

The Dreams Ahead

What would we do in this world of ours
Were it not for the dreams ahead,
For thorns are mixed with the blooming flowers,
No matter which path we tread?

And each of us has his golden goal,
Stretching far into the years,
And ever he climbs with a hopeful soul,
With alternate smiles and tears.

That dream ahead is what holds him up
Through the storms of a ceaseless fight,
When his lips are pressed to the wormwood's cup
And clouds shut out the light.

To some it's a dream of high estate,
To some it's a dream of wealth;
To some it's a dream of a truce with Fate
In a constant search for health.

To some it's a dream of home and wife,
To some it's a crown above;
The dreams ahead are what make each life—
The dreams—and faith—and love!

Edwin Carlisle Litsey.



"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 8, 1909

Number 1355

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OUR FAIR NEXT WEEK.

Born of the patriotism and the energetic, enthusiastic public spirit of the citizens of Grand Rapids, the annual exhibitions under the auspices of the West Michigan State Fair will begin at the grounds, Comstock Park, next week and will continue through the week.

And during that week all railways in Michigan, by arrangement with the Michigan Passenger Association, will issue round trip tickets to and from Grand Rapids for one and one-half fare.

These two facts in conjunction should develop the largest fair attendance ever seen in Michigan, because the entries already recorded in each department of the Fair guarantee displays in the line of live stock, agricultural products, mechanical implements, fruits and poultry and amusements more varied and superior in quality than ever before shown at Comstock Park.

Monday will be the opening day; Tuesday, children's day; Wednesday, Grand Rapids' day; Thursday, West Michigan day, and Friday, automobile day. Premiums aggregating \$18,000 will be awarded and purses amounting to a total of \$6,000 will be bestowed for races trotted, paced and run on the fastest mile track in America. In the department of heavy draft, hackney and carriage horses and Shetland ponies a total of \$4,500 in premiums will be distributed.

Roy Knabenshue and Lincoln Beechy will give fourteen flights in their airships—at least two flights each day—and will engage in an airship speed contest around the race track, 500 feet above it, for a purse of \$3,000, of which the winner gets \$2,000 and his competitor \$1,000.

In addition to this free attraction there will be presented, free also to all, Arnold's performing leopards, panthers and jaguars, Captain Treat's educated seals and sea lions, the Simple Simon trio and trick horse and

the Landauer troupe in a comedy aerial bar act.

Besides these there will be band concerts mornings and afternoons, harness racing and the "gallopers" and automobile races, free to all. It is expected that the people of Grand Rapids will exert themselves on Wednesday to develop a crowd at the Fair which shall be larger than the crowd on Thursday—West Michigan day—a victory never yet recorded.

A HOME DUTY.

For upward of sixty years county fairs have been held in Michigan, beginning in the earlier settled districts in Southern Michigan and keeping pace with the settlement and development of other counties to the north. As one of the leading educators in our State puts it: "County fairs have always exercised an invaluable influence upon the educational, industrial and social status of our commonwealth. They are disbursers of valuable ideas and an inspiration toward better citizenship everywhere."

County fairs are necessarily and fortunately what may be termed neighborhood enterprises and carry with them an individual, a personal character which can not be attained in the events of wider scope and greater expense.

They represent the generous rivalry and enthusiasm of neighbors; a sort of annual home-coming where grandsires and dames, fathers, mothers, uncles, aunts, sons, daughters, cousins, lovers and sweethearts meet and compete with each other and at the same time rejoice in unison over every victory recorded.

Local pride and loyalty are the keynotes of county fairs and everything is faultless when the triumphs belong to those whose homes and spiritual and material interests are a part of the general welfare of the county.

Thus it happens that the farmer, the artisan, the merchant, the housewife and her sons and daughters all take a deep personal interest in having attractive exhibits in their respective departments of human effort at each annual fair. And these exhibits are inspected most thoroughly and critically; each one has an intimate relation to all of the visitors, being made or raised by a man or woman with whom they are acquainted. In this way friendships are strengthened, newcomers are made welcome and the general welfare of the county is enhanced.

Therefore, long life to the county fair and may the home duty of contributing toward the exhibits each year, of visiting the enterprise each year and of enjoying to the last degree the social and educational advantages there offered be never neglected.

FICTION VS. FACT.

Just now begins the busy time of the village and country merchants, with the farmers practically through with harvesting and with traveling salesmen putting in their appearance regularly.

The season should be a good one unless all signs fail, with the prices of farm, garden and dairy produce at the top notch and with a general and marked revival of business in all departments of manufacture and commerce.

And what about the country merchant under such conditions—the country merchant whom tradition pictures as a go-easy chap in his shirt sleeves, with a pipe between his teeth and a spirit of indecision as to whether he shall go duck hunting or pack and ship that lot of eggs and the 200 pounds of butter he bought last week?

Except in very, very rare instances that picture is fiction. The reality does not exist. The average country merchant is about as busy a man as one will find in a day's walk, and he is glad of it. It may be that, needing to replenish certain lines in his stock of goods and having had notice that a traveler with whom he deals regularly is due to visit him to-day, he is wearing not only a coat but a collar and necktie and has his shoes polished. Quite likely he has a couple of good cigars in his pocket that he may entertain and join the expected visitor in a "smoke." Indeed, it would be nothing very strange if the traveler is the right sort if the merchant should invite the salesman "up to the house for dinner."

But if no such an exigency is at hand it is dollars to doughnuts that the average country merchant is to-day flaxing around waiting cheerily upon customers, dickering for wheat, corn, vegetables, butter or eggs and what-not, to be paid for in cash or trade, it matters not to him; giving directions to his delivery man; keeping an eye out on the helpers out in the back room or in the warehouse who are receiving produce or grain or fruit; incidentally telling his pastor that he "preached a good sermon last Sunday" and informing the editor of the local weekly paper that "business was never better and I am busier than a puppy dog with two tails."

And, moreover, he wears the inevitable coat, collar, necktie and polished shoes.

LET THE FLAG ALONE.

There are always a lot of busybodies who are not satisfied to let well enough alone. Of that character are the people who have started the proposition to change the character of the present National flag and revert to the former form of standard,

namely, that the blue union in the upper left-hand corner should show only thirteen stars, representing the original states, just as the thirteen alternate red and white stripes now do. The argument used in support of this proposition is that under the existing arrangement of adding a star for every new state the blue union has become so crowded with stars that it is impossible to distinguish the individual stars, which all merge into one white blur.

While it is true that the large increase in the number of stars in the flag has compelled a rearrangement of the stars from time to time to accommodate the additions, it is not true that the blue union has become so crowded as to mar the beauty of the flag. As a matter of fact, the present flag is in every way handsomer than the original flag with the thirteen stars. While it is not possible at a distance to separate one star from another, the general effect is handsome, and the blue background of the union is as conspicuous as it ever was.

It is a bad custom to tamper with or change a National emblem. The idea of one star for each state in the union was the original plan, and it has been adhered to with improvement to the flag and with its enhancement as a truly national emblem, since each state in the union is actually represented in the standard by a star, which is equally as conspicuous as every other star.

Were it likely that the number of states would be materially increased beyond the present figure there might be something in the fear that the union might not be able to accommodate the additional stars, but there is little prospect that the number of stars will ever be increased beyond two or three more, as there remain but few territories within our continental limits, and there is very little prospect that any of our colonies will ever be admitted to full statehood.

By all means let the flag alone. It is not the handsomest national banner that was ever designed, but it represents more to the American people than any other. Every state is represented in it by its individual star, and the original thirteen states are perpetuated by the arrangement of the alternate red and white stripes which remain always the same in number. A new flag, no matter how artistic, would not represent quite so much. By all means retain the present arrangement of the stars.

Do not be above cracking a joke now and then; they help over the hard and trying places.

Virtue is more than a keen sense of the vices in others.

OUR PIONEER BANKER.

Harvey J. Hollister, Public Spirited Citizen and Patriot.

When, during the early 40's, the late William A. Burt was engaged in surveying Northern Michigan for the Federal Government and while, also, he was studying and experimenting toward the development of the Solar Compass, which he invented, he had as assistant Colonel John Bently Hollister, a military engineer who gained distinction during the Mexican War as an officer in the United States Army.

Colonel Hollister was a descendant of Lieutenant John Hollister, who came to the American Colonies from England in 1642 and settled in Wethersfield, Hartford county, Conn., where the planters of Wethersfield, Hartford and Windsor adopted a written constitution, the first framed in America.

Colonel Hollister settled with his family in Michigan's typical New England town, the village of Romeo, Macomb county, and there, on August 29, 1830, our distinguished pioneer and fellow citizen, Harvey J. Hollister, was born.

When barely in his teens Harvey J. Hollister's father solved the Eternal Mystery at Romeo, leaving a widow with three children—one daughter, Miss Jeannette, and two sons, John H. and Harvey J.

After attending school at the Romeo branch of the University of Michigan—one of eight branches in the late 40's—which, with the systematic and thorough elementary instruction received at the hands of both his father and mother, gave him more than an average equipment for the purpose, Harvey Hollister began teaching school at 17 years of age and followed that avocation one winter.

Then, his mother, brother and sister having removed to Grand Rapids, he located in the city of Pontiac as clerk in a drug store. In 1849 the Union School—the old stone school-house-on-the-hill—was opened and Miss Hollister (now the widow of the late Colonel Wm. M. Ferry and a resident of Park City, Utah) was the first assistant teacher. It was then that Harvey J. Hollister came to Grand Rapids to accept a clerkship which had been secured for him by Dr. John H. Hollister, his brother, in the dry goods store of the late Wm. H. McConnell. Here he remained a few months, when he resigned his position to accept a clerkship in the drug store of the late W. G. Henry, father of Mrs. Annette Alger, widow of the late General R. A. Alger. After three years in this position he left it to become accountant and clerk in the dry goods store of the late John Kendall.

Thus is outlined the early history of the great pioneer banker of Grand Rapids. With a keen and ever available mentality, but somewhat delicate physically, young Hollister faced conditions almost beyond present day comprehension. Little more than a frontier post of civilization, the community was strange, alien and decidedly transient. Without public utilities to a large extent, it was also an

association that was dazed, almost reckless, in the bewilderment of the aftermath of "Wild Cat" times.

For a youth of intuitive refinement and with the highest ideals to find himself confronted by all the crudities, uncertainties and discomforts, mental and physical, and himself almost a stranger and with very limited material resources the test was a tumultuous one, a trial certain to be of long duration and inevitable as to discouragements. There was but one kind of stability that could be relied upon, and that was the stability of character.

That Harvey Hollister, the youth, possessed this priceless treasure to a marked degree was a fact recognized in 1853 by the late Daniel Ball, the pioneer Great Man of Grand

Here it was also that, in 1858, during the absence of Mr. Ball, certain investors from the East who held a quantity of the notes of the Michigan City & South Bend Plank Road Co. demanded that they be paid in specie. This fact was noted as follows by the Grand Rapids Daily Eagle of Monday, May 31, 1858: "Protested—T. Foote, Jr., Notary Public, informs us that the notes of the Exchange Bank of Daniel Ball & Co. were protested this morning." In the same column of the same edition occurs the following: "The effect of hard times is everywhere visible. All departments of trade and business feel it as forcibly now as at any previous time and publishers of newspapers are no exception. The great trouble seems to be a scarcity of currency—money.

fore long all will be well again."

The interesting feature of this notice is that six or eight months elapsed between the beginning of hard times in the East and the influence of such times on Western Michigan interests. And that fact is made doubly interesting when it is realized that the confidential clerk of Mr. Ball—Mr. Hollister—although but three years in charge of the bank, foresaw the coming of hard times at least one year before they developed in the East. This is evidenced by the fact that on Oct. 12, 1856, the following advertisement appeared in the Grand Rapids Daily Eagle:

"Notice—The notes of the Michigan City & South Bend Plank Road Co. will be received by us on deposit as Western funds and we shall hereafter at all times promptly redeem said notes on presentation at our counter in such funds.

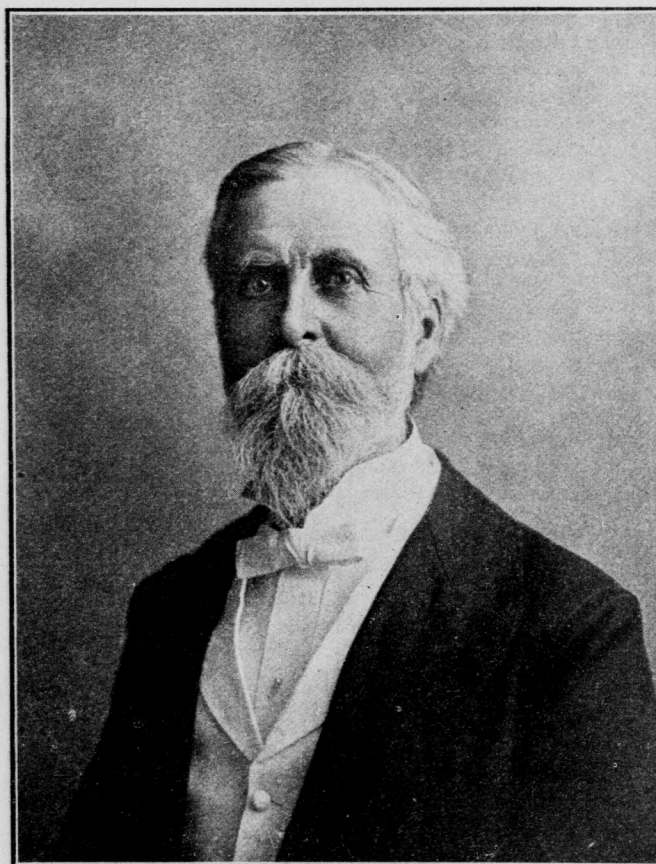
Daniel Ball & Co."

And so when the Eastern investors asked for specie—not Western funds—for the Plank Road Company's notes they did not get what they demanded. Mr. Hollister's explanation of the position he assumed is noted by the Daily Eagle as follows:

"Mr. Hollister, of the firm of D. Ball & Co., informs us that the reason why some of their notes were allowed to be protested yesterday is because specie was demanded on them and the company was under no obligation to pay these bills in that way and did not wish to set a precedent that would compel them to do differently in the future from what they had done in the past or from what they had promised to do. He says they are able and ready to redeem all their notes as fast as they are presented and, as per promise on the face of them, in good currency.

"We notice that our business men have no fears as to the solvency of the Exchange Bank of D. Ball & Co. and are receiving their notes, depositing money and doing business with the Bank as usual."

This old-time narrative serves admirably as an illustration of Mr. Hollister's entire life record as a careful, cautious banker, who viewed all business problems from all sides, informed himself accurately and in the most authentic manner as to general and individual business conditions and so was able to foretell with



Harvey J. Hollister

Rapids, who employed Mr. Hollister as his confidential clerk in the Exchange Bank of Daniel Ball, which was located in the second story (reached by an outside stairway) of the Daniel Ball warehouse, which stood on the exact area now occupied by the Old National Bank offices. The lower floor was a storehouse for all kinds of merchandise brought by boats to the dock at the west end of the building and the offices upstairs embodied the financial, commercial and industrial center, the very heart of the vitality of Western Michigan business interests. Here it was that Daniel Ball's Exchange Bank was born, and on the same spot were born its three successors—the banking house of M. L. Sweet & Co., the First National Bank and the Old National Bank—and always with Harvey J. Hollister as the guiding spirit.

There is an abundance of produce, lumber and shingles, not only in this vicinity but throughout Northwestern Michigan, of which the latter articles are now and have been in many locations for years staple commodities. For these invaluable productions in prosperous times there are a ready sale and prompt pay, whereas at this time there is neither."

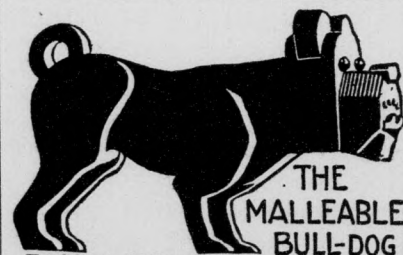
Then, after reporting sympathetically the suspension of the Newaygo Republican and the Muskegon Journal, the review continues:

"These troubles may safely be attributed to the hard times beginning in the East nearly a year ago, but which have not affected seriously the business prosperity of the northwestern part of our State until within a few months past, although this time they have been realized in every department of business. Let us hope and struggle on, believing that be-

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.



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

Faultless Malleable Iron Range Co. St. Charles, Illinois

splendid precision as to what average conditions would be a considerable time ahead.

Because of this ability, because of his conservatism and because of his superior faculty as a judge of men and projects Mr. Hollister became a strikingly important factor in all of the essential interests of the city. From his youth he was a devout, conscientious and most helpful figure in the affairs of the First Congregational (now Park) church, acting respectively as teacher, librarian and superintendent of the Sunday school, as clerk, treasurer and deacon of the church society and as generous contributor to and active worker in all of the features of the development of the Congregational faith in this city; and to-day, as the patriarch of that denomination, no man has a more satisfying or more enduring record and no man is looked upon with greater veneration by his church associates.

Another example as to Mr. Hollister's faith, courage and rectitude was precipitated by the great National calamity of 1861, when our Nation and the individual states found themselves face to face with an overwhelming and awful exigency and when began a period of painful suspense and uncertainty as to the stability not only of the Government itself but of all corporate and private business enterprises. It was during this troublous year that the status of "Western funds," or, as it was familiarly known in Michigan, "Ball money," was developed. The securi-

ties that were back of the Illinois and Wisconsin banks began to lessen in value and finally disappeared entirely and the stocks of many Southern banks—on deposit in many Western banks—were repudiated by the states where they were issued and the currency based upon them became worthless. Postage stamps, shinplasters, brass and copper tokens and various other devices with naught but the rectitude of the individuals issuing them were in circulation as mediums of exchange.

Under such conditions the losses that resulted to the Daniel Ball & Co. Bank were more than could be carried, so that for the protection of creditors all of the property of Daniel Ball and of Daniel Ball & Co. was placed in the hands of the late Judge S. L. Withey. The struggle was continued to Oct. 4, 1861, when Mr. Ball and his associates surrendered. Meanwhile and for two years thereafter Mr. Ball and Mr. Hollister worked on, each in his own way, to relieve their properties from the hands of their assignee and late in 1863 succeeded. About two years later Messrs. Ball and Hollister having dissolved partnership meanwhile, the process of complete liquidation of every indebtedness was ended successfully. Coincidental with these operations M. L. Sweet established a bank, with Mr. Hollister as manager, and in 1864 the First National Bank was organized, with Mr. Hollister as cashier and member of the directorate.

From that time to the present Mr.

Hollister's life and best abilities have been most closely identified with the general welfare not only of Grand Rapids but of the entire State of Michigan. As a member of the Board of Control of the State Public School at Coldwater, as President of the Y. M. C. A., as trustee of Olivet College and as President of the Michigan Social Science Association Mr. Hollister has given of his influence and resources generously. As a director and stockholder in the G. R. & I. R. R., in the Michigan Trust Company, the Antrim Iron Co., the Grand Rapids Brass Co., the Cummer Lumber Co. and other large industrial enterprises he has been of high value in the purely material development of the State.

While he has all his life been deeply engrossed by public and private business, Mr. Hollister has been a careful, systematic student of current affairs and has found time to develop a strong and delightful social side, which, not generally understood, is highly prized by those who are his intimates. Broad brained and far minded in all that pertains to the purely spiritual side of life, he is, first, last and all the time, positive in his faith as to the future of Grand Rapids and absolutely loyal to the best interests of her people and institutions.

Movements of Working Gideons.

Grand Rapids, Sept. 7—C. F. Louthain is on a business trip to New York and Boston. He recently purchased a new home at 653 Logan street, this city, where his life com-

panion is directing the work of furnishing and embellishment.

Harry Mayer is the happiest man in Grand Rapids. He owns his own home at 38 Calkins avenue and his wife owns him, therefore perfect harmony.

George M. Jaynes (Cincinnati Time Record Co.) was in Grand Rapids last week.

W. A. Sheldon, Jr., Kalamazoo, was out auditing express men last week on the Michigan Central. His size and smiles are of the kind never to be forgotten.

D. W. Johns has started toward the North Pole and during this week he will have his meals cooked in the Upper Peninsula.

The Michigan Gideon State Rally will be held in Kalamazoo Saturday and Sunday, Oct. 2 and 3. Every Gideon is invited. Gordon Z. Gage, the State President, with the Auxiliary State President, W. H. Andrews, are preparing a Gideon smile, which, when fully developed, will spread over the whole city of Grand Rapids and will touch every Gideon. He has read Rev. 3:2 and will read it again.

Frank A. Garlick, wife and daughter spent their vacation at Lake Cora and now have big fish stories to tell their Chicago friends.

Neils Rylander, the National Gideon Treasurer, has his vaults seven miles away from the Secretary, where they are safe; that is, the vaults are safe. Aaron B. Gates.

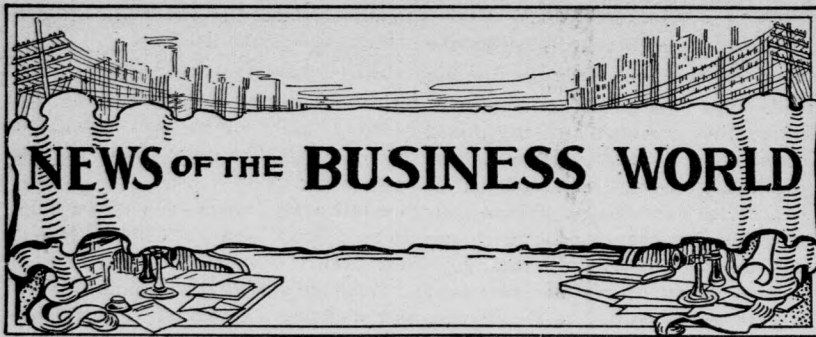
The heart ripens best in the enriching of other hearts.

OF INTEREST TO YOU

When a grocer sells cheap baking powders he invites dissatisfaction. The cake being spoiled by the powder, all the ingredients will be classed as inferior, to the discredit of the grocer who sold them. The sale of lower-cost or inferior brands of powders as substitutes for the Royal Baking Powder, or at the price of the Royal, is not fair toward the consumer, and will react against the reputation of the store.

Royal is recognized everywhere and by every one as the very highest grade baking powder—superior to all other brands in purity, leavening strength and keeping quality. It is this baking powder, therefore, that will always give the highest satisfaction to the customer; and a thoroughly satisfied customer is the most profitable customer a dealer can have.

Ask your jobber for Royal Baking Powder. In the long run it yields more profit to the grocer than the low-priced alum brands.



Movements of Merchants.

Otsego—H. R. Walters, of Parkville, will open a racket store.

Union City—Charles Bartlett has engaged in the undertaking business here.

Portland—Floyd Merrill, of Lansing, will open a feed store and wheat exchange.

Nunica—Floyd Chittenden is succeeded in the grocery business by Lester Davidson.

Duck Lake—A meat market has been opened here by Riley Bennett, of Marshall, and Fay Starks, of Partello.

Lake Linden—After an absence of ten years Clovis Chatelle has returned and will open a meat market in the Roberts building.

Marshall—The lumber stock of G. E. Lamb & Son has been sold to E. F. Jenks, of Detroit, and Charles Mather, of Plymouth.

Climax—Spalding & Ewing have purchased the general stock of Tice & Carpp and will continue the business at the same location.

Hancock—Dr. A. A. Metcalf has sold his stock of drugs to Schall Bros., of Grand Marais, who will take immediate possession.

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

Caledonia—E. S. Sherick and Owen F. Stauffer have formed a co-partnership under the style of Sherick & Stauffer to engage in the shoe business.

Spencer—Johnson & Hunter have sold their general stock to Tice & Carpp, who have been engaged in general trade at Climax for the past five years.

Shepherd—Louis Mulvay, of Houston, Texas, has purchased a half interest in the elevator business of E. A. Murphy & Co. The new firm will be known as Murphy & Mulvay.

Detroit—The Great Lakes Fish and Oyster Co., incorporated to wholesale and retail fish and oysters, has an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Stanwood—C. Mast has sold his interest in the general stock of Kuyers & Mast to C. F. Schuster, formerly engaged in the grocery business at Fremont. The new firm will be C. F. Schuster & Co.

Middleton—Floyd Reynolds has succeeded Hickey, Reynolds & Co. in the general merchandise business. He has transferred the stock to the White block and will continue the business at that location.

Casnovia—C. F. Martin & Son have dissolved partnership. Charles

F. Martin will continue the lumber and produce business and Fred L. Martin will conduct the hardware and general merchandise business.

Pompeii—W. F. Markham, who has been engaged in general trade at Sickles for several years, has purchased the general stock of F. P. Hoffman, at this place, and removed his stock from Sickles to Pompeii, consolidating it with the Hoffman stock.

Kalamazoo—Jacob Weickgenant, who has conducted the dry goods business at 105 Main street, has formed a copartnership with J. D. Reide, of Jackson. The new firm will continue the business at its present location and be known as the J. Weickgenant & Reide Co.

Battle Creek—Arthur D. Smith, who has conducted a men's furnishing goods store at 20 West Main street, has formed a copartnership with Justin P. Trelease to conduct a clothing and men's furnishing goods store at the same location, to be known as the Queen City Clothing Store.

Manufacturing Matters.

Detroit—The National Cap Manufacturing Co. has changed its name to the Majestic Cap Manufacturing Co.

Detroit—The Carten-Sparling-English Co. has changed its name to the Henry Blackwell Co. and increased its capital stock from \$135,000 to \$250,000.

Traverse City—The Traverse City Mattress and Bedding Co. has been incorporated with an authorized capital stock of \$4,000, \$2,500 being subscribed and \$2,000 paid in in cash.

Mancelona—The Antrim Iron Co. will erect a \$40,000 saw mill to take the place of the one recently destroyed by fire. The plant will be equipped with all the latest machinery.

Brown City—A new corporation under the style of the Valley Hay & Grain Co. has an authorized capital stock of \$30,000, all of which has been subscribed, \$15,000 being paid in in cash.

Lansing—J. E. and J. G. Hulse have formed a copartnership to engage in the manufacture of cut glass mirrors, carved glass picture mountings, etc., to be known as the Hulse Art Glass Co.

Cadillac—The Cadillac Veneer Co. has let a contract to the Cadillac Supply Co. to build a new dry kiln to replace the one recently destroyed by fire. It will be 45x90 feet, one story high, and will be entirely of cement blocks.

Stockbridge—The Milner Upholstering Co. has been incorporated to conduct a general upholstering business,

with an authorized capital stock of \$10,000, \$5,000 being subscribed, \$1,222.58 paid in in cash and \$1,277.42 in property.

Owosso—Justin Shattuck has purchased an interest in the Robbins Automobile Co. and the name will hereafter be the Robbins-Shattuck Auto Co., Joseph and Benjamin Robbins retiring. The building recently damaged by fire will be used by the company, being made as nearly fire-proof as possible.

Detroit—A corporation has been formed under the style of the Michigan Pickle Supply Co. for the purchase and sale at wholesale and retail of cucumbers, onions, beans, etc., and to manufacture them into food products, with an authorized capital stock of \$50,000, \$40,000 having been subscribed and paid in in cash.

Bay City—The Wylie & Buell Lumber Co. is operating six logging camps and will run that number through the winter, although the working force, which now numbers 500 men, will be increased by 200 or more. Sixty span of horses are employed in the camps. About 8,000,000 feet of logs are on the skids awaiting shipment.

Cadillac—Cobbs & Mitchell have closed down their big plant for thirty days while the usual annual repairs are being made. A new carriage will be installed, and other extensive improvements will be made. The closing of the big mill will not cause any of the other plants of Cobbs & Mitchell to close down. Business is too good to permit that.

Detroit—The Michigan Copper & Brass Co., which commenced operating in August, 1907, announces the payment of its first dividend on the preferred stock of the company, amounting to 3 per cent. for the semi-annual period ending Jan. 15, 1908. George H. Barbour is active in the management of the plant and George H. Barbour, Jr., is Secretary and Treasurer. Charles Sparks is manager of sales. The plant has all the business it can take care of for the next two months.

Detroit—The Krit Motor Car Co. has been organized to manufacture a four-cylinder car designed by Kenneth Crittenden. The capital stock is \$100,000, of which \$50,000 is subscribed and \$23,000 paid in in models, specifications, machinery and completed cars. The incorporators are B. C. Laughlin, W. S. Piggins, Claude S. Briggs, Kenneth Crittenden and C. W. Whitston. Each holds 100 shares at \$100 each. A factory will be erected, from which the company expects to put out 2,500 cars next year.

Bay City—The Michigan Turpentine Co. has started building a large turpentine factory and refinery on the Flood property, which has been used for sawmill purposes for fifty years. John Drake first erected a sawmill on the site. Subsequently the late C. Litchfield operated the mill and later John Welch. After the latter's death J. J. Flood operated it until it was burned two years ago. The Turpentine company will obtain the crude product from distillation plants in the

Norway pine region and bring it to Bay City and refine it. The company has a large body of Norway stumps available.

Bessemer—The Mosher Lumber Co., of Toledo, has started teams and a crew of men to build docks, sawmill and later a stave mill and other manufacturing plants and houses at the mouth of Carp River, on Lake Superior. They go by state road from here to the mouth of the Black River, and from there with tug and scows to the Carp. A new town will shortly spring up there, and either the Northwestern or the extension of the St. Paul road, now building, is planned to reach the projected town. Aside from its timber the Carp Lake country is known to be rich in copper and silver, and was explored more than half a century back, though its then inaccessible situation made any real mining impossible and the exploration came to naught.

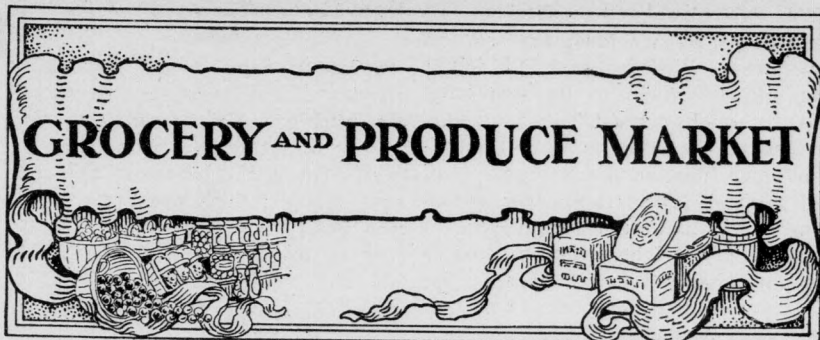
Bay City—A deal has been closed for the purchase of the Kern Manufacturing Co.'s premises of 110 acres on the west side of the river. The property has a frontage on the river of nearly a mile, with ample water and railway facilities for the location of a charcoal iron plant and a wood alcohol plant. The deal was effected by W. F. Jennison and H. W. Garland, who represent Eastern capitalists. Arrangements have been made with the Kneeland-Bigelow Co., Kneeland, Buell & Bigelow Co., the Richardson Lumber Co., of this place, and the Salling-Hanson Co., of Grayling, to furnish the wood on 100,000 acres of timber land for the raw material for these plants. Wood not suitable for conversion into manufactured lumber will be used. This raw product will be freighted by rail to this city. The Kern property was secured after an option which was given to a tentative organization to be known as the Huron Lumber Co. had fallen through. There is an extensive salt manufacturing plant on the property and the salt deposits will be made available for the manufacture of chemicals, a large plant to be erected and operated for this purpose. A large sheet rolling mill for the production of sheets, plates and bars is included in the project. It will expand into one of the largest industries in Michigan.

Lettering on Muslin.

Unless you use the prepared sign writer's muslin, cotton sheeting must be dampened before being lettered to prevent the paint from spreading. This can be done with a sponge or rag and the paint applied while the cloth is damp. A good paint for this purpose can be mixed with equal parts of boiled oil and Japan thinned with turpentine. A red sable rigger brush will do for outline work and a flat brush for fill-ins. Shading colors can be applied without any danger of spreading when the cloth is almost dry.

Shopping Hint.

"John, this firm is advertising dresses 75 per cent. off; what does that mean?"
"Bathing-suits."



The Produce Market.

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

Beets—75c per bu.

Butter—There has been a very active demand for all grades of butter, both prints and solids, at 1c 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 very good, notwithstanding the steady advances. We do not look for any relief from present conditions in the near future. Local dealers hold factory creamery at 30½c for tubs and 31c for prints. Dairy ranges from 18@19c for packing stock to 25c for No. 1. Process, 26c.

Cabbage—Home grown, 40c per doz.

Cantaloupes—Michigan Osage, 65@75c per doz.

Carrots—75c per bu.

Cauliflower—\$1.50 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 one week ago. Fancy new laid eggs continue 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. We look for no relief from present conditions until we have cooler weather that lasts a while. 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—\$2 per bu. for red and 75c for green.

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.; Early Crawford fetch \$2@2.25 for fancy stock; Ingalls, \$1.50@1.75. Next week is expected to see the flush of the market.

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

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

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

Potatoes—Home grown fetch 60c per bu. or \$1.05 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—\$4 per bbl. for genuine Jerseys and \$2.50 per bbl. for Virginias.

Tomatoes—50c per bu.

Turnips—50c per bu.

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

Watermelons—Indiana Sweethearts find ready market on the basis of \$2 per bbl.

Four Cities To Be Visited.

The Wholesale Dealers' Committee of the Grand Rapids Board of Trade recently endorsed the idea of one-day trips via regular trains this year and the special Committee appointed to prepare the itineraries met yesterday and arranged the following programme:

Two-Day Trip—Sept. 23 and 24.
 Leave Grand Rapids 7:20
 Arrive Cadillac 11:05
 Leave Cadillac 9:40
 Arrive Traverse City 11:15
 Leave Traverse City 4:30
 Arrive Grand Rapids 9:15
 One-Day Trip—Oct. 7.

Leave Grand Rapids 7:00
 Arrive Belding 8:20
 Leave Belding 2:55
 Arrive Greenville 3:17
 Leave Greenville 8:05
 Arrive Grand Rapids 9:45

This arrangement will enable the jobbers to spend enough time with their customers to say something more than "Good morning" and "Good-bye." It is believed that the plan will work so well that it will satisfy a larger proportion of the wholesale dealers than the flying trips which have been carried out during the past three years.

Edward Frick (Judson Grocer Co.) has returned from a trip to the coast, occupying seven weeks. This is the longest vacation Mr. Frick has taken since he embarked on a business career.

A spelling bee in the schoolhouse is worth more than a game of ball on the outside.

The Grocery Market.

Sugar—All grades of refined were marked up 10 points Tuesday and the market is strong at the advance.

Tea—The situation has strengthened materially, both at home and abroad, and higher prices prevail in the producing countries. Holders of teas in the market here are not inclined to shade prices. Japans, Ceylons and Formosas are all firmer and reports are for higher prices at producing centers. Government standards have advanced ½c. The supply of spot goods in this country is not excessive and stocks are moving freely. Altogether, the tea situation is in a very healthy condition.

Coffee—Rio and Santos grades are dull and weak. The future looks even weaker, as there is much coffee to come forward. The demand has not yet awakened, but should become considerably better from the country districts in the near future. Mild coffees of good roasting qualities are wanted, especially Maracaibos. Java and Mocha are unchanged and quiet.

Canned Goods—Tomatoes are steady. The outcome of the tomato-canning season is doubtful; it is too early to tell about the size of the pack, but it is not believed it will be very heavy, while there is a chance of a short pack, which would be rendered a certainty by early frost. The pack of better grade of peas in Wisconsin will probably be 50 per cent. short. Corn will also be very short, but until the packing season is on there will probably be no change in the market. There is practically no carry-over of old corn this year and, on account of short acreage, the new pack will be much reduced from the last two years. There has been a good deal of excitement on California canned fruits during the past two weeks. Opening prices have been advanced all along the line and a second advance has come on apricots. The extremely low prices during the summer caused such a heavy demand that an advance was absolutely necessary and further advances are expected. Gallon apples show no change, but will no doubt advance shortly. It is not thought that Columbia River salmon will show any decline in view of the comparatively short pack of this variety. Domestic sardines are still selling at the low price, differences between packers not yet having been adjusted.

Dried Fruits—Apricots on the coast are a little higher than in secondary markets; demand light. Raisins are still dull and weak. Currants are in fair demand at unchanged prices. Prunes are unchanged at previous quotations and dull. Peaches are unchanged in price and in fair demand. Other dried fruits dull and unchanged.

Cheese—Receipts are moving out promptly on arrival at ½c per pound advance over one week ago. The market is in a very healthy condition and no change is looked for during the next few days.

Rice—Head rice is getting cheaper and reports from the South are that it will be extremely low this season. Domestic Japs are in about the

same position as for some time.

Syrups and Molasses—As corn shows an advance, glucose is relatively lower than it usually is on the present basis for corn. Compound syrup is unchanged and in fair demand, the cool weather of the past week having boomed it up a little. Sugar syrup is in excellent demand for export and blending, but sales of the syrup straight are small. Prices are unchanged. Molasses is unchanged and in moderate demand. The new crop promises to be large.

Provisions—Hams are 1c higher. Pure lard is firm at ¼c advance over one week ago, owing to the good demand and short supply. Compound remains unchanged and in good consumptive demand. Dried beef remains unchanged. Dried pork shows an advance of 50c per barrel. Canned meats show no change, the market being steady.

Fish—Cod, hake and haddock are unchanged and in light demand as yet. Sales of future cod have not been large this year. Domestic sardines remain unchanged on the previously quoted low basis. The demand for sardines is light. Imported sardines are easier and quiet. The demand for new pack salmon has been good. Spot salmon are unchanged and in light demand. Norway mackerel continues in rather light supply, and the price is steady to firm. Shore mackerel are still very scarce, but Irish mackerel have begun to come forward during the week more plentifully and in better quality. The price shows no material change.

Has Taken the Tradesman Twenty-Six Years.

Alden, Sept. 6—Enclosed please find check for \$2 in payment of my subscription to your valued journal, which has been our faithful guide and adviser for twenty-six years.

I am taking to-day five different trade journals, but the Tradesman is prized the most of all.

May you have many more years of success and prosperity.

Chas. H. Coy.

An Uncomplimentary Estimate.

"No," said Mrs. Tackpoint, "I don't want woman's suffrage. It's liable to cause embarrassment."

"In what way?"

"Suppose the average woman's husband is running for an office. If she doesn't vote for him it will cause comment, and if she does vote for him how is she going to satisfy her conscience?"

H. P. Nevins, of Six Lakes, is another subscriber who has been on the subscription list of the Michigan Tradesman since the first issue in 1883. He was then engaged in general trade with his brother at Moline under the style of Nevins Bros.

W. D. Day, formerly engaged in the drug business at Coral, will open a drug store at Galesburg next week. The Hazeltine & Perkins Drug Co. has the order for the stock.

He who is constantly running in debt will presently be running from his creditors.

POLITENESS PAYS.

Bad Manners a Most Expensive Luxury.

