

People Will Talk

You may get through the world, but 'twill be very slow
If you listen to all that is said as you go;
You'll be worried and fretted and kept in a stew,
For meddlesome tongues will have something to do,
For people will talk.

If quiet and modest you'll have it presumed
That your humble position is only assumed;
You're a wolf in sheep's clothing or else you're a fool;
But don't get excited, keep perfectly cool,
For people will talk.

If generous and noble they'll vent out their spleen,
You'll hear some loud hits that you're selfish and mean;
If upright and honest and fair as the day
They'll call you a rogue in a sly, sneering way,
For people will talk.

And then if you show the least boldness of heart
Or a slight indication to take your own part
They will call you an upstart, conceited and vain;
But keep straight ahead, don't stop to explain,
For people will talk.

If threadbare your dress or old-fashioned your hat
Some one will surely take notice of that
And hint rather strong that you can't pay your way;
But don't get excited whatever they say,
For people will talk.

If your dress is the fashion don't think to escape,
For they criticise then in a different shape—
You're ahead of your means or your tailor's unpaid;
But mind your own business, there's naught to be said,
For people will talk.

Now the best way to do is to do as you please,
For your mind—if you have one—will then be at ease;
Of course, you will meet with all sorts of abuse,
But don't think to stop them, it ain't any use,
For people will talk.



"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 15, 1909

Number 1356

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A VETERAN RAILROADER.

Few citizens, casually observing him as he walks along our streets, would credit Mr. George C. Peirce with being a practical engineer and railway builder, and possibly many who have noted that he is and has for several years been a member of the Board of Public Works have wondered over the matter, knowing him merely as a bank director and gentleman of leisure and not at all acquainted with mechanical problems. And yet, as far back as 1858 and almost coincidentally with the coming of the Grand Trunk Railway Mr. Peirce surveyed, built and conducted the second railway line ever developed in Grand Rapids. The Daily Eagle of Oct. 2, 1858, said:

"The finest specimen of ingenuity and mechanism originated and being executed by mere boys that it has ever been our fortune to see is the result of a plan emanating in the brain of Master George C. Peirce, and which has been carried out by himself and his little cousin, LeGrande Peirce, sons, respectively, of P. R. L. and J. W. Peirce. It consists of a miniature railroad some two rods long, built after the regular type of railroads on embankments and piles, with bridges, switches, signals and station houses. They have a locomotive propelled by spring power that runs over the road, and as occasion demands is wound up like a clock. The bridge exhibits more mechanical skill than any other part of the work. It is made of half inch pine stuff, with one span of nearly three feet in length and will bear a man's weight in the center of it. Sheriff Norton having stood with his whole weight upon it. It is wholly original, the plan and work of young George, and is evidence of uncommon mechanical skill in one so young. Take a look at it. It is at the residence of his father on Ottawa street."

That this juvenile advent into the realms of railroading was but a fore-

cast of the future was demonstrated later by Mr. Peirce's long and responsible connection with the Grand Rapids & Indiana Railroad and, of a studious temperament and observing, his knowledge both as to engineering problems and processes in mechanics was greatly extended, a fact which accounts to a large degree for the careful, intelligent and valuable service he has rendered the city in his capacity as Public Works Commissioner.

NATURE COLLECTS HER TOLL.

A railroad king has been overthrown after vain efforts on farm or foreign excursion to thwart the enemy which baffles the most skilled physicians. Harriman is dead. A strenuous life is ended. There is added another bit of evidence that Nature collects her toll with unexcelled persistence.

We pity the day laborer, quite unconscious of the fact that we may be carrying a much heavier load, one that we must surely lay down before long, for the ten hours with pick and shovel are less exhausting than a few hours less of office work, but with unceasing worry and care through hours unhappily not ended by the waking period. There is a physiological penalty for disobedience of the Scriptural injunction, in the observance of the Seventh Day, and deviations which encroach upon it surely undermine the constitution. We can not long sustain the load without real harm. There must be a period of rest and recreation, alternating with that of work.

This may come in a multitude of ways; but look to it that it comes. And, in addition to the regular recreation daily, at this season there should come some special treat in the form of a holiday for a day or week, be it in the form of amusement or of pure rest.

Large manufacturers find it profitable to give their employes a day for some excursion, the rest, new ideas, inspiration and good will gained more than compensating for the time lost. If you have only one clerk insist upon his availing himself of some of the excursions common at this season, resting assured that he will serve you more willingly and effectively. And remember that you can not yourself afford to burn the candle at both ends, but will gain time by frequent pauses from the hard pull in life.

Too many measure their moral soundness by the amount of sound they make.

Some men use the beam in their eye to pick out the mote in their brother's.

To the Public:

At the time William J. McAdoo of Hudson tunnel fame made it possible for a "three-minute service to Jersey City," he made a speech—and not like the late Commodore Vanderbilt, with his famous dictum, "The public be damned," Mr. McAdoo said, "The public be pleased."

So have times changed.

Public corporation managers are ready to make an effort to extend every reasonable convenience which advances the comfort and safety of their patrons; and to that end the Grand Rapids Railway Company is constantly putting into effect new devices. Now comes the Pay-As-You-Enter Car.

Why? To avoid annoyance of the conductor having to pass constantly through the car to collect fares, and hurrying to and from the rear platform to make sure passengers are safely on or off before signaling cars ahead.

The conductor's location on the car is such that at all times he can see and know when it is safe to give the starting bell

Always-in-a hurry people need not chafe at momentary restriction of closed doors and platforms, as they will soon learn that the new system greatly improves the service, and it has been amply demonstrated that the closed doors and necessary platform regulations are safeguards.

Street car service, to a very great extent, is the measure of the city's prosperity—healthful suburbs, low rents, call for rapid transit and a progressive management, and that is what we hope to maintain, and are pleased to be the first city in Michigan to equip its lines with the new P. A. Y. E. cars.

The Division and Plainfield line will receive the first equipment; the other lines as soon as may be considered expedient.

We respectfully request our patrons to assist in improving the service by having the exact fare ready when entering the car, and to avoid delaying their fellow passengers by getting ready to leave the car as their destination is being approached, and please understand that "Please step lively" is a request, not a mandate.

Very respectfully,

GRAND RAPIDS RAILWAY CO.,

BENJ. S. HANCHETT,

General Manager and Treasurer.

OUR PIONEER MERCHANT.

Albert Preusser, Fifty-Seven Years in One Location.

Dissatisfied with the indifferent aspect of the German Confederation and the palpable tendency of the German Diet against every movement toward greater liberties for the people, and clearly foreseeing the climax which came with the Revolution of '48, William Preusser, like many another high minded, intellectual and aspiring countryman, came with his family to the United States to secure greater opportunities and better fortunes.

The father was an energetic, well-informed man and a skilled goldsmith and watchmaker. Possessing moderate cash resources besides the ability and tools of his craft, he readily found employment and, incidentally, the time and means for investigation as to openings where he might engage in business upon his own account.

Among other attractive prospects found were the frontier cities of Grand Rapids and Milwaukee, so that finally, in 1850, he settled in our city and established himself in business in a small two-story frame building on the southwest corner of Monroe and Justice (now Ottawa) streets. The city at that time had about 4,000 population and this was largely transient—landlookers and speculators, Indian traders, lumberjacks and woodsmen. Mr. Preusser found but one competitor, the late Aaron Dikeman, father of ex-Mayor E. B. Dikeman, and, as there were then no "Gorham Manufacturing Co.," no "Rogers Bros. 1847," no "Reed & Barton," "Tiffany Co.," "Elgin Watch Co." or "Dollar" clock or watch companies, the goldsmiths and watchmakers of that time were forced to be all around experts in their callings.

A population of 4,000, even although it was restless and changeable, provided ample business for two establishments. Prospering from the beginning, Mr. Preusser was known as an upright, extremely courteous and thrifty citizen; and that he was alert and ready is shown by the fact that he leased to the city for two years the basement—which, fronting on the slope of Justice street, was available from the street level—of his store for two years, at \$10 a year, to be used as a fire engine house.

Maintaining regular correspondence with German friends in Milwaukee and so an intimate knowledge as to the growth of population and business in that city, Mr. Preusser moved to Milwaukee in 1853 and established himself in business, leaving the institution and business he had built up in Grand Rapids to his son, Albert Preusser, then but 22 years of age.

That son, well preserved, serene and decidedly distinguish in appearance, is to-day the partisan pioneer merchant of Grand Rapids, who is still at the head and the active manager of a business which he took in charge fifty-seven years ago. There is, perhaps, no business man in our city whose face and figure are better

known among his associate fellow citizens than are those of Albert Preusser.

Thoroughly taught by his father, he was as a youth master of all the delicate, dainty processes in watch and clockmaking and in the arts of the jeweler and, moreover, he had early developed farseeing discretion and excellent habits as a man of business; so that he immediately demonstrated that his father had made no mistake in judgment when he left a good business in charge of the son, young though he was.

Very shortly after becoming head of the enterprise, Mr. Preusser—a native of Westphalia, Prussia, by the way, and only four years old when his father and family moved to America—moved into a two-story frame building which stood upon the exact site of the building at present owned and occupied by the gentleman and his business.

Three doors east of his new store was the competing store of Aaron Dikeman and between them were the establishment of the Sargeant Brothers and the grocery store of Ransom C. Luce. For other neighbors he had Heman Leonard, Fred Heath, Lawrence C. Earle (now an eminent American artist) and, across the street, Julius Granger as proprietor of the Rathbun House. On May 5, 1859—a trifle over fifty years ago—the facetious local editor of the Grand Rapids Daily Eagle published the following:

"A. Preusser, the man who keeps a jewelry establishment nearly opposite the Rathbun House and who has been so unfashionable as to remain 'right thar' for several years, has just received a fine assortment of new goods consisting of clocks, watches and jewelry. He has several or more new things, the prettiest among them being those new sets of 'lava pins.' The ladies won't fail to call at that place."

Old time sense of humor probably prompted the use of the Daniel Boone term, "right thar," but its use shows clearly that constancy to location was not common among tenants those days and, read to-day in the light of Mr. Preusser's half century record, it holds up the quality of stability as the most potent factor in that gentleman's composition. In those days Indians were numerous and, it is said, Mr. Preusser was wont to gain many quiet hours of amusement through the silent wonderment and equally undemonstrative interest of the aborigines over the mysteries of the clock, the watch and the magnetic compass. Another perpetual mystery to them were the wonderful ocular—and to them occult—pranks of the telescope.

