dollar. How am I going to get her to do it? My eight and ten dollar a week girls don't get it for me; that wellgroomed floorwalker doesn't get it for me, and all the 'Is there anything else you want, madam?' enquiries don't get that extra money for me. I have to tempt her to spend her money, and it is done by displaying suggestions before her at every possible turn she can make in the store and wherever her eyes travel. Articles are displayed before her that she has no idea of buying, except for a possible future use, but we show the opportunity and we take advantage of human nature to the extent as we have studied it, and the results are that we get that extra ninety cents."

#### A Bit of Evidence.

I don't think you need a stronger bit of evidence than this little incident, one of many I could give you from practical knowledge, but I want to bring it out plainer to you.

You expend large sums for location of store, window effect, advertising, store equipment and all the other items of expense in fitting up and maintaining a proper establishment—all to attract trade and to conveniently wait upon it. Your customer is brought to the store through various mediums, be it newspaper advertising, prominent location, large stock and perhaps by other methods of advantage.

Now, your customers call, however, not with the object of seeing what they can purchase but with a predetermined want. With that want satisfied and more or less bought from you because you have the store and the stock and the variety and the price, it then becomes your duty, to you and your business, to sell that customer something else, but how?

"Is there anything else you want, madam?" doesn't sell that something else, and you know it. You can not divine what the customer needs, for your question only asks for a need, and the customer thinks of none.

#### You Must Display Suggestions.

Give the articles proper dress, display them so as to attract attention and involuntarily they suggest the need and incidentally you have the added sale.

#### Store Window Cost

Do you ever consider the heavy proportion of rent your windows cost you? Deduct from your rent the value of the store room as based upon lo-

cality. Deduct also the value of being in an accessible neighborhood, if you happen to be in an accessible district, and it doesn't take a moment's reflection to limit these two to within 50 per cent. of the total rent. You may safely figure, then, that you are paying half your rent for your windows. If you think this statement an exaggerated one, let me put it to you in another form. Given a store in an accessible shopping district, with, say, a rent of \$500 a month, take out the windows and show a blank wall to the passers-by, with as broad an entrance as you please. Better still, make the entire front space all doors, covering the entire width of the store—would you pay \$250 rent for the store in that condition? I think I have answered the question for you and that my estimate for the value of the window space is well based.

Now, then, are you obtaining full value from your windows, are they bringing in the proper results, are you paying sufficient attention to them, and are you making them sufficiently attractive so as to bring in the best or winning results?

Do you ever stop to consider the number of persons who pass those windows and who merely glance at them, the countless hordes who never even look at them?

I wonder how many of you know that more people pass your windows than read a daily paper. This is a statement by no means overrated, and one easily, logically proven and I can give it to you were it not that I don't wish to bring up any tiresome statistics.

#### Attract vs. Attractive.

Now, how are you to make your windows attract? I do not mean make your windows attractive—too many people think by making the windows attractive they obtain the result—I mean make the windows draw people toward them.

Let me give you a few observations of practical study of merchandise and the window display:

Do the same people pass your windows every day? Is it every day in the week or every week in the month, or every month in the year that changes your audience? Give this a little thought. It is timely, for you will find it something new to you. You've never given it a thought. It's my business and I have studied it.

The larger the city the more the crowd changes; the smaller the town the less its travel past the store changes, and so you have a variation of changes; but in no city, no matter how great it be, no matter how extensive its floating or stranger population, there is always a certain and fixed percentage of the same people passing and perhaps repassing your windows every day in the year.

Now, then, as one of this big percentage of passers-by, do you or do you not look at a window on Tuesday with an appearance of the same trim and effect on your memory as it did when you looked at it on Monday, and can you not easily follow me when I tell you that in our best traveled shopping districts in San Francisco fully 40 per cent., if not more,

of the people who pass by are the same persons who pass there every day of the week, and perhaps every day of the year?

Work your windows, work them steadily, work them daily if need be, but work them. Change their dress and, sometimes, and quite frequently so, change that dress so materially that they can not be recognized. Keep constantly changing their appearance so as to make them attract, and do not lose that big percentage of passers-by who, having once become accustomed to your display, never give it a second glance, even although it be months afterward.

Make people hunt your windows. Make them expect changes and keep on not disappointing them.

How to do it? With display fixtures, with display attributes of every conceivable character, with appliances that bring out the articles in a pronounced form. Bulk in merchandise never attracts. It is the individuality of the article that makes it stand out—therefore a display feature. Display fixtures are made to bring out individualities and they do.

#### Make Your Windows Talk.

Study what attracts and by that application you make your windows talk—not in words but in action. They make people stop, and when they do that they talk to more people than can a daily newspaper and more people are attracted than the average daily newspaper has readers.

It is our business to show people how to utilize their windows and make them attractive, and it is our study all the time. We get the ideas of the best people in the land to help you, and, absorbing their ideas, together with what we are personally able to suggest, we in turn extend to you the combined benefits and they can not help but be of value.

I want to show you one great weakness in window work and that is the great waste of space not utilized. Did you ever watch the people who pass your window who rarely look down? Didn't you ever notice that when you unconsciously displayed something that caught a person right about on a line of his eye, you had him looking? Women by nature are window seekers. They like to see new things and they hunt the windows for that purpose. A man rarely does.

#### Halt Him.

You very seldom see a man walking along the street hunting windows. He will occasionally look, but he'll not hunt the display. Man, by occupation, by nature, has other work to do. He is a hurried passer-by. Halt him. Put something before him

on a line with his eye. Watch him halt and look at your window then. Drop fixtures from the upper part or deck of your windows. Show goods from there on a line with his walking vision and you have him. How about eight or ten feet of empty space in your window, above the flat display which you have in the bottom of the window? Are you getting the proportion of rent out of your windows by wasting all that space? You think it air space, but can't you utilize it and can't you make your windows more attractive by using it? What is the matter with trimming that window down from the top and catching the sight of the busy man as he passes by your window on his way to work and back from it? When he goes to work he is too limited in time to spend any of it at your window unless it draws him, and when he goes home he is too tired unless it attracts his attention.

#### Looks on the Level.

Does he look down at the windows or does he look on a level with his eye? Stand at your door and observe this a little; it will interest you. Count the people in a given half hour who pass your windows and tally up how few even glance there. Make an assault upon the eye with the right kind of display and you will create an appetite or a desire for anything—for food, clothing or any other human need. In thinking out some of the points referred to I was at first timid about talking of them at all, or rather talking about window display and store display, to a gathering of persons who are not retailers in the main and can have little or no interest in the subject.

#### Economy in Equipment.

Proper equipment in the store means economy, for it helps the salesman to wait upon more trade in a shorter space of time, shortens the time of the customer and shows that prospect (for every visitor to the store is a prospect) to spend more time in the store in quest of purchases.

To repeat, it is not the dime's worth of pins and spool of cotton that should represent the total of the sale. It is the other part of the dollar which should be obtained. The customer has it in his or her pocket—tempt it to leave there and finds its way to yours. For the best merchandise in the world, if it is not easily reached or properly displayed, often leads a sad existence—the life of the shelves.

Morris Feintuch.

The same difference exists between selfishness and greed as between a good appetite and the gout.

## For Many Purposes WOOD ENGRAVINGS

are better and cheaper than wash drawing halftones or any other method of illustration. Ask about it.

**Tradesman Company**

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### How Not To Sell a Bill of Goods.

This is the story of How Not To Sell a Bill of Goods. The remarkable thing about it is that the goods in question were sold. There were a lot of them, too; a big lot. And everybody knows that the sole aim of a salesman is to sell goods, to sell lots of them; so the salesman in question ought to be considered highly successful in this instance. But listen:

Burnam was the salesman's name, and the firm of Cole & Co. took him away from another house at a big salary because they had noticed his record. Burnam sold goods. There was no question of that. Cole & Co.'s man in the same territory couldn't compare with him. Cole & Co. had their regular customers and sold them something every time the salesman came around; but Burnam, working in the same territory and dealing with the same class of trade, used to unload great packing cases, while his competitors sent their orders out in neat express packages.

"We've got to get Burnam," Cole & Co. decided. "He's just what we need."

They got him. He didn't know how valuable they considered him or he would have held them up for another \$25 a month besides the advance they gave him, but as it was, he was first on the list of salesmen in the matter of salary. Then he went to work.

He began in the same territory as he had been in before, but now he was working Cole's trade. He picked out an old customer by the name of Johnson for his first victim, and he decided to make a record from the start. He knew just why Johnson hadn't been buying more goods; the old man hadn't pushed him as hard as he could. He knew that there were possibilities in Johnson; for long before he had sized him up as "easy," from the standpoint of the aggressive salesman.

His method was as different from the old salesman's as a sixty horse power automobile differs from a safe and sane buggy outfit. He rushed Johnson off his feet. He didn't go to his store; he sent for Johnson to come up to the hotel and have dinner. They had it. Johnson was amazed. Burnam spent money like water and didn't seem to care whether he sold anything or not. He wanted Johnson's good will; he wanted to show him that the house appreciated good, solid trade like his, and that they always knew he was a progressive, aggressive business man who soon was going to make a big kill-

ing, increase the capacity of his store and run his bank account up among the first fortunes of the town.

velopment of the neighborhood. Only one thing wrong with your plans for growing, Johnson."

"What's that?"

"Your stock. It's good enough as small stocks go; but what you need now with this boom in trade coming on is a big stock. You haven't got it. Got to have what people want if you want them to trade with you. Now somebody is going to throw a big, up to date stock into this town pretty soon and get the cream of the business. The world moves, you know; and you've got to keep up with the procession or get dropped behind. Johnson, what you've got to do to get

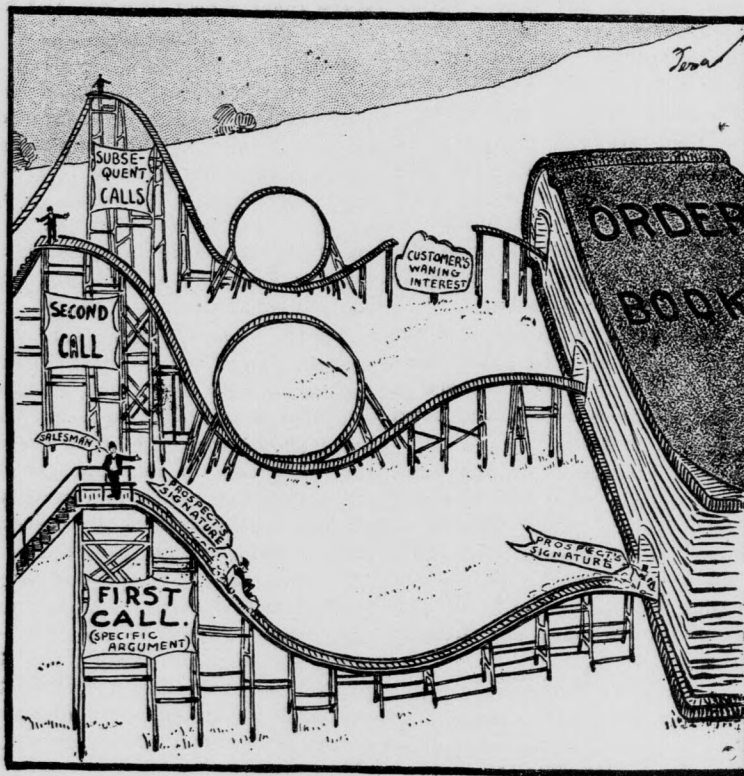
he had to convince the man against his own will. That was his long suit. Anybody can sell a man who wants to buy, but it takes a star to sell the unwilling fellow.