The general grossness of the public manners of many of the American people of all classes can not be exaggerated. We are a commercial people and we have little use for anything in which there is no money, and there are those who no doubt secretly question, "What's the use of manners? Do they pay?"

We believe that no policy pays like politeness, and that bad manners are the most expensive luxuries of life. Perhaps we in American have been too busy to be polite. If you take the average man or woman you meet in the crowded thoroughfares as a fair specimen, then courtesy would seem to be out of fashion, if ever it was in fashion.

We are certainly a suddenly developed people and we have packed into the American all the good and the bad of immigrants from all over the world and we have down to date been too busy developing our resources to have time to cultivate our finer sensibilities.

The man who buries himself in the oblivion of his newspaper while comfortably seated in the car, after working steadily and hard all the day, and his seeming indisposition to give up his seat to the handsome young woman who has been shopping or visiting all the day and who might just as well have gone home before the rush hour, this man's conduct does not argue that he is ungallant, but rather that he is a sensible sort of a fellow.

There are exceptional cases—but it is an ever increasing daily occurrence to see silver haired grandmothers and elderly men stand or scramble for a seat while mothers sit unabashed and allow their children to sprawl all over the seats. Are not these mothers unconsciously training a generation of boors?

Who has not seen men, oftentimes old men, more frequently hard working men, give up their seats to women who accepted the courtesy with freezing demeanor, as if the seats were theirs by divine right? And this is often seen among women who make pretensions to superiority, but who are badly brought up.

No act of kindness, however small, should be permitted to pass unacknowledged. It takes but a moment to say "I thank you" when a seat is given to you in a public conveyance, or the man steps aside to allow you to pass. If there is a growing discourtesy to women in public places on the part of the men, I believe it in a large measure to be due to the indifference of women to these small courtesies. The good impulses of men have been chilled.

Women are too apt to think that these courtesies are their due rather than a favor, and oftentimes women's ignorance of or unwillingness to submit to polite usage accounts for what seems a lack of gallantry among men.

American families are few and far between who have had two genera-

tions of continuous wealth and the conditions of refined society, and the unpleasant social taint of the parvenu may be only a question of another generation or two. Yet I sometimes doubt whether as we get more leisure the privileged classes will cultivate the finer sensibilities. Our hope is in the masses rather than in the classes.

It takes more than the tailor, the hatter, the milliner, the jeweler and the laundress to make up either a man or a woman. People are estimated not by what is on them but by what comes out.

You frequently find more gentlemen and ladies in the humbler than in the so-called "higher" walks of life.

The finest mannered men are often what we call the workmen, and the woman alone and in need of a lift will often get it quicker from the man whose hand is hardened with toil, while as a rule the men who make it impossible for women to venture out alone after dark are the fashionably attired.

Yet American men as a class are the best in the world; they have enthroned woman as a class higher than any other nation, and will work longer and harder for happiness of wife and child than any other men on the footstool of God. Gallantry is not passing, although courtesy might be more in evidence in these lightning footed times.

It was a saying of Dr. Samuel Johnson that "a man has no more right to say an uncivil thing than to act one; no more right to say a rude thing to another than to knock him down."

De Toqueville, the author of "Democracy in America," has declared the home to be the cornerstone of the nation. If the American manners are bad, it is because the homes are not what they should be. If our mothers do not know how to make a boy into a gentleman, it is time they learned how.

Children depend for their good manners upon the example set by their parents. It is the business of a mother to see to it that her boy does not wear his hat in the house or stand talking with his parents or elders wearing his hat. He should not be allowed to enter the parlor with soiled shoes, violate the table etiquette or interrupt conversation with remarks of his own.

You will never be able to make a gentleman out of your boy until you first make him a man. You can not make a gold ring of brass. The diamond polished was first a diamond in the rough.

A gentleman is gentle, slow to surmise evil, slow to take offense and slower still to give it. A gentleman subdues his feelings and controls his speech.

It is sometimes said of a man that "he can be a gentleman if he wants to be," but a man who can be a gentleman when he wants to be, never wants to be anything else.

In the cultivation of courtesy, self-respect must play a prominent part. We will never pass for more than the

value we place upon ourselves. To respect others we must first respect ourselves. Whittier said: "I felt I was in the world to do something and I thought I must."

One of the perfections of the gallant man lies in the supremacy of self-control. Herbert Spencer, speaking of this important attitude of a man as a moral being, said: "Not to be impulsive, not to be spurred hither and thither by each desire that in turn comes uppermost, but to be self-contained, self-balanced, governed by the joint decision of the feelings in council assembled, before which every action shall have been fully debated and calmly determined—that it is which education, moral education at least, strives to produce."

There are men and women who pride themselves upon their gruffness, and, although they may possess virtue, their manners make them intolerable.

The finest gentleman that ever breathed was the Model Man of Nazareth. And if Christianity has no higher recommendation, Hare's statement in "Guesses at Truth," "The Christian is God Almighty's gentleman," that alone makes it an invaluable element in society.

Madison C. Peters.

Dairy Stronghold of White Plague.

The great "white plague" among human kind will be largely disposed of when the great white plague among the dairy animals has been eradicated. Such is the view of David Roberts, state veterinarian of Wisconsin. His experience convinces him that the most prolific soil for the propagation of tuberculosis germs is the animal that is already run down and out of condition with common preventable and curable ailments.

There should be general cleanliness, good ventilation, thorough sanitation, and frequent disinfection of all quarters where cattle are kept. The conditions of the cow's life are reflected in that of human beings, since we are intimately dependent upon the cow for milk, cream, butter, and cheese, one or more of which articles nearly every person consumes in greater or less quantity every day: Thorough sanitation of animals and quarters and prompt attention to the more common and curable diseases are the methods whereby tuberculosis in cattle may be more speedily eradicated.

From about 20,000,000 cows there are produced in this country, in round numbers, 8,000,000,000 gallons of milk yearly, 1,500,000,000 pounds of butter, and 300,000,000 pounds of cheese, valued in the aggregate at about \$70,000,000. Practically all the milk and butter are consumed in America, as well as 90 per cent. of the cheese. Outside of the bread grains there is no source of food so important as the dairies. Adulteration of this universal food, menacing though it is, is not so inimical as infection from diseased cows.

They are most harmed by flattery who are most hungry for it.

A man loses none of his own pitch when he blackens another.

Over Four Thousand Dollars on Hand.

Saginaw, Sept. 7.—At the regular meeting of the Board of Directors of the Michigan Knights of the Grip held at the State Fair grounds at Detroit, Sept. 3, the following Directors were present: President Frost, Secretary Foley, Treasurer Wittliff, Frank L. Day, N. B. Jones, A. A. Weeks and W. D. Barnard.

The Secretary reported his receipts as follows:

Death benefit fund	\$3,778.00
General fund	8.00
Employment fund	9.00

Total\$3,795.00

The report was accepted and adopted.

The Treasurer reported balances on hand as follows:

Death benefit fund	\$3,191.90
General fund	360.58
Employment fund	694.52
Promotion fund	41.00

Total\$4,288.00

The report was accepted and adopted.

A communication from Sir Knight C. A. Bryant, of Chicago, was read and referred to the Railroad Committee and the Secretary was ordered to acknowledge same.

The following death claims were presented and ordered paid:

Philo H. Wilson (345), Detroit.
Henry Snitseler (3003), Grand Rapids.

The following bills were presented and ordered paid:

M. V. Foley, Secretary's salary	\$ 22.50
M. V. Foley, expense attending Board meeting	9.90
W. K. McIntyre Co., Saginaw, printing	22.50
A. A. Weeks, expense attending Board meeting	9.30
W. D. Barnard, expense attending Board meeting	10.92
J. C. Wittliff, Treasurer's salary	75.90
N. B. Jones, expense attending Board meeting	1.00
F. L. Day, expense attending Board meeting	1.00
J. J. Frost, expense attending Board meeting	1.00

Assessment No. 4 for \$2 and annual dues of \$1 were called for Dec. 1, to close Dec. 31, and the Secretary was instructed to send out dodgers to the membership inviting them to the twenty-first annual meeting, to be held at Lansing, Dec. 28 and 29, 1909.

An order for \$60 was ordered drawn for postage for the Secretary, also an order for \$3 to pay assessment No. 4 and annual dues for 1910 in the Dyer claim.

A committee of three was appointed by the President to take up the W. H. Pitcher claim and report at the next Board meeting, the Committee to be given authority to procure legal counsel in the matter. President Frost appointed the following committee: F. L. Day, Chairman, N. B. Jones, J. C. Wittliff.

Adjourned to meet in Lansing, Dec. 27.
M. V. Foley, Sec'y.

Let Michigan Dollars Buy Michigan Flour

Every dollar sent outside the State of Michigan for flour means dollars less for your farmers to pay you for the goods you have to sell.

A truly patriotic firm will push Michigan made goods in preference to those made outside the State.

A wise retailer will so conduct his business that he will keep the dollars of his State at home.

Dollars spent for flour made outside the State are gone, never to return.

They are divided into profits between three outside classes:

The outside farmer,

The outside miller,

The outside railroad.

As a retailer you get no money from any of them. They do not help pay your taxes and they buy no goods from you.

Show the local farmer that you are buying and selling outside flour and how can you blame him for patronizing outside mail order houses?

Set him a good example.

Buy and sell

Lily White Flour

"The Flour the Best Cooks Use"

Made in the State of Michigan, of Michigan wheat and by Michigan labor.

We grind one million bushels of wheat a year, for which we paid last year one million dollars.

If the Michigan retailers bought no outside flour we would grind two million bushels of Michigan wheat and pay Michigan farmers two million dollars instead of one and the Michigan retailers would get that money over their counters.

If you buy outside the farmer will sell outside and if he sells outside he'll buy outside.

Show your farmer friend that you're doing your best to sell the products made from his raw material and you'll have some excuse for asking him to patronize you instead of the mail order houses.

Think it over seriously.

VALLEY CITY MILLING COMPANY
Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets.
Grand Rapids, Mich.

Subscription Price.
Two dollars per year, payable in advance.
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E. A. STOWE, Editor.

September 8, 1909

THINK TWICE.

Occasionally it happens, especially in outlying retail stores in sizable cities, that the proprietor feels called upon to "say things" to his clerks, to his delivery men or to people from whom he buys butter, eggs and other produce. And once in awhile both parties raise their voices and are not discreet in their use of language.

Now among all places of business there are none so poorly adapted for heated discussions as are the neighborhood retail stores in a city. The customers visiting these places range from the child who is so small that it must bring its written errand to those who are so aged that even slight excitement disturbs them. Indeed, there is no way possible to know positively who it may be that will pop through the front door at an inopportune time.

Of course, it is extremely unwise, in any business, no matter where located, to parade family jars before any portion of the public and so, as such exigencies are certain to happen between employers and employes, an inflexible rule should be enforced so that when unpleasantnesses occur they should be in the presence exclusively of the parties of the first and second parts.

A story is told of an American merchant of very distinguished character who became enraged at an employe—a man drawing \$5,000 a year and all expenses—because of an oversight and was about to give him a severe lecture, knowing that it would precipitate a noisy and perhaps otherwise exciting situation.

It was on Saturday just after noon and the employe, a "buyer," had his tickets bought and his passage engaged for Havre, France, and was to leave at four that afternoon.

The encounter was prevented by the unexpected arrival at the employer's office of an old friend, a country merchant and customer, just in the nick of time. The merchant greeted the newcomer cordially and, excusing himself, escorted his "buyer" to the door and bade him adieu, then returned for a visit with his friend.

It was 5 o'clock in the afternoon when the merchant finished his visit

by saying farewell to his friend at the railway station—and the ocean steamship was well out into New York Bay en route to Europe with the "buyer" a passenger.

The intended lecture was never delivered, but the oversight rankled for days in the mind of the merchant, so that, as he expressed it, he was "no use to himself or anyone else." In the hope of getting rid of the grouch and at the same time enjoy a needed outing, the merchant sailed for Europe on the following Saturday and within two weeks thereafter merchant and "buyer" met in Paris.

Of course the "buyer" was astonished, but he was also so full of a "buy" he had just closed that he could think of nothing else and so welcomed his employer by saying: "I've made \$50,000 for your house during the past three days!"

And he had.

This was in the fall of 1859 and the "buyer" had closed a purchase "for delivery in the spring of 1861" of a ship's cargo of tea. The tea was delivered the last day of April, 1861, at Coenties Slip, New York and the merchant more than doubled his money on the venture—because of civil war prices.

BOTH MEN ARE VICTORS.

Away up there where all directions are southerly and where the aurora borealis has its birth there are, it is officially announced, two American flags fixed, presumably within a very short distance from each other, as designating the triumphs, respectively, of Dr. Cook and Lieutenant Peary in their search for the north pole.

During the past week Dr. Cook has sent out his somewhat detailed story of his achievement; he has been officially recognized, approved and congratulated by national geographical societies, by eminent explorers and scientists and by kings, emperors, presidents and other potentates, and just now he is being lionized by the municipality of Copenhagen and the Kingdom of Denmark.

As the Tradesman goes to press Lieutenant Peary, with his ship, The Roosevelt, his associate explorers and scientists and their records, has reached ample facilities for sending the details of his achievement to the entire world and is sending them, so that as our readers receive this issue of their paper they are doubtless well acquainted with the Peary history.

Leaving out the matter of individual record, it does not so much signify as to which explorer was first to reach the pole. The valuable result, speaking broadly, is that the pole has been located and by citizens of the United States, and there is as yet no sufficient reason to doubt the rectitude of either Dr. Cook or Lieutenant Peary in making the claims they offer.

True it is that Dr. Cook's achievement, so far as it is at present comprehended by the general public, is marked by the fact that he has been sixteen months making the return from the prize so long sought, whereas Lieutenant Peary won the victory both ways inside of a twelve month.

But even this does not count against the veracity of either man when one considers that centuries of effort, thousands of human lives and millions of money have been sacrificed in the almost endless campaign that has been conducted by nations, corporations, associations and individuals toward the result that is at last recorded.

Doubtless both Cook and Peary deposited tangible evidences at the pole to prove their claims, but it is equally beyond question that when either or both of these deposits are found, if such a thing should happen, they will, because of the varying currents and the eternal shifting of ice packs in the Polar regions, be found far away from their original locations.

The immediate results of the present Arctic furore will take the shape, doubtless, of other expeditions, and it is more than likely—unless the pleadings of their respective wives are heeded—that both Dr. Cook and Lieutenant Peary will be at the head of such ventures. The German government has already announced that the proposed dash by Count Zeppelin in his dirigible balloon car will not be abandoned, while Duke d'Abbruzzi is credited with a deep desire and, possesses the necessary wealth to promote the same, to go to the Arctic country and, following Cook's route, prove that the Cook record is beyond question.

Meanwhile let us shout: Long live Cook and long live Peary, the Americans who learned how and got there.

SCHOOL AGAIN.

The opening of school means, or should mean, almost as much to the tradesman as to the home. With it come new wants in the line of food, clothing and supplies. Scarcely a phase of business life is not in a measure affected by it. The skilled merchant seizes it as his opportunity to boom certain lines of goods; for within his list there is almost sure to be something which is worthy of this pressing.

The shoeman shows his best as well as his cheapest goods in the most conspicuous showcase. The clothier makes a specialty of school suits. The stationer is prepared with all forms and sizes of note books and blank books of various sorts, together with a choice assortment of pencils. And the grocer looks after his fruit and cake departments to make sure that anything in the line of material for the school lunch is at hand.

But are these things so presented that they appeal to the public? Have you made any special effort to cater to this branch of the trade? Have you made prices on timely articles attractive? Have you any little souvenir which might serve to entice the little folks?

There are many ways in which this can be done at small cost—a pencil box, ruler or pencil thrown in with each purchase above a certain amount will prove an attraction. Blotters on which your advertisement appears will keep you in remembrance for weeks. A choice plum or apple with each five-cent purchase may make

sale for the substantial part of many lunches.

The school child is the coming citizen. It pays to cultivate his acquaintance with his patronage. And there is no surer way of increasing your popularity with both child and parent than through all legitimate devices to catch the school trade.

THOSE MOST USEFUL.

Whenever there is a disposition or a movement looking toward the correction of public abuses, the prohibition of nefarious practices or reforms in any branch or particular, it is a very customary thing for those against whom it is directed to say that the prime motive is jealousy and greed, a desire on the part of somebody to oust somebody else from something which they want themselves. In politics those complained against and criticised for indefensible procedure invariably put up the excuse that the criticisms of the charges come only from those who are anxious to get into public places themselves and have their chances at patronage and the public pay roll. They say that it is after all only a contest between the ins and the outs and that the outs always find fault and make accusations so that they may themselves have the fine, fat places. It very often happens that this explanation is well founded and absolutely true and in many other cases it is pretty generally believed to be true and so the criticisms against the methods of transacting public business are not given the weight they really deserve, because the public believes them prejudiced.

One of the needs of the times is more men who are interested in the public welfare, willing to fight for civic righteousness and good government, without hoping to get anything out of it for themselves. The man who wants to give an exhibition of good government by holding the office in his own name for two or three terms is discredited and certainly it would be difficult to prove that his motives and his ambitions are altruistic. It is altogether too common for a man or a company of men to find fault with existing conditions and then try to get the offices for themselves. Of course there must be candidates for these positions, men in whose record, character and standing the public can have confidence to make the most and accomplish the needed reforms. They are necessary. There is just as much and more need for other men of strong character and good courage, who will stand up and point out the defects and give a good cause the aid of their support without hoping to get any sort of office or reward directly or indirectly as the result of that attitude. It is the bounden duty of every good citizen to oppose the nomination or re-nomination, the election or re-election of any man who has not made a good record and given a good administration or who does not possess the character and the qualifications to insure satisfactory performance. It is the attitude of men who are not going to profit by the outcome one way or the other which is influential.

ANTIDOTE FOR ANTIBROMIDE.

The mercury was soaring high among the 90's and had been for several days. What was a great deal worse than that it seemed to be so enjoying itself up there that there was no sign indicating a revision downward. In the midst of this mercurial enjoyment the door of the sanctum sanctorum was forced violently inward and a suffering heat victim came in and planted himself in the only vacant chair by the window, thus shutting off the occasional breath of air that a pitying passing breeze wafted in to cool the sweat-beaded editorial brow. His right hand grasped a palmleaf fan of the largest size, the violent agitation of which would have rendered an electric fan unnecessary had not his ample person blockaded the only air passage the sanctum boasts of. He was evidently full of his theme and it was also painfully evident that he had come in wound up and that, once started, the Old Harry himself could not stop him. No words were wasted on an introduction. He wanted to know right off if this temperature was not higher than—he mentioned the devil's residence—and having stated ignorance in regard to that domicile and its locality, the time and occasion seemed opportune for a set-back fire if there was to be any. So stating that the editorial health is very susceptible to draughts the window was closed and with the editorial quill at rest the tongue at the desk took an inning.

"With the temperature at 105 and a fraction you are doing altogether too much work. Common sense asserts that physical exertion should be reduced to the minimum in dog days, and yet you not only take a long hot walk, but by the violent and constant agitation of a large fan of nobody knows how many ounces you increase your temperature far more than you are possibly aware of. Everybody knows, for instance, that the violent action of the muscles quickens breathing and your own experience in here now must convince you that by your double action you are heating yourself unnecessarily—burning the candle at both ends, as it were. Under ordinary conditions the average individual breathes twenty times a minute, so that walking and fanning must increase breathing, which, of course, increases the temperature, an exercise not to be encouraged with the thermometer standing at 105 plus.

"One queer thing about hot weather is that those who suffer from it most never seem to consider the fact that they can decrease their bodily temperature by diminishing their daily coal manufacture. We all know that much which is impure is taken up by the blood and conveyed to the heart and lungs. Carbonic acid gas, for instance, is exhaled by the lungs in the breath at the rate of eight ounces a day. Now carbon to all intents and purposes is pure coal and a little calculation will furnish the fact that by the time any of us reach the age of 60 he will have exhaled, and so manufactured, six and a half tons of coal. By carrying the calculation a little

farther we find the daily coal increment of the individual to be in the neighborhood of a third of a pound and this, it is submitted, does not pay in hot weather, even at the present indication of increasing prices.

"This leads easily to something else intimately connected with physical exertion. The heart is a little larger than the fist and weighs from nine to eleven ounces. As a mere machine it may be considered the most perfect in the world, for it works without stopping from birth to death. It beats on an average seventy to seventy-five times a minute and holds six ounces of blood at a time. This amount is discharged into the arteries at each contraction, and the force thus exerted every time the heart beats is equivalent to that required to raise a three-pound weight three feet high, and when it is remembered that power—horsepower—is the physical force that must be exerted in lifting 33,000 pounds at the rate of one foot a minute, it can be seen that fanning in fly-time with the mercury at 105 only makes the fanner hotter and that, therefore, the practice should be discouraged if not entirely given up.

"Assuming, then, that the heart beats seventy times a minute, it follows that the blood is propelled 170 yards or seven miles an hour, 168 miles in each day, so that in each year the power exerted by the heart would drive the blood a distance of no less than 61,320 miles.

"In addition to this physical record of hot weather work it should be stated that the system is strained of its fluid waste by the kidneys, a pair of which weigh about nine ounces and pass 1,000 ounces of blood through themselves every hour, so that—"

The sentence was unfinished and remains so. The physical body at the window suddenly assumed an accelerated motion and departing has not up to the present writing reappeared. It is to be regretted, because the editorial pen was keeping its bit of condensed wisdom until the last and here it is: The human system has a pretty fair job on its hands and it does not help matters to talk about it, but if the talk must come, then let it be a statement of facts which even the heat-bromide can not with composure consider. It is the only way.

HOW LONG?

For a good while society has been growing impatient over the laxity of morals among its members as a mass. They are not behaving themselves. Men and women who ought to know better and who do know better without caring for appearances or for the conduct going on behind the appearances are saying in tone and in manner that they are responsible to themselves alone for their actions and, if society does not approve, all society has to do is to bear it or help itself if it can. Fortune has favored them. Father or grandfather or long-headed ancestor, beginning with nothing and ending in affluence, has furnished them with abundant means; it is theirs and "Shall I not do what I will with mine own?" It is a matter purely personal and shall I not go

where my personality leads me and act there according to my own sweet will? True my ancestor was a Puritan and was controlled by the prejudices of the class to which he belonged, but I am neither a Puritan nor am I so controlled. So what was a vice for him is not that for me. I recognize no priest nor lawgiver. Why, then, should I not follow the races, if I so desire? Suppose I am in the highest sense of the term "fast?" Who has a better right? What if I do get tired of my wife or she of me; is it a matter for the neighbors to get busy about? Grant that we are divorced and marry again; is that any one's concern but ours? Yes, there is a frequent looking upon the wine when it is red; but the wine is mine and the table is mine and the home and the friends are mine and so why not? Am I my brother's keeper? In no degree whatever. "But society and the influence"—is a matter that concerns me in no way whatsoever.

Now this attitude of the individual, an utter indifference to anything outside its own personal selfishness, is the attitude of the management of the play and the playhouse. From the world at large must come a living and that living will be a good one or a bad one as the management pleases its patrons. Like the press it must give them what they want. They want the immoral and the indecent and the immoral and the indecent they must have. But that means degradation and degeneration. That is not the concern of the playhouse. It is after the dollar and if the owner of the dollar wants to buy that amount of the indecent shall he not do what he will with his own? This is a free country; the management is not engaged in the theater business for its health and, therefore, it follows that the play and the playhouse shall be immoral and indecent if the patrons of these so desire. But the young? They will have to take their chances. Sooner or later they have got to learn the difference between the good and the bad and the sooner they begin the better.

It would be easy to go on with this—and as provoking—but it has been carried far enough to suggest at least that the reasoning is the same as that of the saloon keeper. He is after the money. For that he is willing and does harm morally, mentally and physically every customer to whom he sells his poison. Manhood, youth and childhood are his legitimate prey and the younger the customer the longer he remains one and so the more money the saloon gets out of him. That the two, the bartender and the man in the playhouse, are playing into each other's hands has been no secret and it remains to be seen whether, together or singly, the unquestioned bad behind both is to be put up with much longer. Of the two evils, both beastly in their development, there may be but little choice; but to the father and the mother with sons and daughters standing on the threshold of maturity there can be no hesitation—the shame that follows the lessons and

the influence of the playhouse so far transcends the rest.

Shall these lessons and this influence be allowed to go on? Already the bills are out and the theater doors are opening; already the crowds are flocking to their places and the feasts are spread. Town after town, city after city and state after state have shut the flood-gates of drink, every closing gate proving the wisdom of the act; but these same boys and girls, these same young men and young women, this same humanity are still exposed to a pestilence that walketh in darkness and to a destruction that wasteth at noonday—a pestilence and a destruction by far the worst that have so far cursed the earth.

Champagne is one of the articles on which the tariff was revised upward, but the increased duty does not take effect until October, on account of our commercial agreement with France. It is said that importers are picking up every available case of French champagne and rushing it to this country to save the increased duty, which is about 30 cents per quart bottle. It is estimated that there will be sufficient imported champagne in this country by the first of October to supply the demand for at least five years. Importers will soon add about \$4.50 to the price per case, and retailers will put it up from 50 cents to \$1.00 a bottle, but it will be a long time before Uncle Sam will get any revenue from the increased duty on champagne. Just as pure and palatable champagne is made in this country and sold at half the price, but there are people who prefer to buy a foreign label at whatever cost and they have the money to pay for it.

The United States Department of Agriculture has found that old cows, like old dogs, do not take kindly to new tricks. In experiments with the milking machine in various localities it is shown that most young cows yield their milk as freely and fully when milked with a machine as when milked by hand, but with some individual cows the machine is not entirely successful. Heifers whose first contributions to milk supply were secured through the instrumentality of a machine rather than deft manual manipulation have shown greater readiness to give their milk than have the older cows that had always been milked in the old style.

If you don't say something kind and cheery, better keep still. Go off somewhere and work like a house afire until you get righted up. But don't have such spells very often; better always be right.

The man who is looking for a contrivance to eliminate work will not find it, and if he were to do so he would soon be the unhappiest creature alive. Work is not only essential, but it is the true source of happiness and contentment.

Many who want to clean up the world are more anxious to hang out their neighbor's wash than to do their own.

THE HODENPYL HOME.

Most Beautiful Suburban Residence in the World.

Written for the Tradesman.

When he lived in Grand Rapids there were few men in the city better known or more popular than Anton G. Hodenpyl. He was active in works of church and charity, a welcome guest in the circles of society, a valued counselor in affairs of politics and in business none stood higher. He was one of the organizers of the Michigan Trust Company and its first Secretary, and much of the early success of that institution was due to his skill and tact.

It has been nearly a decade since Mr. Hodenpyl sought wider fields, and yet although his visits to his old home city have been few and far apart his is still a name to conjure with in all the circles that knew him once. Can higher tribute be paid any man than to say that after so many years he is still remembered and esteemed and loved?

From Grand Rapids Mr. Hodenpyl went to New York and in the big city Fortune has smiled upon him. He is prosperous, and what is more to the point he is happy both in and out of business. And prosperity has not changed him a bit. Those qualities which made him so popular here, his geniality, his loyalty to friends, his ever readiness to help, are with him still and have helped to make him strong there as they did here.

Mr. Hodenpyl's office is at No. 7 Wall street, the second door from Broadway. Less than a short block away are J. P. Morgan & Co. and the United States Sub-Treasury. Just around one corner is the Stock Exchange and around the Broadway corner is the Standard Oil building. The location is at the very hub of the country's financial center. Throw a stone in any direction and it will hit a bank, a trust company, an insurance company or other great institution of finance.

Hodenpyl, Walbridge & Co. occupy two floors, the seventh and the eighth, at No. 7 Wall street. The offices are spacious and in their furnishings are luxurious. From the windows can be had a splendid view of the Hudson River at its busiest point. Below are the famous Trinity church and its graveyard. In this office Mr. Hodenpyl does his work. He is at his desk at 9:30 in the morning. He quits about 4:30 and when he quits he quits all over. When he locks his desk he locks his business in it. Never does he take his office cares home with him.

But it is not the purpose of this article to tell of Mr. Hodenpyl's business life or habits. The story is of his home, which some of his old friends have at different times visited. This home is Mr. Hodenpyl's delight and by means of it he keeps his youth and health. It is located about thirty-five miles from Wall street and to reach it takes about an hour and a half. When Mr. Hodenpyl starts for home he takes the Subway at the corner of Broadway, and at South Ferry changes to the Subway under the river to Brooklyn, and then transfers to the Long Island Rail-

road. His seat is in the Club car, and with him ride many congenial spirits, men well known in the world of finance and industry. The train speeds through Jamaica, Floral Park and Roslyn to Locust Grove in the north part of the Island, and from the station a three mile spin takes him home. He owns 100 acres of land and his house crowns a hill which commands a beautiful view of forests and fields, with the waters of Long Island Sound visible in the distance, and way off to the north the shores of the Connecticut can be seen. The house is not a palace. There is nothing gaudy nor ostentatious about it. Colonial in design, it is of dark colored brick below and cement above, with wide porches and large windows. It is spacious, but so finely proportioned that its dimensions are the last thing to suggest themselves to the visitor. Oyster Bay, the summer home of the Roosevelts, is only a few miles away to the northeast.

Mr. Hodenpyl purchased his property three or four years ago before the drift of the suburbanite had set in in this direction. He found four old run down farms that could be combined into one and early in the field he picked them up at a bargain. The old houses purchased with the farms are still there, and they are among the oldest houses on Long Island, with the sides covered with hand rived shingles of chestnut and hand wrought nails used in the construction. Of his 100 acres Mr. Hodenpyl uses forty acres as a farm and the rest he has made into a beautiful park with picturesque drives through the woods and pretty walks down the glens. There is a wide lawn east of the house and then comes the shrubbery border and back of this are the woods. Ossian C. Simonds prepared a plan for the park, and following this plan Mr. Hodenpyl has done much planting, transplanting and thinning out. He has converted a bog into a miniature lake and what used to be a tangle is now a dainty little stream flowing between rocky banks into the lake. In the woods are many chestnut trees, and there are maples and birch, walnut, hickory and elm, sycamore and locust—in fact, nearly all the trees of the North—and Mr. Hodenpyl has been adding spruce, pine, cedar and others. He has planted many wild flowers as well as trees and for these he has drawn on old Michigan for supplies. Last spring he planted 10,000 trillium bulbs, for which he sent to the State of his nativity. He has planted adder tongues, violets, Solomon's seal, wild asters, columbine and many other flowers that grow wild, and his special pride is a little patch of trailing arbutus which he found on one of his trips and brought home with a good foot of soil that the roots might not be disturbed. Mr. Hodenpyl knows every flower that grows on the place and every tree and shrub and loves them all. Nor is the charm of the place confined to its trees and flowers. The animal and bird life are wonderfully varied and interesting. All sorts of summer birds nest in the woods around his home. In the fall and spring the migrants make this a

stopping place. In the winter are the birds that come down from the Far North, and for these Mr. Hodenpyl throws out grain and seeds that no bird need go hungry in the season of ice and deep snow. There are many squirrels in the woods and rabbits and an occasional wood chuck. Foxes are found in the neighborhood, but Mr. Hodenpyl does not encourage these—he keeps chickens.

Twining over the porch in front of the house is a splendid old wisteria vine. This vine is probably a century old—an adornment of one of the old houses acquired with the land. How to move this ancient vine was a problem. It was accomplished by digging to a depth of six feet and removing a great mass of earth with the roots to the new location. At this depth were two large roots that had to be cut, and to these was attached rubber hose and the hose was carried to the roof and connected with a barrel, which was kept filled with water. The vine absorbed about two barrels of water a week, and in its new location grew more luxuriantly than in its old place, and after the first season was not in need of the bottle. Near another of the old houses was a beautiful clump of box and Mr. Hodenpyl moved this to his new home and in doing so moved about twenty tons of dirt, taking the trees and the earth around them bodily. The trees are about six feet in height and the clump is probably twenty feet in circumference, and so perfectly was the moving done that there is no break in the dense foliage. These trees or shrubs are among the oldest and finest of the kind on Long Island.

Mrs. Hodenpyl has a large flower garden, where she grows the old fashioned favorites. And then there is a little greenhouse, used chiefly as a propagating house for flowers, trees, shrubs and ferns, to plant when wanted.

Mr. Hodenpyl is as active and useful in his new environments as he used to be in Grand Rapids. He is one of the trustees of the Neighborhood Library. He is a member of the Anti-Mosquito Board, and as such has done much to clear the places where mosquitoes breed. He is a worker in the cause of good roads and is doing much to encourage the fixing up of the old homes in the vicinity. Many of these old homes date back to Colonial days and are exceedingly quaint and interesting and some of them are historic.

The country in the north part of Long Island is rolling, but not to such a degree as to be rough. The roads are oiled macadam, as smooth and hard as asphalt, and as they wind through the hills lined with trees it is like passing through a park, with the old houses along the way to add interest to the view. It is only a few miles from Mr. Hodenpyl's home to the shore of the Sound and automobile trips to the shore for a bath in salt water or for clams are an occasional pleasure indulged in during the summer. Mr. Hodenpyl, however, usually goes to bed with the chickens and is up with the birds in

the morning. He spends an hour in the woods before breakfast giving directions for the work of the day and after dinner takes to the woods until dark. He has his saddle horses and goes riding with Mrs. Hodenpyl when the spirit moves. He has his dogs and is fond of them. In winter he remains in town two or three evenings each week and attends the opera or theater. But his home is out on Long Island and a more beautiful or a more homelike home can not be found anywhere.

Make Customers Welcome.

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

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

Care should be used not to overdo your friendly greetings. If you have a passing acquaintance with the different members of the family it is well to refer to it in a kindly way, but do not send your kindest regards to grandma unless you are absolutely sure that she is still in earthly realms. A miss of this kind would only prove your affectation in the matter.

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

A Championship Tie.

Baggs and Jaggs met, and Baggs and Jaggs got yarning.

"I once knew a man, dear boy," began Baggs, "who was so ticklish on the bottoms of his feet that whenever he took a bath he had to walk about afterwards on a blotter. It was the only method of foot-drying that wouldn't throw him into fits."

"That's nothing, my dear fellow," retorted Jaggs. "I used to board at a place where the landlady was so nervous that, whenever the wind blew, she had to go out and grease the corners of the house, so the wind wouldn't creak when it went round them."

And then Baggs wept bitterly, for he had long held the championship and was loth to relinquish it.



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No. 91-P



No. 310 C



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No. 237 C



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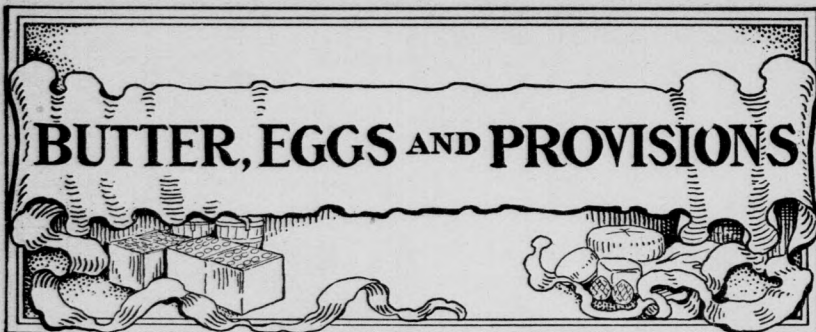
Corl, Knott & Co., Ltd.

20, 22, 24 and 26 N. Division St.

Grand Rapids, Mich.



No. 320 C



Some Facts About the Trade in Decayed Eggs.

In view of the recent interest manifested in the subject of decayed eggs and their use in food products, an attempt has been made to collect information relative to the matter, much of which, while well known to the members of the trade, has not previously appeared in a published article.

An egg, in the common acceptance of the term, is the ovum of the feathered biped known as the domestic hen, a member of the gallinaceous family and undoubtedly derived by domestication from the jungle fowl, *Gallus bankivus*, of India. It is termed fertile or infertile, according to whether or not it contains an embryo.

That the egg of the hen is meant when no qualifying term has been used, has been legally decided in a case in one of the Western States, where duck eggs had been supplied when eggs were ordered, and in which a lawsuit followed a refusal to accept and pay for the eggs. The decision of the judge stated that if any other interpretation were allowed than that of the hen's egg, where the word egg had no qualifying term, it would be possible to substitute canary bird or pigeon eggs, or any other egg, and that there would be no protection to the dealer or consumer in case of contracts made in advance.

From time immemorial eggs have been used for food purposes by man and trade in eggs in civilized countries has assumed enormous proportions since the development of rapid transportation and cold storage.

The egg consists of a number of complex organic constituents, but as popularly considered, it may be divided into three portions, i. e., shell, egg white (generally called the albumen of the egg) and egg yolk. The average weight of a hen's egg is a little over two ounces, of which one-tenth is the weight of the shell, the latter consisting almost entirely of calcium carbonate, identical in composition with chalk. Of the remainder of the egg, or of the whole substance of the egg as commonly used, two-thirds is albumen or white and one-third is yolk. It is commonly supposed, and is a popular error, that the white of the egg is the most nutritious portion, but the following figures, showing the percentage of composition of the egg, will illustrate the incorrectness of this view:

Weight of the whole egg, 100 parts; dry proteid matter in egg white, 3

parts; water in egg white, 52 parts; dry proteid matter in egg yolk, 5 parts; fat in egg yolk, 10 parts; water in egg yolk, 15 parts; weight of egg shell, 10 parts.

It will be seen by the above that the white of the egg, while preponderating in amount in the whole egg, contains a far greater amount of water than the yolk, which in addition to some proteid matter contains a large amount of fat, part of this being a very nourishing constituent known as lecithin, containing phosphorous in a highly assimilable form.

An egg is adulterated within the meaning of the law when it is in a decomposing or decomposed state, as it then consists "wholly or in part of a filthy, decomposed or putrid substance," which is one of the legal definitions of adulteration as applied to food products.

The recognized food value of eggs is not without justification, although the food elements are not such as to be adapted for what is known as a "balanced ration" for a normal individual in a state of health, as that element known as carbohydrates is entirely lacking, but when eggs are used in a mixed diet this element is commonly supplied by bread or some form of cereal food.

The term fresh eggs, as commonly understood, applies to eggs which have not been kept long enough to cause any alteration either in the consistency of the yolk and white or in the flavor. The terms "fresh," "fresh laid" and "strictly fresh" have been given varying interpretations and meanings by those who sell eggs, but all of these terms should be restricted to eggs which are of recent origin, and should under no circumstances be applied to storage eggs, which are decidedly inferior in flavor and in food value and which should be plainly designated as such when sold, in order that the purchaser may know what he is getting.

Many methods have been suggested for the home preservation of eggs in such a manner as to retain their good qualities intact. The principle underlying all of these preserving processes is in keeping the air from the egg contents by coating the shell or by immersing the egg in some protective solution in order to prevent the loss of water by evaporation and also to prevent the entrance of germs and mould spores, which are easily able to penetrate the shell by means of the natural pores.