Next to his steadfastness in business and his invariably courteous manner toward all Mr. Preusser's strongest characteristic, perhaps, was his perfect poise. Impatient he was over every show of pretense, no matter who made the exhibit, but he very rarely lost control over his feelings and was in no sense extravagant in manner. Individuality with him was absolutely intuitive. A man of gen-

erous, kindly impulses, he always avoided—and still avoids—all publicity as to himself.

Appealed to in connection with this reminiscental review, his reply was: "I hardly think there is anything that can be said. I have been doing business in this building forty-five years," and, prompted a bit, he added: "Yes, my business has been conducted on this same site over fifty-five years. But there isn't anything singular about that," and the quiet smile that followed the remark seemed to say, "It was the natural thing for me to do."

In the old days before the city had its present public market and when both sides of Upper Monroe street would, each weekday morning, be lined with the market gardeners' wagons backed up to the curbs, Mr. Preusser was well known to and a favorite with them all. "We could tell, to a minute, just what time it was," said one of them in discussing the case, "when he appeared around the corner coming down town from Fulton street and many are the glasses of beer I have won in wagers with those who did not know of Mr. Preusser's clock-like regularity."

Fond of good literature, a regular and careful observer as to current affairs and especially as to local matters, Mr. Preusser is also a devout member, and has been for half a century, of St. Mark's Protestant Episcopal church. He is fond of good music and, in the earlier days, was a regular and enthusiastic hunter. Those who know him best say that his appreciation of the beauties of nature and his knowledge of the haunts and habits of wild game were little less than marvelous.

Contentment has appeared to be the keynote of Mr. Preusser's life and yet no man has been more keen in the observation and practical engagement of every modern utility as it demonstrated its value. One of the very first orders for goods filed in this city for transmission by wire was filed by Albert Preusser back in the 50's, and his store was numbered among the first half dozen which was lighted by electricity. When the telephone became a recognized commercial fact he was one of the pioneer subscribers. Contented with the world he has so deliberately built up around his own personality, possessed of a few choice but staunch friends, and unalterable in his faith in and love for the city of Grand Rapids, Mr. Preusser walks back and forth regularly between his home at Fulton and Prospect streets and his store with the carriage and gait of a man of 40 years, nodding pleasant recognition to all who greet him and full of gratitude to the Omnipotent who has dealt with him so kindly.

Savings Deposits Largest in History of City.

Business sure is on the rise. The bank clearings indicate it. The daily totals show daily increases over last year. The returns by months indicate an improvement of about 20 per cent. The high levels of 1907 have not quite been reached, at least not as a steady thing, but the clearings

now overtop those of 1906, and in 1906 we thought we were going some. Even more reliably and positively than the bank clearings may the bank statements, published last week, be taken as an indication of returning business activity and prosperity.

The loans and discounts of the local banks, as per Sept. 1, aggregated \$17,065,881.38. This is approximately \$350,000 better than on June 23, \$540,000 better than on April 28 and \$940,000 better than the low mark of Feb. 5. Until the last named date the loans and discounts showed steady declines, each statement lower than the preceding. Since Feb. 5 there has been a steady gain, each statement showing improvement. The total now is higher than since May 14, 1908. It must reach \$19,125,803.98, the total of Aug. 22, 1907, just before the panic, when everybody was spread out, to reach the city's high mark. This is a matter of \$2,000,000 yet to gain. We are headed in that direction. The last statement of the year, which will be made sometime around Dec. 1, may not find the record attained, but it is a safe prediction that we will be nearer it than at the present time.

The bonds, mortgages and other securities other than Government bonds show a total of \$7,466,090.85, which is only \$44,000 more than on June 23. Following the depression the statements showed from \$200,000 to \$500,000 increase at a clip. The increased activity in commercial loans reduces the attractiveness of the lower interest investments. The National banks show a decrease of \$108,000 in their holdings, the State banks have increased \$250,000, mostly in real estate loans, it is said.

The total deposits are now \$26,721,046.47, which, by the way, is the highest point the deposits have ever reached. This is \$1,350,000 better than on June 23, \$380,000 better than on June 28 and \$1,280,000 better than a year ago. This increase is even greater than it seems on the surface. A year ago the banks carried Government deposits to the amount of \$274,278.27 and now they have only \$144,549. The State banks carry State deposits totaling \$60,000. What the amount was last year was not shown in the statements, but it was much larger. Deducting the United States and State deposits the gain for the year is nearly \$1,500,000. The nearest approach to the present high level was \$26,265,552.49, on May 20, 1907.

The certificates and savings show a total of \$13,562,622.67, and this is another high mark. On June 23 the total was \$13,468,394.99 and aside from this there is nothing on the records within \$420,000 of it. The highest before the panic point reached was \$13,144,267.30 on Aug. 20, 1907.

The commercial deposits total \$10,338,048.69, a gain of \$780,000 since June 23 and a gain of \$400,000 compared with a year ago. The high mark in commercial deposits was reached Sept. 5, 1906, with a total of \$10,482,155.14.

The girl with sparkling eyes is apt to possess a lot of blooming cheek.

RETAIL CREDIT SYSTEM.

Information Instantly Available As To Any Customer.

The credit department of the retail business is the one department that must be given the proper thought and attention in order that a merchant may succeed. It is the one department of any commercial business which if not properly conducted will show a greater loss than all other departments, and this loss can not be overcome by the other departments, no matter how well they may be conducted.

Eighty-five per cent. of the business of the country to-day is done on a credit basis; therefore a man entering a commercial line, in order to be a success, must first learn to master the credit department of his business. Information compiled by credit organizations and mercantile agencies goes to show that of all those entering the retail trade 90 per cent. fail. I believe this to be true, and I believe that those suffering mercantile mortality come to grief because they do not understand or do not realize the importance of the credit department of their business.

It is my judgment that if our merchants would give this department of their business the reasonable and proper study and attention, there would be seen a great change in the present condition of retail affairs. We would find not only better merchants and better stores, but the business as a whole would be elevated and placed on an equality with any and all commercial lines in the business world, and, more beneficial than all, it would be found that the general public would learn that they are to be called upon to carry their own burdens, which knowledge is necessary for any man in order to make him a good, reliable citizen.

Too few merchants ever give careful thought to the percentage of loss they can safely carry. While no hard and fast rule can be laid down which will apply accurately to any line of business, it is safe to presume in most business concerns the danger point begins at about one-half of one per cent. of the amount of business done.

Take, for example, a business of \$2,250 per month. Four per cent. net profit will amount to \$90, with a loss of one per cent. on the amount of business done on bad accounts, being \$22.50, deducted from the \$90 gross profits, would give a net profit of \$67.50. By weeding out the doubtful accounts, the business is cut down to \$2,000, with a net profit of 4 per cent., being \$80, and the loss being cut to one-half of one per cent., amounting to \$10, deducted from gross profits, would give a net profit of \$70, although the gross sales were decreased 12½ per cent. A saving of \$2.50 over the \$2,250 business, which amounts to 3 7-10 per cent. more profit on the \$2,000 conservatively conducted business, not speaking of the worry over the money outstanding or the time spent in collecting those long chance accounts.

Beyond a reasonable doubt, it is a fact that most of those who fail in

business are not masters of their own affairs. They only occupy a place as does the tail of a kite, swayed by that vast army of consumers who do not know from a business standpoint what amount of credit they are justly entitled to, but go to the limit until Mr. Retailer has dropped out of existence, leaving space for another to rise, only to meet the same fate, should he not possess the courage or business ability to guide and govern his own business. These qualifications of courage and ability are absolutely necessary to make him a successful merchant, and that these qualities are possessed by but few the percentage of failures shows.

We find that 50 per cent. of the consumers will pay their bills at any cost, 35 per cent. are honest in purpose, and will, if properly guided, pay their bills—they are the people you know as the happy-go-lucky, the extravagant or the people who live beyond their means.

To deal with this class the merchant is called upon to use judgment, for such customers do not exercise any themselves, and he should extend to such persons only the amount of credit to which they are justly entitled, and insist upon full payment when agreed upon. Dealing with this class, the merchant must not be asleep or careless, but instead must have the courage to enforce his rules and use proper business judgment. If he does not, what can he expect, when neither the man in front of the counter nor the one behind is using good judgment, and he alone is taking a losing chance in the game?

Toward the 35 per cent. I hold that the merchant is morally bound as a guardian, and when he sets out as a merchant, he assumes that responsibility, and if he extends more credit than they are entitled to—allows them to contract bills they can not pay—he not only suffers the financial loss, but is responsible for the fact that they are placed in such a position, and when the merchant crowds them for payment, they flop over into the dead-beat class.

The last 15 per cent. are professional dead-beats, fellows who are born that way, while others—let us say 8 per cent. of the 15 per cent.—have found it easier to work the merchant than to be industrious themselves. Perhaps at first they tried to be honest, but did not know how, and finding it easy to get credit, loaded up, or down, with debts they could not pay and through sheer discouragement threw up the sponge, accepted the stigma of belonging to the dead-beat class and let it go at that. How much better is the retailer who by his policy, or want of sound policy, made the way for such result?

Here is the great trouble: Too many of our merchants begin with only the sales end in view: They have no knowledge nor do not understand the importance of giving attention to the credit department of their business. Unfortunately, some of them have sufficient capital to carry them along for years into deeper and deeper mazes of uncertainty, until at last

they find themselves numbered with that unfortunate 90 per cent.

There are too many of our merchants who work hard enough and put in time enough. The trouble is that they have not discovered the great leak in their business, through their carelessness or recklessness in extending credit.

The jobber, on the other hand, is usually a man of more experience. The first thing he looks for is the experienced credit man. He then arms him with all the information that is available—reports from different commercial agencies, information secured from salesmen, personal experience, etc. He is also a member of the jobbers' credit association, where information is freely exchanged as to the rating and standing of men with whom they expect to deal.

With the credit department thoroughly organized, he feels that he has laid the cornerstone and foundation on which he expects to build his business.

You all fully realize that it would be impossible and too expensive for every retailer to secure the exclusive services of a credit man.