Burnam was a star. It wasn't long before Johnson began to see things as he saw them, and when he came right down to look at it, putting in a bigger stock wasn't such a desperate proposition after all. You put your stock in and it drew new trade, and the new trade bought the goods and paid cash for them, and at the end of sixty days you paid the bills—out of the new trade that the big stock had drawn. Simple enough. The man who didn't put in a big stock was a chump who stood in his own light and wouldn't amount to anything in a million years. In short, he was an old foggy, and if there was one thing in the world that Johnson hated to think of being an old foggy was it.

"Let's look over your stock and see where the holes are," suggested Burnam; and after they had looked Johnson saw how utterly hopeless it was for him to expect to get anywhere with the paltry outfit he was carrying. Why, he didn't have anything in stock, now that Burnam had pointed it out to him. He simply had got to build up, or make up his mind to give up the ghost of aggressive progress.

"Now, here is what you want," said Burnam, and he slipped the rubber band off his red covered order book and began to write.

After it was all down Johnson wondered how he had managed to get along without the assortment Burnam had picked for him. Certainly he could not do so any more, being strong for aggressive progress since Burnam had used the phrase.



DON'T WAIT TO LOOP THE LOOP.

What's the matter with landing an order at the first interview instead of merely paving the way the first time you call and having to go back three or four or more times before the sale is actually accomplished? Get out of having to make return calls if you can. The first time you tackle a prospect shoot his signature into your order book at the shortest possible notice; the quicker the sale, the more time you save and the better your customer is satisfied. You leave him with the impression that he jumped at the chance to accept your proposition. Now, if you make a second or third selling talk his interest may begin to wane. The minute that happens there is a gap in the track over which you have to run his signature into your order book. Beware of that gap. Don't try to loop the loop—there's danger in it. Shove him down the incline the first time you call, and because your proposition is fresh to him and his interest keen, he'll gather enough momentum to bowl slam-bang into the order book the first trip.

It surprised Johnson a little, but when he came to think about it, it was all so, he was progressive and aggressive; and he wouldn't have remained in business so long as he had if it hadn't been that eventually he hoped and expected to retire with a big account at the First National. Of course it was all so, and Burnam was a fine, good hearted fellow to call his attention to it. Not much like the old salesman for Cole & Co. By the time Burnam drifted around to the store Johnson was about ready to take his word for anything he cared to name.

Burnam looked the place over with a sharp, roving eye.

"Good place you've got here, Johnson," he said. "Fine place; good location; certain prospects of bigger de-

trade you deserve is to tear loose and build up your stock to beat anybody else in town."

It looked reasonable on the face of it. Burnam knew trade conditions and Johnson had come to respect his judgment. But he was cautious.

"Well," said Johnson, "I do not know. This is a peculiar town, and it's hard to do anything in a hurry here. People don't want to be rushed. If I put in a big stock here I'd have to wait until people got the notion of coming to look for such a stock, and in the meantime I'd have to be meeting my bills with your house. No, I'm much obliged, Burnam, but I guess I'll have to wait before I do anything big."

That was when Burnam began to work. It had been play before; now

## Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

## Hotel Livingston Grand Rapids

the ideal place to spend Sunday.

## Hotel Cody

Grand Rapids, Mich.

W. P. COX, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.



"Sign here," said Burnam, taking it all for granted, and Johnson, never considering the fact that his signature made valid an order for \$1,349 worth of goods from the house of Cole & Co., took Burnam's neat little ink pencil and signed away.

Now, there shouldn't be anything wrong with this feat. It looks like good salesmanship, on the surface, and the house went so far as to send Burnam a letter of congratulation.

"We never before realized the possibilities of that territory. Keep up the good work."

The goods came to Johnson and he unloaded them and put them on his shelves in neat order. He checked up his bills and then he got back of the counter and waited for his trade to take notice and deliver the new business that Burnam had spoken of so confidently.

He is still waiting. There wasn't any new trade to be had. His old stock had been quite adequate to his needs. And the new big stock remained on the shelves unsold.

When it came to the end of his sixty days' time he wasn't ready to make a payment. Neither at the end of the ninety days that the credit department extended to him at his request. Then came an investigation. Cole & Co. demanded their money. Johnson told them he would pay when he pleased.

A representative of the credit department came out to talk it over, and after satisfying himself of Johnson's solvency, asked:

"Why are you backward with this bill? You never were like this before."

"No," said Johnson, "and I never before had a lot of stuff unloaded on me that I didn't want, either. Your man Burnam is a fine salesman, but he sold you as well as me this time. I'll pay your bill as I get the money, and after it's paid your house doesn't sell me a cent's worth as long as I live. You can tell them that—that there is such a thing as being too good at his game."

Eventually Cole & Co. got the \$1,349 which the bill called for, but it was all they did get. The profit on it went in collection expenses. When the sum total of the deal was figured up the result was:

Lost: One old time, reliable customer.

"And that," said Cole, closing his letter to Burnam, "is a perfect way of how not to sell goods."

Jonas Howard.

The automobile is a large iron and rubber contrivance for transforming gasoline into speed, luxury, excitement and obituaries. It consists of a leather upholstered carriage body mounted on fat rubber tired wheels and containing a gizzard full of machinery suffering from different ailments. It is the speediest and most stylish vehicle for transportation known. It has run over 100 miles an hour and costs \$1,000 a minute. It can transport seven people from the front porch to the police station, the bankruptcy court or the Golden Gates in less time than any other known method.

### What Other Live Cities Are Doing.

Written for the Tradesman.

The Mayor and Art Commission of Denver have adopted an ornamental combination trolley and lamp pole for Seventeenth street. The light is a multiple enclosed arc having a 15-inch globe.

San Antonio, Tex., has completed a municipal plant for paving its streets with asphalt. Only seven of the city's streets are now paved with asphalt, two with mesquite block, two with brick and ninety-one with macadam.

Following the installation of high pressure fire main service in the up-town district of Philadelphia insurance rates in that territory have been reduced 10 per cent.

Philadelphia wants a great auditorium, capable of seating 20,000 persons, tentative plans for which also include a twenty-five story office building as a part of the enterprise. The cost is estimated at \$2,500,000, to be met by popular subscriptions.

Milwaukee now realizes as never before the value of reserving all edge-water property for public uses. While much of the land lying along the lake front is now owned by railroad or private interests the city plans to fill a strip 1,000 feet wide north of the harbor entrance and 1,500 feet wide south of the entrance, so extending the lake shore drive and giving the public access to the water for practically the full extent of the lake shore within the city limits.

Ashtabula, O., hopes by bonding for a sum not to exceed \$400,000 and by some other concessions to secure the new ship building and dry dock plant of the Great Lakes Engineering Works, the largest on fresh water shores.

"Wake up, Father Penn., it's time to fly," is the somewhat droll admonition of the Philadelphia Times to its home town in an editorial on airships.

Springfield, Mass., is having plans prepared for a municipal auditorium, seating 4,500 persons.

Supt. Riddell, of the public schools of Des Moines, has returned from Europe, where he has spent the summer investigating trade and continuation schools with a view to introducing industrial courses in that city.

Tampa, Fla., claims to be fast wresting the cigar trade of the country from Key West and Havana. The shipments from Tampa from Jan. 1 to Aug. 14, this year, reached 136,010,000 cigars.

The railroads have withdrawn the proposition to advance freight rates from Louisville to Oklahoma and Kansas points to a basis equal to Chicago rates. This action is due to the efforts of the Transportation Committee of the Louisville Club, also to the work of representatives of Louisville railroads with the South-western Tariff Committee.

Almond Griffen.

### Kept Going for Years by Increased Loans.

Marquette, Aug. 30—If the experience of the Marquette City & Presque Isle Railway Co. is a criterion, there is no money in the operation of street

car systems in cities of 12,000 people, and particularly where such systems are served by steam plants and where each winter is productive of an almost continual battle with snow and ice.

Marquette's electrical traction line went into commission in 1900, and it has been a losing venture from the start. At no time during the eighteen years has a dividend been even in sight. In fact that the company has been able to keep its head above water this long has been due entirely to the interest taken in it by the late Peter White, who made up the deficit at the end of each fiscal year and who altogether loaned the corporation \$31,000, for which he asked no security and for which his heirs probably never will be reimbursed. Aside from this, the concern is bonded to the limit and is heavily indebted to two of the local banks.

Now that Peter White has gone, there is no one who cares to donate money to keep the street car system in operation, much as it is a benefit to the city at large, and the company is on financial shoals. It is for this reason that the Common Council has recently adopted an ordinance permitting the company to discontinue the sale of six tickets for a quarter and to charge straight five-cent fares. It is expected that this will aid the company materially in its efforts to at least make both ends meet. Still it will be some time yet before the result of the new arrangement can be determined. Meanwhile the stockholders declare they will sink no more money in the company and the possibility of a suspension of operations remains a danger which is causing apprehension among the patrons of the line.

During 1908 the actual cost of carrying passengers was five and eight-tenths cents each, and this is a fair average for the eighteen years the system has been in commission. For the first seven months of 1909 the receipts have been \$500 less than for the same months of 1908, watch is ascribed to the fact that there have been no conventions nor other attractions bringing in large numbers of strangers. The operating expenses are not abnormally high for a road whose electrical power is generated by steam. It is simply a case of inadequate traffic.

### Movements of Working Gideons.

Detroit, Aug. 30—The ladies of the Auxiliary conducted the Griswold House meeting last Sunday evening, led by Mrs. Geo. S. Webb. She took as her subject, "In the Race," and read the closing verses of the ninth chapter of First Corinthians and then made comments on the twenty-fourth verse, "Know ye not that they which run in a race run all, but one receives the prize? So run that ye may obtain." The ladies outshine the men in arranging a meeting and many new

faces were seen on this occasion, attracted by the singing and an address by a lady. Mrs. Williamson sang solos and was later joined by her husband, who is seldom at home. Geo. S. Webb favored us with a solo and Clarence N. Briden, Concord, N. H., I. D. Grove, Waynesborough, Pa., and Rev. T. A. Morris, traveling evangelist, gave testimony and thoughts on the subject. Mesdames White, Gates, Mitchell and several lady guests of the hotel were present, also Brothers Joslin, Mitchell, several guests and an old gentleman who has seen about seventy winters, who seemed to have lost earthly friends yet he is in the race. George S. Webb, in speaking of the last National convention, said it was "something different, but the next, which is to be held in Detroit, will be worth the while." The National Secretary is no longer a member of the Cabinet under the new rules. Formerly he held the balance of power on the tie vote of the cabinet.

W. D. Van Schaack will lead the next Griswold House meeting.

Aaron B. Gates.

### The Boys Behind the Counter.

Alma—W. D. Earley, of Lexington, has accepted a position in the C. F. Brown drug store.

Howard City—John B. King is now manager of the grocery department of H. Graff & Co., the largest department store in Fresno, Cal.

Paw Paw—E. H. Kaufman, of Kalamazoo, is the new clerk at Sellick's store. He is a man of several years' experience in the dry goods business and was formerly in the employ of A. B. McDonald of Kalamazoo.

East Jordan—Frank B. Gannett has secured the services of Chas. McNamara as drug clerk in his pharmacy. Mr. McNamara was manager for several years of the Granite pharmacy at Cadillac.

### Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Sept. 1—Creamery, fresh, 26@29½c; dairy, fresh, 21@25c; poor to common, 18@20c.

Eggs—Strictly fresh, 24@26c. Live Poultry—Fowls, 15@15½c; ducks, 13½c; geese, 11c; old cox, 11c; springs, 16@18c; turkeys, 12@17c.

Dressed Poultry—Fowls, 15@16c; old cox, 11@12c.

Beans—Marrow, hand-picked, \$2.85@3; medium, hand-picked, \$2.50@2.55; pea, hand-picked, \$2.40@2.50; 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.

David Drummond (Brown & Seher Co.) has had plans prepared for a comfortable residence at 357 Plainfield avenue, which he and his family will occupy as soon as completed.

### MECHANICAL BRAINS

### GEM ADDING MACHINE.

Free 10 day Trial at Our Expense.

NOT AN EXPERIMENT. OVER 20,000 IN USE. THE GEM has an automatic carrier and a resetting device that clears the dials to zero. Collapsible holder and visible total. Does the work as good as any machine at any price. Two year guarantee. ADDRESS

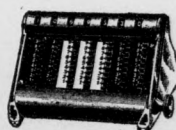
AUTOMATIC ADDING MACHINE CO.

319 BROADWAY, NEW YORK, N. Y.

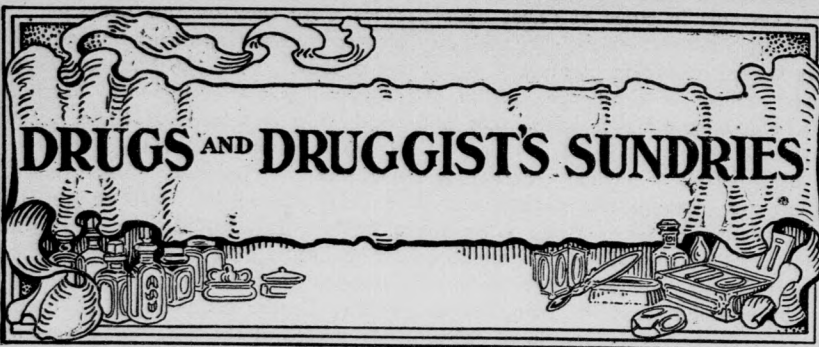
ORDER NOW

USE YOUR BRAINS FOR SOMETHING BETTER.

\$15







## DRUGS AND DRUGGIST'S SUNDRIES

**Michigan Board of Pharmacy.**  
President—W. E. Collins, Owosso.  
Secretary—John D. Muir, Grand Rapids.  
Treasurer—W. A. Dohany, Detroit.  
Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

**Michigan State Pharmaceutical Association.**

President—Edw. J. Rodgers, Port Huron.  
First Vice-President—J. E. Way, Jackson.  
Second Vice-President—W. R. Hall, Manistee.  
Third Vice-President—M. M. Miller, Milan.  
Secretary—E. E. Calkins, Ann Arbor.  
Treasurer—Willis Leisenring, Pontiac.

### New Law Regulating Sale of Morphine.

In order that there might be no misunderstanding on the part of the wholesale and retail trade as to the manner in which druggists may sell morphine at retail in original packages direct to the consumer the Hazeltine & Perkins Drug Co. recently addressed a communication to Attorney General Bird, to which he made the following reply:

Lansing, August 19—We are in receipt of your communication of Aug. 16, in which you ask whether or not under the provisions of Act 53, Public Acts of 1909, retail druggists may sell morphine at retail in original packages direct to the consumer except upon the order of legally practicing physicians, dentists or veterinary surgeons.

In reply thereto would say that the act in question provides that any person who shall sell morphine, its salts and its derivatives, except to or upon the order of legally practicing physicians, dentists, veterinary surgeons, original prescriptions which shall not be refilled or a copy thereof given to any person, shall be deemed guilty of a misdemeanor and subject to fine or imprisonment, or both. This section further contains the following proviso:

"Provided, that the above provisions shall not apply to sales at wholesale by jobbers, wholesalers and manufacturers, to retail druggists or legally practicing physicians, or to each other, or to druggists and pharmacists if sold in original packages only, nor to sales at retail by retail druggists to regular practitioners of medicine, dentistry or veterinary medicine, nor to sales made to manufacturers of proprietary or pharmaceutical preparations for use in the manufacture of such preparations, nor to sales to hospitals, colleges, scientific or public institutions."

It is my opinion that under the terms of this proviso retail druggists may only sell morphine, its salts and its derivatives without a prescription therefor to regular practitioners of medicine, dentistry or veterinary med-

icine, or to manufacturers of proprietary or pharmaceutical preparations for use in the manufacture of such preparations, or to hospitals, colleges, scientific or public institutions. It can only be sold to others upon the original prescription of a legally practicing physician, dentist or veterinary surgeon. That this was the intention of the Legislature is shown by the provisions of Act 279, Public Acts of 1907, to which the act of 1909 is amendatory. That act contained a provision that it should not apply "to morphine when sold by retail druggists and pharmacists in original packages of not less than one-eighth ounce, or in the pill or tablet form." The act of 1909 omits this provision from the section and confines the sales when made by retail druggists without prescriptions to the classes of persons named in the statute as above indicated.

Jno. E. Bird, Attorney General.

### Proposed Organization of Western Michigan Druggists.

Traverse City, Aug. 30—The enclosed is a copy of a call that has been signed by over one hundred pharmacists and which will have the signature of nearly every one in Western Michigan before the date of the meeting. At each session of the Legislature the drug interests of the State seem to become of special interest to certain classes who know as much about them as the average congressman does about the tariff. The new poison law, which takes effect Sept. 1, is already interpreted by its author in one way and by the Attorney General in another. These and other matters of interest to every pharmacist have aroused the druggists of this section to the necessity of a strong organization.

The Grand Rapids Board of Trade, on learning of our contemplated meeting, kindly offered us their fine meeting room for the afternoon and evening of Sept. 15. Already there is evidence of a large attendance and a disposition to "get busy."

We know we will have the hearty co-operation of the Tradesman.

C. A. Bugbee.

The call which has been signed by over one hundred retail druggists is as follows:

Believing that the pharmacists of Western Michigan should have a part in the efforts now making to develop its resources and also in view of the efforts at each session of the Legislature to enact laws inimical to our professional and trade interests, therefore we, the undersigned regis-

tered pharmacists and druggists of Western and Northern Michigan, unite in a call for a meeting to be held at Grand Rapids, Sept. 15, for the purpose of considering these and other questions vital to our interests, and also the advisability of forming a permanent organization for Western and Northern Michigan.

W. C. Kirchgessner, when asked in regard to the object of the call, said that the convention would be held for the purpose of organizing a Western Michigan Pharmaceutical Association, having for its object the prevention of inimical legislation as far as possible and the protection of the rights and privileges of the retail druggists of Western Michigan. He said the State Association was dead so far as any active work on the part of the officers is concerned because they have of recent years neglected to carry on an aggressive campaign. They are usually elected during the closing hours of the annual convention, when only a corporal's guard is present, and to a certain extent the officers perpetuate themselves in office from year to year. It is not the intention of the new organization to antagonize the older Association but to work in harmony with it. It will probably be decided to hold two conventions a year, to meet regularly in Grand Rapids, just as the State Association has gotten into the habit of meeting regularly in Detroit. The membership of the State Association is confined exclusively to Eastern Michi-

gan druggists, so that a Western Association would not encroach on the membership of the other organizations to any considerable extent. The meetings have recently been held at Detroit, when the hotels are full and the rates doubled.

The Grand Rapids Drug Club will meet at the Cody Hotel at noon Sept. 14 to discuss the details in connection with the convention. No attempt will be made by the Club to entertain the outside guests on account of its being the first meeting and also on account of the convention occurring during fair week.

### The Drug Market.

Opium—Has advanced.  
Morphine—Is unchanged.  
Quinine—Is weak.  
Citric Acid—As the season is about over prices are slightly lower.  
Cocaine—Is very firm and tending higher.  
Beechwood Creosote—Has advanced.  
Glycerin—Is very firm and tending higher.  
Cube Berries—Are very firm and tending higher.  
Oil Spearmint—Has declined.  
Croton Oil—Is lower.  
Oil Cloves—Is very firm and tending higher.  
Goldenseal Root—Has advanced and is tending higher.  
Caraway Seed—The new crop is coming in and prices are tending lower.

... lawyer always owns the best farm in a county.

## 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

<b>Acidum</b>			Copaiba .....1 75@1 85	Scilla ..... @ 50	Lupulin ..... @ 40	Rubia Tinctorum 12@ 14	Vanilla .....9 00@10 00
Aceticum ..... 6@ 8	Cubebae ..... 2 50@2 75	Scilla Co. .... @ 50	Scilla Co. .... @ 50	Lycopodium ..... 70@ 75	Saccharum La's 18@ 20	Zinci Sulph .... 7@ 10	
Benzoinum, Ger. 70@ 75	Erigeron ..... 2 35@2 50	Tolutan ..... @ 50	Tolutan ..... @ 50	Macis ..... 65@ 70	Salacin ..... 4 50@4 75		<b>Oils</b>
Boracie ..... @ 12	Evechthitos ..... 1 00@1 10	Prunus virg .... @ 50	Prunus virg .... @ 50	Magnesia, Sulph. 3@ 5	Sanguis Drac's 40@ 50		bbl. gal.
Carbolicum ..... 16@ 23	Gaultheria ..... 2 50@4 00	Zingiber ..... @ 50	Zingiber ..... @ 50	Magnesia, Sulph. bbl @ 1 1/4	Sapo, G ..... @ 15	Lard, extra ..... 35@ 90	
Citricum ..... 20@ 50	Geranium ..... oz 75			Mannia S. F. .... 60@ 70	Sapo, M ..... 10@ 12	Lard, No. 1 ..... 60@ 65	
Hydrochlor ..... 3@ 5	Gossippii Sem gal 70@ 75			Menthol ..... 3 00@3 25	Sapo, W ..... 13 1/2@ 16	Linseed, pure raw 55@ 58	
Nitroecum ..... 8@ 10	Hedeoma ..... 2 50@2 75			Morphia, SP&W 2 90@3 15	Seidlitz Mixture 20@ 22	Linseed, boiled .. 56@ 60	
Oxalicum ..... 14@ 15	Junipera ..... 40@1 20			Morphia, SNYQ 2 90@3 15	Sinapis ..... @ 18	Neat's-foot, w str 65@ 70	
Phosphorium, dil. @ 15	Lavendula ..... 90@3 60			Morphia, Mal. .2 90@3 15	Sinapis, opt. .... @ 30	Spts. Turpentine ..Market	
Salicylicum ..... 44@ 47	Limons ..... 1 15@1 25			Moschus Canton .. @ 40	Snuff, Maccaboy, .. @ 51	Whale, winter .. 70@ 76	
Sulphuricum ..... 13 1/2@ 5	Mentha Piper ..... 1 75@1 90			Myristica, No. 1 25@ 40	De Voes ..... @ 51		<b>Paints</b>
Tannicum ..... 75@ 85	Mentha Verid .. 2 25@2 40			Nux Vomica po 15 @ 10	Snuff, S'h DeVos's @ 51	Green, Paris ..... 21@ 26	bbl. L.
Tartaricum ..... 38@ 40	Morruhuac, gal. .1 60@1 85			Os Sepia ..... 35@ 40	Soda, Boras ..... 6@ 10	Green, Peninsular 13@ 16	
	Myrcia ..... 3 00@3 50			Pepsin Saac, H & P D Co. .... @ 1 00	Soda, Boras, po.. 6@ 10	Lead, red ..... 7 1/2@ 8	
				Picis Liq N N 1/2 @ 1 00	Soda, et Pot's Tart 25@ 28	Lead, white ..... 7 1/2@ 8	
				Picis Liq qts ..... @ 2 00	Soda, Carb ..... 1 1/2@ 2	Ochre, yel Ber 1 1/2 2	
				Picis Liq pints .. @ 1 00	Soda, Bi-Carb .. 3@ 5	Putty, commer'l 2 1/2 2 1/2	
				Pil Hydrarg po 80 @ 30	Soda, Ash ..... 3 1/2@ 4	Putty, strict pr 2 1/2 2 1/2	
				Piper Alba po 35 @ 13	Soda, Sulphas ..... @ 2	Red Venetian .1 1/2 2	
				Piper Nigra po 22 @ 13	Spts. Cologne ... @ 2 60	Shaker Prep'd 1 25@1 35	
				Pix Burgum ..... @ 10	Spts. Ether Co. 50@ 55	Vermillion, Eng. 75@ 80	
				Plumbi Acet ..... 12@ 15	Spts. Myrcia ..... @ 2 50	Vermillion Prime	
				Pulvis Ip'et Opil 1 30@1 50	Spts. Vini Rect bbl @ 2 50	American ..... 13@ 15	
				Pyrethrum, bxs. H & P D Co. doz. @ 75	Spts. Vii Rect 1/2 b @ 15	Whiting Gilders' .. @ 95	
				Pyrethrum, pv. 20@ 25	Spts. Vii R't 10 gl @ 2	Whit'g Paris Am'r @ 1 25	
				Quassia ..... 8@ 10	Spts. Vii R't 5 gl @ 2	Whit'g Paris Eng. cliff ..... @ 1 40	
				Quina, N. Y. .... 17@ 27	Strychnia, Cryst 1 10@1 30	Whiting, white S'n @ 1	
				Quina, S. Ger. .... 17@ 27	Sulphur Subl ..... 2 1/2@ 3 1/2		<b>Varnishes</b>
				Quina, S P & W 17@ 27	Sulphur, Roll ..... 2 1/2@ 3 1/2	Extra Turp ..... 1 60@1 70	
					Tamarinds ..... 8@ 10	No. 1 Turp Coach 1 10@1 20	
					Terebenth Venice 28@ 30		
					Thebromae ..... 48@ 50		