Among these methods may be mentioned immersing the eggs in a solution of brine or in a solution of sodium silicate or in lime water; packing dry in bran peat dust or wood

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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

ashes; or by plunging the eggs in boiling water for fifteen seconds, whereby a thin film of coagulated egg white forms next to the shell. Coating the eggs with a solution of sodium silicate, shellac or some other solution which leaves a varnish-like film is also recommended.

All of these methods have been found to result in only about 50 per cent. of the eggs at best being fit for food purposes at the end of seven or eight months, and in addition to this large percentage of loss, the remaining eggs in some cases, as in preservation with brine or sodium silicate solution, have acquired a disagreeable flavor which unfits them for many uses.

A recently described method for preserving eggs, which is claimed to give results so satisfactory that eggs six months old may be poached and are otherwise indistinguishable from fresh laid eggs, is as follows: The eggs are first placed in a vacuum and then immersed in melted paraffin wax, which thus enters the pores of the shell upon admission of the atmospheric pressure and hermetically seals it. Evaporation of the egg contents, which is responsible for much of the alteration seen in storage eggs, is thus prevented, and if the process is properly carried out the egg remains in practically a sterile condition until used.

Properly applied, cold storage seems to be the best method by which eggs may be preserved for some months and still be fit for food purposes. It has been found that the temperature at which the eggs are stored has a great deal to do, not only with the keeping quality of the eggs while in storage, but also with the length of time they will keep after being removed from storage. A temperature of from 31 degrees to 34 degrees Fahrenheit seems to give the most satisfactory results in practice. Eggs which have been stored at a temperature of 30 degrees or below may be used immediately after removal from storage, while those stored at temperatures of from 32 degrees to 40 degrees will keep for a considerable time after removal to normal temperature.

The changes which eggs undergo in cold storage are almost entirely due to conditions brought about by the porosity of the shell, whereby water is lost by evaporation of the egg content, thus favoring the growth of micro-organisms which penetrate the shell and start putrefactive changes. The loss of moisture by evaporation from eggs when standing, either at ordinary temperatures or in cold storage is so decided and such a constant factor that the age of an egg may be approximately ascertained by its deviation from the normal average specific gravity, found in the fresh egg to be 1.090, while after thirty days' keeping the figure is reduced to 1.035. The actual loss of weight at the end of thirty days is about 5 per cent. at ordinary temperatures. At cold storage temperatures the loss is more gradual but just as certain, and at the end of one year the loss is 10 per cent. A difference between cold

storage and fresh eggs is noted in the relative weights before and after boiling. Fresh eggs lose in weight upon being boiled, while cold storage eggs appreciably gain in weight.

If eggs in storage are turned at least twice a week to prevent the yolk from adhering to the shell the proportion of eggs that spoil can materially be reduced, as the point from which the area of infection proceeds in an egg technically known as a "spot" egg is the point at which the yolk has begun to adhere to the lining membrane of the shell.

In sorting storage eggs for purpose of selection of those which are sound and fit for food purposes, the operation known as "candling" is resorted to. This is done by workmen who are skilled in the art of selecting rapidly and unerringly the good eggs from those known technically as "rots" and "spots," respectively. An egg which is classified as a "rot" is one in which the decomposition has proceeded so far that the egg content is no longer differentiated into yolk and white but is one homogeneous mass of putrefying material, sometimes fluid but often semi-fluid or even solid. "Rots" are divided into "red rots" and "black rots" according to the color of the egg contents. Such an egg may or may not have present the gases hydrogen sulphide and hydrogen phosphide, which are mainly responsible for the disagreeable odor of a decomposing or rotten egg. The presence of these gases is positive evidence of the decomposition of the egg, as they are liberated when the complex proteids containing sulphur and phosphorous are broken up by the putrefactive changes. After a time these gases escape and the egg content becomes almost inodorous although greatly changed in its appearance as well as in its chemical composition. In China duck eggs are sometimes buried in the ground and allowed to remain for years; total decomposition ensues, the gases rupturing the shell and escaping into the soil where they become absorbed. The eggs are then dug and used for food purposes, being esteemed a great delicacy by the Orientals.

An egg which is known as a "spot" egg is, as previously stated, one in which there is a localized point of infection, usually characterized by the adherence of the yolk to the lining membrane of the shell, and which upon close examination is found to be accompanied by the presence of an active growth of micro-organism, usually one of the more resistant fungi. A "spot" egg is also one in which incubation has begun. In its early stages a "spot" egg upon opening has an appearance as though the yolk had been partly cooked where it adheres to the lining membrane of the shell. Later this spot becomes black and mould spores are readily recognized upon microscopic examination. Such an egg always possesses a characteristic, usually disagreeable odor, and is not a wholesome article of food. Chemical and physical examinations of the remaining egg content show a splitting up of proteid compounds normally present with the

liberation of new and frequently poisonous organic bodies.

Candling, as actually practiced, consists in observing the appearance of the egg, viewed by transmitted light when held against a bright flame. A candle may be used, but an incandescent light is more frequently employed in the larger establishments and when the operation is carried on in a dark room where the only light proceeds from the one that is used for the examination of the eggs, a skilled workman can handle and separate the eggs into their various classes as rapidly as he can pick them up and handle them.

A normal or fresh egg when observed by the transmitted light under these conditions shows an almost uniformly illuminated appearance, shading slightly from the darker center occupied by the yolk. A "rot" is recognized at once by its opaque, almost black appearance throughout, while a "spot" is readily known by the dark localized area at one particular point against the inside of the shell. An egg which has been in storage for more than six months can readily be recognized by the expert candler, as the air space is much larger and rapidly changes its position as the egg is moved around before the light, due to the great fluidity of the egg content. When the egg has been in storage from seven to nine months it has acquired a degree of fluidity which renders the separation of the yolk from the white of an unopened egg almost impossible and if such an egg in the whole state be agitated, it will be found upon opening that the white and yolk have become almost entirely blended. This is not true of a fresh egg, in which the most violent agitation usually fails to produce any mixture of the yolk and white. This condition of affairs would indicate that certain obscure chemical or perhaps biological changes take place in eggs which have been stored, as in the absence of any such changes it would be fair to assume that the egg content should become thicker as it loses water upon evaporation, while the facts show that the reverse condition is true.

Upon opening and examining fresh and storage eggs, side by side, it will at once be noticed that in a fresh egg the white possesses a characteristic

appearance and a consistency approaching a gelatinous condition, and that the yolk rises prominently above the surface of the white when the contents are opened in a deep, narrow vessel. A storage egg, on the other

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.

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YX BRAND Ground Feeds
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CONSIGN YOUR EGGS TO
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OUR OUTLET UNEXCELLED
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hand, shows a condition of greater fluidity in the white with almost entire absence of the previously mentioned gelatinous condition, and when the egg is opened into a deep, narrow vessel the yolk sinks down in the white so that the top is little, if at all, above the surface. It will also be noted that in the fresh egg the yolk membrane is so tough that the separation of the yolk from the white is readily effected, while in a storage egg the yolk membrane is so tender that it ruptures upon the slightest handling, and separation of the yolk from the white is almost impossible without contamination of one from the other.

In wholesale quantities eggs are handled and stored in crates containing thirty dozen each. These crates are made of white odorless wood, and the partitions separating the individual cases as well as the layers are of the kind of pasteboard known as strawboard.

It is well known that the porosity of the egg shell permits the absorption of various odors by eggs which are stored near strongly odorous substances. When shipped or stored they must be kept away from anything which would be liable to communicate its odor to them. Even the strawboard used for partitions is sometimes the cause of an abnormal taste and odor in storage eggs. A cracked egg will readily and quickly decompose and thus set up an active infection of all the surrounding eggs in a crate if not immediately removed.

When eggs are stored in a damp place they soon acquire a musty flavor and begin to mould. The ideal way to preserve eggs would be to lay them on trays of sand in a cold room, temperature about 33 degrees Fahrenheit, and to turn the eggs over two or three times a week to prevent the yolk from adhering to the shells, and thus starting a spot, from which infection will rapidly proceed. Under present conditions, however, eggs are stored for long periods in the ordinary crates with practically no attention until they are removed from storage, when they are candled and classified, according to their condition, as good eggs, cracked eggs, rots and spots.

The sale of good stored eggs and of cracked eggs for food purposes is of course legitimate, when sold for precisely what they are, and when there is no attempt to deceive the consumer, but the sale and use for food purposes of rots and spots, as has been practiced in the large cities (particularly in Philadelphia and New York) for many years, is both unwarranted and unjustifiable. There is a legitimate use to which these decomposed and decomposing eggs may be put, and that is in the treatment of certain kinds of leather in the tanning industry.

The first handlers of the eggs who separate them by candling usually attempt to justify and protect themselves by having stenciled on the crate of rejected eggs "Not to be used for food purposes," but when, as is frequently done, they are sold either directly to baking establish-

ments or to middlemen who make a practice of preparing them for the baking trade their use undoubtedly constitutes a distinct menace to the health of the community, and as the complex constituents of the egg naturally develop ptomaines and similar poisonous substances upon undergoing putrefactive changes, and such poisonous ptomaines are not destroyed by the ordinary baking temperature, there is little doubt that many obscure cases of food poisoning are attributable to the use of these decomposing eggs by bakers.

It is almost incredible that such filthy and unwholesome products as putrefying eggs should be used by baking establishments, but the financial gain is so great that a certain class of bakers (which fortunately is rapidly decreasing) use these eggs in their products. In Philadelphia, upon several occasions, eggs which were in advanced stages of decomposition have been traced to and seized in the baking establishments where their use is customary.

The condition in which they are handled and sold is in bulk, the whites and yolks being mixed together by beating up the entire mass in large cans. The separation of the eggs from the shells is effected by hand, the operator picking out the "spot" and allowing the remainder of the egg to fall into the can, where it is subsequently mixed with the rest of the mass. To the contents of the can formaldehyde or borax is sometimes added, to check further decomposition, and condensed milk is often added to give a certain creamy, homogeneous appearance which is possessed by normal egg contents.

The justification, if there is any, for continuing this trade is probably ignorance on the part of the middlemen or so-called egg openers, as illustrated by the argument recently advanced by one of these men, to the effect that a "spot" egg is like a partly rotten apple, and that after the removal of the rotten portion the remainder of the egg is wholesome. Even if the egg contents thus obtained were wholesome, which they decidedly are not, the unsanitary conditions under which the eggs are opened and handled, usually in dark, filthy cellars, by persons who have absolutely no regard for hygienic details, would be sufficient to condemn them for food purposes.

As might readily be inferred by a knowledge of the material and the conditions under which it is prepared, the egg contents thus collected are not at all uniform either in appearance or in flavor. A slightly rotten flavor and odor are said to bake out entirely in using egg contents in which hydrogen sulphide or hydrogen phosphide has developed, while a distinctly musty flavor is noticeable in the baked product and such egg contents are rejected by the bakers. Among other varieties of abnormal flavors and odors may be mentioned the following which are self-explanatory; kerosene, mouldy, sour, hering, camphor oil and onion.

In large bakeries the necessity for competently judging of the probable

effect upon the baked products has led to the employment of expert tasters, who receive salaries sometimes as high as twenty or thirty dollars a week, and upon whom devolves the duty of tasting, either in the raw state or in a trial cake, each lot of opened eggs submitted, in order to prevent the use of the eggs which would communicate a flavor to the finished product and thus prevent their sale. It is said that the employment of musty eggs is recognizable in passing a bakery where such eggs are being used, and that with the exception of the camphor oil or kerosene flavors, or of musty eggs, all of the various flavors will bake out and give a product which is practically normal in its appearance and flavor.

The use of dried eggs and frozen egg contents, even although prepared, as is sometimes the case, from good eggs at seasons when the price is very low, is usually dangerous from the fact that the dried egg requires such a long time for solution with water or milk to bring it to the consistency of normal egg contents as to usually undergo putrefaction to a greater or less extent by the time it is used. In the case of frozen eggs the rupturing of the cellular structure by freezing is accompanied by an increased tendency to decomposition after thawing, and unless such eggs are used very promptly after bringing to the warm temperature of the bakery the changes which the mass undergoes are undoubtedly almost as marked as in the egg contents previously described as being obtained from "spot" eggs.

Of egg substitutes there are none which are equivalent in food value or for cooking purposes to fresh egg contents. They are usually composed largely of farinaceous or starch materials and frequently colored with coal tar color. The use of coal tar color in cakes and other baked articles, to give the appearance of a product in which eggs have been used, is not uncommon, and is unjustifiable in that it tends to deceive the purchaser by giving an unwarranted appearance of richness.

In conclusion, it may be said that if cold storage eggs be sold for exactly what they are, and if the rejected "rots" and "spots" be used either for purely technical purposes

or else destroyed, the spirit as well as the letter of the law will be complied with, and it will be for the benefit of the public, for the protection of whom food legislation is enacted.

Charles H. La Wall,
H. P. Cassidy.

Easily Guessed.

"Johnny," said the teacher, in one of her information-dispensing moods, "I saw an item in the paper to-day stating that more herrings are eaten than any other kind of fish. Just remember that interesting fact, will you? And now, can you give me any good reason why more of them should be eaten than of other varieties of fish?"

"I reckon it's because there's more of 'em to eat," spoke up Johnny, with ready confidence, and the teacher passed on from herrings to subjects more abstruse.

The Way To Spell Success.

Teacher (examining spelling lists)—Johnny Scadds, why have you spelled success with a dollar mark each time in the place of the S?

Johnny Scadds (son of old man Scadds)—'Cause dad says that's the only way to spell it, and he's made money enough so he orter know suthin' about it.

Never Talks To Them.

"How do you tell bad eggs?" queried the young housewife.

"I never told any," replied the grocer, "but if I had anything to tell a bad egg I'd break it gently."

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The Prompt Shippers

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NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 4—We have had a dull and uninteresting coffee market this week and buyers seem to take mighty little interest in buying ahead of current requirements. At the moment the whole trade apparently is away from town and the market is as good as closed from Friday afternoon to Tuesday morning of next week. The crop receipts at primary ports continue immense, as the aggregate at Rio and Santos from July 1 to Sept. 2 aggregates 4,611,000 bags, against 3,077,000 bags at the same time last year, and only 2,088,000 two years ago. In store and afloat there are 3,734,711 bags, against 3,404,963 bags a year ago. At the close Rio No. 7 is quoted in an invoice way at $7\frac{1}{4}$ @ $7\frac{3}{4}$ c. Milds are quiet and quotations are about on the level with those last reported.

Refined sugar has been showing improvement day by day and no surprise will be occasioned if an advance takes place next week.

Every tea house is closed for three days. Business shows steady improvement and dealers feel justified in celebrating the improvement by taking a day off. Orders for good teas have been coming in with comparative freedom, and especially is this true of Formosas. The entire situation may be said to be in favor of the seller.

The rice market generally is in

good condition. Supplies are not especially large, although seemingly sufficient to meet all requirements. Prices are well sustained. Reports from Arkansas indicate a banner crop of the cereal in that State this year.

Buyers of spices are making purchases only of small quantities, but there is a steady trade and quotations are firm. The trade very generally look for a good fall and winter campaign.

Molasses and syrups are both quiet and without change in any particular, although as the season advances there is, perhaps, a little firmer feeling.

It is reported that sales aggregating 25,000 cases of No. 3 tomatoes have been made at 65c f. o. b. here and that further offers at the same price were not filled. Prices show some improvement over a week ago owing to crop reports, which, upon the whole, do not seem to be especially encouraging at this time. The market, as compared with some other weeks recently, could fairly be called active. Corn is firm and confidence is expressed that an advance is inevitable. Maine corn is quoted at 75 @ $97\frac{1}{2}$ c. Peas are firm, but there is no great volume of business being done. Other lines are without change.

Butter is firm for top grades and creamery specials are held at 30 @ $30\frac{1}{2}$ c; extras, $29\frac{1}{2}$ c; firsts, 27 @ $28\frac{1}{2}$ c; Western imitation creamery, 23 @ 24 c for firsts and 21 @ $22\frac{1}{2}$ c for seconds.

Cheese is firm, with State full cream worth $15\frac{1}{2}$ @ $16\frac{1}{2}$ c.

Eggs are worth 28 @ 29 c for Western extras, although this is not "iron-clad." Extra firsts, 24 @ 26 c, and from this down to 20c for "off" stock.

Choice pea beans are held at $\$2.35$ @ 2.40 ; marrows, $\$2.70$; medium, $\$2.40$.

Coal Now Made From Peat.

Peat is partly developed coal. Nature has failed to impart that enormous pressure arising from the deposit of soil and rock upon the decayed vegetable substance which is necessary to compress it into a hard material, nor has it been carbonized and the water eliminated by the interior heat of the earth. A natural upheaval whereby the peat bogs were buried under immense accumulations of rock and soil would achieve this end. If, therefore, one could reproduce the cycle of operations carried out by nature, compress the peat and drive off the water by a steady heat, coal would be the result.

Dr. Martin Ekenberg, a well known Swedish scientist, after many years' research and ceaseless experiments, has apparently solved the problem and his produced at the manufactory erected upon his own peat bogs in Sweden a peat fuel which in appearance, combustibility, and heat raising properties compares favorably with coal.

By minute study of the natural evolution he has succeeded in perfecting an artificial process, the fundamental characteristics of which are the elimination of the water by heat and the application of pressure by mechanical agency.

Illuminating gas can also be easily and cheaply derived from this peat coal. The process is the same as that adopted for the manufacture of gas from coal. The carbonized peat is distilled in a dry retort, and the volatile constituents are secured, scrubbed, washed, and dried in the usual way, while the ordinary by-products are also obtained.

The gas has a high illuminating intensity, comparing favorably with coal gas, while the coke residue is superior to that resulting from coal distillation, owing to its low sulphur percentage. This coke is eminently adapted to metallurgical processes. And it can also be used in place of charcoal to a considerable extent, with the advantage of being much cheaper.

Force of Habit.

"I wish, John," said the editor's wife, "that you'd try not to be so absent-minded when you are dining out."

"Eh? What have I done now?"

"Why, when the hostess asked you if you'd have some more pudding you replied that, owing to a tremendous pressure on your space, you were compelled to decline."

Too Long To Wait.

"When I have $\$10,000$ in the bank I will ask you to marry me," he said. "I belong to a long-lived family," replied the sweet girl, "but I can't hope to live as long as that."

No man drops into a better world by dodging this one.

WEST MICHIGAN STATE FAIR

September 13-14-15-16-17, Grand Rapids

Exhibits Attracted by

\$18,000 In Interesting Premiums

A day at the Great Grand Rapids Fair will prove a liberal education

The Greatest Exhibition in the History of Western Michigan

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!

Daily Races Filled by

\$6,000 In Purses All Classes

Runners, Trotters and Pacers on the fastest mile track in America

Autos!

Fast Card of Record-Breaking Races on Friday

Airship Races a Daily Feature

Round and round the race course at a height of 500 feet above the track Roy Knabenshue will contest for the record with Lincoln Beechy. The winner's end is $\$3,000$, the loser's end is a cool $\$1,000$. In addition to the airship races, fourteen exhibition airship flights will be made by the contestants, showing the maneuvers that the huge birds of the air may be made to perform.

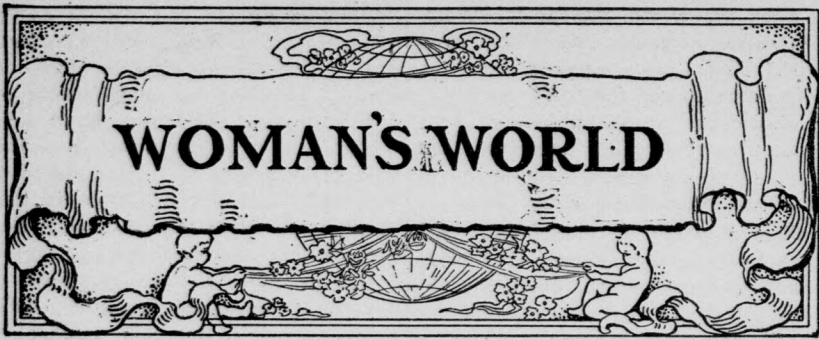
The West Michigan Fair for 1909 will break all previous records—and this big Fair of the year has always held the records. Its educational features will be super-excellent. Art Hall will abound in the best work of the state. Its live stock shows will exhibit the most magnificent stock ever shown in Grand Rapids. Its "Midway" will teem with the liveliest kind of clean sport and amusement. Its free shows are the top-liners of the amusement world. Its trotting, pacing and running races will show the speediest horses on the fastest track in America. Its automobile races will bring to Western Michigan the most daring drivers of the age. Not a feature will be missing.

HORSE FEATURES—This year the notable Horse Show of 1908 bids fair to be eclipsed, not only in number but in class of entries. Exhibitors of last year will return, with accessions of others who have read the good reports of the last Horse Show. Premiums to the value of $\$4,500$ are offered and big entries of noted strings of Percheron, Clydesdales and other heavy draft animals, hackneys, carriage horses, Shetland ponies and others are assured.

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. These will be conducted under the supervision of the state dairy and food department. For the purpose of encouraging economical production and business methods $\$75$ is offered in four prizes of $\$30$, $\$20$, $\$15$ and $\$10$. The tests will be conducted during the entire period of the Fair.

THE RACES—There will be nine races at the West Michigan State Fair. Pacers will have five chances to start and trotters four. The classes for the pacers are as follows. Free-for-all, 2:10, 2:13, 2:16 and 2:19. Trotting classes are placed at 2:08, 2:12, 2:15 and 2:18. All classes will have $\$500$ purses offered.

RAILROAD RATES—All roads lead to the West Michigan State Fair in Grand Rapids September 13 to 17. The Michigan Passenger Association, which has jurisdiction over the granting of special rates on all roads, has determined upon one and one-half the one-way fare for the round trip.



Courtesy Keeps Home Life Happy.

It scarcely is too much to say that, barring habitual drunkenness and jealousy, with or without reason, the lack of everyday courtesy between husbands and wives has wrecked the happiness of more marriages than any other cause whatsoever.

The pity of it is that the harm done is so unnecessary, almost so wholly innocent of malintent. Somebody has defined relatives as "persons who consider themselves privileged to be as rude as they please with impunity." Not many people will be found fully to indorse this cynical definition; yet none can deny that many people are of the opinion that lack of ceremony includes the want of politeness, and that at home one is privileged to take one's ease in speech and behavior, even to the often disregard of the comfort of the rest of the family.

It is common for people to extol the "freedom of the home," and within bounds such liberty undoubtedly is delightful. But when it is so over-

done as to degenerate into license it becomes responsible for a considerable amount of domestic misery. Not long ago a woman lamented to the Home Circle of her favorite family magazine that her husband neglected his shaving in the most scandalous fashion when, as he expressed it, "there was nobody to see." He forgot that his wife was there to see. If any one else were to speak of her as a nobody he would be indignant; he reserves that privilege for himself.

So also the woman who abroad is the picture of dainty neatness thinks a wrapper good enough for her husband at home, nor perhaps always is she careful that the wrapper is tidy and fresh enough to please fastidious eyes.

So also there are company manners and manners for home, but as cleanliness is next to godliness, so courtesy, which merely is tender thought for others, comes next to love as a factor in home happiness. Courtesy means much more than politeness; it suggests thoughtful consideration for

others, unselfishness and helpfulness as well.

It is impossible to estimate how much courtesy in little things may add to the comfort of a home. It is the little foxes which eat up the tender vines, trifles really scarce worth mentioning which taken altogether make up the sum of human life. Men and women who to-day unhesitatingly would face infinite danger for the sake of wife or husband and children render those same dear ones uncomfortable, perhaps wretched, by fretful criticisms or by small selfishness of which they themselves, perhaps, are unconscious.

Those of the same household who sturdily would stand shoulder to shoulder in great trouble or peril jostle each other carelessly in the quiet paths of home, when for a stranger they would politely step aside. It is the old story, repeated over and over again in daily experience of how

"We have honeyed words for the stranger,

And smiles for the passing guest;
But we vex our own with look and tone,
Though we love our own the best."

"Married people are apt to make the mistake of acting as if when once the vows are made, the prayer is said, the deed once for all is done henceforth there can be no question of their love for each other. On the contrary, it is not enough that a man shall love his wife, he should tell her so over and over. It is not enough that a woman shall love and honor her husband, she must set forth in her life the fact that she does so. Mar-

ried love, to which the inspired apostle likened Christ's love for his church, should be like God's loving kindness, new every morning.

Dorothy Dix.

"Bringing Them In."

Somebody has said: "The clerks can only wait upon the people who come into the store; it's up to the dealer to bring them in." But that is only a half-truth. It certainly is largely "up to" the clerk to bring them back, and the clerk who has the making of a merchant in himself is continually "bringing them in" to the store, "his" store, as he considers it; the extent of "bringing them in" by such a clerk depends entirely upon the clerk's time and his ever-widening circle of acquaintances—unless limited by the proprietor's undue jealousy of "personal trade." It is up to the dealer to lead in the work of "bringing them in," as in everything else, although in all his selling plans and advertising and general policy that aim to bring them in and to bring them back he is unfortunate indeed if he hasn't the able, intelligent and enthusiastic co-operation of all his clerks.—American Paint and Oil Dealer.

Paterfamilias Was Willing.

Miss Passe (who, despite her age, still has a streak of romance in her make-up)—Papa, I am going to clope with some fellow in a flying-machine the very first chance I get.

Father (calmly)—Well, be sure to pick out one that can fly so there'll be no fizzle about it.

Good Advertising Makes First Sales

Good Goods Insure Repeat Orders

Post Toasties

are so **deliciously good** they confirm, in the mouth, the most enthusiastic claims that can be made by our advertising man.

You are wise if you keep well stocked, because our liberal advertising and the special "toasty" flavor of Post Toasties keep these goods moving. The most popular Flaked Food with the retailer. The sale is guaranteed.

"The Memory Lingers"

A Great Repeater

Postum Cereal Co., Ltd., Battle Creek, Mich., U. S. A.

ANOTHER BEGINNING.

Lumber Jack, Soldier and Clerk, Then Merchant.

Written for the Tradesman.

"I've just been reading in the Tradesman," said a prosperous and very companionable Grand Rapids merchant, "the interesting article, 'An Old Clerk's Story,' published on the first page last week, and it reminded me of my own beginning as a business man—it was so different."

After considerable diplomatic questioning and a solemn promise to refrain from using his name the gentleman became reminiscient as follows: "I left my New England home when I was 20 years old, having a good academic—we would call it high school now-a-days — education, a somewhat practical knowledge of farming, New England fashion, and over \$500 in cash. My idea was to go West and grow up with the country and as a feature of my plan I was resolved to become a retail merchant. That was two years before the war. I located in a small town in Wisconsin and started in the grocery business.

"Within a year I failed in business, but didn't leave a creditor anywhere. Why did I fail? In the first place I had never before bought nor sold goods, and in the next I believed everybody was honest. Then, too, that section of the country had not recovered from the panic of '57.

"I collected such of my bills receivable as I could and with less than a hundred dollars I came over into Michigan and hired out as a lumber jack in Kelloggsville—ten miles south on the Kalamazoo plank road. I worked all winter, part of the time in the woods and now and then in and about the mill. Several times I was detailed as a teamster to haul a load of lumber into Grand Rapids and take back a load of supplies. And some of those supplies were bought of the late Judge Morrison, who seemed to take a fancy to me and so we became quite chummy.

"On one of these trips I was talking with the Judge and he asked, 'Why don't you start in on your own account?'—I had told him that I could raise a hundred dollars in cash—and I suggested that I didn't know what to go into. He said, 'Start in peddling along the lumber camps up North.'

"I took his advice. The man I had worked for all winter sold me a span of horses and a wagon and took my notes without endorsement, and I loaded up with a stock of miscellany, woolen shirts, cow-hide boots—boot pacs had not yet been invented—tobaccos, pipes, a box of axes, playing cards, dime novels, overalls, hickory shirts, woolen underwear, and so on, and I paid part cash, while Judge Morrison endorsed notes for the balance. I sold out inside of one week and was back again in Grand Rapids with a comfortable profit. I kept this up all through the winter and made nearly \$400 profit, paid everything I owed and went back home to visit.

"While there the war broke out and I enlisted. I served through the war, getting back home in June, 1865, without a scratch or a day in the hospi-

tal. I went out a private and came back a private, but the \$100 I left with my father when I went to the front had grown to over \$1,000 and I brought over \$200 of my own wages home with me.

"Then I went to Buffalo and worked three years in a wholesale house and in the spring of 1869 I returned to Michigan with over \$2,000 of cash in my trousers and the right to enter for a quarter section of Government land—which I did and the land wasn't more than fifty miles from Grand Rapids either. I banked most of my money in the First (now Old) National Bank and for two years I worked in the lumber woods, by the month. In '72 I sold my land and started in as a merchant in a lumber town which had grown up in the vicinity of my land and after eight years of success as a retail merchant and as a husband—I had married just previous to going into business—I moved my family to this city. I wanted my children to have at least a good high school education.

"And I have been here ever since and expect to remain here to the final solution of the Great Mystery."

Although the gentleman ended his narrative rather abruptly and declined to go farther with it, he admitted that he was fond of traveling, had visited the Pacific coast repeatedly and half expected to see the Seattle exhibition before the first of October. "Hath."

Antique Green Unique of Marbles.

"I dreamt that I dwelt in marble halls" built of the most unique and distinctive of all the ancient marbles used at the present time in America. This is the antique green. This rock is particularly worthy of note from a geological point of view. The ground mass is of every shade of green, and the fragments, which are mostly angular, are greenish black. The quarries are near Larissa in Thessaly. They were rediscovered some years ago by Mr. Brindley, who describes a square block he saw there containing over 4,000 cubic feet, and are worked again for the first time since the reign of the Emperor Justinian (A. D. 483-565). Magnificent columns of it are to be seen in Westminster Abbey.

The most important of all the marbles of ancient times and of to-day is that of Carrara, the "Marmos Lunense" of the Romans, quarried at the ancient city of Luni, sixteen miles from the modern Carrara. The quarries of Carrara, the most extensive and celebrated in the world, have been worked from the beginning of the Christian Era, if not earlier, and at the present time supply Europe and America with thousands of tons annually. The supply seems inexhaustible.

He Was Safe.

A kind old gentleman, seeing a very small boy carrying a lot of newspapers under his arm, was moved to pity.

"Don't all those papers make you tired, my boy?"

"Nope," the mite cheerfully replied, "I can't read."



There's a good profit for you in Karo—

There's satisfaction for every customer in Karo.

It is good down to the final drop. Unequalled for table use and cooking—fine for griddle cakes—dandy for candy.

Karo

on your shelves is as good as gold itself—doesn't tie up your money any length of time, for the steady demand, induced by its quality and by our persistent, widespread advertising keeps it moving.

Develop the Karo end of your business—it will pay you handsomely.

Your jobber will tell you all about it.

**CORN
PRODUCTS
REFINING CO.
NEW YORK.**

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

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

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

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

WILLS

Making your will is often delayed.

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

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

AN ANIMAL ELYSIUM.

Strange Sights To Be Seen in Yellowstone Park.

Written for the Tradesman.

A striking object lesson of the manner in which animals by nature very wild and fierce become comparatively tame and take no notice of man may be found in the wild life of the Yellowstone National Park. Here the black bears of the forest will come to the back doors of the hotels and eat out of one's hand. Deer, whose instinct is to flee on the approach of a stranger, are as tame as the domestic cow, while the Park's famous herd of buffaloes takes no more notice of spectators than of keepers.

Before describing the animals in this great preserve a few words about the Park may not be out of place:

It is in Wyoming, in the heart of the Rocky Mountains, and is under the control of the United States Government. It covers about fifty-five hundred square miles of territory. From north to south it measures seventy-five miles; from east to west sixty-five. Many of the mountain peaks within and adjacent to the Park rise to more than ten thousand feet above sea-level.

This giant Park, the largest in the world, is a veritable animals' paradise. No preservation on our continent can boast of such a varied collection of wild animals. Indeed, every species of big game for which North America is noted may be found there. The Park contains two hundred and fifty miles of trout streams in which half a dozen varieties of trout flourish. Among birds the Yellowstone is the home of ducks in great variety, hawk, owl, eagle, vulture, goose, pelican, swan, crane, crow, bluejay, raven, magpie and lark. All this life is jealousy preserved, only fishing at certain periods of the year being allowed. Regulation number five of the Park rules reads: "Hunting or killing, wounding or capturing of any bird or wild animal, except dangerous animals, when necessary to prevent them from destroying life or inflicting an injury, is prohibited." The result is that the animals, even those which are by nature wild, have realized their protection under the Park management and have consequently become almost indifferent to the presence of man. Of this fact the grizzly bear is an example. A few years ago neither grizzly nor black bears could be seen near the hotels during the daytime. Now they are looked upon as one of the sights of the reservation. During the summer months they come to all the hotels in the Park, usually appearing in the late afternoon or evening. They look upon the garbage heaps outside the hotel buildings as exclusively their own, and at night may be seen in considerable numbers eating the refuse, apparently unconscious of the spectators in the immediate vicinity. As soon as their meal is finished they walk quietly away. Occasionally a bear gets a tin can stuck on one of its paws and howls with pain. In some cases the Park attendants have thrown ropes over the shrieking ani-

mal, and after tying it to a tree have removed the can. So long as visitors take reasonable precautions the bears are no more dangerous than the domestic bull. Indeed, it is surprising what these giant beasts will tolerate from inquisitive tourists. They can easily be frightened and if chased they will make their escape up a tree. Some visitors like to tease them, and as a rule the bears do not resent this treatment. Nevertheless, an instance of a bear doing serious injury occurred in the following way: A gentleman and his wife, after dining at one of the hotels, went to the garbage pile to see the bears feed. The only bear in sight was a large female, which, it was later ascertained, was in a bad temper because another party of tourists a few moments previously had chased her cubs up a tree. The gentleman left his wife and walked toward the animal to see how close he could approach to the latter. He got within thirty paces, when the bear gave a significant growl. He paid no attention to the warning and walked on. Then the bear suddenly charged. The man turned, intending to run away, but the bear knocked him down and bit him severely. His wife, with commendable courage, hastened to his rescue and after hitting the animal on the head with her umbrella she had the satisfaction of inducing it to depart.

A chambermaid at the Mammoth Hot Springs Hotel—the largest hotel in the Park—regularly feeds the bears with sugar, and some of them will take it out of her hands. They will come to her at once when called. Sometimes, however, bears become too familiar and make a raid upon the kitchens and steal all the food that they can find. A couple of years ago a large grizzly made his way regularly every evening to the kitchen of a hotel, drove the Chinese cooks away, and then feasted upon whatever he could find. After the animal had gone the chief cook would go to the manager of the hotel and say, "Me no like big bear." But his employer only laughed, until, upon visiting the kitchen at dusk, he discovered the cooks crouching on shelves as near to the ceiling as possible, while an immense bear licked dishes and plates. He then got a gun and shot the grizzly, for, when one of these creatures becomes so bold as this one had become it is likely to get surly and untrustworthy. Pet baby bears that follow men around like dogs are not uncommon at hotels in the Yellowstone.

The herd of buffaloes in the Park is very small—not over two dozen individuals. Fifteen years ago there were more than a hundred. They have not increased materially by breeding and a number have been killed by poachers.

During the winter scouts traverse the Park in all directions. Their duties are to see that no one interferes with the game of this mammoth animal preserve. It is not an uncommon event for scouts to capture poachers, although the feat requires considerable pluck, for the latter are usually daring men who "stick at nothing" and are invariably well armed.

The elks in the Park have increased very considerably. A dozen years ago some five thousand wintered there. Last year over fifteen thousand of these magnificent creatures, with their fine antlers, made their home in the preservation. They are very tame and one can stand on a high cliff and watch a herd of a thousand—and even two thousand—quietly feeding below in the valley. Occasionally they may glance up and look at one, but that is all.

Antelopes roam over the Park in bands of from twenty to a hundred and fifty; as a rule they travel in single file. It is easy to approach near to them without frightening them. Other deer are equally tame, especially in the winter months, when they may be found around the hotels and on the roads.

The mountain sheep that delight in climbing the steepest precipice are as tame as the bears. Even the cougars (mountain lions) seem to realize that man will not injure them.

Lawrence Irwell.

Mme. Guilbert's Golden Egg.

Yvette Guilbert tells an experience she once had when entertaining at a fashionable country house. She had done all she agreed to do, in fact, she had added a couple of songs as encores. Presently one of the guests strolled up and languidly remarked: "O, why don't you do some more? Please do. You know we are really not a bit tired."

Mme. Guilbert is not spoiled in spite of her success and one of her fads is charity. Once she appeared in a concert held in a country village schoolroom and afterwards the priest entertained her at lunch. She found an egg on her plate and broke it when ten gold pieces fell out. "You don't understand my tastes, M. le Cure," she said. "I adore boiled eggs, but I eat only the whites. I never touch the yolks, and I must leave them to you for your poor people."

No man ever yet lived a hog's life and escaped a hog's looks.

Explosives.

Little Paul Parrot was telling his father of his progress at the Bird-land School.

"I learned a bunch of fine new words to-day, Pop," he said, proudly.

"That's the idea, my boy," said father; "how'd you come to pick 'em up?"

"Some bad little bird put mucilage on the teacher's perch," explained the bright pupil.

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

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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.

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John E. Peck
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We Solicit Accounts of Banks and Individuals

MODERN METHODS.

How One Merchant Combated Mail Order Competition.

Written for the Tradesman.

"Didn't imagine there was profit enough in running a country store since the mail order houses got busy to permit proprietors indulging in the extravagance of a summer cottage," said the doctor.

"Oh, mail order houses have been a blessing to me," replied the resorter from Indiana.

"How?"

"Well, you see I was poking along doing a fair business, making some money and getting rustier every year, when our people were bitten with the mail order bug. I tell you it aggravated me to see my old customers hauling wagonloads of groceries, hardware, clothing, as well as buggies, cutters, etc., away from the depot in our little town. As I kept a general store this hit me hard.

"Each succeeding inventory showed up worse and I had about made up my mind to let my competitor have the field to himself when an idea struck me. Well, I acted on that idea, which was to take a trip to New York and Chicago and study business methods and think.

"When I got back to Jaspertown this was the programme I had resolved to carry out:

"One thousand dollars was to be expended on improvements and publicity-advertising that year.

"First the old store building was to receive a coat of bright paint inside and out. Wages are not high in our town and \$100 covered this improvement. The store is on the corner and I added more windows at an expense of another \$100. Three hundred dollars more were expended in adding two waiting rooms, I called them, a general room and a woman's parlor. The balance of my appropriation was to be expended in a continuous advertising campaign.