Using the system that I explain here, one that has proven successful in nearly all the large cities and many counties throughout our State, one man acts as credit man for all the merchants of one city or county, and a brief outline will disclose the essential features:

This system contemplates the compiling of a complete customers' list of the good pay, slow pay, cash customers and unworthy of credit, including full information as to occupation, the exact location, general character, habits of pay, etc.

From the customers' list this information is transferred to the rating cards, one for each customer. Upon the rating cards the name of the reporting merchant does not appear, but his list is noted by a key number, the lists being confidential in that particular, the lists themselves being in the sole custody of the association's credit department manager.

Armed with the rating cards, information is instantly obtainable as to any particular person regarding whom inquiry may be made.

When application for credit is made, the merchant should not hesitate to ask questions, taking down the full name, address, occupation, amount of credit desired, terms and time of payment. Find out whether he owes bills to the merchants with whom he has been trading, and request names of merchants to whom he can refer. Replies to such questions will give material to place on the customers' list.

This method has proven very serviceable where it has been adopted and has not only lessened the credit losses but has brought the merchants closer together on other matters of importance, such as legislation, co-operation, and, best of all, they have learned to know each other, and as a rule in a great many instances their fellowman whom they thought had been their enemy they find they have made the victim of a greater volume

of injury than he could have ever done them.

If your business is to be more successful you must elevate not only your own standards but those of your business associates as well. The human system, no matter how strong it might be, will in time wither and decay in an unhealthy climate or location if only nourished by the impure atmosphere of unpleasant surroundings. The same with your business. It is bound to do likewise in a location where there is distrust of each other among the merchants and consumers, if no one helps to the up-building of the general conditions and surroundings.

So, therefore, it is the duty of every live merchant to do what he can to elevate the standard and conditions surrounding the business in the locality in which he lives. It is his duty to use his influence to bring the merchants together that they may exchange ideas that would be of benefit to each other, and get the confidence and respect of each other as they should have, and by so doing they will get the confidence and respect of the citizens in their city.

J. T. Williams.

Learn To Laugh.

Learn to laugh. A good laugh is better than medicine. A well-told story is as welcome as a sunbeam in a sick room. Learn to keep your own troubles to yourself. The world is too busy to care for your ills and sorrows. Learn to stop croaking. If you can not see any good in the world keep the bad to yourself. Learn to hide your pains and aches under a pleasant smile. No one cares to hear whether you have the earache, headache or rheumatism. Don't cry. Tears do well enough in novels but are out of place in real life. Learn to meet your friends with a smile. The good-humored man or woman is always welcome, but the dyspeptic or hypochondriac is not wanted anywhere, and is a nuisance as well.

Sawyer's
CRYSTAL
See that Top  **Blue.**

For the Laundry.
DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - - MASS.



Movements of Merchants.

Greenville—Smith Stanton succeeds Roy Kuiss in the confectionery business.

Armada—Chas. W. Lapp succeeds A. Lindke in the general merchandise business.

Lansing—W. E. Roach has taken the position of assistant manager of the National Grocer Co.

Lansing—E. A. Fleming has sold his interest in the Carmon grocery to his partner, A. E. Carmon.

Port Huron—Fred Hornby has purchased the grocery stock of W. E. Harris and will continue the business at the same location.

Ypsilanti—Fred H. Nissly, who has conducted a grocery store at Saline for several years, will open a new grocery store at this place.

Kalamazoo—Gordon G. Stern will engage in the sale of ready made clothing for men and women at 211 No. Burdick street on Sept. 25.

Traverse City—The South Side Co. has been organized with a capital stock of \$50,000, all of which amount has been subscribed and paid in in cash.

Cadillac—E. A. Losie has placed his general merchandise business on a cash basis and believes he can sell and buy cheaper by pursuing this method.

Lowell—Troub & Ives, grocers, have dissolved partnership, Mr. Ives retiring from business and removing with his family to Sunfield, their former home.

Bay City—Bert Sampliner, who was formerly in business at this place, has re-engaged in trade and will open the Wenonah Suit & Cloak Co. this week.

Sault Ste. Marie—Eddy & Reynolds, grocers, have dissolved partnership, D. Frank Reynolds retiring from the firm. A. D. Eddy will continue the business.

Hastings—W. R. Jamieson has sold his stock of second hand furniture to M. Inman, of Grand Rapids, who will conduct the business at the present location for a time.

Detroit—Claude Knapp, of this city, and Col. Epley, of Mt. Clemens, have formed a co-partnership to engage in the grocery business at 889 Grand River avenue.

Tecumseh—Fred D. Rosacrans & Sons will engage in the dry goods business about October 1. The store will be known as the Make-Yourself-at-Home Dry Goods Store.

Detroit—John Jameson has purchased the drug stock of Mrs. C. S. Andrus, at the corner of Dix and Military avenues, and has changed the name to Jameson's Pharmacy.

Paw Paw—E. Dickerhoof, of Elkhart, Indiana, has succeeded Shepard & Showerman in the grocery business. Mr. Dickerhoof will carry on the business at the present location.

Adrian—Hilberg & Doerr, of Pontiac, have opened a branch store at this place under the style of the New York Racket Store. E. J. Doerr has removed to this place to take charge.

Pontiac—Ray Gordinier, who has been employed as a clerk by J. L. Sibley & Co., dealers in coal and paints, has purchased the interest in the firm owned by Henry M. Jackson.

Detroit—Wm. C. Maybee has purchased the interest of C. B. Voorheis in the grocery stock of Voorheis Bros., 141 Oakland avenue. The new firm will be known as Voorheis & Maybee.

Kalamazoo—Frank C. Andrews and William A. Simonds have formed a copartnership under the style of Andrews & Simonds for the purpose of engaging in the wall paper and paint business.

Cheboygan—The Glover Co. has been organized to carry on the general mercantile business with an authorized capital stock of \$25,000, of which amount \$24,640 has been subscribed, \$8,721.81 paid in in cash and \$15,918.19 paid in in property.

Detroit—E. P. Bridges & Co. have organized to engage in the decorating, painting and paper hanging business, with an authorized capital stock of \$4,000, all of which has been subscribed, \$900 paid in in cash and \$3,100 paid in in property.

Sault Ste. Marie—J. Sandelman, who has been connected with the Fair department store for some time, will engage in business on his own account and will carry a line of men's and boys' clothing and furnishings at 205 Portage avenue, west.

Mt. Pleasant—The grocery business conducted under the style of Theisen & Boland has been dissolved, John Theisen having purchased the interest of William Boland. The business will be carried on at the present location under the name of John Theisen.

Croswell—A corporation has been organized under the style of the Farmers Co-Operative Elevator Co., with an authorized capital stock of \$20,000, all of which amount has been subscribed and \$2,000 paid in in cash. Operations will be carried on at Sandusky.

Kalamazoo—Ben Oppenheim, the former well-known Dowagiac merchant, is soon to manage a new dry goods store to be launched here. The store is to be owned and financed by

E. J. Schiff, of Chicago, a relative of Mr. Oppenheim. A building has been rented and they will move in as soon as it is vacated.

Elk Rapids—Stephen H. Beach, Secretary, Treasurer and General Manager of the Antrim Hardware Co., prominent business man and former President of the village, and Miss Kate Campbell were married Tuesday by Rev. J. H. Keyser, rector of St. Paul's Episcopal church. They left immediately for a few days in Grand Rapids.

Mt. Clemens—The new grocery firm which succeeds that of Little & Epley is Epley & McLean. The partners are Fred Epley and Warren D. McLean. Mr. Epley was the junior member of the firm of Little & Epley and for some little time Mr. McLean was a silent partner. M. R. Little, who retires, was in the business for nineteen years and ten years ago sold a half interest to Mr. Epley. Mr. McLean, the junior member of the new firm, came to this city ten years ago from Grand Ledge and has been employed in the store continuously since.

Mancelona—Geo. L. Petrie desires to form a stock company to take over his bakery and confectionery business. He has an electric dough mixer that will mix 700 loaves of bread or 900 dozen cookies and an oven that will bake 336 loaves of bread at one time or 1,500 in a day. He also has a full equipment of other necessary apparatus for his business, and is prepared to handle several times the total business in his line of the whole town. There are a dozen towns near by which have no bakery and arrangements could be made to furnish them with these goods.

Benton Harbor—Ex-Mayor Ambrose H. Rowe is one of if not the oldest grocer in active business in this city. On Sept. 1, 1884, he formed a partnership with William S. Horton and the same continued for six years. The firm employed one clerk, Jerome Osborn, who is now in business in Buchanan. When the partnership of Rowe & Horton was dissolved Mr. Rowe engaged in business for himself in the Kenney block on Main street, where he continued for several years, until he removed to 134 Pipestone street and later moving to his present location. Mr. Rowe's business has so increased since he first started, twenty-five years ago, that at the present time he employs six clerks.

Manufacturing Matters.

Detroit—The Griswold Motor & Body Co. has increased its capital stock from \$5,000 to \$20,000.

Owosso—The Reliance Motor Truck Co. has increased its capital stock from \$250,000 to \$500,000.

Tecumseh—The Webster Anderson Co. has increased its capital stock from \$25,000 to \$40,000.

Cedar River—The Spaulding Lumber Company has decreased its capital stock from \$100,000 to \$10,000.

Muskegon—The Racine Boat Manufacturing Co. has increased its capital stock from \$450,000 to \$1,500,000.

Dunbar—The sawmill of the Girard

Lumber Co. will start next week, after being shut down for some time for repairs and new equipment.

Lovells—The sawmill of T. E. Douglas & Co., has been running steadily during the season and is cutting about 6,000 feet a day of mixed timber.

Port Huron—The John Rudge Foundry Co. has been organized with a capital stock of \$10,000, of which \$225 has been paid in in cash and \$9,775 paid in in property.

Detroit—The Detroit Bending Co. has incorporated to manufacture parts of vehicles, with an authorized capital stock of \$10,000, all subscribed, \$2,000 being paid in in cash.

Millersburg—John Lawler has started a logging camp at False Presque Isle for the Embury-Martin Lumber Co., of Cheboygan. He will put in about 800,000 feet, chiefly maple.

Traverse City—The Oval Wood Dish Co. is about to add two new departments which will require 100 additional hands. The plant is running full force, giving employment to 500 workmen.