## Holiday Goods

## Our Special Samples of Holiday Goods

In charge of Mr. W. B. Dudley will be on exhibition in a room fitted for the purpose commencing the week of September 5th and continuing as usual. We display a larger and more complete line than ever before. Please write us and name date for your coming that is most convenient for you. We will deem it a favor if all our friends and customers make our office their headquarters during the

## West Michigan State Fair

## Hazeltine &amp; Perkins Drug Co.

Grand Rapids, Mich.

(Agents for Walrus Soda Fountains)

## 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

Cheese

## DECLINED

Flour, Oats and Corn

Index to Markets  
By Columns

Col	A	B	C	D	F	G	H	J	L	M	N	O	P	R	T	V	W	Y
Ammonia	1																	
Axle Grease	1																	
Baked Beans	1																	
Bath Brick	1																	
Bluing	1																	
Brooms	1																	
Brushes	1																	
Butter Color	1																	
Candies	1																	
Canned Goods	1																	
Carbon Oils	1																	
Catsup	1																	
Cereals	1																	
Cheese	1																	
Chewing Gum	1																	
Chicory	1																	
Chocolate	1																	
Clothes Lines	1																	
Cocoa	1																	
Cocanut	1																	
Cocoa Shells	1																	
Coffee	1																	
Confections	1																	
Crackers	1																	
Cream Tartar	1																	
Dried Fruits	1																	
Farinaceous Goods	1																	
Feed	1																	
Fish and Oysters	1																	
Fishing Tackle	1																	
Flavoring Extracts	1																	
Flour	1																	
Fresh Meats	1																	
Gelatine	1																	
Grain Bags	1																	
Grains	1																	
Herbs	1																	
Hides and Pelts	1																	
Jelly	1																	
Licorice	1																	
Matches	1																	
Meat Extracts	1																	
Mince Meat	1																	
Molasses	1																	
Mustard	1																	
Nuts	1																	
Olives	1																	
Pipes	1																	
Pickles	1																	
Playing Cards	1																	
Potash	1																	
Provisions	1																	
Rice	1																	
Salad Dressing	1																	
Saleratus	1																	
Salt Soda	1																	
Salt	1																	
Salt Fish	1																	
Seeds	1																	
Shoe Blacking	1																	
Snuff	1																	
Soap	1																	
Soda	1																	
Soups	1																	
Spices	1																	
Starch	1																	
Syrups	1																	
Tea	1																	
Tobacco	1																	
Twine	1																	
Vinegar	1																	
Wicking	1																	
Woodenware	1																	
Wrapping Paper	1																	
Yeast Cake	1																	

1	2
ARCTIC AMMONIA	Oysters
12 oz. ovals 2 doz. box. 75	Cove, 1lb. 85@ 95
AXLE GREASE	Cove, 2lb. 1 60@ 1 8
Frazer's	Cove, 1lb., oval 1 20
1lb. wood boxes, 4 doz. 3 00	Plums 1 00@ 2 50
1lb. tin boxes, 3 doz. 2 35	Peas
3 1/2 lb. tin boxes, 2 doz. 4 25	Marrowfat 90@ 1 25
10lb. pails, per doz. 6 00	Early June 95@ 1 25
15lb. pails, per doz. 7 20	Early June Sifted 1 15@ 1 80
25lb. pails, per doz. 12 00	Pineapple
BAKED BEANS	Grated 1 85@ 2 50
1lb. can, per doz. 90	Sliced 95@ 2 40
2lb. can, per doz. 1 40	Fair 85
3lb. can, per doz. 1 80	Good 90
BATH BRICK	Fancy 1 00
American 75	Gallon 2 50
English 85	Raspberries
BLUING	Standard @
Arctic	Col'a River, tall 1 95@ 2 00
16 oz. ovals 3 doz. box \$ 40	Col'a River, flats 2 25@ 2 70
Sawyer's Pepper Box	Red Alaska 1 35@ 1 50
Per Gross	Pink Alaska 90@ 1 00
No. 3, 3 doz. wood bxs 4 00	Sardines
No. 5, 3 doz. wood bxs 7 00	Domestic, 1/4s 3 1/4@ 4
Sawyer Crystal Bag	Domestic, 1/2s @ 5
Blue 4 00	Domestic, 3/4 Mus. 6 1/2@ 9
BROOMS	California, 1/4s .11 @ 14
No. 1 Carpet, 4 sew 2 75	California, 1/2s .17 @ 24
No. 2 Carpet, 4 sew 2 40	French, 1/4s 7 @ 14
No. 3 Carpet, 3 sew 2 25	French, 1/2s 13 @ 23
No. 4 Carpet, 3 sew 2 10	Shrimps
Parlor Gem 2 40	Standard 90@ 1 40
Common Whisk 90	Succotash
Fancy Whisk 1 25	Fair 85
Warehouse 3 00	Good 1 00
BRUSHES	Fancy 1 25@ 1 40
Scrub	Strawberries
Solid Back, 8 in. 75	Standard
Solid Back, 11 in. 95	Fancy
Pointed Ends 85	Tomatoes
Stove	Good 95@ 1 10
No. 3 90	Fair 85@ 90
No. 2 1 25	Fancy 90@ 1 40
No. 1 1 75	Gallons @ 2 50
Shoe	CARBON OILS
No. 8 1 00	Barrels
No. 7 1 30	Perfection @ 10 1/2
No. 4 1 70	Water White @ 10
No. 3 1 90	D. S. Gasoline @ 13 1/2
BUTTER COLOR	Gas Machine @ 4
W. R. & Co.'s 25c size 2 00	Deodor'd Nap'a @ 12 1/2
W. R. & Co.'s 50c size 4 00	Cylinder 29 @ 34 1/2
CANDLES	Engine 16 @ 22
Paraffine, 6s 10	Black, winter 8 1/4 @ 10
Paraffine, 12s 10	CEREALS
Wicking 20	Breakfast Foods
CANNED GOODS	Bordeaux Flakes, 36 lb. 2 50
Apples	Cream of Wheat, 36 lb. 4 50
1lb. Standards @ 1 00	Egg-O-See, 36 pkgs. 2 85
Gallon 2 75@ 3 30	Excella Flakes, 36 lb. 4 50
Blackberries	Excella, large pkgs. 4 50
2lb. 1 25@ 1 75	Force, 36 lb. 4 50
Standards gallons @ 50	Grape Nuts, 2 doz. 2 70
Beans	Malta Ceres, 24 lb. 2 40
Baked 85@ 1 30	Malta Vita, 36 lb. 2 85
Red Kidney 85@ 1 30	Mapl-Flake, 36 lb. 4 05
String 70@ 1 15	Pillsbury's Vitos, 3 dz. 4 25
Wax 75@ 1 25	Ralston Health Food
Blueberries	36 lb. 4 50
Standard 1 35	Sunlight Flakes, 36 lb. 2 85
Gallon 6 25	Sunlight Flakes, 20 lb. 4 00
Brook Trout	Toasted Corn Flakes.
2lb. cans, spiced 1 90	36 pkgs in case. 2 80
Clams	Vigor, 36 pkgs. 2 75
Little Neck, 1lb. 1 00@ 1 25	Voigt Cream Flakes 4 50
Little Neck, 2lb. @ 1 50	Zest, 20 lb. 4 10
Clam Bouillon	Zest, 36 small pkgs. 2 75
Burnham's 1/2 pt. 1 90	Rolled Oats
Burnham's pts. 3 60	Rolled Avena, bbls. 6 75
Burnham's qts. 7 20	Steel Cut, 100 lb. sks. 3 30
Cherries	Monarch, bbl. 6 05
Red Standards @ 1 40	Monarch, 90 lb. sacks 3 10
White @ 1 40	Quaker, 18 Regular 1 50
Corn	Quaker, 20 Family 4 60
Fair 75@ 8	Cracked Wheat
Good 1 00@ 1 10	24 lb. packages 3 50
Fancy 1 45	CATSUP
French Peas	Columbia, 25 pts. 4 15
Sur Extra Fine 22	Snider's pints 2 25
Extra Fine 19	Snider's 1/2 pints 1 35
Fine 15	CHEESE
Moyen 11	Acme @ 16
Gooseberries	Gem @ 15
Standard 1 75	Jersey @ 15
Hominy	Riverside @ 13 1/2
Standard 85	Springdale 16 @ 16 1/2
Lobster	Warner's @ 16 1/2
1/4 lb. 2 25	Brick @ 16
1lb. 4 25	Leiden @ 15
Picnic Tails 2 75	Limburger @ 16
Mackerel	Pineapple @ 40
Mustard, 1lb. 1 80	Sap Sago @ 20
Mustard, 2lb. 2 80	Swiss, domestic @ 16
Soused, 1 1/2 lb. 1 80	
Soused, 2lb. 2 75	
Tomato, 1lb. 1 50	
Tomato 2lb. 2 80	
Mushrooms	
Hotels @ 24	
Buttons @ 28	