"I also added to my stock five and ten cent counters—in fact, for the novelty of the thing I had ten separate tables. On one were penny articles, another had two-cent articles, and so on. I hired a bright woman to look after these tables, paying her a small wage and a commission. She made more than I did out of these tables, but I nevertheless got interest on the investment and the counters were feeders for the general trade of the store. The advantage of having a saleswoman in charge was that she kept the stock in neat and attractive shape and because of the commission never missed an opportunity to waylay a customer who came in to buy sugar or coffee. Then I added a lunch counter and ice cream stand, securing a bright and popular young woman as administrator. I had some tickets printed and every woman or girl who bought a dollar's worth or more of dry goods got a ticket good for five cents at this counter. I was liberal in handing out these checks, particularly when a poor woman with children made purchases. This cost something, but the counter paid its

way and a little more. Many women who made use of my club or waiting room learned to use this counter, and as my clerk got a commission as well as a salary she made a special effort to secure trade.

"The waiting room proved a winner. Ours is quite a lodge town and men and women both found it a great convenience as a place to slick up or rest or wait for one another. In the winter the rooms were kept warm. I found that a good many made small purchases for the sake of using the rooms.

"There was no printing office or paper in Jaspertown so I bought a small outfit, which my boys soon learned to operate fairly well. Every week I planned to send out four or five hundred postal card messages to the families in our territory, always offering a bait of some kind. One week it would be a calico sale, another a cut on boys' caps, and so on. Sometimes these cuts cost me a few dollars, but I always more than made up on other sales which I would not have made and also induced an increasing number of people to come my way.

"Every manufacturer and wholesaler I dealt with was also called upon to assist in my campaign. The manufacturer of a new and cheap ice cream freezer or any other article I sold sent me circulars, on which I stamped in bold letters the words, 'For sale at Hodgkin's, Jaspertown.' Bunching four or five of these circulars with some special appeal of my own in an envelope they were mailed every now and then to our list.

"I also bought an automobile and began taking orders in the village and as far as six or eight miles out on the good roads. These trips I made myself generally, but my wife learned to operate the machine and often made the round as a diversion. You would be surprised how much of a trade developer this was in connection with a rural telephone system.

"For instance, Mrs. John Doe calls up and enquires if we can bring out some coffee on that morning's trip. Of course we are pleased to, but we do not fail to make an attempt to increase the order. We tell her that Mrs. Roe has just brought in some of her excellent fresh bread, delicious cookies, etc., or that we have a few boxes of splendid Michigan strawberries, nice for shortcake, or some nice bananas, or that we can pack a couple of quarts of ice cream which will keep for dinner or supper. Two times out of three we take out a nice order. We also gather butter and eggs with the automobile. It is likewise a constant reminder of the fact that Hodgkins is on earth.

"Our aim is to make people think about us and not about mail order houses, to increase trade by expanding the wants of the community and to satisfy the wants of all.

"The campaign has been a success, Doctor, and I am making more money now than I ever did and, by the way, the fact that my competitor across the corner has also awakened and is adopting my modern methods

has not hurt me, while it has helped himself.

"Let's go fishing, Doctor."

James L. Smith.

Moon Gradually Leaving Earth.

Fair Luna is leaving the world. Sir George Darwin says that if we look forward we shall find the earth spinning lower and lower and the moon going farther and farther, and at last, when the day is fifty-five times as long as it is now, the moon will again always face the same side of the earth. It follows then by reasoning, from which it is impossible to escape, that we may trace the moon from a time when she was close to the earth to a remote future, when she will be at an immense distance from it, and we begin with a day of three or four of our present hours, and end with a day of fifty-five of our present days. Such changes as these would make an immense difference to mankind.

The milk of human kindness raises the richest cream in the world.

The Big Noise.

Father—What is that noise in the parlor, Tommy?

Tommy—That's sis dropping a hint. She wants that young man to go home.



Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit
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GRAND RAPIDS

FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

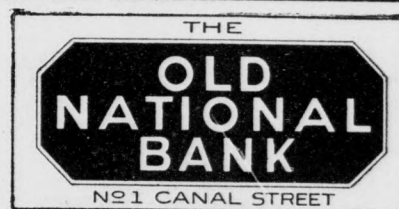
Hot Time Candy

Nut Butter Puffs

Made only by

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

Capital
\$800,000



Assets
\$7,000,000

A National Bank with a very successful Savings Department

3% compounded semi-annually

Oldest and Largest Bank in Western Michigan

THE NATIONAL CITY BANK
GRAND RAPIDS

WE CAN PAY YOU

3% to 3½%

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

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

TEA-AND-COFFEE JOHN.

How a Thrifty Grocer Secured New Customers.

Written for the Tradesman.

They call him Tea-and-Coffee John to this day. But John Abram Hewerdine doesn't care what they call him. The name he is familiarly known by is good on the back of a check, just as good at the local bank as his full name, and that takes the sting out of the cognomen originally intended as a term of reproach.

It came about in this way: When John selected Chester as a business home he found a city of about 20,000, with two long business streets crossing each other at right angles, with a thrifty population, but with no city conveniences whatever. There were two or three cheap little parks, thirty saloons, a vaudeville theater and no comfort stations.

When farmers came to the city their wives and children mostly ate lunches in wagon boxes in the sheds by the city wood market, and some of the men went to saloons to get a free lunch and a glass of beer. When city women came down town to shop they lugged crying babies in their arms from store to store, or left them out on the walk in little cabs which were liable to spill the family prizes out into the gutter at any time.

John had received his business education in the Chicago department stores, where you can check a baby cab and contents as you can check a grip at the railroad station. He re-

membered the cool waiting rooms, the tidy restaurants, the luxurious comfort stations in the big store where he worked last, and made up his mind that the people of a country town would appreciate conveniences as fully as do the buyers of the big city by the lake.

In renting a store he selected one on a corner. It was not as good a location as he might have secured, but there was a store back of it, facing a side street, which was for rent. He cut a wide arch at the back of his main store, connecting it with the annex, and engaged a local decorator to fix up the rear store like a parlor.

While he was putting in his provision stock workmen were busy in the back room putting down linoleum and rugs and getting in tables and chairs. When a range was put in back of a partition at the end of the annex the people of the town wanted to know how he ever expected to make a restaurant pay there. The local newspapers made all kinds of guesses as to what kind of an establishment John was going to operate, but he kept his plans to himself. However, he encouraged the reporters to say a lot in their papers about the mystery of that back room.

When John put a stock of dishes into the annex the people said he was going to open a crockery department. When he put in electric fans they said he was going to serve ice cream. When he sent over a score of easy chairs they were of opinion that he was going to add another barber shop

to the business of the town. People used to gather about the door of the annex and watch the work going on. When John had the iron steps leading up to the store floor taken away and an inclined walk put in their place the folks laughed and said he was going to open an emergency hospital.

John rejoiced in all this talk. It advertised his business. When he advertised for a middle-aged lady who could cook and a girl who knew how to amuse children the town whispered that he was an old married man of eccentric turn of mind, and that he was going to keep bachelor hall in the annex. This belief was strengthened when he put in half a dozen couches that it was a pleasure to lie down on.

The day before John opened his place he inserted this advertisement in the local newspapers:

"Come and make yourselves at home.

"Don't break your backs carrying your babies about the streets.

"Don't go home all tired out standing on your feet while doing your trading.

"Don't leave the babies out in the hot sun while you shop.

"Come to John's Provision Store and make yourselves at home.

"You will find an attendant ready to care for your babies.

"You will find a lady ready to serve you a cup of tea or coffee without asking a cent for it.

"You will find couches to lie on if you are tired, and easy chairs to sit

in while you chat with your neighbors.

"Bring your lunches with you and sample our tea and coffee.

"You can't spend a cent in this room if you try.

"Sit down by our tables and make out your lists.

"The attendant will take them and see that they are filled.

"They do this sort of thing in Chicago, and I'm going to see if it will work here.

"Come on the opening day and get a cup of tea or coffee, whether you want to buy or not. Make yourselves at home."

The newspapers containing the advertisements were hardly on the streets before Jordan Marsh, the grocer on the main corner, was holding John by the button-hole.

"Look here," he said to him, "you are degrading the grocery business."

"I'm sorry," replied John.

"By setting up free lunches," continued Marsh, "you're putting yourself in the saloon row."

"I believe the saloons do serve free lunches," said John.

"And you'll have the scum of the town hanging around your place," added Marsh.

"It won't take very long to throw the objectionable ones out," said John.

"Anyway," insisted Marsh, "I don't think I'd furnish free lunches to women and hire a girl to take care of their babies while they were spending their money in some other store."

The Square Deal

CAN YOU BEAT IT?

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



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

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

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

KELLOGG'S TOASTED CORN FLAKES

The Square Deal

"This annex," replied John, with one of his exasperating grins; "is purely a benevolent institution. The women may buy where they please. They are welcome to my rest room, all the same."

"I see your finish!" roared Marsh. "You can't come in here with your impudent Chicago ways and make people like them. You'll be bankrupt in a month. The people of this town are not objects of charity. When they want a cup of tea or coffee they can pay for it."

"They can't pay me for it," replied John, and Marsh went away in a rage and told his friends that the fresh man from Chicago was bringing a lot of new-fangled notions to the city and ought to be squelched.

John's Provision Store opened with a rush. By the middle of the afternoon there was a procession of baby cabs headed for the annex door. John stood by the side door for a time watching them.

"There's Marsh's wife," said the nurse maid as a slender lady pushed a cab up the incline. "And there's a colored lady coming next. I wonder if the dear thing was told to butt in here by the wives of the other merchants?"

"Give her the same attention that you give the others," said John. "The people of this man's town like fair play. Go and see what Mrs. Marsh wants."

Mrs. Marsh wanted a cup of tea. When it was served she tasted of it with her nose in the air.

"It is just as I supposed," she said, loud enough for all to hear. "This is the cheapest kind of tea! Just slops! When people give things away you always know what to expect."

John smiled and stood waiting. A few claquers echoed the sentiment expressed by the wife of the rival merchant, and then an old maidish-looking lady took up the fight.

"It is the best cup of tea I've had in a long time," she said. "Anyway, Mrs. Mary Marsh, you're making a show of yourself, coming here trying to discredit the acts of the first man who ever thought of the comfort of ladies in opening a store!"

The old maidish-looking lady had a comfortable balance at the big bank of the town, and was by common consent permitted to say and do what she pleased. John smiled in her direction and went back to his customers in the main store.

There were troubles in getting started, of course. There always is trouble of some kind. The rival merchants did not take John seriously, and that was worse than being quarreled with. They laughed at him and called him "Tea-and-Coffee John." They weren't inclined to battle with him along the lines laid down by Marsh, but they treated him as a man new to the trade who would soon get over his wild ideas of making his store the best one in the town to visit.

John plugged ahead and advertised for farmers to come and get warm in winter. He gave them hot tea and coffee and hired a girl to care for fretful babies so the women could go out to rival stores and see if John wasn't putting the cost of the tea and coffee and the steam heat on his goods. They found he wasn't.

"You can't stand this expense," one of his rivals said to him, one day, when the annex was crowded with tired and thirsty shoppers.

"It isn't an expense," replied John. "It is an investment. The very best advertising I can do. Say," he added, with a twinkle in his eyes, "I'll go you the dinners that I'm selling more tea and coffee than any three stores in the town!"

The rival did not accept the wager. "Anyway," he said, "if I can't run a business along legitimate lines I'll quit. I'm not going to run a lunch counter and a nursery in order to get customers!"

"It is difference of opinion that makes horse races," said John, quoting Mark Twain. "I am. I'm here to sell things, and I'll bring people to my store in any legitimate manner. The ladies of this city appreciate what I am doing for them, and bring their money here. Before I came they carried crying babies about crowded aisles and left them in the heat and cold outside. They had no place to rest. They came in from the country and ate lunches in sheds, like horses. Now, wouldn't you do business with a man that will hold your baby while your wife trades and gives her a cup of something hot to refresh her?"

The rival snorted and went away. Of course they call him "Tea-and-Coffee John" for introducing city methods, but he rather likes it.

Alfred B. Tozer.

Putting It Too Strong.

She—So many men nowadays marry for money. You wouldn't marry me for money, would you, dearest?

He (absently)—No, darling. I wouldn't marry you for all the money in the world.

She—Oh, you horrid, horrid wretch!

Get Rid of the Stickers.

There is one sure, quick, easy road to commercial ruin, and every year sees thousands of retailers traveling that road. That is to "let stickers stick."

No buyer is so shrewd but that his stock will gather some slow-selling goods, but that's his own fault if they stay there.

Every one of the much-talked-of big city stores has an iron-clad rule which no buyer dare evade—seasonable goods must not be carried over and no stuff dare be kept on hand beyond a certain time.

Watch the advertising of these houses. See how they knife the slow sellers. They don't call them stickers, of course, but you, who have been there yourself, can read between the lines. If laggard goods will not sell at one price the knife goes in again and, if need be, yet again until the desired result is wrought.

The first loss is the smallest loss. The longer you wait the less the goods are worth. A dollar invested in quick-turning stuff soon becomes two dollars, but a dollar invested in stickers lingering on the shelves quickly shrinks to fifty cents, and by and by to nothing.

Don't fool yourself. An article is worth not what it costs but what it will bring. Goods that have outlived their welcome never improve in value.—Commercial Bulletin.

It does no damage to be called a fool, the serious thing is to be satisfied with deserving it.

The trouble with many an uplifter is that he is standing on the bubble of self-esteem.

Wood & Photo Engravers
PRINTERS AND PUBLISHERS
GRAND RAPIDS, MICH.

TELEPHONE NO. 5095



UNFORTUNATE ENQUIRY.

How a Clerk Wounded a Pitiful Customer.

Written for the Tradesman.

The other day I was waiting in the ladies' muslin underwear section of a big department store.

While I was there a lady came along with whom I am not personally acquainted, but whom I know well by sight, and we have mutual friends.

She is one of those unfortunates on whom a heartless world looks scornfully, one who has "seen better days." It is no disgrace to have "seen better days" as I know of, but people always do have a slur in the voice—a certain meanness—when referring to the distressing fact that any particular person is obliged to live in a less opulent way than that to which he or she was once accustomed.

This lady who came to the department in the large store of which I make mention is one of innate refinement; any one would not need to be told that by her manner and general appearance.

She was looking at the ladies' muslin undergarments displayed in tempting array on the various counters.

When the clerk came from a distance she greeted the lady with an evident gladness quite aside from mere commercialism:

"Why, where have you kept yourself, Mrs. W.? I haven't seen you for an age in my department. I've missed you greatly. You haven't been here for the longest time!"

"No," replied the lady on whom Misfortune has laid her heavy hand. "No," she repeated, "I haven't been buying very many clothes lately."

"Oh, well, you always have such a nice supply that you don't need to replenish often," observed the clerk, smiling pleasantly.

"But now I have got quite low on everyday underwear," said the lady. "You certainly have some handsome things here," she continued, touching caressingly a perfect dream of a Princess slip that lay beneath her arm, its exquisite texture, embroidery and tucking apparently appealing strongly to the eternal love and longing for pretty underclothes—did the devil implant them?—that rage in every (feminine) human breast.

"Yes," chimed in the clerk, "and so cheap, too."

"How much is this beauty?" the lady asked, lifting gently the afore-said dream and spreading it out a little for better inspection.

"That? Why, that is only \$15," announced the clerk, eyeing her former steady customer with veiled keenness.

I heard the lady give a sigh for—as it developed later—the unattainable.

"It is, indeed, very lovely," said the lady, laying the frilly thing down, one could see, with deepest reluctance.

"Why don't you take this petticoat, seeing that it suits you so well?" asked the clerk, insinuatingly, but with perfect politeness.

A sudden and apparently uncontrollable mist stole into the lady's expressive blue eyes, but she endeavored to say without seeming effort:

"Oh, I'm just looking now for skirts for everyday use. Haven't you something cheaper—real cheap?" she questioned and her voice betrayed her with a tremor as she put down a petticoat that would verily tempt a nun in the cloister to forswear forever and a day all her solemn vows of renunciation of all that makes life sweetly livable to the frivolous women of a wide and wicked world.

The lady walked quickly down the line until she came to the last pile on the counter, where she inspected the skirts one by one. These were good enough, I could see from where I was, for one in straitened circumstances, but they seemed entirely inappropriate for one in the habit of having most of the luxuries of life at her disposal.

That end of the room happened to be very still, there being no other persons but the lady, the clerk and myself anywhere around. I was, to all intents and purposes, absorbed in the contemplation of goods a considerable distance removed from the others, but my hearing is acute and I could not help listening to what floated my way.

The lady could not seem to find anything to agree with her taste and her pocketbook simultaneously, for she said with a shade of annoyance:

"I can not find here anything I want."

The clerk for a perceptible moment made no remark, but out of the corner of my eye I could see that some perplexity engrossed her.

The lady turned from the first counter to the second in the rows, still hunting for what she did not discover. The clerk tried also to busy herself in the fruitless search.

"I don't know but what I'll have to give up my quest," said the former, with a helpless droop to the shoulders.

"For yourself?" asked the clerk.

I wish you could have heard that interrogation.

"Nothing peculiar," you say.

No, nothing peculiar in the words themselves, but a world of meaning in the inflection placed on the last word.

It was an inflection of careful courtesy, but at the same time one of astonishment and of clear incredulity.

I could discern that the lady was totally unfamiliar with the obligation to count the cost like some of the poor scraps of humanity.

Her countenance flushed painfully.

Then the clerk's face grew a deep red, as she realized that a proposition had arisen different from any that had ever confronted her in any of their previous dealings. She became alive to the fact that her hitherto opulent customer was reduced to comparative poverty and must govern her buying according to the new and distressingly embarrassing financial condition.

It was a humiliating circumstance for the lady to be compelled to acknowledge that the contemplated purchase was for none other than herself, and it grieved the clerk that she had unwittingly been the cause of torture to the afflicted customer.

The clerk has the reputation of being a sensible girl and so she recovered herself quickly and soon by arduous seeking found three good looking skirts for the money asked—\$2 apiece—and the lady departed feeling, I know, thankful that that disagreeable ordeal was ended.

Beatrix Beaumont.

Every opportunity to help another along the way is an invitation toward heaven.

Not Undisputed.

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

"Yes, sir."

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

"Yes, sir."

"How long have you resided there?"

"Over twenty-one years."

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

The witness hesitated a moment.

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

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

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

Know Your Salesmen.

If you know how your salesmen impress your customers and your salesmen know you know it you need have little fear of losing much business. But if you don't know the chances are the public won't walk three blocks out of its way to trade at your store.

Merchants And Their Friends Are Welcome

Make our store your headquarters
while in the city during week of
the West Michigan State Fair

Sept. 13 to 17



Grand Rapids Dry Goods Co.
Exclusively Wholesale
Grand Rapids, Michigan

KEEP ON SMILING.

Why We Should Invariably Cultivate Cheerfulness.

Written for the Tradesman.

To make knowledge valuable we must have the cheerfulness of wisdom. When we are sincerely pleased nourishment rushes into our brain and this sweet temperament makes everything around us as well as our bodies healthy.

The law which distributes force through us fills up other things we are interested in. This law of cheerfulness makes our business healthy as well as our friends and ourselves.

Cheerfulness is even more essential than talent, for no man can use his talent for real good if he fails to be glad and happy all the time. We should learn how to smile. There is more sunshine in a smile than the beautiful peaches enjoy.

The power back of cheerfulness and the natural smile is inexhaustible. We should make life and nature happy for every one in and around us. If we fail to do this, it were better if we had never been born. Since we are all creators of our own conditions we should be glad to create the best of everything. We are responsible for the lives of those who live near us, for it takes some of our creative force to build the conditions that our friends must live in and if we fail to put the best we have into these surroundings we ourselves are going to reap just what we sow.

This great principle should be paramount in business as well as in the home or anywhere else, for let it be forever remembered that every word spoken and every smile builds a part of the surroundings we move in.

Nature always provides for the real needs, but we must be real to get the best nature has in store for us. I am not afraid of anything when I am in my place. Too many of us get out of our place.

We should try to make ourselves equal to every event. There is no such thing as failure to the mind that will try to face so-called danger. Let us all aim high and venture into the work of nature and see if we can not build up our health and business so strong that we will make everybody around us happy, wise and successful. If we live right we can help make those who help us as happy as we are. It is not justice to ask people to work for us if we do not do our best to make their conditions better also.

The force that will make your employes happy, wise and successful is the cheerfulness you put into your business.

Great thoughts can not be hindered in the effect they have upon human minds and there is nothing that helps a great thought more than a smile. We should not try to solve every riddle which life offers us until we have solved the secret of cheerfulness.

If we do not meet any gods it is because we harbor none. If I can not see the beautiful within your kingdom I have none myself.

That only which we have within can we see without. As we grow older we value powers and effects. We

seem to get what is known as second sight. There are no chance and no blanks. We get just what we give. There is only one verdict and truth secures the rest.

When we came into this world our companions came with us. When we think we never think alone, for this companionship acts out our life. In other words, no man acts alone, for there is a family of thought controlling all of us who live together. The world will always do justice to those who create cheerfulness.

We have all heard many things which never have been spoken. The smile and the cheerful face speak words which every human can fully understand. We have a pair of eyes which hear what men and women do not say. This is what is known as "insight." We can not hide our so-called secrets. The more we try the more we reveal them.

Don't try to manufacture cheerfulness and a smile, just for business' sake. The whole state of man is a state of culture. We must live in cheerfulness each and every second of the day if we wish to have our foundation on a solid rock.

Nature is very kind to us. She lets us use the brute atoms until we learn to think. Then she lets us use all the rest.

Each of us has a great debt to pay. We owe our lives and fortunes to those who have been smiling, to those who have been thinking, to those who have been honest, to those who have not feared to be called foolish, to those who believed that Nature watches over all, to those who have taught us that life is a boundless privilege and to the Man of all men who taught that God is within us.

The only way to pay this debt is to go out and do just what these people have done for us. Let your first lesson be in learning to cultivate cheerfulness and the remainder of your knowledge as to how to live will come of its own accord.

Let us try to make ourselves necessary to those in whom we are interested, in business as well as in the home or in society. Society is a hard thing to deal with. To try to bring people together or to organize clubs or even to try to get them to attend church in the spirit of brotherly love is a mighty hard job before all of them have learned the value of cheerfulness.

Since some of us have learned that we are children of the Living God and that we are creators, let us go out and do the things that we have been waiting for the unseen force to do.

The only way to get all of the thousands of things we have been praying for is to cultivate cheerfulness and keep on smiling.

The beautiful smile is the reflection of the soul. Nature seems to be very reckless, but her points are carried by a system which never fails.

The creative power in man must have an outlet in deeds of some kind, either good or bad. If the energies of the soul are cheerfully and wisely directed the man becomes useful, suc-

cessful and happy—a blessing to himself and to all the world.

The chief difference between the man who succeeds and the man who fails is that the one has cultivated a cheerful and powerful energy and the other misused his powers.

Permanent happiness can be secured only by living up to our highest possibilities. Nothing counts like persistent climbing and nothing satisfies like progress. Every hour shows us a duty and we must not sit and idle our time away. For good suggestions look within your own mind and listen for the word that will build for you and you alone a beautiful and cheerful smile.

Every new faculty you discover in your brain is as much a wonder to yourself as to others. Every time you awaken to the new power within you are gladdened and surprised by the discovery of a new quality in the persons and things of your environment. It is only as a man becomes acquainted with himself that he becomes acquainted with the universe in which he lives.

To make knowledge valuable we must have the cheerfulness of wisdom.
Edward Miller, Jr.

Sinaloa the Land of Plenty.

Sunny Sinaloa extends for 400 miles along the eastern shore of the Gulf of California and the Pacific Ocean, with an average breadth of 100 miles, covering an area of 35,721 square miles. About a thousand mining titles are registered. The whole country is intersected by rivers and streamlets, and on every hand are reservoir sites.

The soil is even richer than the soil of California, and fertilizers are unknown. Sugar matures in about a year and yields from twenty to thirty tons an acre. Wheat is sown between November and January and harvested in May, the crop averaging twenty bushels. Alfalfa is cut five or six times a year, giving about ten tons an acre. Barley, sown from November to December and harvested in May, yields fifty to sixty bushels. Oats are sown in February and harvested in June, and yield fifty to seventy bushels an acre. Corn, planted in February and reaped in December, gives twenty to forty bushels at each crop.

Her Reason.

Dobson—How did Miss Gay happen to break her engagement with young Speeder and take up with such a chap as Charley Litewate?

Smiley—Well, you see, Litewate had an up-to-date flying-machine and all young Speeder owned was an auto.

When you say, "I'll be there at 6 o'clock," be there. The world loves the man who is on time.

Becker, Mayer & Co.
Chicago

LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES

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.

You Are Invited

To attend the West Michigan State Fair. Furthermore, you are cordially invited to make our store your headquarters during your stay here and at the same time it will be to your interest to inspect our lines of Fall and Winter merchandise.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

BEING CHEERFUL.**Most Glorious Scheme in the Business World.**

Written for the Tradesman.

Every retail store should have a distinct personality, just as should the successful business man you meet. Unfortunately there is a great many times very little to mark one store as different from another.

A few years ago I visited a retail store and at once something in the very atmosphere made me feel glad that I had come in.

I received this impression even before I had time to read the display signs or had occasion to speak to the proprietor and learn his views on store management.

As I gradually absorbed the atmosphere of that store I realized that one word described this store; one word created an inspiration; one word brought trade and one word was achieving greater results than those achieved by other stores of this character.

And that one word was "cheerfulness." Just inside the door was a sign on which were prominently displayed the words, "Be cheerful and pass it on."

It was quite evident that it was being passed on, because from the errand boy up everybody seemed to have a face showing that it was under the influence of a smiling, sunny disposition.

But this was not the only sign displayed in the store. There, on showcase and counter display cards,

were mottoes signifying a cheerful atmosphere. Even the price tickets brought out happy thoughts and smiling ideas.

These "smile signs" were original and striking without being funny or cute. The very reading of them made you feel as if a ray of sunshine was radiating through your being.

Furthermore, the arguments and cheerful sayings were all good, common-sense, business-getting talks on good goods and fair prices.

My first impression was that these smile posters, cheerful price tickets and happy display windows were just one grand idea to arouse enthusiasm and get as many people as possible to read the advertisements.

I began to analyze the idea and immediately decided it was an attractive and interesting plan of conducting a special sale, but I was far from being right. I did not do justice in my reasoning to the merchant's broad-minded policy. He was gaining a great deal more than I even imagined with all my powers of analyzing sales ideas.

"This is not a special sale plan," said the merchant. "Neither is it simply a scheme to attract attention. It has a deeper and broader influence than arousing curiosity and drawing interest."

I was trying to think what great mystery was back of these cheerful, smiling signs, but I had to ask for an explanation.

"Don't you remember," replied the merchant, smiling a contagious smile,

"that you spend more money and buy more when you are in a good humor?"

I was beginning to catch his idea. "You know very well," he continued, "that you like to do business with a house where everybody is cheerful and good natured."

"Well, that's my scheme of business life. I figured it all out that if I could get all the people in this community in an optimistic frame of mind and do it through my store signs and salespeople I would realize a happy increase in business, and I have."

"Have you always manufactured this 'smile air'?" I asked.

"Unfortunately, no," he replied. "There was a time when I was a grouch. I kicked and growled about my business from morning until night. Things never went right. Then I began to see that my scheme of business life was all wrong. I made up my mind to change it and, let me tell you, I studied a long time before this happy idea became a living reality."

"As the idea grew I became more cheerful and it was then I began to see how the influence of my smile spread. When I was a growling boss the clerks growled, the customers growled and it was a regular growling store. Everybody had a cross word for everybody else, and I was learning rapidly that a growling fault-finding boss is about the best thing a store can have to make it fail."

"Every time I think of all the things I growled about I wonder how

my business survived the long growl storm. My clerks were unruly and undisciplined because I could not govern them with my mean disposition. My customers were surly and mean because I snarled at them. Everybody around the store had a vinegar face and the customers always claimed they were being cheated, and that made my growls louder and longer.

"When there was nothing else to kick about the weather got a lambasting. When it was hot I growled because it was not cold, and when it was cold I growled because it was not hot."

"Then, as I said before, just as soon as I got the first hint that I was killing my business by this policy of constant discord, I began to wake up."

"The first thing I did, and it was a hard battle from the start, was to keep sweet tempered."

"No, the growling did not stop at once, but I made up my mind never to growl back. It was hard to resist the temptation, but I realized it was up to the boss to change the atmosphere of the store."

"I let them growl—clerks, customers and all—and no matter how much there was of it I did not allow myself to be affected by the growling."

"I figured out long ago that it was a weakness of human nature to want to dance around and make faces and snap and snarl when somebody accidentally steps on your corns; but with my new ideas of cheerfulness, I asked myself, 'What is the use?' It

READ THIS AND THINK!

THEN YOU'LL DECIDE TO SELL

"Williams" Sweet Pickles

We use only FRESH, SOUND Pickles, brought to us the day they are picked. We distill our own grain vinegar, use only the best spices and sweeten with pure granulated sugar. If finer quality could be produced we would be producing it.

YOUR CUSTOMERS WILL APPRECIATE THEM

because their flavor and delicious crispness are so superior to other brands. Notice the

AIR-TIGHT GLASS CAPS ON OUR PICKLE BOTTLES

which insure the pickles against leakage, rust or spoilage.

*All products bearing our label conform with
the FEDERAL PURE FOOD LAW*

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

didn't make the corn feel any better and it only made the world feel worse.

"Well, the more I smiled back at the kicks and growls the less they became. Then, as I gradually grew better natured, I acquired a sweeter disposition and began to realize what a glorious game running a retail store actually is.

"Before long my smile spread. I saw the clerks were smiling and more cheerful. The customers left the store with faces beaming. They never complained any more of being cheated. I saw at once that they had been cheated in the past. They had been denied that most important service—cheerfulness and courtesy thrown in with each and every purchase.

"Now we are giving them full value, plenty of smiles with every purchase, and do you know the goods they buy actually look better to them?

"The more I saw of this scheme of store management the more I realized what a grand idea this being cheerful is and I began to think up more signs—not to attract attention and not to directly sell more goods, but to create a broader spirit of cheerfulness in my little business world. My sole ambition was to make an optimistic store.

"From that on I felt my business grow and each day the old store became dearer to me in every way. I felt an inspiration and a new ambition for developing my business that I had never felt before.

"I spent my extra time hunting for cheerful mottoes and changed the ones in my store as soon as I found new ones to take their place. In no time my clerks were helping me in the search for happy ideas and cheerful thoughts.

"Then I started a cheerful motto contest. In my newspaper advertisements I offered prizes for the best mottoes sent in each week. This idea caused the cheerful atmosphere to spread throughout the community like wildfire.

"As soon as my customers sent in these mottoes and sayings they were placed in the windows and displayed in various places in the store.

"While this contest was in progress I received enough mottoes to keep my signs new and fresh for at least six months, and many of my customers send in these mottoes now simply because they like the idea and desire to see it continued.

"It is surprising the number of mottoes, proverbs, passages, phrases, etc., that can be found on cheerfulness, smiling and happiness. There are plenty of synonyms to go with these, such as joyful, gleeful, cheering, merry, gaily, gladness, pleasant, delightful, etc.

"Be cheerful and pass it on; to my idea, is the most glorious scheme in the business world; it is contagious; it makes business run smoother, and it creates more business; it lessens worries, drives away blues, makes losses seem less and drives out dull care.

"Smiles and laughter make good thoughts, good efforts and naturally good profits. The greatest and hap-

piest thought a retail merchant can possess is to think constantly. Be cheerful and pass it on."

If a merchant expects to get the most out of business he must acquire the cheerful habit early because there is small chance to win without it.

Every merchant should have suspended in his store a sign reading:

Get the Cheerful Habit!

Those salespersons who can not get the cheerful habit should not be permitted to remain and make a bundle of serving the public.

The clerk without the cheerful habit has no right to be behind the counter, and in hiring his help the managers should see that they are possessed of the habit to a certain degree even to be considered as possibilities for the position.

A great many clerks are clever and brilliant. They are steady and exemplary in their conduct, but they have not the cheerful habit nor do they seem to be able to get it if left alone.

The spirit of cheerfulness can be cultivated, and this is the work the store manager must start. He must school them in cheerfulness the same as he does in store rules and system.

Being cheerful under the most annoying circumstances is purely a habit. The people who realize the greatest benefits out of being cheerful are those who try to acquire the habit early.

It isn't enough that a man shall know how to manage a business or sell goods. The cheerful habit is something quite apart from routine work. It is a habit that makes constant and continued effort a pleasure and turns him from an aimless, incidental sort of being into an effective, efficient man that the world singles out.

Cheerfulness is the habit that makes work the great part of a man's life, not a mere incident; that makes effort a lost word in his vocabulary because skill, engendered by a cheerful habit, has made his work the happy ambition of his life.

When I studied the methods and success of the cheerful merchant I found him putting forth all the energy there was in him. He was not conducting his business in a listless, lifeless way. There was nothing stereotyped nor mossy in his business methods. In everything he did he showed himself to be a picture of animation and cheerfulness. There are thousands of merchants seeking success, but they fail to arrive at it because they do not consider cheerfulness as a necessary element.

Why not take the cheerful merchant as an example? He is not a wealthy man, as the world judges wealth, but he is happy and successful and that is the greatest wealth of all.

There was a time when it was supposed that the more business ability a man possessed the harder it was for him to be cheerful. He was thought to have a narrow outlook upon life in general and was little cultured beyond the knack of knowing his own line of business.

But conditions have changed and the retail merchant of to-day must have an optimistic, panoramic view of life, a wider knowledge, use more discretion and weigh conditions more carefully. The merchant of to-day must be a cheerful man. This one thing alone gives him the widest outlook and the clearest view.

You have often heard the remark, "He puts his whole soul into his work." The merchant who conducted the cheerful store was doing that very thing and when a man puts his whole soul into his work, or even the major part of it, you have found a man who is striving for a great object.

You remember it was James Whitcomb Riley who wrote:

It ain't no use to worry and complain;
It's jist as cheap and easy to rejoice.
When the Lord sorts out the weather
And sends rain,
Then rain's my choice.

That is the way to look at things, and it might be added that to smile and keep on smiling is the only profitable and delightful way of managing a business.

H. Franklin Thomas.

Know Your Own Advertisements.

Hundreds and thousands of dollars spent in advertising are wasted by merchants every year because their salesmen are not instructed how to take advantage of the statements made in the advertisements. Every clerk should have a copy of your store advertisement before it appears in the paper, so he can not be caught unawares by a customer.

G. J. Johnson Cigar Co.

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



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

Why not a retail store of your own?

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

EDWARD B. MOON,

14 West Lake St., Chicago.

If you thought you could get it, would you like a better flour than you have been using—one that will make a larger loaf, a whiter loaf and more loaves to the barrel? We have it in

Fanchon

"The Flour of Quality"

Write us for prices today

Judson Grocer Co.

Distributors

Grand Rapids, Michigan

THE BOSS BLUFFED.

The Employee Called Him To a Turn.

Johnson was late.

It was nothing new. He was always late. One thought of the name Johnson always in connection with that other word—procrastination—at least it was thus that his employer and fellow workers thought of him. But there seemed nothing to do. Johnson always had a good excuse. It was always an excuse there was no getting around. It was a technical excuse and the kind which not to accept would make any boss seem inconsiderate—which Johnson's boss decidedly was not. He was, on the contrary, a man with a great love of humanity and a sense of humor that almost made Johnson necessary to him. Be it known that Johnson was his Secretary.

So—Johnson was late.

The boss came into his office and looked at the Secretary's unopened desk thoughtfully. A smile twitched his lips, but it was gone in an instant and he scowled. The thing was getting to be almost too funny.

He looked at the clock. He compared the time as set forth there with that of his watch. He shook his head. Then he sat down to deliberate.

Something must be done, but just what he did not know. Johnson's tardiness could no longer be excused, yet Johnson was not a man to be let go, for when he did work his work was valuable.

Just then the door opened and Johnson, faultlessly groomed, grave and quietly self possessed, as always, entered the room. He spoke courteously to his superior, who returned his greeting with the curt words:

"Late again, Johnson."

"Yes," said Johnson. "There was a blockade on the line and I had to wait. It always seems as if when one is in a hurry something is sure to happen to detain him."

"Now, that's funny," ruminated the boss with thoughtful eyes and puckered brow. "I didn't notice any blockade."

Johnson smiled respectfully and as if slightly amused. "Probably not out your way, sir," he said. "You and I live in different localities."

"But I wasn't home last night," said the boss. "I was out your way and

I sat right behind you in the car. I didn't notice any blockade. Of course, though, I may have been thinking deeply and have failed to notice the stop. In fact, I may have fallen asleep."

"The chances are that's what you did, sir," said Johnson as he opened his desk. "I often fall asleep in the cars. Where did you get off, sir?"

"The block before you did," replied the boss calmly. "Well, I suppose we might as well start to work, anyhow. We may be able to get some things done before closing time."

The following morning Johnson was late again. The boss awaited his coming with lowering countenance. As his Secretary appeared he turned his back and commenced to open his mail. The Secretary, who was pale and had gray bags under his eyes, addressed him politely.

"Good morning, Mr. Robinson."

"Late again, Johnson," replied the boss.

Johnson sighed. "I'm afraid I am," he said. "You see I was up all night with my widowed sister's child, who is sick. Along about 6 o'clock this morning I fell asleep. I told my sister to wake me at 7 o'clock, but she didn't do it. She said she thought I needed a rest and so I slept heavily, sir, until 9 o'clock."

"I imagine you'd make a good poker player, Johnson," said the boss.

"Why, sir?" asked Johnson.

"You play your cards well," replied the boss. "I never thought it was in you until I saw you at the table last night. I stood back and admired you, Johnson, indeed, I did. But what with the poker and—er—your widowed sister's child, no wonder you are late."

Johnson flushed all over his high-bred countenance and started to make a reply. He thought better of it, however, and preserved discreet silence.

"If you're able to work," said the boss, solicitously, "we might try to get out a letter or two. I don't want to overwork you, Johnson."

For two mornings after that Johnson was on time. But the third morning when the boss made his appearance, Johnson's desk was closed, as it had been accustomed to be. Johnson was late.

He was, in fact, later than he had ever been before, but when he did

appear he was as carefully gotten up and as dignified as ever.

"Good morning, Mr. Robinson," said Johnson.

"Late again, Johnson," replied the boss.

"My widowed sister's child is well again," replied Johnson, "and just as mischievous as she can be. Last night I had just finished saying to my sister that I must go to bed in order to get up so that I would be on time at the office. I was sitting on a cane bottomed chair, yawning, when what do you think happened?"

"Swallowed a June bug, probably," said the boss.

"Nothing like that, sir," said Johnson with dignity. "I felt a sudden horrible warmth under me and upon investigating I discovered that my widowed sister's child had set fire to my—er—trousers through the cane bottom of the chair! My other trousers being unpressed I was not able to come to the office until my sister had taken them to the tailor's shop and gotten back with them."

"I met your sister the other day," said the boss. "She's such a pretty woman, Johnson. It doesn't seem possible she has a child."