Athens—The Nottawa Valley Creamery Co. has been organized with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,700 paid in in cash and \$1,500 paid in in property.

Lansing—The Emergency Forge Co. has been incorporated to carry on a general forge foundry and machine shop business with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and \$60,000 paid in in cash.

Pontiac—The Michigan Oak Flooring & Interior Finish Co. has been incorporated with an authorized capital of \$17,500 common stock and \$12,500 preferred stock, of which amount \$22,650 has been subscribed, \$4,670 paid in in cash and \$10,000 paid in in property.

Detroit—The Universal Radiator Co. has been organized for the manufacture of radiators, boilers, general foundry and machine castings with an authorized capital stock of \$25,000, of which \$13,450 has been subscribed, \$4,000 paid in in cash and \$9,450 paid in in property.

Boyne City—One of the places which not very much is heard from, but which is doing an immense amount of good toward agricultural development, is the W. H. White Company's big farm near this place. The farm consists of 4,000 acres of land, 600 of which are under cultivation, the balance being used for pasture lands. The chief products are barley, peas, corn, potatoes and hay. This week they are busy threshing the season's crops. During the year from 300 to 500 head of cattle are raised to supply beef for the different camps. The cattle are bought in the Chicago market and brought to this place in the spring. Besides these about thirty yoke of oxen, which are used in the woods during the winter months, are conditioned for the hard work, and also here are brought the horses to recuperate after the season's work. The farm is a model and is constantly being added to in the way of equipment.

GROCERY AND PRODUCE MARKET

The Produce Market.

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

Beets—75c per bu.

Butter—There is a very active market on all grades of butter. The make of butter is below normal for this season. Stocks in storage are very light and the outlook is for a continued firm market at increased prices. 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, 27c. Oleo, 10@20c.

Cabbage—Home grown, 40c per doz.

Cantaloupes—Michigan Osage, 65c per doz.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery—Home grown, 18c per bunch.

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

Cucumbers—75c per bu. for garden grown.

Eggs—The consumptive demand for eggs continues very good. The receipts of eggs continue very light. The bulk of the receipts are showing more or less seasonable defects and have to be sold at relatively lower prices, according to the quality. Local dealers pay 21c f. o. b., holding selected candled at 23@24c.

Egg Plant—\$1 per doz.

Grapes—18c for 8 lb. basket of Wordens and Niagaras; 18c for 4 lb. basket of Delawares.

Green Corn—10c per doz.

Green Onions—15c for Silver Skins.

Green Peppers—\$2 per bu. for red and 65c 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—Late Valencias command \$3.35@3.65.

Parsley—25c per doz. bunches.

Peaches—Prolifics, \$1.25@1.40 per bu.; Ingalls, \$1.40@1.60; Elbertas and Early Crawford, \$1.75@2. The crop is large and local dealers meet with difficulty in finding localities where the same conditions do not prevail.

Pears—\$1.25 per bu. for Sugar; \$1.50 for Clapp's Favorite.

Pickling Stock—Cucumbers, 20c per 100; white onions, \$2.50 per bu.

Plums—\$1.50 per bu. for Lombards.

Potatoes—Home grown fetch 60c per bu. or \$1.75 per bbl.

Poultry—Paying prices for live are as follows: Fowls, 12@13c; broilers, 14@15c; ducks, 9@10c; geese, 11@12c; turkeys, 13@14c.

Radishes—15c per doz. bunches.

Squash—Crookneck commands 75c per bu.

Sweet Potatoes—\$4.50 per bbl. for genuine Jerseys and \$2.75 per bbl. for Virginias.

Tomatoes—60c per bu.

Turnips—50c per bu.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@10½c for good white kidney.

Watermelons—Indiana Sweethearts find ready market on the basis of \$1.50@1.75 per bbl.

New General Superintendent In Charge.

Saginaw, Sept. 14—Saginaw business circles have received a decided acquisition in W. G. Jamieson, of Chicago, who takes the position of general superintendent of the Wm. Barie Dry Goods Co., and who assumes his new duties Wednesday morning. For the past five years Mr. Jamieson has been a department head at Mandel Bros.' establishment in Chicago, and as he himself says has been in merchandising all his life, learning the business in Scotland, where he was born in 1865. Those possessing any familiarity with the business training given youths in that land know that Mr. Jamieson must have learned his lesson well.

Adrian—With the \$15,000 and over raised for securing the location of the Lion Motor Co., which is to manufacture the Blumstrom and the Gyro-scope automobiles in this city, active work has commenced at the plant of the Lion Fence Co. to fit it for use by the automobile concern, and to get ready for the stock which is being moved from Detroit at the present time. No pains are being spared by the company to get matters actively started as soon as possible. In addition to the stock on hand, and which will all be at the Lion plant within a few days the company will have to purchase much more and is planning to do so. Some of the machinery will arrive, it is thought, within a few weeks, while there are other machines which can not be installed until some time has elapsed.

K. Meines & Co. have engaged in the dry goods and grocery business at Dorr. P. Steketee & Sons furnished the dry goods and the Worden Grocer Co. supplied the groceries.

The Grocery Market.

Sugar—The market on refined is without change, although raws are firmer and a trifle higher than a week ago. September is a large consumptive month for sugar, and it is not impossible that the market may advance. Up to this writing the movement has been very fair.

Tea—Our report of last week's market is confirmed. There is a steady demand for teas of all kinds and the markets of the different producing countries are holding firm. Cables from the Far East note a much stronger feeling and prices are tending upward on an improved demand, several orders of Japans being turned down on higher prices being asked by shippers, averaging fully 1 cent per pound. The third picking having turned out a failure means a further advance in price. The medium grades of all teas are apparently good purchases at this time. The London market on Ceylons has advanced with a consequent firmness here. High grade Formosas are also firm with no surplus stocks.

Coffee—Rio and Santos grades have shown very little fluctuation during the week. There has been some slight hardening of options, but actual coffee remains unchanged. The demand shows some improvement, particularly from the country districts. Mild grades are steady to firm and rule at unchanged prices. Java and Mocha are unchanged and quiet.

Canned Goods—The tomato pack is reported a failure in some districts, while in others, it is said, prospects are not very encouraging. Jobbers are of the opinion that tomatoes bought at present prices will show a good profit before the packing season is over. The packing of corn has commenced in Minnesota, and it is said that even with the most favorable conditions from now on, the pack will be considerably lighter than last year. The Maine pack is reported 50 per cent. short. The market is, therefore, in a very strong position. The packing of peas is over and the recent reports of shortage on medium and high grade goods have been verified. Jobbers' contracts have been cut from 25 to 50 per cent. The California canned fruit situation is stronger at the present time than it has been for many months, and prices are advancing all along the line, with apricots showing the heaviest advances. It is said that a number of packers are withdrawing from the market, being sold out on different varieties.

Dried Fruits—Apricots are steady and unchanged. Raisins show no improvement, and only very moderate demand. Currants are in fair demand at ruling prices. Other dried fruits are quiet and unchanged. Prunes are unchanged and active only in spots. The general demand is light. Peaches are selling moderately at the last quoted advance.

Cheese—The market is strong and the increased consumptive demand takes up all of the receipts on arrival. The market is in a very healthy condition at unchanged prices. No advance is looked for within the next few days.

Syrups and Molasses—Glucose is steady on the basis of former quotations. Compound syrup is likewise unchanged and in somewhat improved demand. Sugar syrup is very quiet and prices are unchanged. Molasses is fairly active at ruling prices.

Fish—Cod, hake and haddock are unchanged and in fair demand. The demand for future Alaska and Sockeye salmon has been excellent. Domestic sardines are unchanged on the last quoted low basis and the demand is light. Imported sardines, meaning French in particular, are lower by reason of better crop prospects. The demand for mackerel has been fair during the past week, the market being steady to firm.

Provisions—Smoked meats generally are ¼c higher than a week ago. Stocks of pure lard are very light and the market is firm at ¼c per pound advance over last week. Compound is firm at ¼c per pound up and a good consumptive demand is reported. Barreled pork, dried beef and canned meats show a seasonable demand at unchanged prices.

Menominee—The Sawyer-Goodman Lumber Co. expects to bank 75,000,000 feet of logs at its camps this fall and winter along the line of the St. Paul railroad, as follows: Champion, 25,000,000; Iron Mountain, 10,000,000; Cataline, 15,000, and not less than 15,000,000 in Iron county. The railroad to the timber limits north of Iron Mountain is finished and work is progressing rapidly on the 7-mile spur near the Dunn mine in Iron county.

Traverse City—Walter N. Kelly, of this city, owner of the Hiawatha lumbering plant, near Manistique, recently visited the plant and gave orders for its reopening and operation on a larger scale. The plant has been tied up in litigation for some time, owing to the failure of the South Side Lumber Co., of this city.

Negaunee—Thomas Connors, who a few years ago bought stumpage on twenty-four forties in the Dead River district, north of this place, has sold the timber to Berry Bros. Camps are being erected and logging operations will soon begin. It is estimated the deal covers over 5,000,000 feet of timber, all of which will be cut this season.

Monroe—The Monroe Machinery Co. has been organized to maintain and operate a general manufacturing plant, including foundry, machine shop, factory and repair shop. The authorized capital stock is \$25,000, of which amount \$13,750 has been subscribed, \$1,972.50 paid in in cash and \$6,923.68 paid in in property.

Jackson—R. G. Valentine & Co. have engaged in business for the manufacture and sale at wholesale and retail of ladies' wearing apparel, clothing and furnishings of all kinds, with an authorized capital stock of \$12,000, of which amount \$12,000 has been subscribed, \$2,000 being paid in in cash and \$10,000 in property.



Original Placards To Assist Busy Merchants.