3	4	5
CHEWING GUM	Family Cookie 8	DRIED FRUITS
American Flag Spruce 55	Fig Cake Assorted 12	Apples
Beeman's Pepsin 55	Frosted Cream 8	Sundried @ 7
Adams' Pepsin 55	Frosted Ginger Cookie 8	Evaporated @ 7 1/2
Best Pepsin 45	Floralabel Cake 12 1/2	Apricots
Best Pepsin, 5 boxes 2 00	Frosted Honey Cake 12	California 10@ 12
Black Jack 55	Fluted Cocanut Bar 10	Citron
Largest Gum Made 55	Fruit Honey Cake 14	Corsican @ 17
Sen Sen 55	Ginger Gems 8	Currents
Sen Sen Breath Perf 1 00	Ginger Gems, Iced 9	Imp'd 1 lb. pkg. @ 8
Long Tom 5	Graham Crackers 8	Imported bulk @ 7 1/2
Yucatan 55	Glimcracks Cake 12	Peel
Hop to it 65	Ginger Nuts 10	Lemon American 12
Spearmint 55	Ginger Snaps N. B. C. 7	Orange American 12
CHICORY	Ginger Snaps Square 8	Raisins
Bulk 5	Hippodrome Bar 10	Cluster, 5 crown 1 75
Red 7	Honey Cake, N. B. C. 12	Loose Muscatels 3 cr. 5 1/4
Eagle 6	Honey Fingers, As. Ice 12	Loose Muscatels, 4 cr. 6 1/4
Franck's 7	Honey Jumbles 12	L. M. Seeded 1 lb. 6 1/4 @ 7
Schener's 6	Honey Jumbles, Iced 12	California Prunes
CHOCOLATE	Honey Flake 12 1/2	100-125 2 1/2 lb. boxes @ 4
Walter Baker & Co.'s	Honey Lassies 10	90-100 2 1/2 lb. boxes @ 4 1/4
German Sweet 24	Household Cookies 8	80-90 2 1/2 lb. boxes @ 4 1/2
Premium 35	Household Cookies Iced 8	70-80 2 1/2 lb. boxes @ 4 1/2
Caracas 31	Iced Honey Crumpets 10	60-70 2 1/2 lb. boxes @ 6 1/2
Walter M. Lowney Co.	Imperial 8	50-60 2 1/2 lb. boxes @ 7
Premium, 1/4s 32	Jersey Lunch 8	40-50 2 1/2 lb. boxes @ 7 1/2
Premium, 1/2s 32	Jubilee Mixed 10	30-40 2 1/2 lb. boxes @ 8 1/2
COCOA	Kream Klips 20	1/4c less in 50lb. cases
Baker's 39	Laddie 8	FARINACEOUS GOODS
Cleveland 41	Lemon Gems 10	Beans
Colonial, 1/4s 35	Lemon Biscuit Square 8	Dried Lima 5 1/2
Colonial, 1/2s 33	Lemon Fruit Square 12 1/2	Med. Hand Pk'd 3 50
Epss 42	Lemon Wafer 16	Brown Holland
Huyler 45	Lemona 16	Farina
Lowney, 1/4s 36	Mary Ann 8	24 1 lb. packages 1 50