"What about that Veeley bill, Mr. Robinson?" asked Johnson suddenly.

"Yes, I guess we had better get to work," replied the boss with twinkling eyes.

For a week Johnson was on time.

Then again came the fall. The boss waited for him with much avidity. Somehow things had been monotonous since Johnson had not been called upon to deliver any excuses for tardiness. At first the boss had been jubilant over the effect his treatment had made. He had put up a good bluff and it had worked. He had not really been spying on Johnson. He had just put two and two together and had drawn conclusions and had nerve enough to launch them as facts. Fortunately he had proved himself a good guesser.

"I wonder what he'll have to say for himself this morning?" thought the boss. Just then Johnson appeared. The boss scowled.

"Late again, Johnson," thundered the boss.

"A little," said Johnson.

"Two hours," stormed the boss.

"My widowed sister's child," began Johnson, ingratiatingly, "has—"

"Your widowed sister hasn't any child," said the boss. "Now I met her myself the other day, Johnson, and I asked her particularly. Not because I wanted to interfere with your business nor spy on you—nothing of the kind. I merely wanted to ask how you were feeling after your burn and I asked about the child; and your widowed sister—"

"It couldn't have been my widowed sister, sir," said Johnson, decidedly.

"It couldn't!" said the boss. "Well, I'd like to know whose widowed sister it was then. Why, the idea of your speaking to me like that? Do you think I've gone crazy? Don't you suppose I know what I'm talking about? What makes you think it was not your widowed sister, sir?"

Johnson sighed. He meditated. Then he faced facts as they were.

"Because I haven't any sister, sir," he said.

Frances Peck Barnes.

Copenhagen Tries Centralized House-keeping.

Twentieth century housekeeping is foreshadowed in the centralized apartment houses of Copenhagen. The apartments, from three to five rooms each, are rented unfurnished, so that each family can furnish its home in accordance with its own taste and requirements. Each apartment has a kitchenette, with gas range, and a bathroom. There are also electric light and heating, hot water day and night and telephone connection with the general kitchen and with the public system.

Meals are prepared in the general kitchen and sent up to each apartment by dumb waiter. Dishes are furnished by the management, but if a family prefer to use their own these are taken care of for them. Laundry work, extra service, and meals for occasional guests are furnished at low rates.

How He Came.

"Mrs. Muchmore told me," said Mrs. Oldcastle, "that the new minister came in his vestments when he officiated at your daughter's wedding."

"It ain't true," replied her hostess, as she flung one of her ropes of pearls over the back of a \$90 rocking chair; "we brought him over in our limousine."

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MORE LIGHT.

The Universal Demand of Modern Times.

Two hundred years ago if a man wanted to go out at night afoot on the streets of London town he hired a man with a lantern and a hickory club to go along with him. To-day on the same streets you may walk from midnight to morning in the glare of electric lights and in safety. Not long ago I heard a park superintendent say that ten arc lights were as good as two policemen; and any admiral will tell you that one searchlight is as good for night defense in war as a battery of thirteen-inch guns without the light. "More light" is the demand of modern times, and it is by reason of more light that modern times have come. The burglar, the baccillus, the grafter and the grub worm all do their work in the dark. They "love darkness rather than light because their deeds are evil." Publicity clubs and publicity committees are springing up for the purpose of throwing light into dark corners of city politics; and state and national laws are calling for open book-keeping in commerce and society. Once let there be light on things and, speaking broadly, both business and politics will grow wholesome under it.

Red tape is often used to plug up the windows that should let in the light. In the dark basement passages leading to the musty file rooms red tape is stretched across the way to trip the publicity promoter. Elaborate and criss-cross systems of book-keeping are established in city halls to discourage the snoopy muck raker. Some transportation companies indulge in a system (or more properly speaking, a barb wire entanglement) of freight tariffs so intricate that the roads that make them have to have specialists to keep the hang of the tangle. Did you ever try to hunt up a rate on a commodity from Swamp Siding, Michigan, to Water Tank, Oklahoma? If you have, how many tariffs, joint tariffs, amendments, amendments to amendments and side notes to substitutes for the previous question have you had to dig out of your desk and plug through before you dared to quote a delivered price to the dealer at Water Tank? We must admit that the railway systems of our land are intricate and that the list of commodities is almost infinite. But we know that men who are bright enough to make a straight railroad are bright enough to make a straight freight schedule. Why should the schedule be so snarled? I do not know. There may be a purpose in it. Not long since a road accused of quoting a low rate to one shipper and a prohibitively high one to all others came into court and stoutly swore that the low rate had been duly published. When the basement file room was searched with a publicity lantern, it was discovered that three typewritten copies of the amendment were in existence, one in the office of the Interstate Commerce Commission, one in the office of the favored shipper and one in the office of the defendant

road. Now this may be good business, but it reminds me of a little game that brother and I played on father many years ago. We boys had cut up some mischief at school, for which father thought we should ask the teacher's pardon. So while scooting past the teacher's desk next day we mumbled "beg your pardon" in an inaudible voice, and then went home and testified before the supreme court that we had published the amendment all right all right. I have ever since held that father lacked light on this specific transaction.

Another way of plugging up the light hole is with a waste-basket. A good many dark proceedings are effectually hidden by lighting the fire with the ledger. Others are hidden by keeping no ledger. I know one department of a large city's government through which about \$100,000 is expended annually, that once had no records of accounts except a time book. In those days that department was continually suspected of graft. To-day the same department has a system of book-keeping so clear that any citizen can see through it, and a full account can be had of every dollar's history on two days' notice. Now nobody suspects the department of graft and there is none. Any good business can be done in the same straightforward way. And if we want a square deal in trade or politics we should demand publicity, and see that we get it. Citizens can make no longer step toward clean government than by employing intelligent agents to keep tab on public officials and to card-index their every official act. Such work is now being done on congressmen by the People's Lobby and on New York city officials by the Bureau of Municipal Research. By this means the light can be turned on to the public record of every public man by the mere pressing of the button. It is safer, saner and much more satisfactory to keep the burglar from your bureau by pushing an electric button on him than by pulling a trigger on him.

There is a little old prayer written down in holy scripture and in the memory of some men that has in it a clause like this: "Thy Kingdom come, thy will be done on earth as it is in heaven." It is written that our Lord taught his disciples to repeat this prayer. Now it has often been said to you and to me that such a petition as this will never be granted this side of doomsday because it isn't in the nature of things for mortals to treat their fellow men as our Lord treated people. But there are a good many people on earth just simple minded enough to believe that the prayer will be granted, and also to think that our Lord would not have set men to asking for the impossible. This good time may not come in our day, except in small spots, but when it does come in fairly large areas we may expect among other evidences of righteousness to see the following:

Barrels of apples as big and red at the bung as at the head end; stale eggs so marked; loads of hay without chunks of ice and mouldy lumps

in the middle; old hens not labeled spring chickens; whisky stamped with a red skull and the poison brand; butter branded "renovated;" prunes marked "refinished from last year's crop;" handkerchiefs sold as part cotton; likewise winter underwear; an equitable tax law; all cheap accident insurance policies printed with a fist pointing to the spot where the company gets off when you are hurt; men stopping at the curb to readjust a blanket on the shivering horse; young women rising in the street car to give old men a seat; eight street car tickets for a quarter; men going to Sunday school; politicians telling the truth; tobacco used exclusively for sheep dope and insecticides.

There are also a few things that in that day shall not be found even with a fine tooth comb and a search warrant. Among them the following: A cigarette; an alderman; a saloon; the man who builds ahead of the lot line; a salary loan company; any human hog, incorporated or unincorporated; slush theatricals; a ten-cent pair of men's suspenders; pants built to be turned up at the bottom; Sunday newspapers; an imitation leather valise; a mongrel dog; butterine; any dog over six inches long inside city limits; a preacher who never offends anybody; cats; a navy; spitting in public; Standard Oil; bill boards; school yells; college foot play as a substitute for head work; patent medicine; eight-course banquets; charity balls; public prayers over five minutes long; perpetual street franchises to private corporations; the worship of the large wad and howling hunger for the same. From these and others we might name the coming of the Kingdom will deliver us.—Sharpshooter in Commercial West.

Trolley Cars Run Without Tracks.

Trackless trolleys are used in Vienna, between Plotzleinsdorf and Salmannsdorf. They pass through an unusually small and narrow street with many sharp turns, broken by steep grades and sudden declines. It is necessary for the omnibuses along the route to climb many long stretches having a heavy grade. This is a double line, arranged so that the cars going back and forth can pass each other without interruption.

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FLICKERING FLAME.

How Far the Little Candle Throws Its Beams.

Written for the Tradesman.

There are farmers and farmers. The difference between them is wide and due mostly to the use each makes of his lamplight. By the lamplight my farmer reads. From the harvest field of fact, gathered into type by skillful hands, he gleans here a hint and there a thought, and these, tested upon his own acres, fill his barns and add comforts to his home. By that same lamplight his world widens. He learns that it is not all of life to live; that fat farms and all they stand for can be only the basis of something better than food and shelter and clothes; that these are of the earth, earthy, and that the life worth living is high above them all. From that same lamp as he reads and thinks a moral light will fall, and the good things his hands have earned and the better themes his thoughts have found will under this last light broaden and strengthen his manhood and round it into that perfection it is this life's aim to reach.

In this day and generation, when the printing press rules men's minds, there is no need of saying that a farmer ought to read. To him, as to men in other life-callings, his reading is his capital and he, like other men, can be put down as a success, as he reads and profits by it. His own farm tells him this if he would listen to it, for nothing in the whole range of fact is truer than this: A field will give back what it takes and no more. Give this land care. Pulverize its soil. Mix with it thoroughly the food it craves. Add to it year by year what care and thought suggest, and that field's crops in trumpeting that man's success will also tell of the wisdom that aims at the highest farm-culture, and will use the fat field as a proof of the axiom: Ground gives back what it takes and no more.

Now roots and thoughts are much alike. Both work in the dark. Both to thrive must be well fed. If the soil be poor no rich yield ripens; if it be good nothing so impoverishes it as crop after crop without nourishment. The likeness can be carried farther, but this is far enough, for it enables one to say without fear of denial that farmers to be successful must read and think; and that their farms tell in no uncertain way what use they are making of their lamplight.

So much for theory. Is it practical?

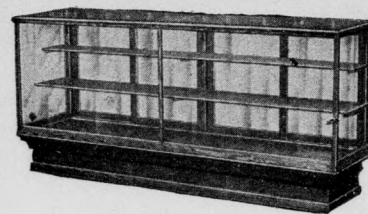
A member of the John Smith family some years ago bought some land which his friends, to humor him, called a farm. When he took possession it was a sorry sight. Once it might have been described as so much woodland and tilth; but now woods and neglected cow-pasture would give the best idea, for that naturally includes tumble-down fences and rampant bushes smothering here a garden—or what was one—and there an orchard with its scraggy limbs lifted heavenward, as if praying for deliverance from the invaders of its soil.

The farm's one good point was its position: a gentle southern slope with the woodland, for years untouched, shielding it from the northern cold. The house in spite of long misuse was still staunch. The windows were choked with hats and rags. The dooryard? "Oh, it's offense was rank!" Here by heaps of mouldering chips was a pile of rotting logs. There old iron had pitched its rusty tent. Carts and sleds, housed in the open air, huddled together near by. Plows and harrows, save those a-field where they had last been used, were realizing in a fence-corner the decree of ashes to ashes and dust to dust, while weed and decay alike were aided by the barnyard that poured down upon them its golden streams. The barn and the buildings generally were worthy of the man who believes in practical farming, whose creed forces him to make the most of daylight winter and summer and to devote his hours of lamplight to rest and sleep.

Of this farm John Smith, strong in brain and muscle, and his worthy wife took possession one day in early spring. They bought this farm because they liked farm life and because they wanted to make it their home. As it was cheap they were able to pay for it and they had money enough left to buy a horse, a cow and a few farming tools. One more purchase he made: a number of the best books on farming which he could find, for which he paid—so it seemed to him then—"a good round sum." With this small outfit they crowded their way into that forlorn farmhouse and went to work.

They who began farming with a limited pocketbook know what John Smith and his wife went through, and only they who have sacrificed as he and his wife did for those precious books can ever dream of the joy that

was theirs as with that little library they solved the problems that perplexed them at every turn. To say that they were successful from the start would not be true. First years in any business are years of trial and when the spring came again Farmer John was behindhand. The second year was a trifle better; and when after the third harvest his accounts gave a balance in his favor, small although it was, it was large enough to convince him that his hopes of a home were beginning to be realized. Years later, when Prosperity had taken up her abode with him, he said—and you who know the early condition of that farm will catch his meaning—"As I look out of my library window today"—library window!—"I see one field reddened with the lusty bloom of clover, which stands trembling in its ranks and which I greatly fear will be doubled on its knees with the first rain storm; another shows the yellowish waving green of full-grown rye, swaying and dimpling and drifting as the idle winds will; another is half in barley and half in oats—a bristling green beard upon the first, the oats just flinging out their fleecy, feathery tufts of blossom; upon another field are deep, dark lines, beneath which in September there are fair hopes of harvesting a thousand bushels of potatoes; yet another shows fine lines of growing corn and a brown area where a closer look would reveal the delicate growth of fresh starting carrots and mangel. All the rest is in waving grass, not so clean as could be wished, for I see tawny stains of blossoming sorrel and fields whitened like a sheet with daisies, but still in good condition enough to say that this great change upon my farm is due to that book investment of long ago."



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This is one instance. There are others like it; and it and they, if they prove anything, show that there are farmers and farmers, and that the difference between them is due mostly to the use each makes of the lamp-light.

The lamp that lightens the way to such a harvest-home does not go out when the journey is done. Burning still, it shows the farmer that there are other roads than the road to market, and he, sure now of his dinner, takes time to ask whither they lead. The answer is not long in coming nor he backward in entering these strange highways. By his evening lamp the novel leads him into the delightful paths of fiction. Here travel charms him, and without discomfort he wanders "the wide world o'er." Now history turns for him the record of her great deeds; and by and by the poets begin to sing to him. To-night he cuts the leaves of the last "Harper," to-morrow night "The Century" chains him to his chair; while the newspaper in daily and weekly round keeps him familiar with the doings of the day.

These silent speakers are not unheard. No ear can hear them and remain unmoved, and under their influence the farm and farmhouse bud and blossom into beauty. Nor does the good work stop here. Home, especially in the country, means the neighborhood. It takes in the schoolhouse and the church; and the lamp-light that brings these within the circle of the farmer's vision widens, indeed, his world.

It has been easy to write this—it was easier to think it; but is it quite so easy to make it real? Men in town, engaged in summer and winter alike in business, throw a halo of glory over the life of the farmer and sigh for his chance to read and study in the calm and peace of the country home. The only fact to check the sigh and to mar the picture is that their chance is as good as his. Every man who amounts to anything and who is bound to be "fit for more than the thing he is now doing" will be sure to find a chance—or make it—for reading and study—a statement applying no more to the farmer than it does to the merchant or to the shoemaker. There is the winter, of course, when field work can not go on; but is it easy or is it natural for the busy, active farmer to turn to books while there are a thousand things that he likes to do calling for his care? To men shut up in the city pleasant pictures come of "green grass growing" and of limpid brooks, but are these pictures less pleasant to the poor fellow stowing away hay in the stifling air under the hot barn-roof? They long for that blissful time when free from care they are to read themselves to sleep in the hammock under the elms. Why not, instead, long for that blissful time when, free from care, they can turn again the grindstone "under the shady butternut tree" for the merry hay-makers? They can find no time to study, busy as they are from morning until night; but would they find more time or feel more like study at night if they had been picking stones

all day or plowing among the rocks or digging potatoes?

There is one answer to this: Farmers are like the rest of the bread-winning world. They have a chance to take things easily and they improve the chance. The alertness, the vim, that catches a progressive idea and holds it is as rare on the farm as it is elsewhere and is as possible on the farm as it is elsewhere. Read this:

"A few years ago a superintendent of one of the largest, most progressive machine shops in New England, who had never harnessed a horse in his life, who knew absolutely nothing of farming, lost his position. The result is that he is to-day a successful farmer and raiser of fancy stock on a two hundred acre farm in the West; and he is successful, too. During the past season he gathered over 150 loads of hay, nearly 500 bushels of oats, 1,400 bushels of corn and increased the value of his stock materially. He and his boys this winter will care for their sixty head of stock, besides horses, hogs, fowls, etc., without extra help and the boys are all at school. This man is a great reader and has a fine library, especially in the best departments of English literature."

There are other similar instances and they all strengthen the theory that a farmer can read and think if he will.

Grant that he does; what then? This: The bars that fence him in are taken down and he becomes at once a citizen of the world. The wires bring bad news from Australia and he shows his brotherhood by his keen regret. The Great West is jubilant over abundant harvests and the joy he feels discloses that "one touch of Nature that makes the whole world kin." Has science wrested from the unknown another secret? Who understands it better and who, if it falls within his province, will give it a fairer test than the farmer who reads? Has the astronomer, raking the sky with his telescope, found another star? Who is surer than the farmer to find it when it comes within his ken? Has the chemist compounded a new fertilizer? Be not surprised when my farmer tells how it works with him. Will you venture to pity the isolation of the farmhouse and suggest your favorite authors for the long winter evenings? Then, when your self-imposed task is done, receive with as good a grace the list he gives you in return. Have you read Bacon? So has he. Does he like Addison? That is a truism and his answer is a smile. Does he like Dickens Thackeray is better. Does he care for poetry? Into his life is twisted the honest, homespun verse of Whittier and he tells you so. "Shakespeare?" you ask; and he for answer, "Bible!"

Thus with science, thus with literature, and so we shall find the reading farmer no stranger to the language that Art makes use of to express her lovely thoughts—no more so, at least, than you or I, my reader; a fact that will make us cautious of criticising the farmer too severely.

It would be pleasant to go on with this and follow its effect upon the

common life of the farm; but the only fact it would make more apparent is what was claimed at the outset of this paper: the farmer's lamplight, well used, widens his world.

It has been said that the same lamp which fills a farmer's barns and makes him a citizen of the world sheds upon his life a moral light if he reads and thinks. It is a conclusion that follows with the certainty of logic. It is logic. Physical life and its needs first—they are the blade; then mind and its fostering food—they are the ear; and after that the full corn in the ear, whether we speak of matter or of mind. The full corn, however, while it depends upon the blade and the ear for its support, must have the sunshine, the something higher to ripen it into corn, and the mind as it nears perfection will show, as it matures, the golden touch of heaven. Literature understands this and makes use of it; and she is successful only when she brings out clearly some attribute of God.

Suppose she speaks of plowshares; does this attribute appear? It does. She is writing of the useful. Its end and aim are the good—an attribute which in its purity belongs to God. She goes into the work shop of Science and jots down in crisp, sharp Saxon what she sees; and that crisp, sharp Saxon in that search for truth pushes her from effect to cause until by the help of Hugh Miller's hammer she gazes reverently upon "the footprints of the Creator." She puts her pen between the infidel fingers of Gibbon and in spite of him it traces link

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by link in the chain of events the Thou shalt and thou shalt not of Him whose "years shall have no end." The novelist writes; but his story to be immortal must teach morality; and even the genius by whose grave the Avon ripples was forced to the Bible for his themes. Can we believe that the Te Deum which blind old Homer sung would have secured the interest of the modern scholar if the poet had been less pious or if the deities had taken minor parts in that sacred Grecian song? Can we believe that the echoes of time would have repeated quite so lovingly along the corridor of years the poem which crowned the Golden Age of Augustus if Virgil had failed to baptise his verse in the religious theory of his time; and while all that Milton has left bears the seal of immortality, would the sublime in literature have reached its culmination from the inspiration of his pen if he had not sung:

"Of man's first disobedience * * * *
With the loss of Eden, till one greater Man
Restore us and regain the blissful seat?"

These divine attributes permeate all literature and they who read thoughtfully are like the meal in which a woman hid the leaven until the whole was leavened.

Experience proves this every day and nowhere more plainly or more pleasantly than on the farm, where individual thought in its amplest expression finds less to oppose it. Compare the farm and the farmhouse now with what they were when John Smith and his wife moved in. They read and thought and worked to realize the ideas so gained, and the responsive fields repeated those ideas to every passer-by. They read and thought and the home blossomed into beauty. Sometimes a vine, clambering up the pillars of the porch, expressed the beautiful thought with its delicate tracery of leaves. Sometimes a long-coming piece of furniture added grace to the unattractive rooms until, as time went by, all that grace in form, or color, or sound can offer transformed the ugly house of long ago into the cultured home of today.

What such homes do for humanity it is needless here to tell; but this can be claimed: He who lives surrounded by these wholesome influences, by books, and pictures, and music, and by friends who love them and him, will find his manhood broadening and strengthening and rounding into that perfection it is this life's aim to reach.

I guess—it is my Yankee birthright—that more than one of my readers were "born and brought up" on a farm. I guess their eyes, as well as mine, have seen at the old home how lamplight, rightly used, has added acres to the homestead and made those acres fertile. As crops grew large and comforts came the thought came also that things to eat and wear are good, but that better are beyond; and so when thought found voice and great men came in books to tell us stories, to read us poems and sing us songs, and when we, catching from them bright

glimpses of the world beyond the farm, made up our minds to see what we had heard of, the morning came for us to go away.

There are the early morning meal, the bustle of departure, the good-byes with tears, the rattle of wheels and—we admit now—the big lump rising in the throat when, at a bend in the road which hides the farm from view, we saw through the gray of the morning the lamplight streaming through the windows and sending to us across the fields its blessing and farewell. That lamplight has never gone out. We see it burning still; and when we remember that all we are and all we can ever hope to be here or hereafter are due to that flickering flame with a feeling akin to awe do we exclaim:

"How far that little candle throws its beams!"

Richard Malcolm Strong.

The Value of Friends in Business.

Who are your friends, young man? Please don't mix this practical question, that is of so much concern to the every day young man in business, with that archaic, "A man is known by the company he keeps." Just as we have outgrown constitutions, statutes, stage coaches and sailing vessels, so many of those old, cherished maxims and epigrams of a generation ago have lost their application.

To-day if the young man beginning his life work wishes to judge of his own progress, there is no surer compass than that with its figurative dial set round with his worldly friends and acquaintances.

Practically there is no such thing as a business friendship, if between the parties to it the element of business competition exists. Ordinarily in the case of ostensible friendship in such a case, that man who does not sacrifice "friendship" to "business" will be regarded as just so much less a good man of business. Therefore it becomes necessary for the young man making strict enquiry of himself in relation to his workday friends not to lay undue stress upon this word "friendship." "Friendliness" in general is the better word.

In offices almost without number any recruit may fully expect in the beginning to face coldness, if not resentment. He is at the least another candidate for preferment, if only he stay long enough under satisfactory records.

Numberless influences already may have attracted members of the organization into small and smaller cliques, each more or less out of sympathy with the others. With which of these will the recruit ally himself? Will he "boost" or will he "knock;" or, almost worse than either, will he preserve an individual, non-committal attitude, recognizing neither of the other influences? Should the young novice wonder that he is under a cool, calculating surveillance?

But there are few young men of warm blood who have not a desire to make friends among their fellow workers. Youth by instinct is sociable, but in such a situation as this the young man must appreciate that accordingly as he affiliates with fellow workers who may have aligned them-

selves against the wishes of the employer he must anticipate that this employer will pass judgment in certain measures upon him, perhaps long before he has a chance to prove his individual merit as a worker.

It is just here that in most concrete form the young man faces that self-questioning, "Who are my friends here?" Of no less significance, too, is the further question, "Who are my enemies?" And always these answers must be gauged and tempered with that other question, "Why and how did I make them so?"

It has been the experience of thousands of young men—and old men, for that matter—that enmities have been encouraged through successful, satisfactory handling of the worker's individual duties imposed upon him. That other man in the organization, who may have reason to feel that except for this recruit and for his showing his own chances for promotion would have been much better, can not warm to his competitor in even the social sense that might seem merely respectful in the office routine. This the young man may smile at.

On the same subject of enmity, it may concern the young man far more seriously and lastingly if through some opportunity to lend to making a black mark against a worthy fellow worker he commit himself to some underhand, petifogging, small action which would shame him to acknowledge openly. His victim never may know of the action, but it is almost impossible that some one else in the organization will allow the incident to escape him. And always the action will be an unpleasant memory to the young man guilty of it.

As to friendly relations with his fellow workers, with the decent young man, in measuring the fellow with whom he would like to be friendly, and yet hasn't won over to him, this question of "Why?" is doubly significant.

In just the degree that the decent, honorable young man has failed to attract the friendliness of other decent, honest fellows in his organization, he must rest assured that something is wrong with himself. If three, or five, or a dozen of these men have fraternized on a footing of understanding, and the young man recruit fails in reasonable time to accomplish a social recognition in at least

partial degree, it is the fault of the young man. What is that fault? What are those cumulative faults?

To answer the question fully and convincingly the young man must remember that in such a circumstance his employer in all likelihood has been asking himself that question, "How is it that young Jones doesn't mix with those decent chaps in the office? What's the matter with him?"

This may be one of the most serious questions of the employer. He may figure that if Jones is not mixing he's likely to be an element of friction in his organization. He can not afford frictions. What can he do about it? It is especially serious on the face of it that Jones does not seem to be pulling with some of the best fellows in his employ. Is he making friends of the worst element there?

This last is by no means impossible. Some of these lower types of workers in such a circumstance may attempt to flatter Jones in order to profit by Jones' spending his money for cigars, perhaps drinks. Flattery is a subtle thing on occasion.

"Politics" in any organization ostensibly is frowned upon. Yet in any organization where honest and dishonest men are fellow workers politics is an inevitable result. One square man among fifty dishonest ones will be fought far harder and more relentlessly than fifty honest men are likely to fight the one dishonest man in an organization. Those dishonest ones will resort to far more corrupt measures.

The one solution of it all seems to be: Find yourself—and fight to the last ditch! On the side of decency and honesty you have everything to gain and nothing to lose!

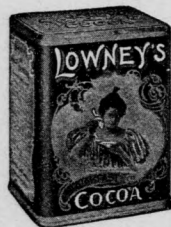
John A. Howland.

Not So Complimentary.

"If I am to judge by what people say about me," remarked a conceited young man to a girl whom he had recently met, "I must be a very handsome man."

"Yes, indeed," returned the girl quietly. "I heard someone say the other day that you were the best looking man she had seen for a long time."

"Who was it?" he inquired eagerly. "It was Miss Smith. She has been blind for ten years."



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LACK OF SYSTEM.

It Is the Highway To Many Failures.

Every particle of the universe, from the indivisible molecule of matter to the ponderous masses constituting suns and systems, is governed by immutable design.

There is plan, there is method in everything. Without method planets and stars would disintegrate, crumble into confusion, and chaos would reign.

Just as there are design and method in the works of nature, so should there be a definite plan and system in the works of man.

In order that work may count for success there must be system behind it, otherwise the greatest effort may be put forward in vain and nothing tangible accomplished.

The cause of so many failures can be attributed to a lack of system. There may be energy in performance, earnestness in intention to get ahead, but both, if misapplied, are almost useless to reap accomplishment.

Chesterfield said: "Dispatch is the soul of business, and nothing contributes more to dispatch than method."

Success, to a great degree, is not governed by what you do, but how you do it.

Two men start out in the same business with equal opportunities and advantages. At the end of a few years the one retires with a fortune, the other winds up in the bankruptcy court. Why? Because the former systematized his work, mapped out a definite path and followed it, keeping always in sight the goal he wished to reach. The latter attended to his duties in a slipshod, careless manner, did not look ahead and consequently did not see the rocks in his way which caused disaster to his craft.

If you want to get to a certain point don't go around two sides of the triangle, make a direct, a bee line, along the base. A straight line is the shortest distance between two points. How is it that so many prefer to walk in curves and angles?

The easiest work is hard to him who is unskilled in its performance. Often a day laborer can accomplish twice as much as another because he knows how. Skill is but another name for method.

Besides being a time and labor saver, method is the great regulator of action, apportioning out the duties for the hour and the place. It never lets one consideration encroach upon another nor allows one task to steal the time which rightfully belongs to some other work. Nor does it allow any labor to pre-empt for itself the place to which it has no claim. It keeps all duties and functions in their right order, not permitting any of them to interfere with the rest. Its Golden Rule is a time and place for everything.

Many men are now living out miserable existences in obscurity and poverty, their possibilities slumbering within them, when they might have been developed to attain splendid results had they come under care-

ful and efficient training to enable them to realize the importance of method in their actions.

System in work conserves time. The man of system can find time for recreation, whereas the fellow without it has to keep his nose constantly to the grindstone. Time is always before him, but he can never overtake it, but the other one can command it at his will.

There is a limit to all rules, but the fact remains that dispatch and thoroughness, two of the most important items in business life, depend on system. Those who have accomplished great things have been methodical.

Goethe once kept a prince waiting in his anteroom while he wrote a thought which he feared would escape him if he did not put it down at the moment.

Persons with but mediocre ability are sometimes able to make great names for themselves, while others of brilliant talents sink into obscurity and are unable to benefit themselves or any one else. They go at their work by fits and starts, pursue a desultory policy and consequently are only able to make occasional flashes which but serve to show what they could do under right conditions.

Method builds up colossal concerns. Ability, if not backed by system, falls to the ground. Both combined can resist all the winds of adversity that blow, can laugh in the face of opposition and succeed to the confines of desire and ambition.

A man can not develop the best that is in him when surrounded by disorder and confusion. He must have an open field where he can put forward his best efforts. He has to marshal his faculties and powers, drill them to see how he can use them to the highest advantage.

Before a commander engages in action he fights in imagination the anticipated battle. He sees the enemy before him and he arranges his troops that they will hold the most strategic positions, where they will be able to outmaneuver and outflank their adversaries. He systematizes what is at his disposal and leaves the rest to pluck and perseverance.

The fact that Grouchy did not appear as he was commanded to do at the battle of Waterloo brought Napoleon and his army the final crushing defeat. But the fault was not owing to lack of system in the great leader who planned the attack. It was owing to lack of system in the commander of the re-enforcing troops. Grouchy lacked the quality of which we are speaking and the one with which Napoleon was remarkably endowed.

System is the great economizer of effort. It permits no prodigality of labor or waste of valuable time. It has only one task for one occasion, never mixes up the allotments.

Oftentimes a man gets so mixed up in a labyrinth of self constituted labors that he can not find his way about and is able to do nothing of real service. He might as well be idle for naught of good he accomplishes, whereas he who exerts him-

self along a definite line has a clear track, is able to see just where he is going and what awaits him at the end of the journey.

Live by rule, let it be the measure of your actions and the standard of your endeavors.

Madison C. Peters.

Walk Tells Man's Character.

The way a man or woman walks means more to a close observer than the walker would admit. A good reader of character will pick the man of purpose from the crowd on the street every time. Some may move slowly and others with a rapid stride, but the way they do it is what counts. The swing and bearing give an impression of just what a man does when at work.

Some day the young man who bears himself well will walk right into the position he desires. He often leaves his country town with an awkward, shuffling gait and returns like the soldier with the manly walk of enterprise. The walk and bearing of success have come with his rise in life. The town is proud of him and that quick, wide-awake alertness lends a bright example to the community.

There is the man who walks slowly, but with a sureness of step which

tells that he locks every door behind him which ought to be locked.

Here are two men who set a swift pace to their places of work. One is the business manager of a big magazine and the other a soda fountain dispenser, but they both excel in their line. And each appreciates the other for a good drink and a good magazine. Searles Patterson.

The secret of success lies somewhere between wishing and willing

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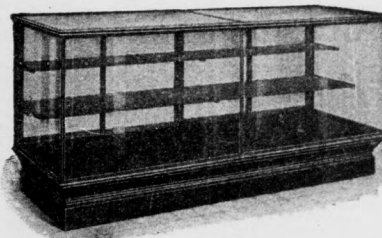
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Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

Grand Rapids Oil Company

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

THE LADDER OF LIFE.

Why We Must Certainly Climb To the Top.

Written for the Tradesman.

The great and wonderful possibilities of man can not be reached at a single bound, but we can build the ladder by which we rise from the lowest to the highest. After the ladder is built we must be willing to mount it, round by round. Each round must be fully understood. We must know just how much strength there is in it, and to know the full value of each round in the ladder of life we must be the builder. We must put our own personal experience into it.

The possibilities of our success in business, as well as in every other vocation in life, depend upon our own individual faith.

What is faith? It is belief put into action. We must first believe that we can do a thing. Then we must try to do it, after we have had successful experience. Then faith overflows our minds.

No man can have faith in anything until he has had experience with it; in other words, he must do that thing himself, and all by himself, if he has any faith at all worth talking about.

We hear a great deal about faith. It is taught to the children in the home, in the schools and in the churches, but it is like a great many other principles now being taught—we are always left in the middle of the road, made to believe that it is some kind of a phenomenon which within itself is unexplainable.

Anything which can not be explained in full should not be put before the eyes and minds of our children. Young men starting out in business for themselves should not be made to believe that all they have to do is to have faith in themselves. We should teach them that faith is the devil (the wrong way of looking at things) if we do not acquire it by our own efforts. We can tell others how we made our success in life, but the one unfailing principle must be remembered, and that is that no two people think alike. If this is true no two people can do the same thing alike. We all have our own way of doing things. It is well to watch our points, to judge our work by the experience of others, but whatever you do, do your own work in your own way if you wish to have faith in yourself.

It would be a great sin for me to sit here and write these things if I did not have faith in them.

Belief holds us down to the earth, experience wakes us up and faith carries us into untold wonders. If we ever expect to be wise, happy and successful we must get all of the experience we can with the powers that are in control of the things we want.

Let me say again, and ten thousands times over again, "The Kingdom of God is within you." Jesus promised us that everything would be added unto us if we found this kingdom, and I believed Him in so much that I began to deal with the power of my own mind, and the ex-

perience I have had and am receiving each and every day has made me have faith in myself and, of course, in Jesus Christ also.

We should not claim for ourselves virtues or powers which we do not concede to all other men.

Thousands of poor suffering humanity, those out of whose lives almost every hope has vanished, whose whole future seems to be clouded and covered with the shadow of doubt, fear and despair, whose substances have been wasted in hard work, whose light has been nothing but darkness, whose last change seems to be right in their home or in their business right at this very moment, are the people who have been living in faith without experience. These poor unfortunate human beings have been told about the lucky and unlucky ones, "the chosen few" who are especially blessed, and, believing this, they had no more power left in their minds to make them get up and try it over again.

The only safeguard is knowledge. There is no necessity for the young man or the old man, the young woman or the old woman to fall into danger, to fall into vices and weaknesses and in the end failure on all sides.

Let us judge all our future walks in life and business by our own experience. This experience is filled with creative energy, with the overflowing substance which brings peace, joy and happiness, and wherever we find these beautiful things success is there also.

Let us try to teach each and every child—and everybody else—to help themselves, for in doing so they are encouraged and strengthened, and because of this it leads them to a larger and stronger line of thought which will lift them up into untold wonders.

Those who have learned to help themselves, those who have had experience with the so-called unseen forces of Nature, are not selfish people. They all love humanity, and when we learn to love humanity we have learned how to love God and all of His goodness, for we can not get any good from God if we do not get it from ourselves or from some other human being. It is all right to live off of the good will of others, but for myself I will try to earn it with my own experience, and then I feel as if it will be good and sweet.

What is better and sweeter music than to believe that unlimited power and mental strength are within our own minds?

No man can perfectly comprehend a proposition, including an action, by simply accepting another man's statement as being true.

You can read your eyes out. You can think for years about a proposition and you will never know the truth concerning it until you have given it a test—a fair trial.

No man can convince himself of the truth concerning his own powers and possibilities by watching the other man. All the watching can do for us is to fill us with hope, but what good is hope if we can not develop

enough faith in ourselves to get out and do the thing ourselves?

It may seem to some of our readers that these things we are talking about in these letters are unfathomable mysteries. If you think so I feel sorry for you, for it takes just such a thought as this to keep you from finding yourself. Somebody said, "Know thyself." If we will make up our minds to find out who and what we are before we try to find out anything else, and if we find ourselves, I feel sure that everything will be added unto us.

If we can learn anything we surely ought to be able to learn something about ourselves. If we can learn one thing we can learn everything necessary to make us happy, wise and successful.

Whatever estimate we put upon ourselves will determine the effectiveness of our work along any line. As long as we live by the suggestions from without we set limitations on ourselves and these will hold us down, and then we are looked upon as the poor unfortunate ones. Let us all build a ladder and climb to the top.

Edward Miller, Jr.

True Thrift.

"When visiting in Kalamazoo recently," said a medical man, "I was told of an extraordinary incident wherein the main figure, an economical housewife, exhibited, under trying circumstances, a trait quite characteristic of her. It seems that she had by mistake taken a quantity of poison—mercurial poison—the antidote for which, as all should know, comprises the whites of eggs. When this antidote was being administered, the order for which the unfortunate lady had overheard, she managed to murmur, although almost unconscious, 'Mary, Mary! Save the yolks for the puddings!'"

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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



Beware of the Job That Hunts You Up.

Pay no money to an unknown person for an unknown article. If a man who doesn't know you offers you a job through the mails and asks money from you, find out what the job is first, and then don't pay the money. Good jobs don't hunt men by mail. They don't have to. If it's a salary he offers you, he's a swindler. Honest business men do not pay salaries to unseen applicants. If he "guarantees" so much per day or week or month to you, he's a liar. No man can guarantee your earning powers without knowing who or what you are. If he cites tempting figures, seeking to enroll you among his agents, and asks you for a deposit on a sample article, shun him. You wouldn't pay money for an article you had never seen to a man whom you chanced to meet on the street because he promised you an agency. Why, then, pay it to an unknown who calls from afar to you through a newspaper or magazine? Let him, if he be honest, send his sample on approval. And, above all, when you have been swindled by a fake advertiser, tell the publisher of the medium in which you found the advertisement. If he's honest, he'll be glad to know of it. If he's dishonest, he'll be uncomfortable. Two to one, he took that advertisement with an uneasy feeling anyway. And if 10 per cent. of the victims protested with the might that is in them against these swindles, 90 per cent. of the petty larcenists who thrive on printer's ink would take either to honest labor or the woods.—Collier's.

Correct Sense of Taste.

An old negro was asleep on the train out of Sedalia the other day, mouth open and snoring, when a St. Louis shoe salesman emptied a quinine capsule on his tongue. The old darkey awakened, began to spit around and called for the conductor, saying:

"Boss, is there a doctor on dis here train?"

"I don't know," said the conductor. "Are you sick?"

"Yes, sir, I sho' I's sick, I sho' I's sick, I sho' I's sick."

"What's the matter with you?"

"I dunno, Boss, but it taste like I busted muh gall."

Any Old Spelling Would Do.

Manager of Employment Bureau (to applicant for typewriter)—Do I understand you to say you want a typewriter who is just learning the business and that it is immaterial whether she knows anything about grammar or spelling?

Applicant—That is precisely what I said.