The following placards may serve to help out some merchants cramped for time to write their own:

One Suit Sells Another
If
The Father
Is Pleased With Our Goods
He's Going to Buy
A Suit
For His Son
At the Same Place

Our
Shoes
Always Walk Ahead
Of
the
Procession
At
\$3
Our New Fall Stock
Is
a
Winner

Come to the Fair
And While There
If You Want the News
See Us About the Best
Line of Shoes

Wanted, Wanted, Wanted
You
To
Know
That Our Gloves
Are Par Excellence
In
Quality
Price Also Counts
With
Us

The
Public
Can't Cry
"Fake"
About Any of Our Sales
They
Are
Bona Fide Every Time
Or
We
Won't Hold Them

Choice Variety
Of Styles
First Class Material
Made in Best Possible Manner
We Carry
No Shoddy Stuff

Best Style
and
Best Values
Always
Attract
Best Trade

Do
You
Want
To Cover Your Floor
With
Linoleum
?
We
Are
The Boys
To Sell It
To
You

Are
You
A Good Judge
Of
Values
?
Then We Can't Help
But Secure
Your Trade

Furniture
For
The Home
?
We Have It
To
Suit
Every Desire
And
Every Pocketbook
Busy Housewives
Are Now Preparing
For
The
Season's Social Gatherings
Around the Mahogany
Let Us Supply
Your
Linen Needs
For
The
Dining Room

Window Killing Two Birds.

A window combining two uses had a setting as a bedroom—twin Circasian walnut beds, beautifully made up, dresser, dressing table, commode, somnoe, rocking chair, combing chair, slipper chair and one straightbacked chair, handsome rug on floor, wall paper on panels, dotted Swiss curtains at simulated windows—and a correctly clad maid was supposed to be putting this pretty room to rights. She was manipulating a carpet sweeper in quite a natural manner, and her broom and silk dusting cloth were in evidence.

One placard gave the price of the bedroom suit and a trace of its history and another told the cost to consumer and extolled the merits of the carpet sweeper.

Another window—a shoe store—that proved attractive to general pe-

destrians showed the outside of the entrance to a cozy home. A man dummy was just coming down the steps. Evidently the clouds were dropping, for he was in the act of raising his umbrella. His little—dummy—daughter showed family solicitude by running to the door with his rubbers in one hand. From the other dangled a placard saying:

O, Papa, Mama told me to run and get your rubbers. She says you forgot them and that you will surely take cold if you don't put them on.

The portrayal of this very natural and oft-repeated home incident was not difficult to arrange. It often happens that the easiest windows to get up and those proving most interesting are the ones representing some common scene in domestic life, and they often sell more goods than much more elaborate trims.

What Other Live Cities Are About.
Written for the Tradesman.

Milwaukee now owns five automobiles and it is proposed to purchase more machines for various departments. An agitation is now on for a municipal garage to save expenses of storage and repairs.

Kansas City is to have its first automobile factory, ground having been broken for the plant.

Milwaukee's new trade school for girls will open in October.

Baltimore has a 35 foot channel nearly completed and is making a preliminary move for a 40 foot waterway to the sea.

The shippers of Philadelphia are taking no little interest in the report which is shortly to be forwarded by a U. S. Engineer to Washington on the question of dredging out and maintaining a 35 foot channel in the Delaware River. They feel that unfavorable action on the deeper channel question may put Philadelphia for all time in a class behind Baltimore and Boston as a seaport, and that the channel will be restricted to the 30 foot depth, limiting the shipping of the port to second and third class carriers.

According to the estimate of engineers it will cost Milwaukee \$60,000 to build an annex to the new garbage incinerator for the purpose of converting into steam the power that is created by the burning of city refuse. It is guaranteed that the new burner will generate 500 horse power daily.

Most of the available space in the Broadway arsenal, Buffalo, for the industrial exposition, Oct. 6-16, has been taken, which assures a show twice as large as last year. Low rates have been granted on all roads.

Providence, R. I., has authorized its City Forester to establish a nursery at Roger Williams Park for providing the city with needed shade trees.

Milwaukee employs White Wings to keep its streets clean, but the system is not satisfactory and the Council has appointed a special committee to look into the matter.

Baltimore shippers and business men have united in an appeal to the railroads for a uniform rate of freight on cars entering and leaving the city,

for a reasonable uniform transfer charge on carload shipments in the city and for reasonable switching charges.

One of the colleges of Des Moines has added an automobile engineering course, which opens with 300 students enrolled.

Buffalo now pumps its sewage from the big mains into pipes whence it discharges by gravity into the Niagara River below the intake of the city pumping station. Power for operating the pumps is generated by the garbage burners. The garbage is sorted before reaching the furnaces, the city getting 25 cents per hundred weight for most grades of paper. Bottles bring about a cent apiece. The broken glass, of which there is a large quantity, is melted and made into insulators. From the sale of these the city realized \$32,000 last year, while the entire expense of operating the plant was only \$24,000.

St. Paul offers the railroads 120 acres, most of it reclaimed from the river, as a site for a union station and terminal facilities.

Kansas City has a population of 376,332, based on its new directory.

Sacramento, California's capital city, will have a park commission.

Almond Griffen.

All of These Cities Want Pure Water.

Written for the Tradesman.

Jackson, Miss., is considering plans for a filtration plant at the waterworks, the cost being estimated at \$100,000. The water will be taken from Pearl River, about two miles above the city.

The city of Wheeling, W. Va., is investigating filtration plans with a view to securing a pure soft water supply. Hard water is unfit for use in boilers and 85 per cent. of the water consumed in Wheeling is used for mechanical purposes. Data has been secured from Columbus, where chemicals are used to soften the water, but this makes the water rather expensive.

Springfield, Mass., has been working for the past year and a half on a system of sand filtration in connection with its city water supply, and considerable work still remains to be done. River water is impounded at Mundale, 12 miles distant, the water covering an area of 12 acres, where all heavy matter settles. From this settling basin the water will be drawn into filter basins, six in number, having an area of one-half acre each. Each basin is supposed to have a filtering capacity of two and a half million gallons per day. The cost of these filters and accessories will be about \$275,000. Right of way 100 feet in width and 12 miles in length has been secured by the city and work on the pipe line is being pushed. It is expected that water will be furnished in Main street, Springfield, by gravity at a pressure of 140 pounds per square inch.

Manistee has engaged a chemist, who will spend a month analyzing the city water, also water from wells and from Lake Michigan a mile or more south of the piers.

Almond Griffen.

How a Girl With Limited Income Manages.

Written for the Tradesman.

There's such a nice girl I know who always is so neat in appearance and yet I am aware that she has a hard struggle to get along.

"How do you manage," I asked her the other day, "to look as if you had 'just come out of a bandbox,' to quote an old-fashioned phrase? I don't see how you are able to accomplish so much as you do in every way. It seems to me that your clothes have invariably that 'just so' look."

"Well, perhaps I do look a little better than some others I call to mind, but I'll let you into a little secret: I keep everlastingly at it, and by that means am able to put up a much more presentable appearance than otherwise would be the case.

"As a matter of fact I have little cash to spend foolishly—I count every sixpence—and it is my private opinion that no girl can make a stated amount of money go any farther than I can.

"I watch the sales assiduously and pick up many a good bargain in this way; and I not only watch them myself, but there are a number of clerks who are friendly to me who let me know by telephone or in some other way that there are sales on which are not appearing in the papers.

"Laces, embroideries and ribbons I purchase ahead of needs, so that when I have a seamstress I am not obliged to rush around to search for trimmings; I have them all ready for her. I have them all wet, cold-starched stiff and ironed on the wrong side so that they will have shrunk all they are going to and so I don't have to hustle so when my sewing begins. I always buy a bolt of Lonsdale cambric at a time, as I, of course, get it cheaper that way than if buying merely by the four or five yards.

"When there is a sale on of small pearl buttons I lay in a reasonable quantity of these, as they are something that always come in use for underwear.

"Then there are shoes. It may be mean to the storekeepers always to take advantage of their sales, but really I am in no wise to blame for the Saint Crispins' having them and when I see a pair of shoes, house slippers or oxfords with which I am perfectly familiar—and I know that the marked-down price is truly such—I get what I am in want of in those lines.

"Gloves the same way—I always wait for the sales. Then I purchase by the quantity; and here, too, I save. Ditto hosiery. If I get any colors in hose or gloves I buy what will go with both my summer and winter clothes, and in consequence I am not restricted to wearing the hose or gloves during a single season.

"You never will see rips in my gloves. I keep them mended right up to the minute. I watch the specially-reduced weeks at the cleaners', also, and when I see the chance advertised I get fifteen or twenty pair cleaned at 5 cents a pair. If no such opportunity presents itself, after

waiting a reasonable length of time, I go to work and clean them all myself. I can do so fully as nicely as a professional, but it takes a lot of time, and I don't like to bother with the job.

"At the sales I generally get more merchandise than if I was not purchasing during reduced prices. By sales I don't mean where they mark 'em up and then mark 'em down, but where they are a bona fide transaction; I take no stock in fakes.

"If I buy things by the quantity I am exactly as careful of my clothes as if I were on the last garment and didn't know where the next was coming from."

"Everything you put on always looks so fresh. Why, even your rubbers seem to look better longer than those of the rest of us," I observed.

"Well," said this careful damsel, "that is owing to a very small thing: I simply keep them clean by washing them as often as they become muddy or are otherwise soiled. I economize on my full-sized pairs by donning my sandals when it is only damp under foot—not wet enough to soak through the soles of shoes or oxfords. I always keep ahead one new pair of shoes and one of oxfords in case of emergency, like going on a trip somewhere or when one pair suddenly gives up the ghost. In fact, I keep one ahead of everything, so that I will not be harassed by having to think of clothes at a sudden decision to make some change.

"This rule also applies to toilet articles; I keep at least one each of those on hand ahead of requirements.

"I take excellent care of all my clothes. I make a lot of my neckwear myself and embroider my own shirt waists, petticoats, etc. Because of this I am able to have nicer material to work with than if I were obliged to hire some one else to do all this. I never wear feathers out in the rain. When I do wear them on arriving home I run right to the kitchen range and fluff them out with heat, being extra cautious not to scorch them. If I get my shoes wet or even damp as soon as I get home I take them off, shape them, stuff them full of tissue paper and lace or button them up. Next time I want to wear them they are all right. I never leave gloves all crumpled up, to be stiff and unwieldy when I come to put them on again. When I remove them I pull and press the fingers evenly and, blowing into them hard, lay them gently in a drawer to dry out whatever moisture may have gathered in them. When I get out of my dress I don't leave it in a muddled mess on the floor, to be walked on and to accumulate dampness. I have a loop on each side, so attached as to let the skirt fall perfectly straight, and hang it on clothespress hooks immediately or else use a perfumed padded hanger. I never crush my shirt waists into a shapeless wad, but also hang these on satcheted hangers. My coats likewise receive proper treatment.