6	7	8	9	10	11
<b>Spring Wheat Flour</b> 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, 1/2s..7 20 Ceresota, 1/4s..7 10 Ceresota, 1/8s..7 00 <b>Lemon &amp; Wheeler's Brand</b> Wingold, 1/2s..7 00 Wingold, 1/4s..6 95 Wingold, 1/8s..6 85 <b>Worden Grocer Co.'s Brand</b> Laurel, 1/2s cloth..7 00 Laurel, 1/4s cloth..6 90 Laurel, 1/8s & 1/4s cloth..6 80 Laurel, 1/2s cloth..6 80 <b>Voigt Milling Co.'s Brand</b> Voigt's Crescent..7 10 Voigt's Flourloist whole wheat flour) 7 10 Voigt's Hygienic Graham..6 55 Voigt's Royal..7 60 <b>Wykes &amp; Co.</b> Sleepy Eye, 1/2s cloth..6 60 Sleepy Eye, 1/4s cloth..6 50 Sleepy Eye, 1/8s cloth..6 40 Sleepy Eye, 1/2s paper..6 40 Sleepy Eye, 1/4s paper..6 40 <b>Meal</b> Bolted..3 90 Golden Granulated..4 00 St. Car Feed screened 31 00 No. 1 Corn and Oats 31 00 Corn, cracked..30 00 Corn Meal, coarse..30 00 Winter Wheat Bran..26 00 Middlings..28 00 Buffalo Gluten Feed 33 00 <b>Dairy Feeds</b> 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..28 00 Hammond Dairy Feed 25 00 Alfalfa Meal..25 00 <b>Oats</b> Michigan carlots..43 Less than carlots..45 <b>Corn</b> Carlots..75 Less than carlots..77 <b>Hay</b> Carlots..12 Less than carlots..14 <b>HERBS</b> Sage..15 Hops..15 Laurel Leaves..15 Senna Leaves..25 <b>HORSE RADISH</b> Per doz..90 <b>JELLY</b> 5lb pails, per doz..2 25 15lb pails, per pail..55 30lb pails, per pail..98 <b>LICORICE</b> Pure..30 Calabria..25 Sicily..14 Root..11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip..4 50@4 75 <b>MOLASSES</b> New Orleans Fancy Open Kettle..40 Choice..35 Good..22 Fair..20 Half barrels 2c extra <b>MINCE MEAT</b> Per case..2 90 <b>MUSTARD</b> 1/4 lb. 6 lb. box..18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 4 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 <b>PIPES</b> Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob..90 <b>PICKLES</b> Medium Barrels, 1,200 count..6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 <b>PLAYING CARDS.</b> 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 Tourn't whist 2 25 <b>POTASH</b> Babbitt's..4 00 <b>PROVISIONS</b> <b>Barreled Pork</b> 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 <b>Dry Salt Meats</b> S. P. Bellies..12 Bellies Extra Shorts Clear..11 1/2	<b>Lard</b> Pure in tierces..12 1/2 Compound Lard..8 1/2 80 lb. tubs..advance 1/2 60 lb. tubs..advance 1/4 50 lb. tins..advance 1/4 20 lb. pails..advance 1/2 10 lb. pails..advance 1/2 5 lb. pails..advance 1 8 lb. pails..advance 1 <b>Smoked Meats</b> 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 <b>Picnic Boiled Hams</b> Boiled Ham..22 Berlin Ham, pressed..11 Minced Ham..11 Bacon..15 1/2 <b>Sausages</b> Bologna..8 Liver..5 Frankfort..10 Pork..11 Veal..11 Tongue..11 Headcheese..9 <b>Peef</b> Boneless..14 00 Rump, new..14 00 <b>Pig's Feet</b> 1/4 bbls..1 00 1/2 bbls., 40 lbs..2 00 1/2 bbls..4 00 1 bbl..9 00 <b>Tripe</b> Kits, 15 lbs..80 1/4 bbls., 40 lbs..1 60 1/2 bbls., 80 lbs..3 00 <b>Casings</b> Hogs, per lb..32 Beef, rounds, set..25 Beef, middles, set..80 Sheep, per bundle..90 <b>Uncolored Butterine</b> Solid dairy..10 @ 12 Country Rolls..10 1/2 @ 16 1/2 <b>Canned Meats</b> 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, 1/2s..50 Potted ham, 1/4s..85 Deviled ham, 1/2s..50 Deviled ham, 1/4s..85 Potted tongue, 1/2s..50 Potted tongue, 1/4s..85 <b>RICE</b> Fancy..7 @ 7 1/2 Japan..5 1/2 @ 6 1/2 Broken <b>SALAD DRESSING</b> Columbia, 1/2 pint..2 25 Columbia, 1 pint..4 00 Durkee's, large, 1 doz..4 50 Durkee's, small, 2 doz..5 25 Snider's, large, 1 doz..2 35 Snider's, small, 2 doz..1 35 <b>SALERATUS</b> Packed 60 lbs. in box. Arm and Hammer..3 10 Delaund's..3 00 Dwight's Cow..3 15 L. P..3 00 Wyandotte, 100 1/4s..3 00 <b>SAL SODA</b> Granulated, bbls..85 Granulated, 100 lbs. cs. 1 00 Lump, bbls..80 Lump, 145 lb. kegs..9 <b>SALT</b> Common Grades 100 3 lb. sacks..2 25 60 5 lb. sacks..2 1 28 10 1/2 lb. sacks..2 05 56 lb. sacks..32 28 lb. sacks..17 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks..24 <b>Common</b> Granulated, fine..80 Medium, fine..85 <b>SALT FISH</b> Cod Large whole..@ 7 Small whole..@ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock..@ 5 <b>Halibut</b> Strips..14 Chunks..15 <b>Holland Herring</b> Pollock..@ 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2 bbls 4 50@5 25 White Hp. mech. 60@75 Norwegian Round, 100 lbs..3 75 Round, 40 lbs..1 90 Scaled..13 <b>Trout</b> No. 1, 100 lbs..7 50 No. 1, 40 lbs..3 25 No. 1, 10 lbs..90 No. 1, 8 lbs..75 <b>Mackerel</b> Mess, 100 lbs..14 50 Mess, 40 lbs..6 20 Mess, 10 lbs..1 65 Mess, 8 lbs..1 35 No. 1, 100 lbs..13 00 No. 1, 40 lbs..5 60 No. 1, 10 lbs..1 50 No. 1, 8 lbs..1 25 <b>Whitefish</b> No. 1, No. 2 Fam. 100 lbs..9 75 3 50 50 lbs..5 25 1 90	<b>SEEDS</b> 10 lbs..1 12 55 8 lbs..92 48 Anise..10 Canary, Smyrna..4 1/2 Caraway..10 Cardamom, Malabar 1 00 Celery..15 Hiemp, Russian..4 1/2 Mixed Bird..4 Mustard, white..10 Poppy..9 Rape..6 <b>SHOE BLACKING</b> Handy Box, large 3 dz 2 50 Handy Box, small..1 25 Bixby's Royal Polish..85 Miller's Crown Polish..85 <b>SNUFF</b> Scotch, in bladders..37 Maccaboy, in jars..35 French Rapple in jars..43 <b>SOAP</b> 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 toilet 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer..4 00 Old Country..3 40 <b>Soap Powders</b> Lautz Bros. & Co. Snow Boy..4 00 Gold Dust, 24 large..4 50 Gold Dust, 100-5c..4 00 Kirkoline, 24 4lb..3 80 Pearline..3 75 Soapine..4 10 Babbitt's 1776..3 75 Roserine..3 50 Armour's..3 70 Wisdom..3 80 <b>Soap Compounds</b> Johnson's Fine..5 10 Johnson's XXX..4 25 Nine O'clock..3 35 Rub-No-More..3 75 <b>Scouring</b> 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 <b>SODA</b> Boxes..5 1/2 Kegs, English..4 1/2 <b>SPICES</b> Whole Spices Allspice..10 Cassia, China in mats..12 Cassia, Canton..16 Cassia, Batavia, bund..28 Cassia, Saigon, broken..40 Cassia, Saigon, in rolls 55 Cloves, Amboyana..22 Cloves, Zanzibar..16 Mace..55 Nutmegs, 75-80..35 Nutmegs, 105-10..25 Nutmegs, 115-20..20 Pepper, Singapore, blk..15 Pepper, Singp. white..25 Pepper, shot..17 <b>Pure Ground in Bulk</b> Allspice..14 Cassia, Batavia..28 Cassia, Saigon..55 Cloves, Zanzibar..24 Ginger, African..15 Ginger, Cochín..18 Ginger, Jamaica..25 Mace..65 Mustard..17 Pepper, Singapore, blk..18 Pepper, Singp. white..28 Pepper, Cayenne..20 Sage..20 <b>STARCH</b> Corn Kingsford, 40 lbs..7 1/2 Muzzy, 20 lb. pkgs..5 1/4 Muzzy, 40 lb. pkgs..5 <b>Gloss</b> Kingsford Silver Gloss, 40 lbs..7 1/2 Silver Gloss, 16 3lbs..6 3/4 Silver Gloss, 12 6lbs..8 1/4 Muzzy 48 lb. packages..5 16 5lb. packages..4 12 6lb. packages..6 50lb. boxes..4 <b>SYRUPS</b> Corn Barrels..31 Half barrels..33 20lb. cans 1/4 dz. in cs. 2 10 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 3 dz. in cs. 2 10 2 1/2lb. cans 3 dz. in cs. 2 15	<b>Pure Cane</b> Fair..16 Good..20 Choice..25 <b>TEA</b> Japan Sundried, medium..24 Sundried, choice..32 Sundried, fancy..36 Regular, medium..24 Regular, choice..32 Regular, fancy..36 Basket-fired, medium 31 Basket-fired, choice..38 Basket-fired, fancy..43 Nibs..22@24 Siftings..9@11 Fannings..12@14 Gunpowder Moyune, medium..30 Moyune, choice..32 Moyune, fancy..40 Pingsuey, medium..30 Pingsuey, choice..30 Pingsuey, fancy..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..43 <b>TOBACCO</b> Fine Cut Cadillac..54 Sweet Loma..34 Hiawatha, 5lb. pails..55 Telegram..30 Pay Car..33 Prairie Rose..49 Protection..40 Sweet Burley..41 Tiger..41 Red Cross Plug Palo..31 Hiawatha..35 Kyo..41 Battle Ax..35 American Eagle..37 Standard Navy..37 Spear Head, 7 oz..44 Spear Head, 1 1/2 oz..44 Nobby Twist..55 Jolly Tar..39 Old Honesty..43 Toddy..34 J. T..33 Piper Heldsick..69 Boot Jack..86 Honey Dip Twist..40 Black Standard..40 Cadillac..40 Forge..34 Nickel Twist..52 Mill..52 Great Navy..36 <b>Smoking</b> Sweet Core..34 Flat Car..32 Warpath..26 Bamboo, 16 oz..25 I X L, 5lb..27 I X L, 16 oz. pails..31 Honey Dew..40 Gold Block..40 Flagman..40 Chips..33 Kiln Dried..21 Duke's Mixtura..40 Duke's Cameo..43 Myrtle Navy..44 Yum Yum, 1 1/2 oz..39 Yum Yum, 1lb. pails 40 Cream..38 Corn Cake, 2 1/2 oz..26 Corn Cake, 1lb..22 Plover Boy, 1 1/2 oz..39 Plover Boy, 3 1/2 oz..39 Peerless, 3 1/2 oz..35 Peerless, 1 1/2 oz..39 Air Brake..36 Cant Hook..30 Country Club..32-34 Forex-XXXX..30 Good Indian..25 Self Binder, 16oz. 8oz. 20-22 Silver Foam..24 Sweet Marie..32 Royal Smoke..42 <b>TWINE</b> Cotton, 3 ply..20 Cotton, 4 ply..20 Jute, 2 ply..14 Hemp, 6 ply..13 Flax, medium N..24 Wool, 1 lb. balls..8 <b>VINEGAR</b> State Seal..12 Oakland apple cider..14 Barrels free. <b>WICKING</b> No. 0 per gross..30 No. 1 per gross..40 No. 2 per gross..50 No. 3 per gross..75 <b>WOODENWARE</b> Baskets Bushels..1 10 Bushels, wide band..1 25 Market..40 Splint, large..3 50 Splint, medium..3 00 Splint, small..2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	<b>Butter Plates</b> Wire End or Ovals. 1/4 lb., 200 in crate..30 1/2 lb., 200 in crate..30 1 lb., 200 in crate..30 2 lb., 200 in crate..35 3 lb., 200 in crate..40 4 lb., 200 in crate..45 <b>Churns</b> Barrel, 5 gal., each..2 40 Barrel, 10 gal., each..2 55 <b>Clothes Pins</b> Round head. 4 inch, 5 gross..50 1 1/2 inch, 5 gross..50 Cartons, 20 2 1/2 doz. bxs..60 <b>Egg Crates and Filters</b> Humpty Dumpty, 12 dz. 20 No. 1 complete..40 No. 2 complete..28 Case No.2 fillers 1 sets 1 35 Case, mediums, 12 sets 1 15 <b>Faucets</b> Cork lined, 3 in..70 Cork lined, 9 in..80 Cork lined, 10 in..90 <b>Mop Sticks</b> Trojan spring..90 Eclipse patent spring..85 No. 1 common..80 No. 2 pat. brush holder 80 12lb. cotton mop heads 1 40 Ideal No. 7..85 <b>Pails</b> 2-hoop Standard..2 15 3-hoop Standard..2 35 2-wire, Cable..2 25 3-wire, Cable..2 45 Cedar, all red, brass..1 25 Paper, Eureka..2 25 Fibre..2 70 <b>Toothpicks</b> Hardwood..2 50 Softwood..2 75 Banquet..1 50 Ideal..1 50 <b>Traps</b> Mouse, wood, 2 holes..22 Mouse, wood, 4 holes..40 Mouse, wood, 6 holes..75 Mouse, tin, 5 holes..65 Rat, wood..80 Rat, spring..75 <b>Tubs</b> 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1..9 25 18-in. Cable, No. 2..8 25 16-in. Cable, No. 3..7 25 No. 1 Fibre..10 25 No. 2 Fibre..9 25 No. 3 Fibre..8 25 <b>Washboards</b> Bronze Globe..2 50 Dewey..1 75 Double Acme..2 75 Single Acme..2 25 Double Peerless..4 25 Single Peerless..3 60 Northern Queen..3 50 Double Duplex..3 00 Good Luck..2 75 Universal..3 65 <b>Window Cleaners</b> 12 in..1 65 14 in..1 85 16 in..2 30 <b>Wood Bowls</b> 13 in. Butter..1 25 15 in. Butter..2 25 17 in. Butter..3 75 19 in. Butter..5 00 Assorted, 13-15-17..2 30 Assorted, 15-17-19..3 25 <b>WRAPPING PAPER</b> Common straw..1 1/2 Fibre Manila, white..2 1/2 Fibre Manila, colored..4 No. 1 Manila..4 Cream Manila..3 Butcher's Manila..2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls..19 <b>YEAST CAKE</b> Magic, 3 doz..1 15 Sunlight, 3 doz..1 00 Sunlight, 1 1/2 doz..50 Least Foam, 3 doz..1 15 Yeast Cream, 3 doz..1 00 Yeast Foam, 1 1/2 doz..58 <b>FRESH FISH</b> Per lb. Whitefish, Jumbo..16 Whitefish, No. 1..12 Trout..11 1/2 Halibut..10 Herring..7 Bluefish..14 1/2 Live Lobster..29 Boiled Lobster..29 Cod..10 Haddock..8 Pickerel..12 Pike..9 Perch..8 Smoked, White..12 1/2 Chinook Salmon..15 Mackerel Finnan Haddie.. Roe Shad.. Shad Roe, each.. Speckled Bass..8 1/2 <b>HIDES AND PELTS</b> Hides Green No. 1..11 Green No. 2..10 Cured No. 1..13 Cured No. 2..12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2	<b>Pelts</b> Old Wool..@ 30 Lambs..50 @ 75 Shearlings..40 @ 65 <b>Tallow</b> No. 1..@ 5 No. 2..@ 4 <b>Wool</b> Unwashed, med..@ 28 Unwashed, fine..@ 23 <b>CONFECTIONS</b> Stick Candy Standard..7 1/2 Standard H H..7 1/2 Standard Twist..8 Cases Jumbo, 32 lb..7 1/2 Extra H H..10 Boston Cream..12 Big stick, 30 lb. case 8 <b>Mixed Candy</b> Grocers..6 1/2 Competition..7 Special..8 Conserve..7 1/2 Royal..12 Ribbon..10 Broken..10 Cut Leaf..8 Leader..8 1/2 Kindergarten..8 French Cream..10 Star..9 Hand Made Cream..11 Premio Cream mixed 14 Paris Cream Bon Bons 10 <b>Fancy-in Pails</b> Gypsy Hearts..14 Coco Bon Bons..14 Fudge Squares..12 Peanut Squares..9 Sugared Peanuts..12 Salted Peanuts..12 Starlight Kisses..12 San Blas Goodies..12 Lozenges, plain..10 Lozenges, printed..12 Champion Chocolate..12 Eclipse Chocolates..14 Eureka Chocolates..15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops..10 Lemon Sours..10 Imperial..10 Ital. Cream Opera..12 Ital. Cream Bon Bons 12 Golden Waffles..12 Red Rose Gum Drops 10 Auto Bubbles..13 <b>Fancy-in 5lb. Boxes</b> Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies..50 Lemon Sours..60 Old Fashioned Horehound drops..60 Peppermint Drops..60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12..1 10 Bitter Sweets, as'd. 1 25 Brilliant Gums, Crya. 60 A. A. Licorice Drops..90 Lozenges, plain..60 Lozenges, printed..65 Imperial..60 Mottos..65 Cream Bar..60 G. M. Peanut Bar..60 Hand Made Crms 80@90 Cream Wafers..65 String Rock..60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assmt't 3 75 Ten Strike No. 1..6 50 Ten Strike No. 2..6 00 Ten Strike, Summer assortment..6 75 Scientific Ass't..18 00 <b>Pop Corn</b> Cracker Jack..3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s..28 Oh My 100s..3 50 <b>Cough Drops</b> Putnam Menthol..1 00 Smith Bros..1 25 <b>NUTS—Whole</b> Almonds, Tarragona 16 Almonds, Drake..15 Almonds, California sft. shell.. Brazilis..12 @ 13 Filberts..12 @ 13 Cal. No. 1.. Walnuts, soft shell 15 @ 16 Walnuts, Marbot..@ 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med..@ 13 Pecans, ex. large..@ 14 Pecans, Jumbos..@ 16 Hickory Nuts per bu. Ohio, new.. Cocoanuts Chestnuts, New York State, per bu. <b>Shelled</b> Spanish Peanuts 8 @ 8 1/2 Pecan Halves..@ 58 Walnut Halves..30 @ 32 Filbert Meats..@ 27 Alcantate Almonds..@ 42 Jordan Almonds..@ 47 <b>Peanuts</b> Fancy H. P. Suns 3 1/2 @ 6 Roasted..6 1/2 @ 7 Choice, H. P. Jumbo..@ 6 1/2



## Special Price Current

### AXLE GREASE



Mica, tin boxes ..75 9 00  
Paragon ..... 55 6 00

### BAKING POWDER

#### Royal



10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

### BLUING



#### C. P. Bluing

Doz.  
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  
Pamatellas, Finas .....35  
Pamatellas, 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 60

#### 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  
60ft. ....1 65

#### Galvanized Wire

No. 20, each 100ft. long 1 95  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.....  
White House, 2lb.....  
Excelsior, M & J, 1lb.....  
Excelsior, M & J, 2lb.....  
Tip Top, M & J, 1lb.....  
Royal Java .....  
Royal Java and Mocha.....  
Java and Mocha Blend.....  
Boston Combination .....