Manager of Employment Bureau—Er—excuse me, but what business are you engaged in that you wish a typewriter of that kind?"

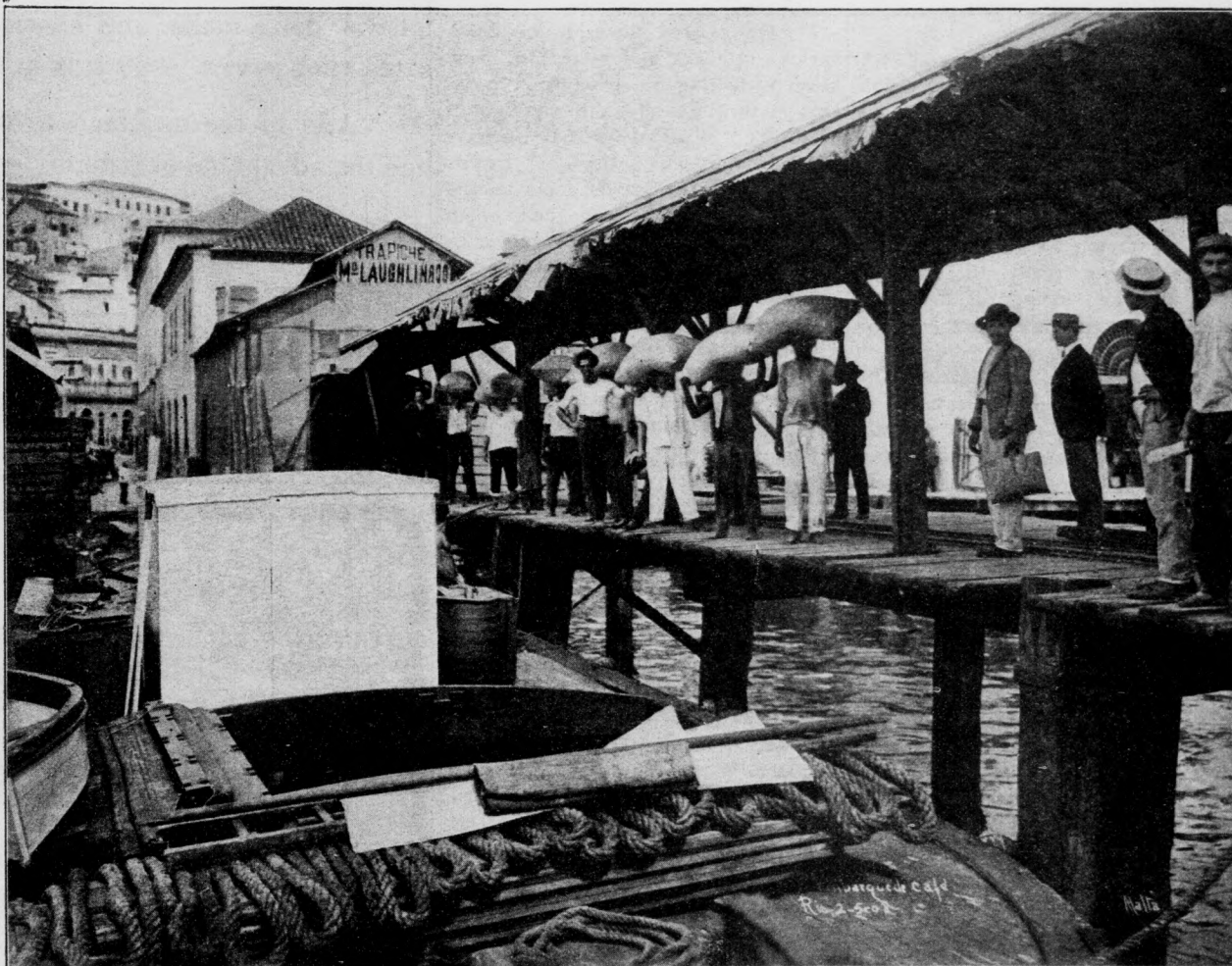
Applicant—I am a writer of dialect stories for the magazines.

The religion that looks like a dose of medicine is the one that many try to force down the throats of others.

McLaughlin's Coffees

Always Better at the Price

Your coffee wants can always be promptly attended to and the quality of each grade never changes.



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WRITE US FOR PRICES AND SAMPLES



Profit We Should Make On Our Goods.

What shall we make on our shoes? That's the question and it is one which every boot and shoe retailer (exclusively) ought to face squarely and without bias right now.

I say "exclusive shoe retailers," because the department store shoe sellers faced it long ago and came to a decision.

It is only my opinion, and you may take it for what it is worth, and I'll be glad to hear what any other retailer has to say, but the rank and file of us have been following the wrong sort of advice in regard to shoe profits for a long time.

We are trying to make too much. We are getting ready to kill the goose, not by cutting off her head and getting all of the eggs at once, but by trying to force her to lay too fast and lay herself to death. The rank and file of the customers of retail shoe stores may not entirely appreciate being considered as geese, but, on the other hand, they will never know it.

I tell you, high profits won't build up the store, low profits won't support it, but fair profits will do both. The prices at which shoes can be sold have been built up in the past twenty years amazingly. It is not so very many years ago that low shoes for women which could be sold at \$2.50 or \$3 were ordered with extreme caution by the average retailer in one or two dozen lots, while even the \$2 ones were shown only after a careful sizing up of the customer, the \$1.25 and \$1.50 goods being the bulk of the trade.

Nowadays it is common to order, in any store, almost, low shoes for women at \$3.50, \$4 and even \$5. Of course I am speaking of retail prices and in an average sized store with a general trade. The biggest of the swell stores for city trade and the smallest of the exclusives in the hamlets are exempt on account of the conditions which surround them.

No man likes to make a big profit and see it foot up nicely on Saturday night better than I do, but I am convinced that we have been overdoing it. I know retailers who buy a man's shoe at \$2.65 and sell it for \$4, and I know another who has a woman's shoe made for him at a net price of \$2.50, and sells it at the same figure. Now those profits amount to highway robbery in my opinion, and the men who do it are doing their own business and the exclusive retail shoe business, in general, infinite harm. The same men who ask these profits are the very

ones who rail most loudly and longest against the shoe departments in the department stores, against the mail order houses and are scared to death about parcels post.

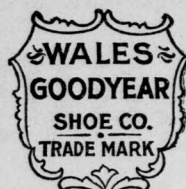
A dealer who sells a shoe at \$4 that costs him \$2.50 is making a profit of 37½ per cent. on his sales or an even sixty per cent. on his investment, which is outrageous.

I have argued this question with various retailers and several of them have made the same defense. Styles change so fast and the new goods of to-day are so taking that we have little trouble in getting big profits when the season goods come in and are fresh and new, and then, when we have to close out the tag ends to get ready for another lot, we are the better able to afford a big cut and to make one which looks worth while, and as though the goods offered were really enormous bargains and "going at prices regardless of cost to manufacture."

This is a pretty hard argument to answer. It does work out that way, but all of the time the department store man, the mail order man and the fellow around the corner who makes a feature of quick sales and small profits are marking their goods much closer than the prices which I have indicated and the first thing we know the trade will be educated away from us.

It has all come about through the wonderfully beautiful upper stock which is made up nowadays. The time is not far gone when if a retailer could have had the upper stock he is offering now in his \$2.50 shoe he would have been glad to have had it made up in the shoes he was offering for \$4. All of the upper stock being so soft and tempting, the tendency has been to get more for it, and a little shade of betterment in fineness, cut or make has lured the retailer to an extra quarter of a dollar, and then another, and still another, until the greed is becoming dangerous.

The retailer with whom I talked last asked me what I thought fair, decent prices—in fact, "safe" profits on shoes. I told him, and I believe that I am right, that the limit under any circumstances should not exceed 25 per cent. on the cost of the ordinary grades and under no circumstances exceed 33⅓ per cent. on the best up-to-date goods, or as near to those percentages as your style of marking makes desirable. The shoe store which averages, above all store expenses which may be charged to cost, twenty per cent. of the sales (which is twenty-five per cent. on



Add This to Your Usual Profit On Rubbers



Figure in your mind what it will be worth to you to handle a line that has gone steadily ahead until it leads the procession in wear, fit and style, and that is even better this season than ever before.

There are a lot of points about the **Wales Goodyear**, the "**Bear Brand**," that pull, specialties that the other fellows don't make, and honest come-back-for-more-of-the-same-kind service, especially in the boys' and girls' overs.

Add to the satisfaction of handling the right rubber line the advantage of ordering early.

We'll have a salesman call or send you a catalog for a postal.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.



We Extend a Cordial Welcome

to all shoe dealers to make our office their headquarters while attending the West Michigan State Fair and we wish to do all we can to make their visit a pleasure. We want them to visit our factory and see how our shoes are made and we want to know them and want them to know us.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

cost) is doing well, or else the volume of trade is far too small.

The next question which comes up is, what can be charged, of the store expenses, to cost?

Freight and cartage, certainly, but in my opinion, that is all. Not rent, for if a tithe of the rent were charged to a shoe which sticks on the shelf for a term of years it would begin to figure in the inventory as a real asset, not heat nor light, for if the rent is exempt, the heat and light should be. Clerk hire and handling, possibly, a little. To cover merely the unpacking and marking, but nothing more enters into the cost, and my ideas of right and advisable profits are based on this way of getting at cost.

The old-fashioned way was to build up a trade on a slogan of quick sales and small profits, and \$1.50 profit on a \$4 shoe, once the customer comes to realize it, will hurt the exclusive shoe business a lot. Take it to yourself. You go to a store to buy a popular novel. It is published at \$1.50 and the book-seller asks you that for it, we will say. Possibly you know that the book-seller's discount is forty per cent. on books which are not "net." That makes a cost of 90c, and you will feel entirely justified in going over to the department store and buying the same book at \$1.10 or possibly \$1.08. In time, so will the shoe customer, if we keep on like this.

Take it in a thirty dollar suit of clothes. If you thought that the dealer was cleaning up eleven dollars on the trade you would begin to wonder a bit, if you were a careful man, wouldn't you? And that's just what the average shoe customer is doing to-day, and is likely to do a whole lot more in the near future unless we consider these things more carefully. We must not be too hoggish.

Now here is another thought, not just along the line of profits, but on the question of getting rid of old stock at a cut to make room for new goods that will move rapidly and make money. The small dealer in the town of average, one-night-stand size finds this a very serious problem. In making a cut price, having a sale, he finds that he has hardly enough of any one sort to prove very successful when he advertises a clearing out of the old stuff. As a result a new thing has sprung up. There are nothing like the failures in the shoe business that there used to be—though, perhaps, this is an argument against my plea for more conservative profits—and the dealers in stocks of this sort are hard put to it for goods.

Quite frequently retailers are visited, nowadays, by representatives of these stores and offers made for any lots which may be in the store which are too small to make a special run on and which are not yet out of date.—Ike N. Fitem in Boot and Shoe Recorder.

The worst conditions always call for the best in character.

Conscience can have no authority beyond its possessor.

Plans for the Coming Astronomy.

The coming astronomy, thinks Prof. Edward C. Pickering of Harvard, will find at least one large observatory with 100 or 200 assistants, and maintaining three stations. Two of these will be observing stations, one in the western part of the United States, the other probably in South Africa. The locations will be selected wholly from climatic conditions, moderately high, from 5,000 to 10,000 feet, in desert regions. Each observatory will have telescopes and other instruments of the largest size, which will be kept at work throughout the whole of every clear night. The observers will do little in the day, except perhaps on the sun, and will not undertake much of the computation or reductions.

This last work will be carried on at a third station, which will be near a large city, where the cost of living and of intellectual labor is low. The photographs will be measured and stored at this station, and the results published.

The work of all three stations will be carefully organized so as to obtain the greatest result for a given expenditure. Every inducement will be offered to visiting astronomers and to students.

The work of the young astronomers throughout the world will be watched carefully, and large appropriations made to them if it appears that they can spend them to advantage. Similar aid will be rendered astronomers teaching and to any professional or amateur capable of the highest grade work. No restrictions will be made that will interfere with the greatest scientific efficacy.

Country Best Place for "Bad Boys."

Agricultural schools for delinquent boys are proposed by Fred Ward. He thinks more of the youth should be educated in the country and away from the city. If a boy is taught to be a bricklayer, carpenter, stone cutter, plasterer, blacksmith, printer, tinner, etc., he must necessarily live in the city if he works at his trade. But if he is taught agriculture and becomes interested in it he will undoubtedly live in the country.

There are more openings to-day for young men along agricultural lines of work than along any other line. The farming communities are badly in need of skilled labor. The graduates of agricultural reform schools could supply this need, and they could find remunerative as well as healthful work on farms if they were educated to that end. The boy that knows the difference between a good and poor dairy or beef animal, that can plan a balanced ration for the dairy cow, that knows why he cultivates the land, that can tell the age of a horse, that knows how to fit a collar and repair harness, that knows the names and nature of weeds, fruits, vegetables, and grains, is a useful boy on the farm.

Mr. Ward has taught agriculture to delinquent boys for about six years and believes that of the boys that do well in the reform schools 75 per cent. can be interested in agriculture and gotten on to the farm.



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.

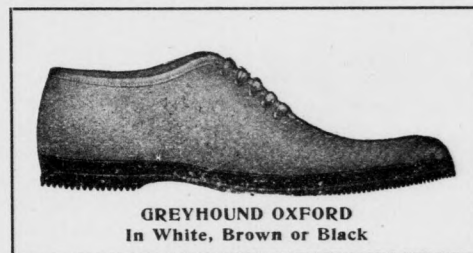
Shoe Manufacturers

Grand Rapids, Mich.

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.



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

STOVES AND HARDWARE

The Hardware Merchant as a Stove Salesman.

Suppose this question were to be asked of every couple that are to start housekeeping this fall: "Where do you expect to buy your kitchen range?" how varied the answer would be! In towns where the hardware dealers are fully alive to the possibilities of the stove and range business there would, of course, be the prompt response: "At ———'s hardware store."

In many other towns the enquiry would bring forth this reply: "The furniture store keeps the best line of stoves and ranges; guess we will go there."

In still another large group of towns the answer would be: "The plumbers seem to be the only people who sell stoves around here."

In many suburban towns our newly-married couple would assume, as a matter of course, that the proper thing would be to visit the big city nearby and select the new range at one of the leading department stores.

Then again, there is the "dollar-a-week merchant," with his alluring offer of long credit; and last, but not least, there is the catalogue house, with its persuasively-worded descriptions of the wonderful stoves that can be ordered by mail.

Against all of these competitors must the hardware merchant contend in the sale of stoves and ranges. But if he really wants the business he has many things in his favor. And in thousands of progressive stores throughout the country he is showing not only that he wants the business, but that he knows how to get and hold it.

Among the many things in the hardware merchant's favor, not the least important is the fact that stoves and ranges are naturally classed as hardware, rather than as furniture, or plumbing, or dry goods. If a woman wants a pot to put on the range, or a hod to carry the coal in, the hardware store is the natural place to buy it. Then, why shouldn't the same reasoning apply to the stove or range itself? It unquestionably does; and that many hardware dealers are not doing well with stoves and ranges is simply due to lack of that intelligent attention which the trade warrants and demands.

In saying this we do not mean to infer that all hardware merchants, by any means, are neglecting the stove and range trade. In fact, a canvass recently made of 500 hardware dealers selected at random from fifteen different states showed that at least 80 per cent. of them handle stoves and ranges. But it is probably true

that at least half of this 80 per cent., while selling some stoves and ranges, have by no means reached the limit of their possibilities in this important department of their business.

It isn't merely the taking of business away from the furniture man or the plumber or other merchants that the progressive hardwareman will aim for. He will set an even higher mark for himself—the creating of new business. For the sale of stoves and ranges is by no means a fixed quantity from year to year, to be divided up among a certain number of merchants and manufacturers. The real salesman is not he who merely takes orders for stoves when a prospective customer wanders into his store. If the hardware merchant is really in earnest in the matter, and has well-grounded confidence in the line he is handling, he will take many orders during the coming season from people who hadn't made up their mind to buy a stove or range this year.

In this connection the fact is worth emphasizing that the fall and winter of 1909 will be potentially one of the best seasons ever known for selling stoves and ranges. During the slow times of the last two years thousands of householders who in prosperous seasons would have bought a new stove or range, have made up their minds to get along with the old one a little longer. This fall and winter, with abundant crops for the farmers and plenty of work in most cities for the mechanics, the purchasing power of the buying public has in a large measure been restored. It is the psychological time, therefore, to convince these men—or their wives—that it is not economy for them to struggle along with a worn-out, wasteful old stove any longer. To accomplish this your possible customer must evidently be convinced of two facts: (1) that he needs some kind of a stove, and (2) that you can furnish him the kind of a stove he needs. In other words, the two essentials are good salesmanship and good stoves.

Before the hardware merchant can set about selling stoves, he must have some stoves to sell. The selection of the line is, therefore, the first point needing attention. In deciding this question the class of trade to which the merchant is catering must be carefully considered, as must also the kinds of stoves handled by other merchants in the same town. It should be said in general, however, that many hardware dealers make a mistake in handling too cheap a line of stoves. A woman will remember for many years where her stove or range was bought and if it is constantly giv-

STEIMER & MOORE WHIP CO. WESTFIELD, MASS.

Manufacture all their Whips and sell to dealers only. "Buster" Pat. 6 ft. and 8 1/4 ft. only. It is a stock buster. Nothing equals it for hard use. Write for prices to the firm or

GRAHAM ROYS, Agt., Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Roth Phone
GRAND RAPIDS, MICH.

For Dealers in HIDES AND PELTS

Look to

Crohon & Roden Co., Ltd. Tanners
37 S. Market St. Grand Rapids, Mich.

Ship us your Hides to be made into Robes
Prices Satisfactory

Grand Rapids Supply Co.
Jobbers
Mill, Steam, Well and Plumbing
Supplies
48-50-52-54-56-58-60-62 Ellsworth Ave.

BATTJES
FUEL & BLDG.
MATERIAL CO.

We Make the Tools

For Making all Metal
Parts to Furniture

Punches, Dies, Models
Samples, Etc.

West Michigan Machine &
Tool Co., Ltd.
Grand Rapids, Mich.
Foot of Lyon St.

Something New In Mantels

Fireplace Goods and Tiling

We manufacture and carry in stock at our factory salesroom 180 different designs from which to select. Outfits complete, \$20 and up. Bathroom and vestibule tile floors a specialty.

Grand Rapids Clock & Mantel Co.
Bell Phone No. 3123 Grand Rapids, Mich.

H. J. Hartman Foundry Co.

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

General Investment Co.

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



Brilliant Gas Lamp Co.

Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T.

42 State St. Chicago, Ill.

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

B. & S. Co.
SUN-BEAM
TRADE-MARK.

"Sun-Beam" Brand

When you buy

Horse Collars

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

MFD ONLY BY

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY

NO SOOT SMOKE DIRT
OR
ASHES.
Quick Meal
WICKLESS
OIL STOVES
QUICK CLEAN SAFE
AND SIMPLE.

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

ing her trouble she will not have the most kindly feeling for the merchant who sold it to her.

A plan which certain dealers have found very successful is to keep on hand one or two of the cheapest kind of catalogue-house stoves for comparison with their regular stock. When a customer suggests that the prices of the merchant's regular line are too high, these cheap stoves are exhibited and their many weak features pointed out. By this means it is usually possible to show conclusively the ultimate economy of buying the highest grade stove the customer can possibly afford.

One cause which has led up to a loss of stove trade by many hardware merchants is failure to display the stock in a conspicuous part of the store, or to keep the stoves in a clean and well-polished condition at all times. There is a great temptation to use the top of a range as a counter for an unattractive display for other kinds of goods, and where this temptation is resisted an even less attractive display of dust is often in evidence. Sufficient time should be spent each morning by some clerk or porter in dusting and polishing every stove and range in the store to keep the stock in the most attractive condition possible.

In addition to looking after the exterior condition of stoves the up-to-date merchant or salesman will know intimately their interior construction. He will be able to explain to the customer every talking point of his line and will know the reason for each distinctive feature possessed by the particular stove which he happens to be demonstrating. To that end he will secure all the information possible from the manufacturer's salesman and will also study carefully the manufacturer's catalogue.

But, as suggested above, the merchant who plans to build up a satisfactory stove business must do something to draw customers to his store in addition to talking intelligently to them when he gets them there. In working out an effective publicity campaign on stoves much valuable assistance can be secured by the merchant from the advertising department of the manufacturer whose stoves he handles. Most manufacturers are not only glad to furnish electrotypes or complete ready-made advertisements free of charge, but will also co-operate with the dealer, if desired, in writing an effective series of circular letters to mail to his possible customers.—Hardware.

Small Wonder That This Young Man Succeeded.

Here is the story of how an ambitious young man made himself a home and a reputation in two years in the big city of Chicago.

The spring of 1907 found him in Chicago temporarily sheltered under the hospitable roof of the Y. M. C. A. building. He had \$352 in money and a set of carpenter's tools which had belonged to his father. He finally arrived at these conclusions: First, to get a job as quickly as possible; second, to make his home in Chicago, and, profiting by the unsuccessful

ful living experiences of his parents, to stick in one place; third, to embrace every opportunity for making money for the first few years and to avoid all unnecessary expenses; fourth, to take up some commercial course in a night school; fifth, to live a clean, upright life.

Having formed these resolutions, he set about utilizing them to the best advantage. He launched resolution No. 1 by answering an advertisement "for elevated guards wanted; experience unnecessary." Being inexperienced in any line, he had considerable difficulty in finding a suitable opening, as most of the advertisements specified "experience" as an absolute qualification. So he applied for the position as "L" guard.

He put resolution No. 2 into motion by answering an advertisement for a "building lot in Austin; 30x127; water, sewer, gas, street and walk all in and paid for; snap, \$275." Resolution No. 3 he initiated by shaving himself. Resolution No. 4 was inaugurated by sending an application to the Crane school. The fifth resolution had been in force for some time. Thus on his first day in the big city he put into action the forces which so materially helped to bring about his subsequent success.

The next day put him into possession of a job, a lot, and a chance for an education. After deducting his railway expenses, \$2, and paying \$275 for the lot, \$10 for two weeks' board and lodging, which he secured near his lot, \$25 for his guard's uniform, and \$10 for incidentals, consisting of a few new clothes, schoolbooks, and meals, his monetary resources inventoried at just \$30, on which he must exist till pay day, two weeks hence. His job consisted of what is termed "student runs" on the "L"—two trips in the morning, two in the evening, and extras on Saturdays—which netted him approximately \$35 per month.

His work necessitated his presence but one and one-half hours in the morning and two hours in the evening, thus leaving practically the entire day to himself. After returning from his morning's work he walked over to his lot and began digging the cellar for his house. His lot was situated within half a block of an "L" station. In the rear, adjoining the lot, was the "L" road, and about thirty feet farther back were the switching yards of a railroad. Take it altogether the place was ideally situated, in a good neighborhood, convenient to railroad, surface, and "L" lines, within a short distance of church, school, and stores, and about six miles from the "loop" district, and out in the pure, fresh air and beautiful green fields.

In one week he had built a shed, and in two weeks he had the cellar of his house dug. In three weeks the basement was completed, with a two foot cement foundation, six feet high. For the small sum of \$35 he purchased a horse and wagon, both in sad need of "repairs," with which he hauled his lumber. He secured most of his large timbers and rough lumber from the "L" yards, which were

but three blocks away, buying the finer material as he needed it. Inside of three months he had the roof on, the kitchen plastered and painted, and water, sewer, and gas pipes installed.

He then quit his lodgings and took up his permanent residence in his new home. From then on it was only a matter of time till the house was completed. It was a small affair, to be sure, being but one story high and consisting of four rooms, pantry, and bathroom. But it was his own, and with what joy and satisfaction he would say it.

But though the house was the big show, it wasn't all. He had purchased a cow and some chickens, and had planted a little garden in the back yard, and he was supremely happy. That's the main issue. Thus he lived, building his house during the daytime, attending school in the evening and obtaining a thorough business training, and occasionally attending some social function.

Some of his methods of securing money during the first year are interesting. Every morning and evening he would go over to the empty cars in the railroad switch yards and sweep up the loose grain. He generally obtained two bushels of mixed grain in this manner, one of which he kept, selling the other at an average of 75 cents per bushel. He sold milk and eggs to his neighbors, and chickens to the city stores. And he would beat a carpet, chop wood, or do some other odd job for a neighbor, averaging from 25 cents to \$1 each time. He also saved money by various economical practices. Being a guard he could ride almost anywhere in the city free. He raised enough vegetables to keep himself supplied during the season, and enough potatoes to last all winter. He shaved himself, did his own washing, and ironing—all but the collars—and mended his clothes, which helped him to keep expenses down.

He attended church regularly every Sunday morning and in the evening he would attend services at Orchestra hall, Y. M. C. A. hall, or some similar place. He made an unqualified success in his first year's studies,

having secured a general business training including stenography. During the second year he applied himself diligently to the study of chemistry and electricity. Before the term was half over he was promoted to motorman on the elevated, receiving a salary of \$90 a month on an average. And at the end of the second year he had progressed so rapidly with his studies that he was enabled to accept a good position with a large electrical supply house as assistant manager. In the spring of the third year he became manager, commanding a first class salary.

Since the completion of his house he had systematically deposited a stated amount of his salary in the bank every pay day, so that now he had a substantial bank account to his credit, never having had occasion to make any withdrawals. So he bought the three lots next to his own lot and the corner and erected a three story building on the corner, keeping the other lots for his own personal use. His responsible position, his upright character, and honest reputation helped him to make a large loan from the bank in which he had kept his savings. He then had a nice, comfortable two story house erected on the center lot, having a lot on each side for garden and lawn. The last link in his chain of success and happiness was welded when he took unto himself a wife. And thus we see him in the prime of life—scarce 30—a successful business man, a prominent church worker, and last, but not least, a perfectly happy and contented family man. What more can be said?

To some readers this story may sound somewhat mythical. But it isn't. It is fact and if you take the time to make enquiries you will find that there are hundreds in Chicago to-day who are doing practically the same thing, in the same circumstances, but maybe along different lines.

L. Calvin Reed.

There is happiness more frequently within a shell of whitewash than within a barricade of brown stone.

Taking a bypath to avoid duty we are sure to meet our deserts.

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.

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

UPPER MONROE STREET

And Its Adjacent Neighborhood Fifty Years Ago.

Written for the Tradesman.

Considerable interest attaches to the property known as the Porter block and many of our prominent business men do not hesitate to declare that it is the best business property in the city.

What was it fifty years ago—in 1859—and what is known about the Upper Monroe street neighborhood at that time?

Let some men who located in Grand Rapids in 1859 tell it, and that portion of the street was no better than a second rate country road, with the National Hotel and St. Andrew's church and not more than half a dozen frame buildings as the only structures fronting upon it; while, as to the neighborhood, it was nil.

In 1859 the entire area bounded by Monroe, Division, Fulton and Spring (now Commerce) streets was owned and utilized by the First Congregational church society. The church building was of frame construction, about 50x75 feet in size, and fronting on Monroe street. Standing back from the street line perhaps 30 feet, it was midway between Division and Spring streets. The church parsonage was at the corner of Division and Fulton streets, with a spacious garden and a few fruit trees in the area north of the house and east of the church. Away back of the house, at the corner of Fulton and Spring streets, was the team shed to accommodate the teams of Deacons Tucker, Carrier, Tracy and other farmer members of the church. Fronting on Spring street and between the church and the team shed was a single story frame building about 25x50 feet in size, which, designated as the "lecture room," was used for prayer and special meetings. In this building in the early 60's Miss Sarah Martin, aunt of John B. Martin, conducted a select primary school.

The triangular park where the Soldiers' Monument is located was, in 1859, merely a sandy area where the little boys—John M. Avery, John C. Kendall, Stanley N. Allen and Chas S. Hathaway—used to play at building wonderful villages with streets, bridges, churches and houses moulded over bare feet or hands in the sand.

"Squire" Lovell Moore and family lived in a dignified, well built house perched upon a lot which, walled with stone along the street lines, was eight or ten feet above street levels. This was on the present site of the Livingston Hotel. Across Division street from this, embodying the present site of the Cody Hotel, was the pretty Gothic residence, built of stone, of the late Dr. Alonzo Platt.

Next east of the Lovell Moore homestead was the residence of the late S. O. Kingsbury, and next east of that—the present site of the Evening Press building—was the residence of the late W. G. Henry, father of Mrs. Annette, widow of the late General R. A. Alger.

The block bounded by Monroe, Division and Park streets and West Park place was given over to residence purposes, the late John Kendall, N. L. Avery and B. B. Church having homes fronting on the Park. The late Dr. O. J. Bissell's home was at the southeast corner of Division and Park streets and the late Wm. R. Roberts' home was at the northeast corner of Monroe and Division streets.

On the west side of Spring street, between Monroc and Louis streets, was the engine house (at the corner of Monroe and Spring streets and bought in 1858 by the city for \$450 as a site for a fire engine house) of Fire Co. No. 2, of which A. X. Cary was foreman, and three two-story dwelling houses, all of which were the property of "Squire" Chubb. The house (still standing and owned by E. J. Hervey) at the corner of Spring and Louis streets was occupied in 1854-55 by the late Thomas B. Church, father of F. S. Church, the eminent American artist; then the late Wm. Bemis and family lived there about two years and then the late Captain Wright L. Coffinberry bought the property and moving his family into the house occupied it for many years.

The large area at present occupied by the H. Leonard's Sons' building was, in 1859, the home of Mr. Leonard and his family, and across the street—the present site of the Kortlander building—was the home of the late Leonard D'Ooge. Next south of the D'Ooge home was the residence of Wm. Riordan.

The triangular area at present almost entirely occupied by the Rindge, Kalmbach & Logie building, was wholly utilized in 1859 for the residence and garden of Wm. Fulton. The small dwelling still standing back of E. J. Hervey's residence was then the residence of the late James D. Lyon, and the site of the Sherwood Hall store and the small brick store back of it was the home of the late William Godfrey. Across the street, the present site of the Tradesman office, was the home of the late James Moreau—who elected to retain the French orthography rather than adopt the M-o-r-a-n utilized by all of his Detroit kinsmen.

In 1859 and for many years before that the southwest corner of Monroe and Greenwich (now Ionia) streets was occupied by a large frame dwelling, painted brown, and a barn nearly as large, painted red, which constituted the homestead of the late Zenas G. Winsor.

East of the Godfrey home was a well built square white house, owned by a gentleman named Koch, which he sold to the Roman Catholic Diocese of Michigan, and then was established the first parochial school in charge of religieuses (Sisters) opened in Grand Rapids.

Returning to engine house No. 2, at the southwest corner of Monroe and Spring streets: Next west of that building was a considerable open space with sheds along its east line and a small office in front. This was the place of business of the late W. H. Withey, who sold lumber, lath

and shingles and "Jackson" wagons, with their luscious bunches of grapes on their side boards. Next west came the shoe store and shop of Wm. Riordan; then the bakery and confectionery store of E. K. Powers; then the grocery store of John Belknap and then the grocery store of Wm. Bemis.

The north side of Monroe street, in this block, had the late J. C. Buchanan's gun store and shop at the Division street corner—where Peck's drug store is at present. Although a very superior gunsmith, Mr. Buchanan took up the study of dentistry and later and for many years was a prominent practitioner of that profession. The next store remembered by the writer—there were several which he can not recall—was "D'Ooge's Variety Store," headquarters for the resident Hollanders and a place where groceries, confections, wooden shoes, cinnamon scented cigars (two cents apiece), notions, wines, liquors and liqueurs were on sale at retail. Then came other stores which are forgotten; then a winding, narrow alley through to Division street, then "Joe" Cook's blacksmith shop, which was later taken by W. N. Cook, his brother.

At the northeast corner of Monroe and Greenwich streets (opposite the present Morton House site) was a frame building occupied by Messrs. Church & Judd as a meat market. (Samuel Judd, as Captain of Co. A, Third Michigan Infantry, was killed at the Battle of Fair Oaks, and B. B. Church, as Captain of a company in the Eighth Michigan Infantry, was killed during the attack upon Fort Fisher.)

At the southeast corner of Monroe and Greenwich streets was a large frame building of mill construction, occupied by the late Amos Rathbone and the late George White as office and warehouse for their plaster mill at Plaster Creek, and during those months in winters when there was good sleighing it was no uncommon picture that was presented by anywhere from twenty to forty two-horse teams, hitched to tight-box bob sleighs and loading or waiting to load with ground plaster in bulk—loads which were hauled as far south as Battle Creek and Kalamazoo and sometimes to Schoolcraft, Three Rivers and White Pigeon. These teams usually brought loads of pork on their trips north to Grand Rapids and so made good coming and going.

In 1856 there was hot rivalry between the Rathbun House at Waterloo (now Market) and Monroe streets and the National Hotel at Greenwich and Monroe streets as to which was

the really-and-for-true first class tavern. The National, predecessor of the Morton House, had a shade the advantage because it was the headquarters of the Grand Rapids & Kalamazoo Stage Line. In fact, the present site of the Ashton building and the south third of the site of the Klingman building were occupied by the great two-story stable buildings familiarly known as the "stage barns." And, by the way, the almost absolute necessity of providing these barns, or the horses and Concord coaches which were sheltered there and which had to drink and be washed off, with water was the most potent reason which caused Canton Smith and others interested to organize the Grand Rapids Hydraulic Co., put in a reservoir at the rear of the lots on the northwest corner of Fountain and Ransom streets and lay wooden pipes conducting the water thence to the National Hotel and the stage barns.

Next west of the Winsor homestead and occupying the site of the two stores next west of L. Benjamins' clothing store was a small one-story, two-room building occupied first by Sam. Howard, the pioneer negro barber of Grand Rapids, then by Henry Wilson, another colored man and a barber, and then by a Mr. Van Buren, who for several years conducted a real estate and insurance office there. Then came a building in which A. X. Cary & Co. did a flour and feed business; then Messrs. Aspinwall & Fitch's wagon shop was seen, with Messrs. Devendorf & Porter's paint shop upstairs. For a time, also, W. N. Cook had his blacksmith shop there.

Then came the property of St. Andrew's church, having a frontage of perhaps 120 feet on Monroe street, extending east from Justice (now Ottawa) street. The church building, decidedly well proportioned and built of stone quarried from the bed of Grand River, stood near the east line of the lot, leaving a considerable open area, about 60x100 feet, to the west, which, enclosed by a tight, high board fence, was well utilized by the children of the parish as a playground.

On the north side of Monroe street and two or three doors from the National Hotel M. L. Sweet conducted a flour and feed store, with Frank

MAYER Special Merit

School Shoes Are Winners

For Many Purposes WOOD ENGRAVINGS

are better and cheaper than wash drawing halftones or any other method of illustration. Ask about it.

Tradesman Company

Engravers by all Processes

Grand Rapids, Mich.

Van Drielle in charge. In another small building next door an eccentric chap familiarly known as "Pop-corn Charley" had a small fruit and candy store; then came the late James Phillips, colored and a barber, whose shop was on the lower floor of a two-story building. Next west was a small one-story building, with 15 or 20 feet of an open lot on its east side, and building and lot were occupied by the late S. D. R. Weller, a marble cutter and quite skillful as a cornet player—a member of Barnhart's Valley City Band. At the northeast corner of Monroe and Justice streets was a frame building fronting on Justice street and having a high basement and two stories above, the first of these stories having a balcony in front which was reached by an outside stairway. Here it was that "Judge" Bement, C. P. Calkins, "Judge" T. H. Lyon, "Squire" Abel and other of the pioneer magistrates and lawyers had offices and dispensed justice—hence Justice street.

Nearly opposite the paint shop of Messrs. Devendorf & Porter, referred to above, was the rival paint shop of Wm. Hodgson and a partner, whose name is forgotten. This latter firm had an apprentice in 1859 named Daniel H. Powers, a brother of the late Wm. T. Powers. About this time Jule Devendorf, who was of an exceptionally artistic temperament and good ability, painted a large cartoon representing the earth's globe torn open at the top and bottom and showing the feet and ankles of a man sticking out at the bottom, while his head, shoulders and arms were displayed at the top. The man's hair was awry, the expression of his face and the straining of his arms and shoulders giving evidence that he was having a struggle. Below this design were the words: "It's a tight squeeze to get through this world." Messrs. Devendorf & Porter swung this sign in front of their shop and for days it was the talk of the town—made a hit.

Messrs. Hodgson & Co. had to make good and finally, knowing that their apprentice was clever at drawing, told Dan. Powers to "get up something." Dan. worked two days and produced a counterpart of the bursted globe across the street, but the man in it was serenely smiling as he crawled through comfortably, and the text below read: "It's easy enough if one only knows how."

Of the pioneers mentioned above it is believed that those who are still living are Messrs. W. N. Cook, Porter, Hodgson, Allen and Powers.

Charles S. Hathaway.

Gallop of the Horse Analyzed.

How does a horse gallop? Owing to the rapidity of action it can not be seen by the human eye. However, just as the individual spokes of a rapidly revolving wheel can be made visible by a flash of lightning, so the action of a galloping horse can be and has been analyzed by instantaneous photography.

The statuette of "Sysonby," the thoroughbred, has been made from photographs taken at the instant

when all four legs were off the ground. The back is arched, the hind feet are directed forward, the fore feet backward, so that both feet are tucked under the animal's body.

When the limbs again touch the ground the first to do so is one of the hind feet, which is thrust far forward, so as to form an acute angle with the line of the body, and thus serve the purpose of a spring in breaking the force of the impact of the hoof when the horse is going at top speed.

In the conventional mode of representing a galloping horse all four legs are off the ground at once, but the front pair are extended backward in such a way that the under surfaces of their hoofs are directed skyward, the body being at the same time brought near the ground. This conventional pose appears to have been derived from a dog running, when the front and hind pairs of legs are respectively extended forward and backward, with the soles of the hind feet turned upward.

This pose, it is thought, was adopted to represent the gallop of the horse by the goldsmiths of Mycenae between 1800 and 1000 B. C., whence it was transmitted by way of Persia and Siberia to China and Japan, to return in the eighteenth century, as the result of commercial relations, to Western Europe.

Men Who "Get There."

The man who is really in earnest takes pride in his work. If he fires a furnace for a livelihood he gets satisfaction out of doing it well, of making a ton of coal produce as much heat as possible, of being "on the job" a little better than another could do it. If he is proprietor of a hardware store he takes pride in his stock, every bit of it has a fascination, he gets pleasure out of a well conducted store. The clerk who carves a place for himself doesn't perform his duties as though they were irksome, for they are not. He's not elated because the day's work is at an end; he's not regretting that in a few hours he will have to return to the "grind." He takes pride in doing good work and he is so full of it that he can not help bubbling over and "talking shop" out of business hours. There is no necessity urging him not to be an eye-servant. As far as affecting his work is concerned he does not know whether his employer is in the store or on a vacation trip. He is in love with his job, proud of the way he performs his duties and time never hangs heavy on his hands, and he "gets there." The man who is proud of his business will prove entertaining to his customers. His stock is his hobby, his trade his delight. With what pride the owner of a lot of fine pictures, gems, books or horses will show them to friends and point out their good qualities; their beautiful points. The business man who is truly interested in his stock will take equal pleasure in showing his goods, in talking of their merits, in inviting friends and acquaintances to visit and inspect his store. And he "gets there."