"To all I have said add the fact that I am ever extremely vigilant as to the way I am 'gotten together,'

and you will discern how it is that I am able, as you style it, to pass for a 'well-dressed personage.'"

Beatrix Beaumont.

Beauty the Chief Aim of Mankind.

There are stories of the luminous women of Paris a hundred or so years ago, who would not even open or shut the doors of their homes. The doors to their sumptuous French chambers were colossal, and they declined to allow their lovely, soft, graceful, white hands to be despoiled of delicacy and charm.

I think they had an irreproachable sense of the fit. And I like to think of them as considering it worth while to leave undone something useful in order that something beautiful might be achieved, of their keeping a servant for the door so that their fingers might be gentle and lovely to caress with and to soothe the troubled brows with, and to greet visitors with and to do the many sundry other offices of affection and sociability which are so much more important to us than door closing.

It is not the necessary things that are worth our while. It is the unnecessary, the luxurious, the esthetic, the superworldly.

Of course, we hear praised the kings of old, who were said to have been expert dyers, weavers, tentmakers and other craftsmen. But they seem admirable only in their proper primitiveness. And not all the manual training schools in the world can ever revive the ancient glory to hand labor. For we are living in machine days, when the exploitation of the human hand in arts and crafts has become antiquated.

We have invented every sort of device for relieving thumbs and fingers. And we shall perfect our devices until they shall rival—no, excel—the marvelous genius of the hand which has so sadly immolated its graces while elaborating world wonders.

As our civilization develops we may expect fewer and fewer human members, fewer and fewer human beings to be enslaved as operators of the machinery.

We turn over everything possible to mechanical apparatus. The prize feats of one age become the drudgeries of the next. Men are always being liberated from the sordid and endowed with larger leisure and opportunity for enjoying the higher and the nobler and the sweeter.

We can hardly imagine the race to have lived its million years and still to be working at the bread and butter problem and to have no time for the ineffable employments and delights of the supersenses.

The graceful crane on the moors is a gentle and cultured bird and commends itself to us for emulation. For it is so speedy in getting its dainty fare and in arranging its shelter, so ingenious in eluding its few foes, that the greater part of its life can be and is spent in enjoying a little game of tossing up pebbles and other gay social pastimes. These refined diversions educate and exercise the nascent higher faculties. They elevate its life above the normal level of its furry and feathery kind and

furnish a foretaste of human experience.

And we can hardly imagine the race living its million years and still contenting itself with the self-same forces of physics as of yore without discovering or utilizing the superfine and magnificently powerful energies of the soul. Somebody not long ago was laughing at the hustlers who scamper about town in cabs or afoot, in and out of offices, to appointments in hotel corridors, to luncheon engagements with influential men of the street, dewy the while with overheat. The man who does the most business in modern days often physically is the most stationary and inert. He writes and telephones from his desk. His perspirations, like his operations, are chiefly mental. It is beneath his human dignity to use a muscular force or a physical instrument when mental avails.

Even the animals of the twentieth century are above employments which barbarian and savage and pastoral peoples pursued. They no longer are slaves in the field to plowshares and pruning hooks. They no longer are pack horses and beasts of burden and wagoners. Steam and electricity, cars and vans have liberated the horse and his kindred from the meaner physical trials just as they, the brutes, previously liberated human slaves and human beasts of burden and endowed them with the physical leisure that made possible activity on other planes.

It is one of the meanings of evolution that finer and finer forces are being revealed and utilized. And the subtler the force the mightier its power. The mental operations and products of the quiet poet, of the sage, of the scientist, set into motion energies that mold the institutions and enterprises of whole races through many ages. The super-thought and spiritual power of the saints and mystics take still higher place as subtler and stronger power. They are not idle dreamers. They are the world's grandest doers.

It seems dull and blind to emphasize the power of water, wind, air, fire, and muscles and not to reckon with thought and superthought. These are the subtler electricities, the subtler wind and water power. And they girdle the world with inconceivably fine and herculean energies.

"Tis love that makes the world go round." It is energy subtler still that swings the universes in their places. And we prove ourselves wise and clear sighted as we realize and demonstrate our ability to give up the sluggish and inefficient energies of coarser days and to lay hold of the refined forces harmonious with our refined natures. Ada May Krecker.

She Paid the Penalty.

Wifey—I remember the night you proposed to me; I bent my head and said nothing.

Hub (comfortingly)—I know it worries you, dear, but never mind; you've made up for it since.

The things that others do not consider worth going after come to those who wait.



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H. A. STOWE, Editor.

September 15, 1909

MICHIGAN FREIGHT RATES.

There is not a merchant or other freight producer in Michigan who is not directly under obligation to Robert W. Irwin, of this city, President of the Michigan Shippers' Association, for the masterly manner of handling the freight rate question of Michigan in his report to his Association and freight traffic representatives of all railways operating in Michigan at a meeting held in this city last Friday.

The entire spirit of his report is one of fairness, both to carriers and shippers, and is a strong, clear and effective plea for co-operation; and it was made in response to a request by the railways that the Association present clearly its own views as to what it is necessary should be done in the way of freight rate reductions to secure a reasonable and adequate adjustment of freight rates in Michigan.

Mr. Irwin showed clearly that, taking distance as a basis of rate making, there is scarcely a shipping point in Michigan that would not be entitled to reductions ranging from 5 to 8 per cent. Then by pointed and indisputable illustrations—taken from various rates on potatoes to New York, Pittsburgh and Cincinnati from points in Minnesota, Wisconsin and Michigan—he demonstrated clearly that distance is not the only factor in the fixing of rates on shipments from points within Central Freight Association territory to points without.

After giving illustrations as to differences on class rates from points along the west shore of Lake Michigan and those from points in Michigan, he held that whatever may be the variation in the density of traffic it is not as great as is the variation in rate adjustments, and so took up the practicability of the established trans-Michigan routes from the West to the East and vice versa as compared with the established channels of through transportation that traverse the territory south of the direct line between New York and Chicago.

He showed that the volume of traffic moving through the Michigan channels at the present time will bear comparison with that moving via the

direct New York-Chicago route thirty years ago, when present rate adjustments were established; that Michigan must compete, perforce, in the common markets with other centers of production, purchase and sale, located at equal and greater distances from those markets, but enjoying a more favorable adjustment of freight rates.

Going more into detail as to the rate discrimination against Michigan and in favor of points on the west shore of Lake Michigan, he held that if the Wisconsin rates are reasonable—and the Inter-State Commission has held that the long maintenance of a given rate is an admission of the reasonableness of that rate—no greater nor more conclusive evidence of the unreasonableness of Michigan rates is necessary.

Taking up trans-continental tariffs Mr. Irwin showed that traffic between Lower Michigan points and Pacific Coast territory does not receive the benefit of the differential lake and rail rates, although they are applicable to shipments originating in other territory farther inland, such as Columbus, O., Zanesville, O., Wheeling and other West Virginia points, and these differentials range from 4½ to 23 cents per 100 pounds and are applicable to practically every description of traffic originating in Michigan territory.

And so, in various other examples and without citing extreme cases and with a desire only to be as reasonable and just as he asked the railways to be, Mr. Irwin showed how Michigan industries are handicapped and requested that so far as they may reasonably do so the railways would immediately define their position and the action they propose to take in the matter.

GET TOGETHER.

Grand Rapids as an entity would feel slighted and somewhat amazed should a single autumn pass without a resurrection of the problem of improving Grand River as a navigable stream from this city to Grand Haven.

And so, the other day, a lot of amiable gentlemen invited another group of agreeable citizens to participate in a very pleasant boat ride ten miles down the river and back again.

Moreover, a special committee of three was appointed to ascertain and report.

The salient points of the report to be submitted by the gentlemen in question must necessarily be the same that have been submitted annually by preceding committees and must naturally embody the facts set forth years ago by eminent civil engineers.

There is not a citizen living who has given adequate and fair consideration to the condition of the river as it is to-day and as it has been for several years who does not know that Grand River is navigable for light draft boats, and that, without serious obstacles existing, from the Lake Shore Railway bridge to Grand Haven.

On the other hand everybody,

whether or not they have considered the matter carefully, knows that from the railway bridge in question to Fulton street bridge Grand River as a navigable stream is little less than a joke.

These facts are known to the engineers of the U. S. Army, but because of "plans and specifications"—chiefly "specifications"—they are powerless to do what they know full well should be done.

And so, after approximately \$400,000 have been expended, to say nothing of the eighteen or more years of time utilized to bring the improvement from Grand Haven to the Lake Shore bridge, it is impossible to expend the \$40,000 still remaining unexpended of the appropriation to widen and deepen the river from Wealthy avenue to the Lake Shore bridge.

It has been suggested that the first thing for Grand Rapids to do is to find out whether the desired improvement of Grand River would benefit the city or whether it is a mere fad and whim. If the proposition is of no importance and has settled to the status of a hopeless hobby then it is up to the people of Grand Rapids to look sharp that the Comprehensive Civic Plan idea, the Auditorium idea, the Park and Boulevard idea and, in fact, all of the several crotchets in the hands of the Municipal Affairs Committee of the Board of Trade do not in time deteriorate likewise.

Viewed both from the spiritual and the material sides the problem of the improvement of our river is quite at par with any of these other dreams and each one of them is likely to grow into a mere will o' the wisp unless a broad, fair and public spirited quality of co-operation is, with the aid of the press, as a unit promptly developed.

MR. PEARY FORGETS.

Unfortunately for himself Mr. Peary has very evidently lost his temper and said things which suggest that, either because of chagrin or from pure jealousy, he has forgotten that he represents the gentility and so the self possession and serenity that characterize the officers and men of the United States Navy.

On the other hand, Dr. Cook has not as yet applied any harsh epithets to his rival, neither has he directly questioned the authenticity and rectitude of Mr. Peary's claims. While he has frankly and without visible evidence of excitement said that he is very willing to abide by any decision reached after a thorough and fair examination by any distinguished scientific association, Dr. Cook has not asked for an investigation as to Mr. Peary's claims and does not intend to make any such request.

Thus far, if no farther, Dr. Cook has shown himself to be the stronger man, ethically, of the two, and this fact will go far toward strengthening his claims and his character with the general public.