Distributed by Judson  
Grocer Co., Grand Rapids.  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fleibach 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

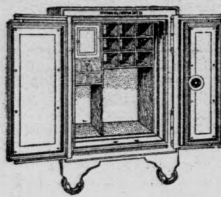
#### Poles

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

# Michigan, Ohio And Indiana Merchants

have money to pay for  
what they want. They  
have customers with as  
great a purchasing power  
per capita as any other  
state. Are you getting  
all the business you want?  
The Tradesman can "put  
you next" to more pos-  
sible buyers than any  
other medium published.  
The dealers of Michigan,  
Ohio and Indiana

# Have The Money

Use  
Tradesman  
Coupon  
Books

Made by

Tradesman Company  
Grand Rapids, Mich.

and they are willing to  
spend it. If you want it,  
put your advertisement  
in the Tradesman and  
tell your story. If it is a  
good one and your goods  
have merit, our sub-  
scribers are ready to buy.  
We can not sell your  
goods, but we can intro-  
duce you to our people,  
then it is up to you. We  
can help you. Use the  
Tradesman, use it right,  
and you can not fall  
down on results. Give  
us a chance.



# 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.

Chance to put in barber shop of two or three chairs in connection cigar stand; good business for right men. O. F. Phillips, Ann Arbor, Mich. 973

For Sale—Hardware, grocery and hay and feed stock, with real estate. Will take good real estate for part and balance cash. Address Moody & Geiken, Pellston, Mich. 972

For Rent—Long lease of best brick store in town of 1,000 people. Best of farming country surrounding. Location on main corner. Address No. 971, care Michigan Tradesman. 971

One hundred and forty-five dollars will buy a new 1908 Model Champion sole stitching machine in perfect running condition—good as new—cost \$270 little more than six months ago; fitted to operate either by foot or motor power. D. M. Herold, Canton, Ohio. 970

For Sale—Practically new stock dry goods, groceries, Central Michigan town, invoices about \$1,700. Rent reasonable. Good reasons for selling. Address No. 969, care Tradesman. 969

For Sale—Or will exchange for stock of general merchandise, a new 17 room house, electric lighted, city water, well, cistern, 3/4 acre of land, few fruit trees, 1/2 block from main street. Cash price \$3,000. For further information address W. D. Reynolds, Coopersville, Mich. 968

For Sale—Agricultural and buggy business. Size building, 22x90; lot, 120x156. Good location, none better. W. W. Harrington, North Branch, Lapeer County, Mich. 967

## 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 Furnishing stocks. We buy anything any man or woman wants money for. Write us today and we will be there to-morrow.

Paul L. Feyreisen & Co.,  
184 Franklin St., Chicago, Ill.

Coffee roasting plant for sale; one 5-foot cylinder Knickerbocker roaster; one Fraser milling machine; one stoner; one cooling box; one exhaust fan; will sell the whole or any portion at any reasonable offer. Address Robson Bros., Lansing, Mich. 966

For Sale—General store, nice clean stock of goods, mostly groceries. Located in splendid farming district, doing good business; must sell; best of reasons for selling. Address George Van Wormer, Hillsdale, Mich. 964

For Sale—General stock inventorying about \$1,000 located in town with one other merchant, in center of rich fruit region. L. F. Ballard, Lisbon, Mich. 963

For Sale—A well-established grocery stock located in the business center of a city of 35,000. Will invoice about \$1,250. A grand opportunity. For particulars address Lock Box 316, Jackson, Mich. 962

For Sale—A thirty thousand dollar stock of clothing, shoes, dry goods, groceries, etc. Regular department store in a good live town in Northern Minnesota. Doing a good business. Up-to-date fixtures. Stock in A1 condition. Good reason for selling. Act quick. Address No. 974, care Michigan Tradesman. 974

For Rent—The best store building in Milan, Mich., in hustling live town of 1,500 population. Water works, sewers, good schools, factories employ 150 men. A great opening for a general store. The oldest business in the town. Present occupant of the building moving to a larger western town. Rooms 44x63 ft., two floors and basement with fixtures for dry goods, shoes and groceries. Can be had for \$65 per month on a lease for three years. Or can be had with shelving only at \$50 per month. A. E. Putnam, Milan, Mich. 977

Dry batteries renewed cheaply, last long as new. Correct scientific method. Send 25c for instructions. Fairmount Telephone Co., Leighton's Corners, N. H. 978

Opening—Fine opening in city of nearly 5,000 for furniture and house furnishings business, centrally located store which has been furniture store for 15 years. Can be had at reasonable rental. No exclusive furniture store in city. Address Box 67, Greenville, Mich. 958

To Rent—Well located store building 26x70, in prosperous Northern Michigan town. Address L. H. Smith, McBain, Mich. 890

For Sale—A multiple six drawer National Cash Register. Also a latest improved Dayton Computing Scale. For particulars address Lock Box 3, Mackinaw City, Mich. 976

A guaranteed, conservative proposition for successful furniture men; solution of the mail order detriment to business; positive proof. Lock Box 679, Quincy, Mich. 975

Wanted—Party with large amount of shingle, lumber and lath timber, wishes to interest a party, lady or gentleman, who can put in some means and take a working position with company, either in office or woods. Address O. M. Ware, General Delivery, Duluth, Minn. 956

For Sale—Owing to death of owner, established dry goods business in flourishing town of two thousand. Cheap for cash. Cummings Store, Paw Paw, Mich. 960

For Sale—On account of poor health, established millinery business, staple stock of ladies' furnishings, in good location, cheap rent. Address Box 240, Utica, Mich. 957

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—Balance of stock, consisting of clothing, shoes, dry goods, etc. Will invoice about \$5,500. Cheap if sold at once. Will sell or rent store building if party wishes to remain in town. M. Alvin, Marion, Mich. 954

For Sale—Drug stock and fixtures with or without building in a good town of 650 people. No competition nor cut rates to contend with. Store has done a paying business in the same family over 40 years. I wish to practice medicine exclusively. Address No. 952, care Michigan Tradesman. 952

Grocery for sale, snap. Invoices about \$2,500. In southern part Michigan. Did \$50,000 business last year. Write for particulars. Address No. 951, care Michigan Tradesman. 951

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 hustling Southern Michigan town of 2,000. Good fixtures, gas lights, rent cheap, dry territory. Invoices about \$3000. Daily sales \$80. Address No. 899, care Tradesman. 899

For Sale—\$6,000 stock of general merchandise in small town near Marshfield, Wisconsin. Owner doing nice business; must quit on account of his health. Business well-established in a growing farming community and can be increased. Full particulars on enquiry. John F. Cole, Marshfield, Wis. 947

For Sale—Small clean stock of shoes, any reasonable offer accepted. Address No. 945, care Tradesman. 945

For Sale—Good paying drug store cheap, expenses light. Reason for selling, death of owner. Address C. H. DeGowin, Cheboygan, Mich. 835

For Sale—\$2,000 stock general merchandise, Northwestern Iowa. Snap. Cash only. Address Box 633, Rock Rapids, Iowa. 922

Want Ads. continued on next page.

## Not Dependent or independent— But Surely Interdependent

You are in business to make money. And in order to make money you must have the goods.

We are in business to make money. And in order to make money we must sell the goods.

This is the point where we touch hands—where you need us and we need you—this is the point where we are interdependent.

There is only one reason why we are the largest wholesalers of general merchandise in the world—and that is that so many merchants have found that they needed us.

They have found that because of our tremendous stock, which does not include no-profit staples—domestics, sugars, nails, etc.—on which we would be forced to take a loss and thus enhance the price of other things—they need us.

They have found that because of our inexpensive method of selling, through a wholesale catalogue, instead of by expensive traveling salesmen—and because of our gigantic fourfold buying power—they need us.

They have found that because of the help and inspirations of our catalogue—because of prompt and careful shipments—because of courteous and businesslike treatment—they need us.

On the other hand—

We have found that we need you, among other reasons, because you help us to swell the volume which enables us to lower the price. The lowest prices go to the wholesaler who can take entire factory outputs, thereby reducing the manufacturer's selling and overhead expenses to a minimum.

After all, it is but a great buying syndicate—in which you get the benefit of every economy.

Yes, we need each other.

And our September catalogue offers an opportunity for us to get together. It is free to any merchant who asks for No. FF734.

## Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses—Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.



### THE FARMER ON TOP.

Vast as are the productions of the factories and mines, the operations of the big corporations and the traffic of the railroads, all sink into insignificance in comparison with the enormous totals of the farmer's output. The figures of the new wealth produced by the farmers during the year 1908 are almost unbelievable, yet the Agricultural Department vouches for their truthfulness, and it is announced that the production for 1909 will be even greater—in fact, much greater.

The farmer turned out in dairy products alone last year nearly \$800,000,000. His hens worked for him to such an extent that eggs and poultry were worth as much as the cotton crop or the hay crop or the wheat crop. He raised corn meal to the value of \$1,615,000,000. With such figures to begin with, we are prepared to learn that the farm products of the crop year of 1908 totaled the tremendous amount of \$7,778,000,000. As the crops of the current year are said to be almost universally larger than the year before, it would not be surprising if the total for 1909 should prove to be fully eight billions of dollars.

With such enormous productions by the farmers of the country there is no reason to fear that our farms will not always be able to feed and clothe the people. Great as are our productions at present, they can be enormously increased, as our farming methods are still wasteful, and millions of acres of fine farming land are yet unimproved. Intensified farming will in time vastly increase the production per acre of all staple crops.

Despite the tendency of the population to gravitate towards the cities, the farmer still remains the main producer of the national wealth, and will continue to hold that position. With the steady improvement of our transportation systems and the extension of suburban communication, life on the farm will become less isolated and, therefore, more attractive. Improved methods will also make farming more productive and profitable.

Owing to the great diversity of our climate and the many staple articles that our soil can be made to produce there is no such danger of agricultural disaster which other countries are periodically compelled to face. While one or more crops may occasionally fail there is little chance that all will fail at the same time, hence we have less to fear from crop failures than any other nations. Our vast production of foodstuffs, moreover, makes us practically independent of the outside world. We always have a surplus of necessities to sell to others, but we never need other than luxuries from our neighbors.

### PRACTICAL TEMPERANCE.

The other day a train on the Southern Railway was wrecked near Bristol in Virginia. The engineer, a man named Bush, was caught under the machinery, whose immense weight almost crushed the life out of him. Finally, as the result of heroic

efforts by all within reach he was removed, suffering from injuries which he and every one else expected to be fatal and from which he understood he could not recover. In his pain and suffering some of the passengers offered whisky from a flask for the purpose of reviving and strengthening him. Thereupon he did rather an unusual thing, but it was actuated by good sense. In possession of all his faculties he asked several of the bystanders to assure themselves by smelling his breath that he had previously taken no liquor and that the accident was in no way due to any fault of his and could not by any fair means be charged to intemperance. When this had been done he took the proffered liquor. His explanation was that his record and his reputation were all he had in the world and that he did not want to die with any possibility of any suggestion that he had been guilty of intemperance or been drinking anything at all while at his work.