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.



Drummer Declines To Go To His Predicted Doom.

At periodical times within the last fifteen years or twenty years the doom of the "drummer" has been pronounced, sometimes by manufacturers and wholesalers, sometimes by retailers, and sometimes by members of the profession themselves.

The argument has been along these lines:

The improvement in mail, telegraph and telephone methods of communication has brought the retailer and wholesaler so much closer together that there is slight need for an intermediary. The widespread use of the typewriter has caused merchants, who once considered the writing of ten or fifteen letters a day a waste of time, to gradually increase their correspondence from three to five fold, and even more. A letter to the wholesale house can be written and mailed in a few minutes and the traveling salesman for that house might not be due for a month. If a talk about the various grades and prices, etc., is desired, the long distance telephone is nearly always at hand.

Another argument is that with the rapid growth of our vast network of steam and electric railroads our retailers have become more and more addicted to the habit of traveling and thousands of them combine the business of buying with their pleasure trips. Many make periodical trips to the wholesale markets to make their purchases, feeling that they can keep better posted in this manner on the progress in their business world.

Another argument is that the institution of mercantile expositions in several of the larger markets, has made the traveling salesman an unnecessary luxury. These expositions are held at stated times in the year, some of them frequently remaining open through practically the entire twelve months, as is the case with the several furniture expositions in Grand Rapids. They are visited by hundreds of thousands of retailers every year, who are thus given an opportunity to see the entire stock of a dozen manufacturers and wholesalers and to pick what they want with the knowledge that they are getting just what they want and do not have to rely upon the representations of a salesman.

Probably within a few years after the "commercial traveler" became a fixed fact in the American business world people began to predict his early decease. The reasons for the prophecy then were not the same reasons that are given to-day, and

those of to-day are not the same that will be given in the succeeding decade. When a modern Jeremiah

traveling salesman, who is rapid and business like in his methods, who does not waste time, who does not consider it good business to talk a merchant into buying something the merchant does not want.

The magnitude of the work of the traveling salesman of the United States is eloquently described by the figures that tell of the amount of orders for goods they handle every week. The total is \$140,000,000, according to Frederick L. Gross, President of the National Traveling Men's Association. This means that the traveling salesman dispose of more than one billion dollars' worth of

pect and indulge in the hilarious "entertainment" offered by the drummer of a decade or two ago.

The revolution that has taken place in business methods in the last fifteen years has been almost as radical as the revolutionary war was in the political world. Hundreds of merchants, wholesalers, and retailers and manufacturers who formerly looked upon the adage, "Honesty is the best policy," as a very neat sentiment—outside of business—have come to see that it works even better in practice than in theory. The adaptation of business to the newer policies has resulted in the cutting away of a lot of old and worthless growth.

In the change a number of the old-time "drummers" have dropped out of the race, their places being taken by younger men imbued with the spirit of the new methods. A few of the older men have been able to revise their ways and methods, and keep pace with the progress of the profession and the world.

The traveling salesman of to-day is a more important cog in the business machinery of the country than he ever has been; his compensation has grown apace with the growth of his importance; and his importance is shown by the figure—\$140,000,000 worth of goods sold each week.

Philip R. Kellar.

Palms Up.

"I'm sure I don't know why they call this hotel The Palms. Do you? I've never seen a palm anywhere near the place."

"You'll see them before you go. It's a pleasant little surprise the waiters keep for the guests on the last day of their stay."

Some men plan so much that they do not get much done.



THE SMALL END OF THE HORN.

Many are the schemes of the shrewd buyer to trap the salesman and make him come out at the small end of the horn. You know the crowd. You know the dodges they work to get you to come to their terms and give them what they want at their own price. You know the smooth fellow who gives you an order for several items and then, when you won't make the price he thinks proper on the next item, tells you that he will cancel the entire order unless you cut your price to his figure. Nine times out of ten this sort of threat is only to try you out. Mr. Customer thinks you lack the sand to stick to your proper price when he makes such a pass at you. Don't give in. Don't lose your nerve. Hang on—stick tight—hold fast to the legitimate selling price. Strike the path of diplomacy that will lead you around the difficulty. Show him that you are as good a strategist as he is. Don't come out at the little end of the horn.

starts on a career of prophesying he is not stopped by the lack of suitable reasons for his dire predictions. If none exist he is able to conjure up a few from his own dismal thoughts.

In spite of all the predictions of sudden death, the business of the traveling salesman has continued to grow steadily, persistently. The character of the man has changed greatly in the last twenty years, just as the volume and the methods of doing business have changed.

The traveling salesman of to-day is the same kind of a being that other up to date business men are. He has outgrown the days when story telling and poker playing and padded expense accounts, etc., were his distinguishing characteristics. The "drummer" has been replaced by the

goods in the course of twelve months.

The improvements in communication and transportation that once were looked upon as sealing the early doom of the traveling salesman have increased his numbers, his business, and his importance in the world of trade. His territory has been restricted, due to a large increase in population and business, and he has been compelled to work faster. He has become a specialist instead of the former "jack of all sales." His business is to sell a bill of goods to his customer as quickly as possible and get to the next town immediately.

The customer expects him to do this. For the customer has changed his methods, just as the "drummer" has changed his, and realizes that it is better for his business not to ex-

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.

If you go fishing

and don't catch anything

just remember that

Hotel Livingston

Grand Rapids

has an exceptionally appetizing way of cooking fish that someone else with better luck just caught.

APPEAL TO FARMERS.

It is quite clear that United States Census Director Durand most earnestly desires that the census of agriculture about to be taken shall be as accurate as possible, and with that end in view he has made a special appeal to farmers asking their co-operation.

Fortunately since the taking of the census of 1900 there has been a very considerable increase in the percentage of farmers who maintain a book record of their operations, who keep accounts with the various fields that constitute their farms; with the individual live stock factors on their farms, even to hens, ducks, turkeys and geese, and who know to a penny just what each fruit tree yields, just where every cent's worth of fertilizer has been used and with what results; just how much each horse or cow, sheep or hog has earned; in fact, these farmers know all about operating, overhead and other expenses and so can tell with very close exactness just what has been the aggregate result.

This condition is directly chargeable to education; to the existence of state agricultural colleges and farms and to the scientific departments conducted in state and other universities.

There can be no question as to this, and it is almost impossible to comprehend the value to our nation as an entity bestowed by the presence and operation of this quite general practice of conducting farms upon an up-to-date, scientific business basis.

For this reason it is believed that the forthcoming agricultural census will prove a revelation even to the most optimistic and will serve as an inspiration toward developing still farther the practice of handling a farm as other great industrial projects are conducted.

As indicating what operations are to be recorded in the forthcoming census Director Durand announces that each person, man or woman, in charge of a farm will be requested to state the acreage and value of land kept and cultivated by them; also the area of land on the farm covered with woodland and finally that which is utilized for specified farm purposes. Each one will be asked to give acreage, quantity produced and value of each crop, including grains, hay, vegetables, fruits, cotton, tobacco, etc., raised on the farm this season of 1909; will be asked to give accurate records as to the number and value of all domestic animals, poultry, swarms of bees on the farm April 10, 1910, and of young animals, such as colts, calves, lambs, pigs and young poultry, raised on the farm during 1909 and the number and kind of animals sold during the year, the number slaughtered for food and the value of all these. The quantity and value of all eggs, honey and wax produced on each farm in 1909 will also be asked for, as will be statements of the amounts paid for farm labor, for feed for live stock and for fertilizers in 1909.

None of the information thus ob-

tained is to be used for other than purely statistical purposes and none of the data furnished by any particular or individual farm or establishment will be used so that it can be identified and specifically located. And, furthermore—and this removes a great obstacle to the collection of such statistics—none of the information given to the statisticians will be communicated to any assessor nor used in any way as a basis of taxation.

AN EFFECTIVE FLY KILLER.

At this season the fly is especially annoying, the fall rains bringing it in swarms about the screen, ready to dodge in at the first opportunity. It is often so old and feeble that it is prone to tumble into just the place of all most objectionable. If we strive to shove it aside it is too inactive to suit us, yet just enough so to keep on the safe side. Sticky fly paper is all right in some places; in others it is not; and the girl who leans against the counter and ruins a silk waist is apt to give your store a wide range in future. Poison paper is to many a serious bugbear, repelling in some instances quite as much as do the flies.

A neat housewife uses a simple device which is quite as well adapted to the store, that is cheap, quickly applied and effective. Take a piece of wire screen cloth of convenient size, say twice as large as an ordinary palm leaf fan, double, and fold over the edges in such a way that there will be no raw edge to tear or wound the hands or anything with which it comes in contact. Fasten it securely upon a long handle; an ordinary window stick will serve this purpose nicely.

Hitting the flies with this as they light or even in mid-air stuns them so that they rarely fail to fall. And while some will rise again if given a chance, it is easy to brush them up and dispose of the remains. One soon becomes expert in hitting them, and the screen cloth is much more effective in this than a smooth surface, the wire proving severe enough to do the work.

Doings In Other Live Michigan Cities.

Written for the Tradesman.

Benton Harbor is considering the adoption of an anti-smoke ordinance. Saginaw has also been discussing such an ordinance, but the matter was laid on the table, some of the aldermen saying that Saginaw was in need of more smoke, not less.

Union City's first annual homecoming week was a great success, the registration list of former residents having nearly 1,500 names.

Benton Harbor's newly organized Civic Improvement League is now ready for active work and plans are under way for holding a floral carnival. A "city beautiful" contest will be conducted in connection with the lawns and a clean-up crusade is on, the health department having notified all persons to make connections with sewers and remove all outhouses and cesspools. The League's landscape artist has been asked by the resi-

dents of Broadway and Pavone street to submit plans on the most attractive method of improving these streets after the paving work is done and he has suggested the boulevard idea, with a row of trees down the center of each street, with clusters of lights alternating.

Evening classes have been conducted during the past four years in connection with the manual training department of the Saginaw public schools, with the courses in machinery and the mechanic arts so full that not all the students could be taken care of. This course for machinists will be extended this year, with one more recitation each week.

The Jackson Chamber of Commerce has provided sixty big metal signs, which will be placed along all railroads entering the city, reading "Jackson, Twenty Miles, Home of"—the dash being filled in with the name of whatever industry is willing to pay the rental of the signboard. The plan is being received with favor.

Kalamazoo comes to the front with an organization of chauffeurs for the betterment of driving conditions in that city.

Mayor Breitmeyer, of Detroit, will ask the Common Council for an appropriation of \$50,000 for more playgrounds in the downtown and thickly settled portions of the city. Voluntary contributions for this purpose will be solicited as well.

Almond Griffen.

Help for Window Trimmers.

To any young man who has much work to do the following table would be a bit interesting. By its use one may get color schemes and harmonizing ideas which would be impossible to devise by one's self. Try it out when you next trim your window and see if the results are not worth the efforts and the guide:

Cold greens contrast with white and harmonize with blues.

Cold greens contrast with pink and harmonize with brown.

Cold greens contrast with gold and harmonize with black.

Cold greens contrast with orange and harmonize with gray.

Warm greens contrast with maroon and harmonize with yellow.

Warm greens contrast with maroon and harmonize with orange.

Warm greens contrast with purple and harmonize with citrine.

Warm greens contrast with red and harmonize with sky blue.

Warm greens contrast with pink and harmonize with gray.

Warm greens contrast with black and harmonize with brown.

Warm greens contrast with lavender and harmonize with buff.

Greens contrast with colors containing red and harmonize with colors containing yellow or blue.

Orange contrasts with purple and harmonizes with yellow.

Orange contrasts with blue and harmonizes with warm green.

Orange contrasts with black and harmonizes with red.

Orange contrasts with olive and harmonizes with warm brown.

Orange contrasts with crimson and harmonizes with white.

Orange contrasts with gray and harmonizes with buff.

Orange requires blue, black, purple or dark colors for contrasts and warm colors for harmony.

Citrine contrasts with purple and harmonizes with yellow.

Citrine contrasts with blue and harmonizes with orange.

Citrine contrasts with black and harmonizes with white.

Citrine contrasts with brown and harmonizes with green.

Citrine contrasts with crimson and harmonizes with buff.

Russet contrasts with green and harmonizes with red.

Russet contrasts with black and harmonizes with yellow.

Russet contrasts with olive and harmonizes with orange.

Russet contrasts with gray and harmonizes with brown.

Olive contrasts with orange and harmonizes with green.

Olive contrasts with red and harmonizes with black.

Olive contrasts with maroon and harmonizes with brown.

Gold contrasts with any dark color, but looks richer with purple, green, blue, black and brown than with the other colors. It harmonizes with all light colors, but least with yellow. The best harmony is with white.

Resolutions of Respect.

Grand Rapids, Sept. 7.—At the last meeting of Grand Rapids Council, No. 131, U. C. T., the following report was received and adopted:

Your special Committee, appointed to prepare appropriate resolutions on the death of Brother C. W. Granger, offer the following:

Whereas—Almighty God, the Supreme Counselor of the universe, in his wisdom has seen fit to take from our number our much-beloved friend and brother, C. W. Granger, therefore be it

Resolved—That we extend as a Council and as individuals to his beloved family our sincere sympathy in this their hour of bereavement; and be it further

Resolved—That a copy of these resolutions be sent to his family and to the Michigan Tradesman and that our charter be draped for thirty days out of respect to the memory of our beloved brother. W. F. Ryder,

F. H. Spurries,
E. H. Snow.

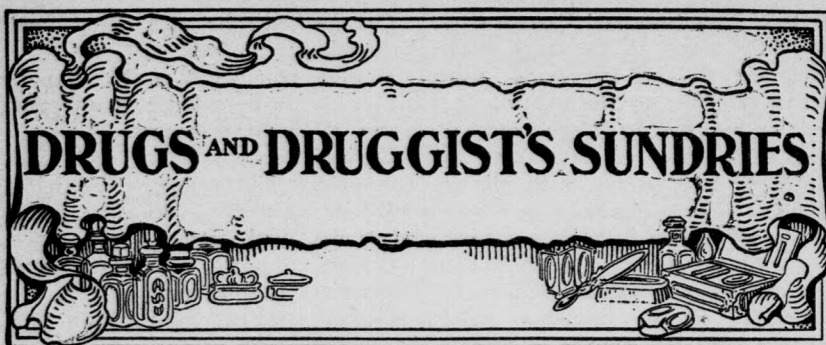
Feared an Explosion.

Maud (who has answered the doorbell herself)—George, you must not come into the house to-night. If you love me, darling, fly at once, and do not let my father discover your presence.

George (tragically)—Oh, Maud, my darling, what serpent has entered our Eden to wreck our happiness? Speak, girl, speak!

Maud (tearfully)—Father's just received the gas bill.

John Schumacher, salesman for A. E. Brooks & Co., wife and daughter, left last Saturday for Seattle and other points in the West. They will be gone about four weeks and will visit his parents while away.



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.

Meeting of Western Michigan Druggists Next Week.

Traverse City, Sept. 6—Enclosed herewith find list of druggists who have volunteered to attend the convention of Western Michigan druggists at Grand Rapids on Sept. 15. Other lists are out and will be in soon, when I will forward them to you. It is much easier to get them to sign the call than to induce them to attend. That is why we placed the meeting at the time of the fair, as we thought many would be going to the fair. We want no entertainment, either by the retail or wholesale druggists of Grand Rapids, but we do want their hearty support. We are after a strong organization that will realize the need of doing things. I am not surprised at the attitude taken by James E. Davis, of Detroit, because it is just like him. I am glad to be able to record that he does not echo the sentiments of some of the other wholesale druggists of his city. It was not the thought of druggists to antagonize the Michigan State Pharmaceutical Association, but rather to awaken the druggists of Western Michigan to a greater interest in their own welfare. If it should result in showing the officers of the M. S. P. A. that there are others besides their little coterie worthy of notice I think we will not have worked in vain.

C. A. Bugbee.

The list above referred to is as follows:

C. A. Bugbee, Traverse City.
 W. T. Roxburgh, Traverse City.
 J. A. Morrisson, Traverse City.
 A. F. Campbell, Traverse City.
 Ed. W. Wait, Traverse City.
 Jas. E. McAvoy, Traverse City.
 E. E. Miller, Traverse City.
 H. K. McDonald, Traverse City.
 Marcus Hoyt, Suttons Bay.
 C. E. Wilkinson, Northport.
 P. D. Benson, Cadillac.
 H. L. LaBar, Fife Lake.
 J. J. Neihardt, South Boardman.
 D. H. Meeker, Alba.
 A. C. Tiffany, Pellston.

E. G. Stevenson, Pellston.
 A. M. Morrow, Pellston.
 E. R. White, Alanson.
 Fred Glass, Jr., Petoskey.
 Walter Kephart, Petoskey.
 Glen D. Salisbury, Boyne City.
 W. A. Hyslop, Boyne City.
 L. H. Goss, Boyne City.
 J. B. Watson, Boyne City.
 W. W. Bailey, Boyne City.
 A. E. Watson, Boyne Falls.
 Geo. L. Oleson, Boyne Falls.
 E. L. Sargent, Levering.
 W. W. Morse, Rapid City.
 E. M. Colson, Kalkaska.
 W. K. Walker, Elk Rapids.
 F. H. Mariott, Elk Rapids.
 M. E. Butts, Elk Rapids.
 K. C. Odell, Elk Rapids.
 A. G. Clark, White Cloud.
 Fred Brundage, Muskegon.
 H. M. Rouse, Muskegon.
 C. J. Meinhardt, Muskegon.
 Heeres Bros., Muskegon.
 R. A. Abbott, Muskegon.
 C. B. Braden, Muskegon.
 Johnson Bros., Muskegon.
 Chas. S. Coon, Muskegon.
 O. S. Hoppersted, Muskegon.
 N. D. Torbenson, Remus.
 F. S. Tuxbury, Muskegon.
 G. Van Arkel, Muskegon Heights.
 O. S. Dean, Freesoil.
 Frank C. Adamski, Manistee.
 Geo. D. Hilton, Fremont.
 L. V. Mulholland, Scottville.

From Secretary Calkins.

Ann Arbor, Sept. 3—I regret very much that the druggists of Western Michigan do not come out more strongly for the State Association, instead of organizing another. If the Detroit members are stronger in the Association, it is because more of them belong. Of the 400 members, eighty-one are from Detroit and twenty-four from Grand Rapids. Eight State meetings have been held in Detroit and four in Grand Rapids.

The registration in Detroit this year was 329. In Grand Rapids in 1904 it was fifty-eight, of whom eleven were from Detroit. Detroit members were enthusiastic over the large attendance, hence the suggestion that it be held there always. I am not in favor of this and do not think that it will ever be so unless the members from the Western part of the State desert us. Grand Rapids may entertain the State Association if she wants to, but she has not asked for it. The Western part of the State was represented on the nominating committee by Mr. Kirchgessner. He might have asked for more representation, but he only asked that he be elected Secretary.

That is the only thing that the Western members asked for, and that was personal, not local. He was not elected, not because he was from Grand Rapids, but because of lack of confidence in him. I did not solicit a single vote and I assume that my election was a vote of confidence and approval. I understand that Mr. Kirchgessner opposed me because I believe that the less druggists have to do with the liquor business the better off they will be, especially in the present condition of public sentiment. I believe that a man can drink a glass of beer without hurting his business, but that a druggist is often injured by his reputation for doing a saloon business without a license. If my views do not meet the approval of the Western druggists, let them say so on the floor at the annual meeting and elect some one else. It does not matter to me. I believe that they can better do this and add their strength to that of the druggists from the eastern part of the State than to divide the strength of the druggists. If they wish to know why confidence in Mr. Kirchgessner was lacking, let them compare his five line report as Chairman of the Committee on Adulteration with the six page report of 1908. This is written without any ill will, as I do not care, personally, to retain the office of Secretary. I did not ask for it and I expect to quit soon, but these are the facts as I see them from this end of the State.

E. E. Calkins.

To Prevent the Copying of Photographs.

We have seen it stated that to prepare a photograph so that it can not be copied photographically it suffices to make a strong solution of quinine in water and immerse a part of the picture in it. The eye can not detect a difference in the appearance of the paper, but the camera and plate will do it. Also, a mixture of water 20 parts, glycerin 400 parts and fluoresceine, applied to a print with an India-rubber stamp, will photograph dark and show very distinctly.

M. Billere.

Formula for Preparing Cologne Oil.

Try the following:

Bergamot oil8 ozs.
 Lemongrass oil1 oz.
 Lavender oil4 ozs.
 Lemon oil2 ozs.
 Neroli oil2 drs.
 Rosemary oil1 oz.
 Alcohol1 pt.

Mix. This is to be used for making cologne, using one ounce or more to a gallon of alcohol, according to the strength desired.

Randolph Reid.

The Con Man's Mistake.

Engaging Stranger—Isn't this Uncle Billy Hill from Battle Creek? Bronzed Old Party (exhibiting a large and bony fist)—A leetle wuss nor that, young feller. I'm Uncle Hillbilly, fr'm Bloody Run. I ginerly eat a squab like you fur breakfast every mornin', an' I'm lookin' fur a meal right now. Anything else you want to know?

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.

[illegible]

GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets
By Columns

Col	A	B	C	D	F	G	H	J	L	M	N	O	P	R	T	V	W	Y
1	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatine	Herbs	Jelly	Licorice	Matches	Nuts	Olives	Pipes	Rice	Tea	Vinegar	Wick	Yeast Cake
2	Axle Grease	Bath Brick	Canned Goods	Farinaceous Goods	Feed	Grain Bags	Hides and Pelts	Paraffine	Wax	Meat Extracts	Blackberries	Blueberries	Pickles	Salad Dressing	Tobacco	Woodenware	Wrapping Paper	
3	Chicory	Brushes	Cheese	Flour	Fishing Tackle	Grains	W. R. & Co.'s 25c size	W. R. & Co.'s 50c size	W. R. & Co.'s 12s	W. R. & Co.'s 20s	W. R. & Co.'s 25s	W. R. & Co.'s 30s	W. R. & Co.'s 35s	W. R. & Co.'s 40s	W. R. & Co.'s 45s	W. R. & Co.'s 50s	W. R. & Co.'s 55s	W. R. & Co.'s 60s
4	Chocolate	Butter Color	Cocoa	Flavoring Extracts	Flour	Grains	W. R. & Co.'s 25c size	W. R. & Co.'s 50c size	W. R. & Co.'s 12s	W. R. & Co.'s 20s	W. R. & Co.'s 25s	W. R. & Co.'s 30s	W. R. & Co.'s 35s	W. R. & Co.'s 40s	W. R. & Co.'s 45s	W. R. & Co.'s 50s	W. R. & Co.'s 55s	W. R. & Co.'s 60s
5	Cocoa	Butter Color	Cocoa	Flavoring Extracts	Flour	Grains	W. R. & Co.'s 25c size	W. R. & Co.'s 50c size	W. R. & Co.'s 12s	W. R. & Co.'s 20s	W. R. & Co.'s 25s	W. R. & Co.'s 30s	W. R. & Co.'s 35s	W. R. & Co.'s 40s	W. R. & Co.'s 45s	W. R. & Co.'s 50s	W. R. & Co.'s 55s	W. R. & Co.'s 60s

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	Peaches
BAKED BEANS	Pie 90@1 25
1lb. can, per doz. 90	No. 10 size can pie 3 00
2lb. can, per doz. 1 40	Pineapple
3lb. can, per doz. 1 80	Grated 1 85@2 50
BATH BRICK	Sliced 95@2 40
American 75	Pumpkin
English 85	Fair 85
BLUING	Good 90
Arctic	Fancy 1 00
6 oz. ovals 3 doz. box \$ 40	Gallon 2 50
16 oz. round 2 doz. box 75	Raspberries
Sawyer's Pepper Box	Standard @
Per Gross	Salmon
No. 3. 3 doz. wood bxs 4 00	Col'a River, talls 1 95@2 00
No. 5. 3 doz. wood bxs 7 00	Col'a River, flats 2 25@2 70
Sawyer Crystal Bag	Red Alaska 1 35@1 50
Blue 4 00	Pink Alaska 90@1 00
BROOMS	Sardines
No. 1 Carpet, 4 sew 2 75	Domestic, 1/4s 3 1/4@ 4
No. 2 Carpet, 4 sew 2 40	Domestic, 1/2s 4 5
No. 3 Carpet, 3 sew 2 25	Domestic, 3/4 Mus. 6 1/2@ 9
No. 4 Carpet, 3 sew 2 10	California, 1/4s 11@ 14
Parlor Gem 2 40	California, 1/2s 17@ 24
Common Whisk 90	French, 1/4s 7@ 14
Fancy Whisk 1 25	French, 1/2s 18@ 23
Warehouse 3 00	Shrimps
BRUSHES	Standard 90@1 40
Scrub	Succotash
Solid Back, 8 in. 75	Fair 85
Solid Back, 11 in. 95	Good 1 00
Pointed Ends 85	Fancy 1 25@1 40
Stove	Strawberries
No. 3 90	Standard
No. 2 1 25	Fancy
No. 1 1 75	Tomatoes
Shoe	Good 95@1 10
No. 8 1 00	Fair 85@ 90
No. 7 1 30	Fancy 1 40
No. 6 1 70	Gallons 2 50
No. 5 1 90	CARBON OILS
BUTTER COLOR	Barrels
W. R. & Co.'s 25c size 2 00	Perfection @10 1/2
W. R. & Co.'s 50c size 4 00	Water White @10
CANDLES	D. S. Gasoline @13 1/2
Paraffine, 6s 10	Gas Machine @4
Paraffine, 12s 10	Deodor'd Nap'a @12 1/2
Wicking 20	Cylinder 29 @34 1/2
CANNED GOODS	Engine 16 @22
Apples	Black, winter 8 1/4@10
3lb. Standards @1 00	CEREALS
Gallon 2 75@3 00	Breakfast Foods
Blackberries	Bordeau Flakes, 36 1lb. 2 50
2lb. 1 25@1 75	Cream of Wheat, 36 2lb. 4 50
Standards gallons @5 50	Egg-O-See, 36 pkgs. 2 85
Beans	Excella Flakes, 36 lb. 4 50
Baked 85@1 30	Excella, large pkgs. 4 50
Red Kidney 85@ 95	Force, 36 2lb. 4 50
String 70@1 15	Grape Nuts, 2 doz. 2 70
Wax 75@1 25	Malta Ceres, 24 1lb. 2 40
Blueberries	Malta Vita, 36 1lb. 2 85
Standard 1 35	Mapl-Flake, 36 1lb. 4 05
Gallon 6 25	Pillsbury's Vitos, 3 dz. 4 25
Brook Trout	Ralston Health Food
2lb. cans, spiced 1 90	36 2lb. 4 50
Clams	Sunlight Flakes, 36 1lb. 2 85
Little Neck, 1lb. 1 00@1 25	Sunlight Flakes, 20 1lb. 4 00
Little Neck, 2lb. @1 50	Toasted Corn Flakes
Clam Bouillon	36 pkgs in case 2 80
Burnham's 1/2 pt. 1 90	Vigor, 36 pkgs. 2 75
Burnham's pts. 3 60	Voigt Cream Flakes 4 50
Burnham's qts. 7 20	Zest, 20 2lb. 4 10
Cherries	Zest, 36 small pkgs. 2 75
Red Standards @1 40	CROCKED WHEAT
White @1 40	24 2lb. packages 3 50
Corn	CATSUP
Fair 75@ 8	Columbia, 25 pts. 4 15
Good 1 00@1 10	Snider's pints 2 25
Fancy 1 45	Snider's 1/2 pints 1 35
French Peas	CHEESE
Sur Extra Fine 22	Acme @16
Extra Fine 19	Gem @15
Fine 15	Jersey @15
Moyen 11	Riverside @13 1/2
Gooseberries	Springdale 16 @16 1/2
Standard 1 75	Warner's @16 1/2
Hominy	Brick @16
Standard 85	Leiden @15
Lobster	Limbarger @16
1/4lb. 2 25	Pineapple 40
1lb. 4 25	Sap Sago @20
Picnic Tails 2 75	Swiss, domestic @16
Mackerel	
Mustard, 1lb. 1 80	
Mustard, 2lb. 2 80	
Soused, 1 1/2lb. 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	DRIED FRUITS
American Flag Spruce 55	Fig Cake Assorted 12	Sundried Apples @ 7
Beeman's Pepsin 55	Frosted Cream 8	Evaporated @ 7 1/2
Adams' Pepsin 55	Frosted Ginger Cookie 8	Apricots
Best Pepsin 45	Floral Cake 12 1/2	California 10@12
Best Pepsin, 5 boxes 2 00	Frosted Honey Cake 12	Citron
Black Jack 55	Fluted Coconut Bar 10	Corsican @17
Largest Gum Made 55	Fruit Honey Cake 14	Currents
Sen Sen 55	Ginger Gems 8	Imp'd 1 lb. pkg. @ 8
Sen Sen Breath Perf 1 00	Ginger Gems, Iced 9	Imported bulk @ 7 1/2
Long Tom 55	Graham Crackers 8	Peel
Yucatan 55	Gimcracks Cake 12	Lemon American 12
Hop to it 55	Ginger Nuts 10	Orange American 12
Spearment 55	Ginger Snaps N. B. C. 7	Raisins
CHICORY	N. B. C. Square 8	Cluster, 5 crown 1 75
Bulk 5	Stippodrome Bar 19	Loose Muscatels 3 cr. 5 1/2
Red 5	Honey Cake, N. B. C. 12	Loose Muscatels, 4 cr. 6 1/2
Eagle 5	Honey Finkers, As. Ice 12	L. M. Seeded 1 lb. 6 1/2
Franck's 5	Honey Jumbles 12	California Prunes
Schener's 6	Honey Jumbles, Iced 12 1/2	100-125 2 1/2 lb. boxes @ 4
CHOCOLATE	Honey Lassies 10	90-100 2 1/2 lb. boxes @ 4 1/2
Walter Baker & Co.'s	Household Cookies 8	80-90 2 1/2 lb. boxes @ 5
German Sweet 24	Household Cookies Iced 8	70-80 2 1/2 lb. boxes @ 6
Premium 35	Iced Honey Crumpets 10	60-70 2 1/2 lb. boxes @ 6 1/2
Caracas 31	Imperial 8	50-60 2 1/2 lb. boxes @ 7
Walter M. Lowney Co.	Jersey Lunch 8	40-50 2 1/2 lb. boxes @ 7 1/2
Premium, 1/4s 32	Jubilee Mixed 10	30-40 2 1/2 lb. boxes @ 8 1/2
Premium, 1/2s 32	Kream Klips 22	1/4c less in 50lb. cases
COCOA	Laddie 8	FARINACEOUS GOODS
Baker's 39	Lemon Gems 10	Beans
Cleveland 41	Lemon Biscuit Square 8	Dried Lima 5 1/2
Colonial, 1/4s 35	Lemon Fruit Square 12 1/2	Med. Hand Pk'd 2 50
Colonial, 1/2s 33	Lemon Wafer 16	Brown Holland
Epps 42	Lemona 8	Farina
Huyler 45	Mary Ann 8	24 1 lb. packages 1 50
Lowney, 1/4s 36	Marshmallow Walnuts 16	Bulk, per 100 lbs. 8 50
Lowney, 1/2s 36	Molasses Cakes 8	Hominy
Lowney, 1s 40	Molasses Cakes, Iced 9	Flake, 50 lb. sack 1 00
Van Houten, 1/4s 12	Mottled Square 9	Pearl, 100 lb. sack 2 45
Van Houten, 1/2s 20	Newton 12	Pearl, 200 lb. sack 4 80
Van Houten, 1s 72	Nabob Jumbles 14	Maccaroni and Vermicelli
Webb 30	Oatmeal Crackers 8	Domestic, 10 lb. box 60
Wilbur, 1/4s 39	Orange Gems 8	Imported, 25 lb. box 2 50
Wilbur, 1/2s 39	Penny Cakes, Assorted 8	Pearl Barley
COCOA	Peanut Gems 9	Common 3 00
Dunham's 1/4s & 1/2s 26 1/2	Pretzels, Hand Md. 9	Chester 3 00
Dunham's 1/2s 27	Pretzettes, Hand Md. 9	Empire 3 65
Dunham's 1/4s 28	Pretzettes, Mac. Md. 8	Peas
Bulk 12	Raisin Cookies 10	Green, Wisconsin, bu. 2 50
COFFEE	Revere, Assorted 14	Green, Scotch, bu. 2 50
Rio	Rosalie 8	Split, lb. 84
Common 10@13 1/2	Rube 8	Sago
Fair 14 1/2	Scalloped Gems 10	East India 5
Choice 16 1/2	Scotch Cookies 10	German, sacks 5
Fancy 20	Snow Creams 16	German, broken pkg. 5
Santos	Spiced Currant Cake 10	Tapoca
Common 12@13 1/2	Sugar Fingers 12	Flake, 110 lb. sacks 6
Fair 14 1/2	Sugar Gems 8	Pearl, 130 lb. sacks 4
Choice 16 1/2	Sultana Fruit Biscuit 16	Pearl, 24 lb. pkgs. 7 1/2
Fancy 19	Sunside Jumbles 10	FLAVORING EXTRACTS
Peaberry 19	Spiced Gingers 9	Foot & Jenke
Maracalbo	Spiced Gingers Iced 10	Coleman Brand
Fair 16	Sugar Cakes 8	Lemon
Choice 19	Sugar Squares, large or small 8	No. 2 Terpeness 75
Mexican	Superba 8	No. 3 Terpeness 1 75
Choice 16 1/2	Sponge Lady Fingers 25	No. 8 Terpeness 3 00
Fancy 19	Sugar Crimp 8	Vanilla
Guatemala	Vanilla Wafers 16	No. 2 High Class 1 20
Choice 15	Victors 12	No. 4 High Class 3 00
Java	Waverly 10	No. 8 High Class 4 00
African 12	In-er Seal Goods	Jaxon Brand
Fancy African 17	Per doz.	Vanilla
O. G. 25	Albert Biscuit 1 00	2 oz. Full Measure 2 10
P. G. 31	Animals 1 00	4 oz. Full Measure 4 00
Mocha	Arrowroot Biscuit 1 00	8 oz. Full Measure 8 00
Arabian	Baronet Biscuit 1 00	Lemon
Package	Butter Wafers 1 00	2 oz. Full Measure 1 25
New York Basis	Cheese Sandwich 1 00	4 oz. Full Measure 2 40
Arbuckle 17 50	Chocolate Wafers 1 00	8 oz. Full Measure 4 50
Dilworth 14 75	Cocoa Nut Dainties 1 00	Jennings D. C. Brand
Jersey 15 00	Faust Oyster 1 00	Terpeness Ext. Lemon
Lion 14 50	Fig Newton 1 00	No. 2 Panel 75
McLaughlin's XXXX	Five O'clock Tea 1 00	No. 4 Panel 1 50
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	Frotana 1 00	No. 6 Panel 3 00
Extract	Ginger Snaps, N. B. C. 1 00	Taper Panel 1 25
Holland, 1/2 gro boxes 95	Graham Crackers 1 00	2 oz. Full Measure 1 25
Felix, 1/2 gross 1 15	Lemon Snap 50	4 oz. Full Measure 2 40
Hummel's foil, 1/2 gro. 85	Marshmallow Dainties 1 00	8 oz. Full Measure 4 50
Hummel's tin, 1/2 gro. 1 43	Oatmeal Crackers 1 00	Jennings D. C. Brand
CRACKERS	Old Time Sugar Cook. 1 00	Extract Vanilla
National Biscuit Company	Oval Salt Biscuit 1 00	No. 2 Panel 1 25
Brand	Oysterettes 50	No. 4 Panel 3 00
Butter	Peanut Wafers 1 00	No. 6 Panel 3 00
Seymour, Round 6 1/2	Pretzettes, Hd. Md. 1 00	Taper Panel 1 25
N. B. C. 6 1/2	Royal Toast 1 00	1 oz. Full Measure 90
Soda	Saltine 1 00	2 oz. Full Measure 1 80
Select Soda 8 1/2	Saratoga Flakes 1 50	4 oz. Full Measure 3 50
Saratoga Flakes 13	Social Tea Biscuit 1 00	No. 2 Assorted Flavors 1 00
Zephyrette 13	Soda, N. B. C. 1 00	GRAIN BAGS
Oyster	Soda, Select 1 00	Amoskeag, 100 in bale 19
N. B. C., Round 6	Sugar Clusters 1 00	Amoskeag, less than bi 19 1/2
Gem 6	Sultana Fruit Biscuit 1 50	GRAIN AND FLOUR
Faust, Shell 7 1/2	Uneda Biscuit 50	Wheat
Sweet Goods	Uneda Jinjer Wayfer 1 00	New 1 01
Animals 10	Uneda Lunch Biscuit 50	Winter Wheat Flour
Atlantic, Assorted 10	Vanilla Wafers 1 00	Local Brands
Arrowroot Biscuit 16	Water Thin 1 00	Patents 6 10
Brittle 11	Zu Zu Ginger Snaps 50	Seconds Patents 5 60
Cadet 8	Zwieback 1 00	Straight 5 10
Cartwheels Assorted 8	In Special Tin Packages	Second Straight 4 70
Cavalier Cake 14	Per doz.	Clear 4 00
Circle Honey Cookie 12	Festino 2 50	Flour in barrels, 25c per barrel additional.
Currant Fruit Biscuit 10	Nabisco 2 50	Worden Grocer Co.'s Brand
Cracknels 16	Nabisco 1 00	Quaker, paper 5 30
Coffee Cake, pl. or iced 10	Champagne Wafer 2 50	Quaker, cloth 5 50
Cocoa Nut Taffy Bar 12	Per tin in bulk.	Wykes & Co.
Cocoa Nut Bar 10	Sorbetto 1 00	Eclipse 5 20
Cocoa Nut Drops 12	Nabisco 1 75	Kansas Hard Wheat Flour
Cocoa Nut Honey Cake 12	Festino 1 50	Judson Grocer Co.
Cocoa Nut Hon. Fingers 12	Bent's Water Crackers 1 40	Fanchon, 1/4s cloth 6 90
Cocoa Nut Hon. Jumbles 12	Holland Rusk	Grand Rapids Grain & Milling Co. Brands
Cocoa Nut Macaroons 18	36 packages 2 90	Wizard, Flour 5 10
Currant Cookies Iced 10	40 packages 3 20	Wizard, Graham 5 10
Dandelion 10	60 packages 4 75	Wizard, Corn Meal 3 70
Dinner Biscuit 20	CREAM TARTAR	Wizard, Buckwheat 5 70
Dixie Sugar Cookie 9	Barrels or drums 29	Rye 4 30
Family Snaps 8	Boxes 30	
	Square cans 32	
	Fancy caddies 35	