Resting an opinion upon the published records of Arctic explorations during the past centuries, several of them having Mr. Peary as their author, that gentleman's claim of having made the dash to the Pole

and back within a twelve month causes a gasp of astonishment if not doubt. And this gasp becomes a veritable yawn when one reads that Dr. Cook, equally scientific, experienced and determined, describes in detail how an entire year of privation, suffering and effort was required for him to make his return trip.

As Dr. Cook exclaimed, when he heard of Mr. Peary's claim: "Good! The Pole is big enough for two." And this should be the sentiment of Mr. Peary. If he reached the Pole and nailed the American flag there he has accomplished about all that has been expected of him, and it is unimportant so far as the general public is concerned whether or not he was first to achieve the result.

It is not to be expected that we will escape the details of the contention so long as the telegraph, the mails, the camera and the etching bath are available. Dr. Cook will reach New York next Tuesday and on the following Thursday, unless the Roosevelt springs a leak, bursts her boiler or something else, Mr. Peary will reach the metropolis. And after that—the deluge.

REPULSIVENESS OF RIVALRY.

While the whole civilized world rejoices over the conquest of the North Pole, there was never in her history a more striking illustration of the repulsiveness of rivalry. "That there is glory enough for both," is the verdict of the world. That as a result of what should be one of the greatest steps in advance for science there should grow personal feuds can only be a regret to all Americans. Yet out of this condition over which we blush comes the practical lesson that it brings in everyday life.

The spirit of rivalry—call it jealousy if you will—is too common in the trade world. We all have "the best." But why try to belittle the goods of a rival? If we know that they are not so good as our own, it is a delicate matter for us to mention it to patrons. If we attempt to rise by misrepresenting the stock of another, we may rest assured that the matter will come to light sooner or later.

The country journalist who entered the work in a large city was astounded by directions from his chief to "get in with the other reporters and they would show him the way to the desired place." On former work he had been led to regard these other men as rivals in the most extreme sense, men eager to put stumbling blocks in his way in order to get a "scoop." That there was glory enough for all in reportorial work—that brother should assist brother—was a new phase.

It is the same in trade. We see it at every turn. Shall we yield to the rivalry which attempts to tear down the work of another while building up our own or shall the rivalry be that which spurs to more sincere effort, rejoicing in the fact that "there is glory enough for both?"

It is easier for the average girl to return a young man's love than his presents.

VALUABLE SUGGESTIONS.

Pertinent Hints on Our Public School System.

The annual address of Hon. Mark Norris, President of the Grand Rapids Board of Education, is so full of meat and so much of it is applicable to every town and city that the Tradesman takes pleasure in reproducing it entire, as follows:

Sanitation.

The physical life of the child is the basis of all education and should receive constant and painstaking attention. No effort within our power should be spared to make our schools as safe and sanitary as possible.

The work of installing up-to-date plumbing in our schools has proceeded as fast as the necessary funds have been provided. There are, however, several buildings needing attention in this particular. I recommend prompt attention to them, and pending such changes as may be needed the closest inspection in order that the present apparatus may be made to fulfill its utmost possible use.

Several schools obtain their water supply from wells. Inasmuch as the Health Board reports that most of the water borne germ diseases found here are proved to come from wells, I recommend frequent analysis of the water from these wells, and that the proper committee consider whether it would not be well to abandon the use of wells entirely and substitute filtered water in those as in other schools.

I believe the time has come when medical inspection should be introduced in our schools, so that the nurses now employed may have a physician to whom they can go for instructions, diagnosis, etc. In my judgment the medical inspector should be an employe of the Board and act under its orders. Certainly by next spring an effort should be made to provide the necessary funds for this purpose.

Play Grounds.

In connection with sanitation and the physical side of education attention is called to the fact that several schools have limited and insufficient play grounds. This should be remedied where possible by the acquisition of additional space, proper drainage and fitting up of the present grounds so that no teacher can have any excuse for not observing the rules of the Board as to recesses.

Where possible I believe public play grounds should be provided. This Board now owns two lots suitable for such use, one of which is in use as a semi-public play ground. I recommend that the Sigsbee street lots be graded and devoted to like use.

I have noted with regret numerous reports of omission of recess in grade schools on flimsy excuses, such as muddy play grounds, etc. I believe fresh air and exercise more important to grade school children than muddy overshoes. I recommend that the teachers and principals who willfully disobey our rule in this regard be advised that continuance of that practice will result in their dismissal.

It has become evident that the

Julius Houseman field will suffer serious damage every year from wash-outs on the north side unless provision be made for a retaining wall. I recommend that this be done in the next budget; also, that, if possible, this project be completed for full use next year.

A recent inspection of the Hall street school grounds shows that the continued failure to fix the grade and construct Hall street between Grandville avenue and Godfrey avenue results in rendering wholly unavailable the only play ground possessed by that school. The rear of the lot is washing badly and if continued will endanger the foundation of the building, while so long as the present status of things continues it will be impossible to put the lot in proper shape. I recommend that the Common Council be urged to determine this grade and proceed with its construction at an early day.

New Building.

The large amount of new building now in hand renders it inadvisable, if not impossible, for new building plans to be undertaken in the immediate future. It should, however, be kept in mind that provision must be made for South Ionia street, the building having been condemned, Fountain street and other places. I recommend a study of proper sites where needed, and their acquisition as a provision for the future. It seems probable that an addition or a new school will be needed in the northwestern part of the city within the next two or three years, and this problem should also receive attention.

Sales of Unusable Realty.

The Board owns an undivided nine-sixteenths of a lot at Coit avenue and Knapp avenue; several lots at Quarry and Elizabeth streets and four lots and a building at Oakdale avenue, none of which will be of future use. I recommend the listing of these properties with some dealer in realty and that a determined effort be made to dispose of them so that the money obtained from their sale can be used to acquire land really needed.

It seems improbable that Lake avenue school will ever again be used. The title to this property is such as to render it unsalable. I recommend that an attorney be employed to perfect this title and the property sold. If the title can not be perfected I recommend that the building be sold for removal and the property abandoned.

High School Manual Training.

Next year there will be inaugurated for the first time in this city a system of High school manual training. There is serious complaint throughout the country of the lack of co-ordination between the training given in the public schools and the needs of actual industrial life.

An apparently successful method of supplying this defect is being tried in the University of Cincinnati and in the public schools of Freeport, Illinois; perhaps also in other places.

By this method boys in the Manual Training schools work in the

school half time and as apprentices in shops or other industrial establishments half time. The students are grouped in pairs, one being in school a week, the other in the shop. They change off each week. By this method the school always as its scholar and the shop its apprentice, while theory and practice are joined in equal proportions. So far as I have been able to learn this method is a success.

I recommend that the Superintendent of Schools obtain such information as he can relative to this method, its management and its results and communicate the same to this Board with recommendation at an early date. I also recommend that an outline of this method be communicated to the managers of the industrial enterprises of the city and their suggestions and co-operation requested, so that with all available information before it this Board may decide upon the complete plans for our manual training work.

In connection with the manual training work in the grades, on looking over the courses of study, I noted that attention is given to the preparation of angel food and ice cream, while none, according to published courses, is given to the cooking of salt pork and bacon. Considering that many eat pork and bacon, and few angel food and ice cream, I recommend that in the forthcoming courses in the grades more attention be given to the things of use and less to those of luxury.

Trade Schools.

On a recent visit to Portland, Oregon, it was my privilege to see one of the few trade schools now maintained by the public in the United States. At Portland, in an old building abandoned for ordinary school use, they are successfully teaching the building and engineering trades, viz.: plumbing and gas fitting, brick-laying, plastering, electric wiring, carpentry, cabinetmaking, architectural draughting, machine work, patternmaking, moulding and foundry work, electrical construction and mechanical draughting.

This school has been running one year with success. The Superintendent of Schools writes me: "We are so well pleased with the results that this year we are enlarging it."

Similar schools exist in Newark, Hoboken and Trenton, New Jersey. There are a number in Massachusetts, with an enrollment of over 2,500 pupils. A law of New York passed in 1908 authorizes such schools in that State and the school authorities of New York City have this year started one or more schools pursuant to that act.

The Milwaukee School of Trades is now under the control of the Board of Education and is maintained by the public school moneys. Instructions are given in patternmaking, machine and wood working and plumbing.

The Newark school has existed since 1881. A recent exhaustive investigation of the financial results attained by its students, based upon definite returns from 85 per cent. of

the whole number, shows that at the age of 37 the average weekly wage of its graduates of all classes was \$43; that in machine industries the average weekly wage of its graduates at the age of 37 was \$60 and at the age of 45 \$66. The United States Bureau of Commerce and Labor reports that the average weekly wage of the untrained skilled mechanic at the age of 37 was as follows:

Building trades\$24 00
Machine trades 18 00

And in unskilled departments:

Building trades\$12 00
Machine trades 9 00

We should not allow the schools of other places to lead us in this matter. Inasmuch as I believe such schools will shortly be demanded by the public, I recommend that the Superintendent of Schools obtain such information as he can relative to the same, their management, method and results and report to this Board for its information.

In the meantime, there being no legal obstacle which I can discover, I recommend that there be prepared and offered to the people of this city a course of instruction along the line of those offered by the German Industrial Improvement schools. These schools give instructions in the craftsmanship theory of their several occupations to boys between 14 and 18 who work during the day. In Wurtemberg, where these schools are most highly developed, all such boys are required by law to attend such Industrial Improvement schools at least seven hours per week for three successive years.

While attendance can not be required I see no reason why the plants of our Manual Training High schools can not be utilized so as to give the working boys and young men of our city instructions which will greatly improve their working ability and qualify them for promotion as well as endow them with greater earning power. We have a year in which to study this matter, prepare the course of instruction and provide teachers. Let us do it.

In this connection I am glad to report that the Legislature of 1909 has provided for a Commission of five or seven members to investigate this subject and report by January 1, 1911.

L. A. 1909, p. 413, Act No. 228.

Let us put Grand Rapids at the front of this movement in Michigan.

Grade Schools.

I recommend careful attention especially to our grade schools, in which the great majority of children receive their sole instruction, to the end that the teaching therein be made as thorough as is possible and adapted to be of the greatest use to the children in later life.