The incident at Bristol is probably without exact parallel, but the idea and the suggestion conveyed thereby are very common ones in these modern times. Railroads particularly make special enquiry into the habits of such of their employees as occupy responsible positions. No man known to be addicted to liquor will ever be entrusted to a train. Only those who have the reputation of being temperate are promoted to the post of engineer. Mr. Bush knew that his record and his reputation had always been good and his dying request was that there should be testimony to the same purpose down to the very end. The great corporations are about the most efficient temperance workers in this country. No bank, big department store, railroad, steamship or electric company will put men addicted to drink in any position where good wages repay the faithful discharge of responsibilities. If a young man is going to get on in this world he understands that he must prove to his employers that he has his wits about him all the time and that he is not liable to be befuddled in brain and tangled in talk by intoxicating beverages. The modern business demands are the most effective temperance sermon.

### REASONS FOR ORGANIZATION.

The proposition to organize a Western Michigan Pharmaceutical Association is a matter that should be given very careful consideration, and this will undoubtedly be accorded the subject when the druggists meet in Grand Rapids on Sept. 15. It is, perhaps, unfortunate that the old State organization should have become so thoroughly identified with Detroit and its officers confined almost exclusively to Eastern Michigan. That this is so is proven by the present list of officers as follows:

President—Edw. J. Rodgers, Port Huron.

First Vice-President—J. E. Way, Jackson.

Second Vice-President—W. R. Hall, Manistee.

Third Vice-President—M. M. Miller, Milan.

Secretary—E. E. Calkins, Ann Arbor.

Treasurer—Willis Leisenring, Pontiac.

It will be noted that only one minor office, out of a total of six, is permitted to go to Western Michigan, yet the organization owed its existence originally to a Western Michigan man and some of the best conventions held by the organization have occurred in Western Michigan. The present agitation and dissention owes its origin to the unfortunate statements of James E. Davis, of the Michigan Drug Co., to the effect that Detroit had arranged to perpetuate a holding of all of the conventions of the Association in that city. This statement was made repeatedly by Mr. Davis during the last convention, both publicly and privately, and served to annoy and antagonize the Western Michigan druggists who were present at the meeting.

No organization can accomplish very much which is born in a spirit of antagonism or opposition, and if this spirit can be entirely eliminated and good and sufficient reasons presented for the organization and maintenance of the proposed Association, there would appear to be no reason why the movement should not prove successful.

Excessive emphasis on a few ideas is evidence of the absence of many.

### BUSINESS CHANCES.

For Sale—First-class clothing stock inventorying about \$5,000. Good opening for right fellow to continue good paying business. Address Lock Box 25, Decker-ville, Mich. 980

For Sale—A good candy business on main street, Pontiac. Box 471, Pontiac, Mich. 979

Wanted—By a Philadelphia manufacturer, salesmen 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, 2022 North Howard St., Philadelphia, Pa. 924

Assistance given in reports, debates, toasts, addresses for occasions, orations, lectures, speeches, club programs. Dept. L., Bureau of Research, New Albany, Indiana. 940

For Sale—A drug store in a town of six thousand; established 25 years; poor health the reason for selling. Will sacrifice same. Address D. H. Bryant, Charlotte, Mich. 943

For Rent—Corner store in new brick block, diagonally across street from Hotel Belding. Excellent location. Good live city. Eight large mills, all in operation. Store 25x85 feet. Fine light in day-time, electricity at night. The best store building in city. Address W. P. Hetherington, Agt., Belding, Mich. 944

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

For Sale—Entire balance of stock, consisting of shoes, dry goods, notions, etc. Will invoice about \$7,500. Cheap if sold at once. No exchange considered. Ill health, the reason. I. Netzorg, Battle Creek, Mich. 850

For Sale—The best up-to-date ice cream parlor and confectionery store at the county seat. Population 3,500. Write Lock Box 38, Glencoe, Minn. Steam heat furnished; rent \$25 a month. 845

Anything and everything to equip store, office, restaurant or ice cream parlor. Some special bargains, second-hand goods. Michigan Store & Office Fixture Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 837

For Rent—Restaurant, fully equipped; all modern conveniences; in an office building of 160 rooms; city of 25,000 population; no competition, opportunity of a lifetime; write quick. Address Manager State National Bank Building, Texarkana, Ark. 834

For Sale—Implement store in most hustling town in Michigan. On account of age and poor health I must get out. Address Implements, care Tradesman. 813

For Sale—Stock of clothing and furnishing goods in good factory town 4,000 population, doing yearly business of \$32,000 to \$35,000. Stock inventories \$16,000. Can reduce stock to suit buyer. Will lease store, best location, all modern front. Geo. H. Sheets, Grand Ledge, Mich. 823

For Sale—Country store, well-located in one of the best farming sections in Central Michigan. Business well established. Good reason for selling. Invoice about \$3,000. Address F. S. Loree & Co., R. F. D. 5, St. Johns, Mich. 809

Build a \$5,000 business in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write to-day for free pointers and new plans. American Collection Service, 145 State St., Detroit, Mich. 805

Well drilling machinery. Modern in every particular. Effective, durable, convenient. Absolutely unequaled. Loomis Machine Works, Box K, Tiffin, Ohio. 791

For Sale—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

Drugs and Groceries—Located in best farmers' town north Grand Rapids; inventories about \$1,300. Rent cheap, in corner brick building. At a bargain, as we wish to dissolve partnership. Address No. 685, care Michigan Tradesman. 685

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—Meat market in thriving town of 1,500, including buildings; first-class trade. Address B. B., 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

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

Make electric lights for your bedrooms, autos, motor boats, oil sheds, coolers. Our booklet tells you how. 10 cents. Lintern Car Signal Co. Cleveland, Ohio. 901

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

For Sale—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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L. care Tradesman. 609

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

### HELP WANTED.

Wanted—Tinner and furnace man. Steady work and good wages to right man. Address Edson Smith & Sons, Elmwood, Ill. 961

Wanted—The right man with experience, energy, good judgment, good habits. Write, sending references to Mills Dry Goods Co., Lansing, Mich. 959

Wanted—An experienced clerk in general store, steady position to right party. J. W. Jackson & Co., Chesaning, Mich. 939

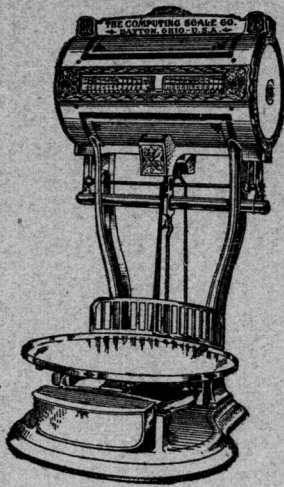
Wanted—Registered assistant druggist or one with at least two years' experience. References required. C. E. Van Avery, Kalamazoo, Mich. 950

Agents, \$95 monthly, selling Suction Sign Holders. Something new. Lightning sellers. Get busy. Particulars free. B. F. Barr, Altoona, Pa. 941

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242



# 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

R. M. Wheeler, Mgr., 35 N. Ionia St., Grand Rapids, Citz. 1283, Bell 2270



## Just A Suggestion:

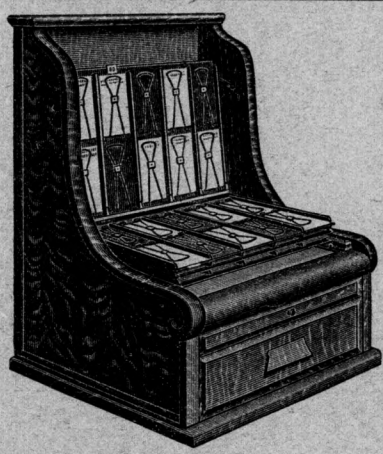
As the calendar indicates the approach of Autumn—the logical beginning of a more active period of coffee sales—pray let the EVER INCREASING POPULARITY of our superb “WHITE HOUSE” COFFEE weigh heavily with you in choosing a desirable brand for your leader the coming season.

## DWINELL-WRIGHT CO.

PRINCIPAL COFFEE ROASTERS

BOSTON

CHICAGO



## Ask Your Neighbor About The McCaskey

There are more than 50,000 McCASKEY ACCOUNT REGISTERS in use, so it is more than likely that your neighbor has one. If he has not, write us to give you the names of merchants in your

vicinity who do use the McCASKEY.

If your neighbor has a McCASKEY he will tell you it is almost worth its weight in gold as

**A  
Labor Saver  
Time Saver  
Money Saver  
And  
Collector**

It gives accurate information about your business at a glance

It prevents the accumulation of slow-paying accounts

It protects you against loss of insurance if your store burns

If there is no McCASKEY in your neighborhood, or if you don't want to go out of your way to see one, write us—we will send you descriptive matter or have one of our 300 salesmen call on you.

## The McCaskey Register Company Alliance, Ohio

Mfrs. of the Famous Multiplex duplicate and triplicate pads, also the different styles of single carbon pads.

Detroit Office, 1014 Chamber of Commerce Bldg.

AGENCIES IN ALL PRINCIPAL CITIES

# Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

## Tradesman Company Grand Rapids, Michigan



# If Somebody Else Made Ketchup



As Good as Blue Label, We Would  
Make it Better—but Neither Is Possible

Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

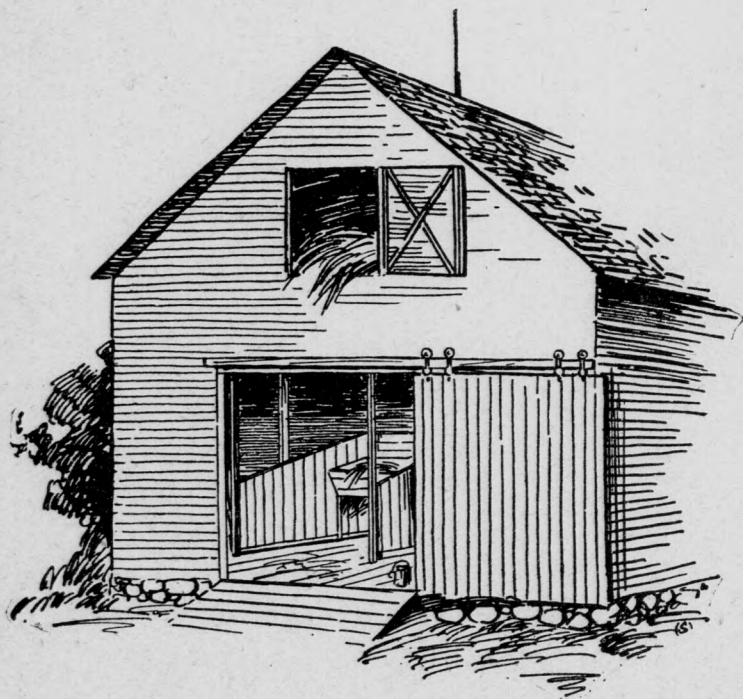
The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

There is another reason for telling them to use BLUE LABEL KETCHUP—it pays you a good profit. These are the only things you need think about—pleasing your trade and making money.

Conforms to the National Pure Food Laws

**CURTICE BROTHERS CO., Rochester, N. Y.**

# Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you cannot afford to be without

## A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed?

How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor; you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

**Grand Rapids Safe Co.** Tradesman Building Grand Rapids, Mich.