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family..6 30 Golden Horn, bakers..6 20 Duluth Imperial..6 50 Wisconsin Rye..4 30 Judson Grocer Co.'s Brand Ceresota, 1/2s..7 20 Ceresota, 1/4s..7 10 Ceresota, 1/8s..7 00 Lemon & Wheeler's Brand Wingold, 1/2s..7 00 Wingold, 1/4s..6 95 Wingold, 1/8s..6 85 Worden Grocer Co.'s Brand Laurel, 1/2s cloth..7 00 Laurel, 1/4s cloth..6 90 Laurel, 1/8s cloth..6 80 Voigt's Crescent..7 10 Voigt's Flourloft whole wheat flour) 7 10 Voigt's Hygienic Graham Royal..6 55 Voigt's Royal..7 60 Wykes & Co. 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 Sleepy Eye, 1/8s paper..6 40 Meal Bolted..3 90 Golden Granulated..4 00 St. Car Feed screened 31 00 No. 1 Corn and Oats 31 00 Corn, cracked..30 00 Corn Meal, coarse..30 00 Winter Wheat Bran 26 00 Middlings..28 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linsed Meal..34 00 O P Laxo-Cake-Meal 32 00 Cottonseed Meal..33 00 Gluten Feed..30 00 Brewers' Grains..23 00 Hammond Dairy Feed 25 00 Alfalfa Meal..25 00 Oats Michigan carlots..43 Less than carlots..45 Corn Carlots..75 Less than carlots..77 Hay Carlots..12 Less than carlots..14 HERBS Sage..15 Hops..15 Laurel Leaves..15 Senna Leaves..26 HORSE RADISH Per doz..90 JELLY 5lb pails, per doz..2 25 15lb pails, per pail..55 30lb pails, per pail..98 LICORICE Pure..30 Calabria..25 Sicily..14 Root..11 MATCHES C. D. Crittenden Co. Noiseless Tip..4 50@4 75 MOLASSES New Orleans Fancy Open Kettle..40 Choice..35 Good..22 Fair..20 MINCE MEAT Per case..2 90 MUSTARD 1/4 lb. 6 lb. box..18 OLIVES Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 40 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz..75 Queen, pints..2 50 Queen, 19 oz..4 50 Queen, 28 oz..7 00 Stuffed, 5 oz..90 Stuffed, 3 oz..1 45 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob..90 PICKLES Medium Barrels, 1,200 count..6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat..85 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special..1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle..2 00 No. 632 Tourn't whist 2 25 POTASH Babbitt's..4 00 PROVISIONS Barreled Pork Mess, new..22 00 Clear Back..23 00 Short Cut..21 50 Short Cut Clear..21 50 Bean..20 50 Brisket, Clear..21 50 Pig..24 00 Clear Family..21 00 Dry Salt Meats S. P. Bellies..12 Bellies..10 Extra Shorts Clear..11 1/2	Lard Pure in tierces..12 1/2 Compound Lard..8 1/2 80 lb. tubs..advance 1/2 50 lb. tubs..advance 1/4 50 lb. tins..advance 1/4 20 lb. pails..advance 1/4 10 lb. pails..advance 1/4 5 lb. pails..advance 1/4 8 lb. pails..advance 1/4 Smoked Meats Hams, 12 lb. average..14 Hams, 14 lb. average..14 Hams, 16 lb. average..14 Hams, 18 lb. average..14 Skinned Hams..15 1/2 Ham, dried beef sets..16 1/2 California Hams..10 1/2 Picnic Boiled Hams..14 Boiled Ham..22 Berlin Ham, pressed..11 Minced Ham..11 Bacon..15 1/2 Sausages Bologna..8 Liver..5 Frankfort..10 Pork..11 Veal..11 Tongue..11 Headcheese..9 Peef Boneless..14 00 Rump, new..14 00 Pig's Feet 1/4 bbls., 40 lbs..2 00 1/2 bbls., 80 lbs..4 00 1 bbl..9 00 Tripe Kits, 15 lbs..80 1/4 bbls., 40 lbs..1 60 1/2 bbls., 80 lbs..3 00 Casings Hogs, per lb..32 Beef, rounds, set..25 Beef, middles, set..80 Sheep, per bundle..90 Uncolored Butterine Solid dairy..10 @12 Country Rolls..10 1/2 @16 1/2 Canned Meats Corned beef, 2 lb..2 75 Corned beef, 1 lb..1 60 Roast beef, 2 lb..2 75 Roast beef, 1 lb..1 60 Potted ham, 1/2s..50 Potted ham, 1/4s..50 Deviled ham, 1/2s..50 Deviled ham, 1/4s..50 Potted tongue, 1/2s..50 Potted tongue, 1/4s..50 RICE Fancy..7 @ 7 1/2 Japan..5 1/2 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint..2 25 Columbia, 1 pint..4 00 Durkee's, large, 1 doz..4 50 Durkee's, small, 2 doz..5 25 Snider's, large, 1 doz..2 35 Snider's, small, 2 doz..1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer..3 10 Deland's..3 00 Dwight's Cow..3 15 L. P..3 00 Wyandotte, 100 3/4s..3 00 SAL SODA Granulated, bbls..85 Granulated, 100 lbs. cs. 1 00 Lump, bbls..80 Lump, 145 lb. kegs..9 SALT Common Grades 100 3 lb. sacks..2 25 60 5 lb. sacks..2 10 28 10 1/2 lb. sacks..2 05 56 lb. sacks..32 28 lb. sacks..17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks..24 Common Granulated, fine..80 Medium, fine..85 SALT FISH Cod Large whole..@ 7 Small whole..@ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock..@ 5 Halibut Strips..14 Chunks..15 Holland Herring Pollock..@ 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2 bbls 4 50@5 25 White Hoop mchs. 60@ 75 Norwegian Round, 100 lbs..3 75 Round, 40 lbs..1 90 Scaled..13 Trout No. 1, 100 lbs..7 50 No. 1, 40 lbs..3 25 No. 1, 10 lbs..90 No. 1, 8 lbs..75 Mackerel Mess, 100 lbs..14 50 Mess, 40 lbs..6 20 Mess, 10 lbs..1 65 Mess, 8 lbs..1 35 No. 1, 100 lbs..13 00 No. 1, 40 lbs..5 60 No. 1, 10 lbs..1 50 No. 1, 8 lbs..1 25 Whitefish No. 1, No. 2 Fam. 100 lbs..9 75 @ 3 50 50 lbs..5 25 @ 1 90	SEEDS Anise..10 Canary, Smyrna..4 1/2 Caraway..10 Cardamom, Malabar 1 00 Celery..15 Hemp, Russian..4 1/2 Mixed Bird..4 Mustard, white..10 Poppy..9 Rape..6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small..1 25 Bixby's Royal Polish..85 Miller's Crown Polish..85 SNUFF Scotch, in bladders..37 Macaboy, in jars..35 French Rapple in jars..43 SOAP J. S. Kirk & Co. American Family..4 00 Dusky Diamond, 50 8oz 2 80 Dusky, D'nd 100 6 oz 3 80 Jap Rose, 50 bars..3 60 Savon Imperial..3 00 White Russian..3 15 Dome, oval bars..3 00 Satinet, oval..2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox..3 00 Ivory, 6 oz..4 00 Ivory, 10 oz..6 75 Star..3 00 Lautz Bros. & Co. Acme, 70 bars..4 00 Acme, 30 bars..4 00 Acme, 25 bars..4 00 Acme, 100 cakes..3 25 Big Master, 70 bars..2 80 Marseilles, 100 cakes..5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer..4 00 Old Country..3 40 Soap Powders Lautz Bros. & Co. Snow Boy..4 00 Gold Dust, 24 large..4 50 Gold Dust, 100-5c..4 00 Kirkoline, 24 4lb..3 80 Pearline..3 75 Soapine..3 75 Babbitt's 1776..3 75 Roseine..3 50 Armour's..3 70 Wisdom..3 80 Soap Compounds Johnson's Fine..5 10 Johnson's XXX..4 25 Nine O'clock..3 35 Rub-No-More..3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots..9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes..2 25 Sapolio, hand..2 25 Scourine Manufacturing Co Scourine, 50 cakes..1 80 Scourine, 100 cakes..3 50 SODA Boxes..5 1/2 Kegs, English..4 1/4 SPICES Whole Spices Allspice..10 Cassia, China in mats..16 Cassia, Canton..16 Cassia, Batavia, bund..28 Cassia, Saigon, broken 40 Cassia, Saigon, in rolls 55 Cloves, Amboyina..22 Cloves, Zanzibar..16 Mace..55 Nutmegs, 75-80..35 Cassia, 105-10..25 Nutmegs, 115-20..20 Pepper, Singapore, blk..15 Pepper, Singap. white..25 Pepper, shot..17 Pure Ground in Bulk Allspice..14 Cassia, Batavia..28 Cassia, Saigon..55 Cloves, Zanzibar..24 Ginger, African..15 Ginger, Cochin..18 Ginger, Jamaica..25 Mace..65 Mustard..18 Pepper, Singapore, blk..17 Pepper, Singap. white..28 Pepper, Cayenne..20 Sage..20 STARCH Corn Kingsford, 40 lbs..7 1/2 Muzzy, 20 1lb. pkgs..5 1/4 Muzzy, 40 1lb. pkgs..5 Gloss Kingsford Silver Gloss, 40 1lbs..7 1/2 Silver Gloss, 16 3lbs..6 1/4 Silver Gloss, 12 6lbs..8 1/4 Muzzy 48 1lb. packages..5 16 5lb. packages..4 1/2 12 6lb. packages..6 50lb. boxes..4 SYRUPS Corn Barrels..31 Half barrels..33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans, 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 10 2 1/2lb. cans 3 dz. in cs. 2 15	Pure Cane Fair..16 Good..20 Choice..25 TEA Japan Sundried, medium..24 Sundried, choice..32 Sundried, fancy..36 Regular, medium..24 Regular, choice..32 Regular, fancy..36 Basket-fired, medium 31 Basket-fired, choice..38 Basket-fired, fancy..43 Nibs..22@24 Siftings..9@11 Fannings..12@14 Gunpowder Moyune, medium..30 Moyune, choice..32 Moyune, fancy..40 Pingsuey, medium..30 Pingsuey, choice..30 Pingsuey, fancy..40 Young Hyson Choice..36 Fancy..30 Oolong Formosa, fancy..42 Amoy, medium..25 Amoy, choice..32 English Breakfast Medium..20 Choice..30 Fancy..40 India Ceylon, choice..32 Fancy..42 TOBACCO Fine Cut Cadillac..54 Sweet Loma..34 Hiawatha, 5lb. pails..55 Telegram..30 Pay Car..33 Prairie Rose..49 Protection..40 Sweet Burley..41 Tiger..41 Plug Red Cross..31 Palo..35 Hiawatha..41 Kyo..35 Battle A..35 American Eagle..37 Standard Navy..37 Spear Head, 7 oz..47 Spear Head, 1 1/2 oz..44 Nobby Twist..55 Jolly Tar..39 Old Honesty..43 Toddy..34 J. T..34 Piper Heidsieck..39 Boot Jack..69 Honey Dip Twist..86 Black Standard..40 Cadillac..40 Forge..40 Nickel Twist..52 Mill..32 Great Navy..36 Smoking Sweet Core..34 Flat Car..32 Wampath..26 Bamboo, 16 oz..25 I X L, 5lb. oz..25 I X L, 16 oz. pails..31 Honey Dew..40 Gold Block..40 Flagman..40 Chips..40 Kiln Dried..33 Duke's Mixtures..21 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 Plow Boy, 1 1/2 oz..39 Plow Boy, 3 1/2 oz..39 Peerless, 3 1/2 oz..35 Peerless, 1 1/2 oz..36 Air Brake..39 Cant Hook..30 Country Club..32-34 Forex-XXXX..30 Good Indian..25 Self Binder, 16oz. 8oz. 20-22 Silver Foam..24 Sweet Marie..24 Royal Smoke..42 TWINE Cotton, 3 ply..20 Cotton, 4 ply..20 Jute, 2 ply..14 Hemp, 6 ply..13 Flax, medium N..24 Wool, 1 lb. balls..8 VINEGAR State Seal..12 Oakland apple cider..14 Barrels free. WICKING No. 0 per gross..30 No. 1 per gross..40 No. 2 per gross..50 No. 3 per gross..75 WOODENWARE Baskets Bushels..1 10 Bushels, wide band..1 25 Market..40 Splint, large..3 50 Splint, medium..3 00 Splint, small..2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate..30 1/2 lb., 250 in crate..30 1 lb., 250 in crate..35 2 lb., 250 in crate..40 3 lb., 250 in crate..40 5 lb., 250 in crate..50 Churns Barrel, 5 gal., each..2 40 Barrel, 10 gal., each..2 55 Clothes Pins Round Head. 4 inch, 5 gross..50 4 1/2 inch, 5 gross..55 Cartons, 20 2 1/2 doz. bxs..60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete..40 No. 2 complete..28 Case No.2 fillers15sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 8 in..70 Cork lined, 9 in..80 Cork lined, 10 in..90 Mop Sticks Trojan spring..90 Eclipse patent spring 85 No. 1 common..80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7..85 Pails 2-hoop Standard..2 15 3-hoop Standard..2 35 2-wire, Cable..2 25 3-wire, Cable..2 45 Cedar, all red, brass..1 25 Paper, Eureka..2 25 Fibre..2 70 Toothpicks Hardwood..2 50 Softwood..2 75 Banquet..1 50 Ideal..1 50 Traps Mouse, wood, 2 holes..22 Mouse, wood, 4 holes..45 Mouse, wood, 6 holes..70 Mouse, tin, 5 holes..65 Rat, wood..80 Rat, spring..75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1..9 25 18-in. Cable, No. 2..8 25 16-in. Cable, No. 3..7 25 No. 1 Fibre..10 25 No. 2 Fibre..9 25 No. 3 Fibre..8 25 Washboards Bronze Globe..2 50 Dewey..1 75 Double Acme..2 75 Single Acme..2 25 Double Peerless..4 25 Single Peerless..3 60 Northern Queen..3 50 Double Duplex..3 00 Good Luck..2 75 Universal..3 65 Window Cleaners 12 in..1 65 14 in..1 85 16 in..2 30 Wood Bowls 13 in. Butter..1 25 15 in. Butter..2 25 17 in. Butter..3 75 19 in. Butter..5 00 Assorted, 13-15-17..2 30 Assorted, 15-17-19..3 25 WRAPPING PAPER Common straw..1 1/4 Fibre Manila, white..2 1/2 Fibre Manila, colored..4 No. 1 Manila..3 Cream Manila..4 Butcher's Manila..2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls..19 YEAST CAKE Magic, 3 doz..1 15 Sunlight, 3 doz..1 00 Sunlight, 1 1/2 doz..1 00 Least Foam, 3 doz..1 15 Yeast Cream, 3 doz..1 00 Yeast Foam, 1 1/2 doz..58 FRESH FISH Per lb. Whitefish, Jumbo..16 Whitefish, No. 1..12 Trout..1 1/2 Halibut..10 Herring..7 Bluefish..14 1/2 Live Lobster..29-30 Boiled Lobster..29 Cod..10 Haddock..8 Pickle..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 HIDES AND PELTS 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	Pelts Old Wool..@ 30 Lambs..50@ 75 Shearlings..40@ 65 Tallow No. 1..@ 5 No. 2..@ 4 Wool Unwashed, med..@ 28 Unwashed, fine..@ 23 CONFECTIONS Stick Candy Standard..7 1/2 Standard H H..7 1/2 Standard Twist..8 Cases Jumbo, 32 lb..7 1/2 Extra H H..10 Boston Cream..12 Big stick, 30 lb. case 8 Mixed Candy Grocers..6 1/2 Competition..7 Special..8 Conserve..7 1/2 Royal..12 Ribbon..10 Broken..8 Cut Loaf..8 1/2 Leader..8 Kindergarten..10 French Cream..9 Star..11 Hand Made Cream..16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts..14 Coco Bon Bons..14 Fudge Squares..12 Peanut Squares..9 Sugared Peanuts..12 Salted Peanuts..12 Starlight Kisses..11 San Blas Goodies..11 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..1 Ital. Cream Opera..12 Ital. Cream Bon Bons 12 Golden Waffles..12 Red Rose Gum Drops 10 Auto Bubbles..13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies..50 Lemon Sours..60 Old Fashioned Horobound 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, Crys. 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 Asstm'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 Pop Corn Cracker Jack..3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s..3 25 Oh My 100s..3 50 Cough Drops Putnam Menthol..1 00 Smith Bros..1 25 NUTS—Whole Almonds, Tarragona 16 Almonds, Drake..15 Almonds, California sft. shell Brazil..12@13 Filberts..12@13 Cal. No. 1..12 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 Cocanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 8 @8 1/2 Pecan Halves..@58 Walnut Halves..30@32 Filbert Meats..27 Alicante Almonds..42 Jordan Almonds..47 Peanuts Fancy H. P. Suns 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

Small size, 1 doz. box .40
Large size, 1 doz. box .40

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
Rounds8 1/2 @ 10
Chucks6 @ 7 1/2
Plates@ 5
Livers@ 5

Pork

Loins@ 14 1/2
Dressed@ 11
Boston Butts@ 13 1/2
Shoulders@ 12 1/2
Leaf Lard@ 13
Pork Trimmings@ 10

Mutton

Carcass@ 10
Lambs@ 14
Spring Lambs@ 14

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

40ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 25
70ft.1 50

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 50
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 19

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, Detroit;
Symons Bros. & Co., Saginaw;
Brown, Davis & Warner, Jackson;
Gods-mark, Durand & Co., Battle Creek;
Fielbach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

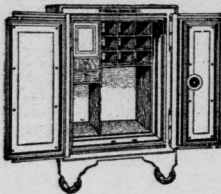
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..8 55
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

COUPON BOOKS

SUPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS
ACCURACY
PROFIT
CONTENTMENT

We make four grades of books in the different denominations.

CIRCULARS ON INQUIRY
SAMPLES
TRADESMAN COMPANY,
GRAND RAPIDS, MICH.

CLERKS!

write us for our scheme of sample distribution, for which we give you attractive and useful jewelry, including Scarf Pins, Links and Ladies' Belt Pins, set with real Brazilian bugs—the novelty of the season.

Sell Ralston Health BREAKFAST FOOD

GREATEST IN FOOD VALUE
DIGESTIBLE NUTRITIOUS

The nutriment is not dissipated in factory cooking. It cooks in half the time of Rolled Oats. Requires almost no stirring.

Easily and quickly prepared. Rendered delicious and digestible in half the time required by Rolled Oats.

Ralston Purina Co., St. Louis, Mo.

"Where Purity Is Paramount"

Sumner M. Wells & Co., Distributors
Room 19, Hawkins Block, Grand Rapids, Michigan

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—160 acres on Thornapple River, suitable for gardening, fruit or general farming. Five buildings, good auto road to city. Enquire 28 Wellington Place, City or Citz. Phone 9090. 999

Brass man of experience with \$3,700 can get into profitable business for himself and make big money. Up-to-date machinery, tools and complete system of brass and aluminum patterns for plumbers and water works brass goods for sale. No other plant in south. Southern Brass Works, Candler Bldg., Atlanta, Ga. 989

Wanted—For Grand Rapids, Mich., and surrounding territory, a live brokerage house for the sale of a new high-class safety match equal to the best and cheaper than any. Only houses with well-established connections with the largest jobbing and wholesale grocery houses need apply. Charles S. Powell & Co., 165 Broadway, New York. 988

For Sale—A fine, up-to-date furniture stock; best location in city; good, old-established trade; rent reasonable, with five years' lease. Owner to retire from business and leave city. Enquire of Wm. E. Smith & Co., 116 S. Michigan St., South Bend, Ind. 987

15 horsepower Otto gasoline engine for sale in first-class running order. Cost \$850, will sell for \$200. Address John Robson, Lansing, Mich. 965

For Sale—Shoe store at bargain. Stock new, value \$2,700. Storeroom and dwelling combined. Will sell or rent cheap. No trade. P. J. Thompson, Sycamore, Ohio. 985

For Sale—Cheap, small prescription case, set drug drawers, pulls and labels. Set square shelf bottles with labels. Two 8 ft. and one 6 ft. Silent Salesman plate tops (Saginaw Show Case Co.) counter, cases, scales, etc. All practically new. Snap for anyone starting small drug store. Lane & Lane, Bad Axe, Mich. 984

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago. 997

For Sale—First-class live grocery business Central Michigan town. Stock and fixtures inventory about \$1,800. Doing \$1,500 monthly. A snap. Address 996, care Tradesman. 996

For Sale—At a bargain, first-class wall paper and paint business; well established and in excellent location; business growing nicely; will sell for cash or trade for good real estate; good reasons for selling. Address Bargain, care Michigan Tradesman. 995

For Sale—Clothing and furnishing stock in city of 5,000. Clean small stock of \$3,000. Fine location, rent \$25. Most valid reason for selling. Must be sold for cash by Oct. 1, 1909. Address No. 994, care Michigan Tradesman. 994

For Sale—In California. I have for sale a splendid retail business in one of the live country towns in sunny Southern California. Requires about \$40,000 investment for stock and buildings, and pays 10 per cent. on \$85,000. Capable of large increase. Good reasons for selling. Write W. E. Alexander, 521 S. Spring St., Los Angeles, Cal. 993

Wanted—To purchase clean, up-to-date stock of general merchandise invoicing \$4,000 to \$6,000 cash. Location must be surrounded by good farming community in Indiana. Will answer correspondence from other sections giving full particulars. Address 992, care Michigan Tradesman. 992

Bakery in best city Southern Michigan; established trade, good horse and two wagons, one is new; will take part cash and balance to suit purchaser. Must sell at once on account other business. Price \$450. Address 508 E. Main, Jackson, Mich. 991

For Sale—Nice clean grocery stock at Fremont, Mich. Reason for selling, have bought one-half interest in store at Stanwood, Mich. C. F. Schuster, Fremont, Mich. 990

For Sale—50 shares stock in Perry Barker Candy Co., Lansing, Mich. Or will exchange for automobile. Address B. J. T., care Tradesman. 982

For Sale—Well-established meat business enjoying lucrative patronage. Cash sales about \$200 per week. Good location and low rent. One of the best bargains in the meat line to be found anywhere. Reason for selling, owner has other business. L. N. Roussin, Manistee, Mich. 981

Card-Writer Paint—Make your own, any color; to mix with water as you use it. Full instructions for 25c. J. H. Gardard, Montpelier, Indiana. 983

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

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

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

Drug and grocery stock for sale in hustling Southern Michigan town of 2,000. Good fixtures, gas lights, rent cheap, dry territory. Invoices about \$3,000. Daily sales \$80. Address No. 899, care Tradesman. 899

For Sale—Good paying drug store cheap, expenses light. Reason for selling, death of owner. Address C. H. DeGowin, Cheboygan, Mich. 835

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

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. Feyereisen & Co.,
184 Franklin St., Chicago, Ill.

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

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—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—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 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 44x68 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

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—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

Anything and everything to equip store, office, restaurant or ice cream parlor. Some special bargains, second-hand goods. Michigan Store & Office Fixture Co., 519-521 N. Ottawa St., Grand Rapids, Mich. 837

For Sale—Stock of clothing and furnishing goods in good factory town 4,000 population, doing yearly business of \$32,000 to \$35,000. Stock inventories \$15,000. 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

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

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

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

For Sale—Country 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—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

Fine opening for clothing or department store, Pendleton, Indiana, has none. Former occupants did \$25,000 year in exclusive clothing business. Modern corner room, 30x100, completely equipped with fixtures. Immediate possession. Rent reasonable. Write Charles Stephenson, 167 Dearborn St., Chicago, Ill. 932

For Sale—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—Salesman visiting stove and hardware trade to handle household specialty as a side line; extensively advertised in largest magazines; easy seller; immense sales; big profits; in writing state line you are selling and territory you cover. Address C. E. Swartzbaugh, 1337 W. Bancroft St., Toledo, Ohio. 998

Wanted—An experienced clerk in general store, steady position to right party. J. W. Jackson & Co., Chesaning, Mich. 939

Agents, \$95 monthly, selling Suction Sign Holders. Something new. Lightening 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

AUCTIONEERS AND SPECIAL SALESMEN.

The noted Illinois auctioneers will close out your stock the right way, sales held in six states, quit business by a sure method. Free booklet. Breckenridge Auction Co., Edinburg, Ill. 986

LITERARY ASSISTANCE

Assistance given in reports, debates, toasts, addresses for occasions, orations, lectures, speeches, club programs. Dept. L., Bureau of Research, New Albany, Indiana. 940

Want Ads. continued on next page.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75
File and 1,000 specially printed bill heads..... 3 00
Printed blank bill heads, per thousand..... 1 25
Specially printed bill heads, per thousand..... 1 50

Tradesman Company,
Grand Rapids.

RICE IN PLACE OF WHEAT.

Rice is the principal food of 700,000,000 people in Asia. The European races eat bread made of wheat, of rye, of barley and of oats, in the United States the people eat chiefly bread made of wheat, and in the Southern States bread made of Indian corn or maize is largely consumed.

Wheat, spelled by the Anglo-Saxons "hwaet," which means "white," takes precedence among the Western nations over all other bread plants, partly because of its superior excellence as food and partly because the poorer classes of Europe, who in early times were chiefly confined to the use of the black or brown breads made of rye and barley, regarded their ability to have white bread on their tables as a rise in the social as well as in the financial scale. In most European countries, thanks to better industrial conditions, the use of white bread is general, although many prefer the darker kinds.

It is difficult to induce the European peoples of any class to eat our corn bread, and the consumption of rice there is small as it is in our own country.

The consumption of rice in the United States is from six to seven pounds per capita; in Cuba it is from 150 to 200 pounds per capita; in Japan and China it is from 250 to 300 pounds per capita. Among rice-eating nations it is estimated that a laboring man consumes a pound of rice and over per day.

Apparently the increase of the consumption of rice in the countries of Europe and the United States may be the result of compulsion, if not of choice. In the Review of Reviews for September, in an article by W. C. Tiffany, editor of the Northwestern Miller, published at Minneapolis, one of the world's greatest milling centers, an impending and alarming deficiency of the wheat crop is discussed. He says:

"For nearly two years unprecedentedly high wheat prices have prevailed, and last spring the highest point in twenty-two years was reached, with the one exception of 1898, the year of the Leiter corner. How far these prices are due to manipulation no one can say, but making due allowance for the influence of the so-called corner of James A. Patten and his followers there is no question that they were caused to a very large extent by the shortage of wheat stocks throughout the world.

"Many mills on the Continent of Europe have this year been obliged to shut down for lack of wheat to grind, and the mills of Great Britain were for some time often close to the same position. Throughout Kansas, Missouri, the Middle States and Ontario many mills were obliged to cease grinding or to run only half-time for the same reason. Flour in turn advanced, and many of the smaller bakers in the United Kingdom and in this country who were caught with short supplies of flour have been forced into bankruptcy. The price of bread has been advanced in London and Glasgow to 7 pence for the quarter or four-pound loaf, and in many

places in this country the loaf has been either reduced in weight or advanced in price.

"In view of these facts the statement is now often made that the long-predicted time has come when the world's consumptive demand for wheat has overtaken the production. Ten years ago an English scientist, Sir William Crookes, predicted that in view of the growth in population and the approaching occupation of all lands available for wheat-growing there would in a few years be an insufficient production of wheat to supply the world's demand for flour.

"Statistics compiled by the United States Department of Agriculture show that the world's total production of wheat during the last four years was as follows:

Crops of 1905 and 1906 ..6,745,000,000
World's consumption6,525,000,000

Surplus 220,000,000
Crops of 1907 and 1908 ..6,275,000,000
World's normal consumption 6,675,000,000

Deficiency 400,000,000
"The deficiency of the past two years, therefore, excels apparently by 180,000,000 bushels the surplus left by the previous two crops. In other words, the world's reserve stocks at the harvest of 1905 have to be drawn on to this extent in order to supply current demands.

"If the world's possible wheat production had reached its limit we should be facing a very serious situation, but that is far from being the case. In the last ten years the world's wheat crop has increased over 500,000,000 bushels, and the world's consumption not to exceed 400,000,000. We know that the consumption of wheat will continue to increase with the growth of population, but where is the increase in production to come from? That, after all, is the vital question."

Improved and more economical methods of farming must be adopted, but should the consumption of wheat outgrow the supply, there need be no starvation, and not even any suffering, while we can grow an abundance of corn, with a practically unlimited area in the Southern States in which rice culture can be carried to the most successful results. As to the value of rice as a food, the Secretary of Agriculture says:

"Compared with wheat, without quoting exact figures, rice has somewhat less nitrogen than wheat, but while it is defective in frame-building material, it has more heat and energy-producing material than wheat or corn. It has this great advantage over both of these as a food for the human family. Corn has too much oil and is very heating, while rice burns in the human system with great evenness, and very little force is lost by reason of digestion. From a digestive standpoint the net results in eating rice are exceedingly favorable, so much the case that corn could not well be substituted for rice in all the hot countries. Its great advantage over wheat is that wheat is nearly a balance ration and nearly all

of our foods are unbalanced, consequently the moment we eat wheat and meat of any kind our ration is unbalanced and uneconomic, and in addition not the best for the human system. This is true of wheat and beef or any lean meat, wheat and eggs and nearly every food that can be named. On the other hand rice is an unbalanced food—that is, it has a wonderful amount of heat and energy, but is lacking in nitrogen—hence rice and lean meats of all kinds make a balanced ration in proper proportions. Rice is a great food and should be exploited as one of the staple articles for American consumption.

"Rice straw enters largely into the paper made in Japan, and by mixing it with a little other material it would make a very valuable paper pulp."

Heretofore rice has been regarded as a delicate sort of food, best fitted for desserts and the use of invalids, but the simple fact is that it is a good, strong dependence for the subsistence of working people. More than 600,000,000 Chinese, Hindoos and Japanese live on it, and the Japanese fought a terrible and successful war on rice as a chief article of food.

PRESENT CONTRASTS.

That a return of prosperity has begun seems to be assured. That all of the great industrial factors are showing pronounced activity is evident. These facts contribute two interesting revelations so potent that they can not escape notice.

Those persons who hail the revival of business with greatest enthusiasm and who seem so confident that a majority of their troubles are at an end are, as a rule, the restless, thriftless jacks-of-all-trades; the men who are invariably the most blatant followers of labor union leaders.

And the absurd thing about the situation is that prosperity or depression in general business conditions have little effect upon the welfare of such men. Whether they earn wages or not they have a sort of hand-to-mouth existence; are always seized with the idea that they are an abused factor and that their worst enemies are the so-called captains of industry.

Naturally the foil to these malcontents and incompetents are the steady, competent, discreet, determined and contented workers, the men who, whether business is or is not good, are provided with work and wages by employers, and the men who have no fear of or patience with the disreputable leeches who assume the leadership of labor.

This latter class, as a rule, constitute a body which as a general thing is comfortably housed, is backed by a savings bank account, is intelligent, peaceful, law-abiding and devoted to the home circles it embodies and supports. They feel confident that commercial and industrial conditions are improving, but, in excellent position to take advantage of such betterment, they are not saying much on the subject. They prefer to do their shouting and celebrating

when the new era is so firmly established that it is a fact without any qualification whatever.

MEMORY DRILL.

The educator recognizes the fact that memory, exercised regularly in a certain direction, is capable of being greatly strengthened. In olden times it was through oral spelling mainly or the committing to memory of a portion of the constitution of the United States. Our present system of education makes the stunt less irksome, yet the principle still remains in sight. As we learn to do by doing, so we learn to remember by remembering; and we can, if we will, direct this power along lines which will help in everyday work.

There is the ability to remember names and faces, which does much in cementing the bonds of trade friendship. It may be the innate love of flattery which causes the heart of the countryman to swell with pride that the storekeeper remembers his former visit. Certain it is that if he fails to receive recognition he will seek a proprietor with a better memory.

Individual attention seems to be given when the merchant remembers what brand of flour is the favorite with his leading customers; what grade of sugar they prefer; what style of clothing they choose; what the number of their shoes or hat. It is a saving of time as well, for the extra trials often taken down as a chance shot, while amounting to little at one time, mean in the aggregate a considerable bit of lost energy. Then if you happen to have a choice lot of goods along a favorite line with Mr. B.'s tastes, it is a good thing to call his attention to them, but if your suits are all in the drabs or grays and he happens to always choose black, you but advertise the deficiency.

Make a practice of jotting down in the mind any unusual feature in the demands of regular customers and make use of it in future. The time will surely come when you can do this—often sooner than you expect.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Sept. 8—Creamery, fresh, 27@30c; dairy, fresh, 22@27c; poor to common, 20@22c.

Eggs—Strictly fresh, 25@26c.

Live Poultry—Fowls, 15@16c; ducks, 13@15c; geese, 11c; old cox, 11c; springs, 17@18c; turkeys, 12@17c.

Dressed Poultry—Fowls, 16@17c; old cox, 12@12½c.

Beans—Marrow, hand-picked, \$.285@3; medium, hand-picked, \$.250; pea, hand-picked, \$.250; red kidney, hand-picked, \$.225@.240; white kidney, hand-picked, \$.260@.280.

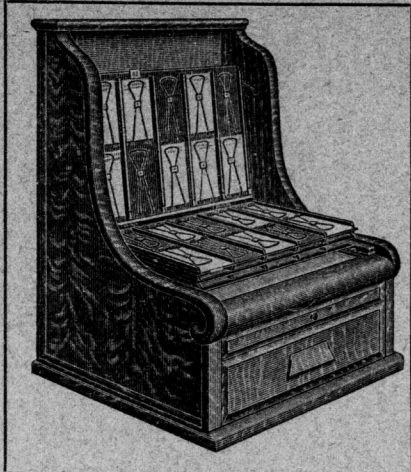
Potatoes—New, \$2@2.25 per bbl.
Rea & Witzig.

BUSINESS CHANCES.

Drug store for sale. Must be a doctor. Price \$600. Act quick. Address Fr. Choatal, Agt., Chase, Mich. 1

For Sale—A good paying bakery in Owosso, population 10,000. I have a good trade but wish to devote my entire attention to farming. Tools, machinery, wagon and harness, \$1,200. Write for particulars. H. Ploch, Owosso, Mich. 2

Wanted—General stock located in small town. Give full particulars. Lock Box 243, Coopersville, Mich. 3



Why Keep Pictures of Your Accounts?

It is better to have the **original charge** than the copy, is it not?

It is better to say to your customers, if the need arises, "This is what you received," than "This is our record of what you received."

Accounts are **not disputed** where the McCASKEY SYSTEM is used.

With One Writing

Your customer gets the same record of his purchases that you preserve. **There is no chance for error.**

The McCASKEY saves **time, labor and money** in the handling of your credit accounts. Takes care of cash sales, too. Also produce and exchange and C. O. D. transactions.

Ask a McCASKEY user, or write for catalog.

The McCaskey Register Company Alliance, Ohio

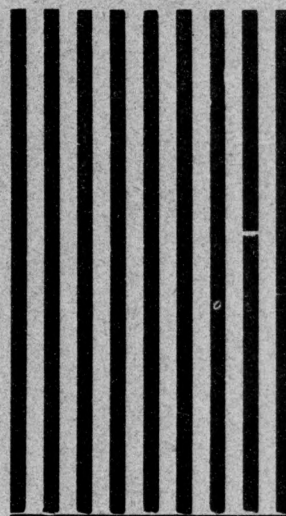
Mfrs. of the Famous Multiplex duplicate and triplicate pads, also the different styles of single carbon pads.

Detroit Office, 1014 Chamber of Commerce Bldg.

AGENCIES IN ALL PRINCIPAL CITIES



A Short Climb



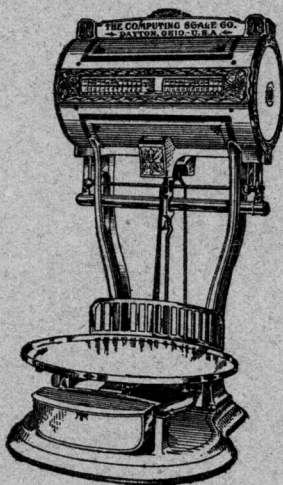
to a successful coffee business. Only three rungs in the ladder—get "White House;" **offer it** to your trade; lo, it is gone. You see, the last rung is really superfluous—you don't need to step on it—merely hand "White House" over it into outstretched hands eager and waiting for it.

Symons Bros. & Co.

Saginaw, Mich.

Wholesale Distributors

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

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company Grand Rapids, Michigan

We Lead In Making Ketchup Because

There Is No One For Us to Follow



It is as impossible for us to make ketchup that is better than BLUE LABEL as it is for some one else to make ketchup that is as good.

We use the finest tomatoes grown and the best spices obtainable, and we have had forty years' experience putting them together in such a way that our finished products make more customers for us than our extensive advertising.

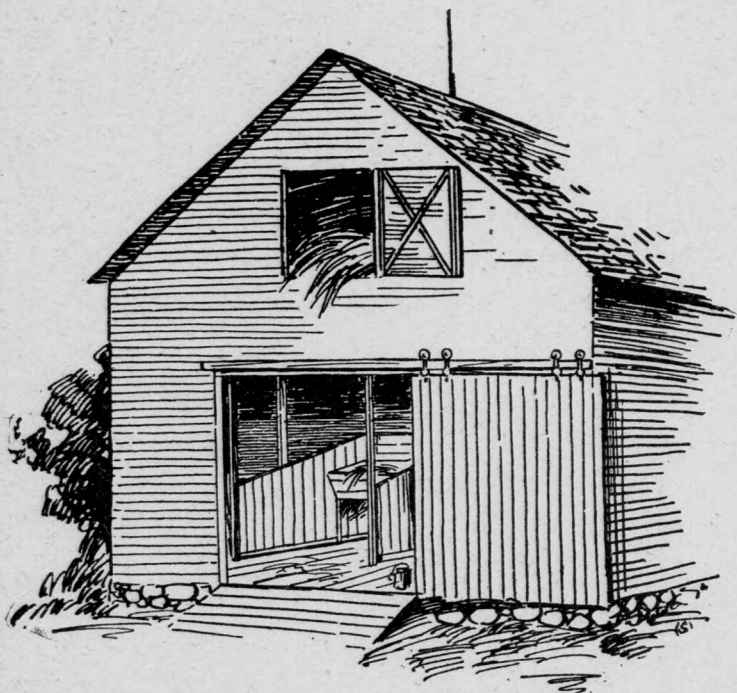
Everybody has heard of BLUE LABEL and the only ones who don't use it are those who haven't tried it. Grocers, get after these people for your own sake—it means pleasing your trade, which is important. It means a good profit to you, which is more so.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO.

ROCHESTER, N. Y.

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you 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.