In the forthcoming new manual of grade instruction all studies not of practical use in the development of the mind should be eliminated and the time gained thereby devoted to more useful work.

According to ancient mythology Orpheus went to hades to find a wife, but some married men can't understand why it was necessary.

NEW YORK CITY.

Some Things the Metropolis Does Right Well.

New York is a great town. Writing about it any number of superlatives can be used. It is the ugliest city and the most beautiful, the wickedest and the most religious, the cruellest and the kindest, the abiding place of the most abject poverty and the home of the greatest wealth; it is a city of ignorance and of learning, of squalor and of art and science. All this is New York and more. It depends where you go in the big city and what you are looking for. The extremes in everything can be found there and all the intermediate grades. Those who seek vice and depravity can find it. Those who go to see beauty and grace and goodness will not search in vain. But it is not the purpose of this article to discuss New York, but rather to tell of some things New York possesses and does which smaller towns could and should have and do, which they will when they wake up.

New York has public comfort stations. They are scattered through the congested districts all the way from Central Park to the Battery. These comfort stations are for the most part neat looking kiosks of metal and glass placed at the street corners. Some are for women exclusively, some have two entrances. The visitor passes down the stone steps to the toilet room below the street level. The places are kept clean and sanitary, and with marble and cement construction this is not difficult. These stations do not seem to be expensive affairs and if there are attendants they are not in evidence. New York is a much larger city than Grand Rapids and the need for such places is greater, but public comfort stations are something this city should have—if it wills, can have—not only for the convenience of home people when down town but for the accommodation of strangers in town. There should be one in Campau square, another at the head of Monroe street and another at Canal street and Michigan avenue. In the cities of Europe such stations are found in almost every block, and Wm. H. Anderson, having seen them on his recent trip abroad, is an earnest advocate of their adoption here. As seen in New York they are not offensive to the sight or smell, and in this city could easily be cared for by the street cleaning brigade.

New York is not afraid to tear down old buildings. This city treasures its landmarks. It really loves its shacks and rookeries, and along Canal and Monroe streets will be seen buildings which were old when men beyond middle life were bare footed boys. In New York buildings which far surpass the Michigan Trust building in size, cost and architectural beauty are torn down that finer buildings may be erected in their places. Except the old postoffice it can not be recalled when a building in this city with a roof still in a condition to

keep out the wet has been taken down except under compulsion. In New York the tearing down and building up again are going on in every direction and all the time, and what the buildings torn down may have cost or how good may be their present condition seems not to enter into the calculations. The increased revenue from the better and higher buildings will yield good interest on the cost, and this is a sufficient warrant for what is done. It may be added that the Herpolsheimers will soon tear down the three story brick building adjoining their store on Monroe street and in its place will erect a ten story annex. Tearing down a Monroe street block—when has it ever been done before?

Those who ride on the street cars in New York pay as they enter or before they enter. This applies to the subways and elevated cars especially and it is rapidly being adopted on the surface cars. On the sub and the L. you buy your ticket at a window and drop it into a box at the gate which admits you to the landing where the cars stop. The conductors do not have to collect the fares. They stand on the rear platform to see that passengers get on and off safely. In this city the pay as you enter cars will soon be in use and it may be predicted that patrons will like them when accustomed to their use. But the New York sub and L. system of buying a ticket before entering the gate should be adopted here at the Reeds Lake, John Ball Park and Comstock Park terminals. Neat iron pens would serve the purpose, made double, one for the passengers who get off and the other for those who want to get on. This would prevent the scramble in which women have their clothes torn, men have their feet trampled upon and children are in danger of being lost in the shuffle. The cost of such pens would not be great and this would greatly reduce the risk of accident on congested days and the greater comfort of the public would soon make the system popular. In this connection it may be added that the Street Railway Company is shortsighted in not acquiring better terminal facilities at John Ball Park while the land is still unoccupied and comparatively cheap. The company may figure on some day being given free terminal facilities on park lands, but if the company purchased three or four of the vacant lots opposite its present terminal at the Park entrance it would be independent of the city for all time to come and the cost would be little more than nominal.

The parks of New York are worthy of mention. There are many little squares and green spots scattered around the big city where the people may go for breath, and then there are the big parks, Central, Bronx and Van Cortlandt, and the Riverside. Central Park contains 879 acres and the Bronx Park 662 acres. Van Cortlandt Park is an historic old estate and the Riverside represents about three miles of beautiful scenery and surroundings. In the parks the aim

seems to be to make the utmost use of natural advantages. Cement walks are built and macadamized roads constructed. The ground for the most part is left in its natural contour. In Central Park are many trees and much shrubbery, but the only flowers are hardy perennials, which with a little attention take care of themselves. Geranium and ribbon beds are conspicuously absent and other artificialities so often seen in the small town parks are not in evidence. New York in its parks recognizes the interest of the people in nature. Of the 662 acres in Bronx Park 250 acres are devoted to a botanical garden with all sorts of trees, shrubs, flowers and plants growing and everything labeled, and 261 acres are given to a zoological park containing a great representation of the animal world. In Central Park is a large and interesting zoological collection and in the Battery Park, at the lower end of the Island, is the aquarium, with all sorts of fresh and salt water fish and animals displayed. This city can not expect to attain to the New York standard in natural history, but there is no reason why much more should not be done. The John Ball Park zoo should contain specimens of every animal that runs wild in Michigan—but it does not. Instead of geranium borders why should we not have borders of wild or cultivated flowers that will grow in Michigan, each variety with label attached? Then label the trees and shrubs. This would not add to the cost of park maintenance and the interest would be much greater. The International Park, on the Canada side at Niagara Falls, has just such a floral border and it is one of the most attractive features of the Park. As for an aquarium—why not make larger use of the bass hatchery at Mill Creek? A suitable building with tanks would not cost much. The spring water is there and so is the attendance. A fine collection of the fish of Michigan could be established at the hatchery and it is very probable that with a little diplomacy the State could be prevailed upon to assume the expense. The hatchery is visited by very few city people and many do not even know it is there. But with an aquarium there and some little effort at Lansing the hatchery would be made an interesting and valuable annex to the city's park system.

During the past season the local Police Board has established rules of the road prescribing which side of the street the driver of horse or automobile shall take and how corners shall be taken. It has required a deal of education to bring the people to a proper understanding of the rules and not a few unwilling offenders have been taken to Police Court to have the rules explained to them. In New York the road rules have been in force long enough to be understood and their observance has become a matter of course. In a big city with an immense street traffic road rules are a necessity, as without them there would be hopeless tangles

and unending smash-ups. This condition has been attained in Grand Rapids and the adoption and enforcement of rules have come none too soon. In New York in the congested districts there is an officer at every crossing and he is the autocrat of his corner so far as the vehicle traffic is concerned. At the motion of his hand the north and south traffic comes to a stop to let the east and west traffic pass, and then the east and west traffic stops for the benefit of the north and south. This applies to the street cars as well as other traffic. The automobile or carriage that wants to turn and go back does not turn in the middle of the block but goes to the corner and around the officer. This system makes crossing the street easy and safe for pedestrians. It also gives automobiles a wider latitude in the matter of speed. Some of the automobile drivers in New York are very expert in maneuvering their machines. In a side street at the entrance to a fashionable restaurant one evening an automobilist wanted to turn around. Instead of running forward he reversed, and when the turn had been made he ran backward the length of his car and then came back to his stand. And it was all done in a flash.

The Microbe and the Boy.

One time there was
A boy
Named Roy—
A joy
To all who knew him best.
His parents were
The kind
Whose mind
Can find
No middle place to rest.
But must go on
And on
And on
Until the limit looms.
For any child
To be,
As he,
Sans glee
Is quite the worst of dooms.
They sterilized the air he breathed, they
fed him insect powder;
He played formaldehyde-and-see, which
only made them prouder;
He wrote with disinfected ink on sanitary paper
With baked and parboiled pencil, which
was not a comic caper;
He was as free from crawly things as
hard-boiled china eggs;
He wore curculio barriers bound about
his sterile little legs.
But once, alas,
The lad—
Poor tad,
'Tis sad!
Fled his germ-proof duress—
A microbe got
Inside
His hide
And died
Of utter lonesomeness!

Business Man's Failing.

"The policeman says you stole a pie," remarked the magistrate, "what have you got to say?"

"It's my busy season," explained Tired Tim, "and I was so rushed at the noon hour I'd only time to run out and snatch a little lunch."

Wouldn't Touch It.

"How would you like to hold a job under me?" asked the grafter ingratiatingly.

"With a pair of tongs," replied the young man who didn't care about tainted money.

True to Nature.

She—The new color is called messenger boy blue.

He—Why so?

She—Because it is guaranteed not to run.

"Tea Makes Life Worth Living"

DR. FREDERICK A. COOK, the celebrated arctic explorer,
who discovered the NORTH POLE and placed the

Stars and Stripes at the Top o' the World

in his own story of polar hardships, graphically describing the difficulties, scant diet and pangs of hunger incident to Arctic explorations, pays this tribute to the value of TEA as a stimulant and life preserver: "A hot cup of TEA * * * is all that is necessary to make life worth living." TEA, morning, noon and night, is the explorer's stimulant. * * * * *

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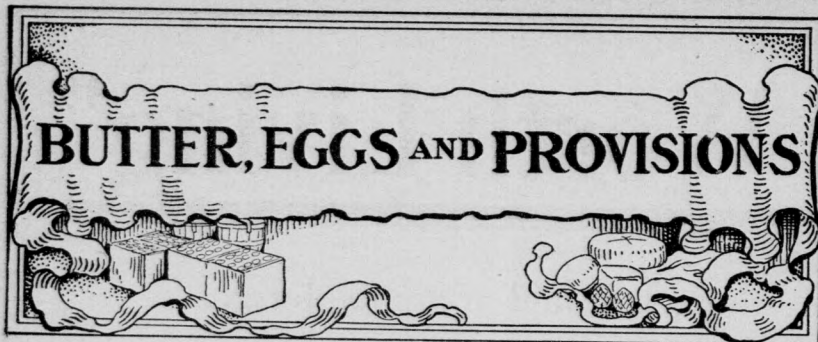
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JUDSON GROCER COMPANY

Direct Tea Importers

Grand Rapids, Mich.

William F. Blake, Manager Tea Department



THE POOR FARMER.

He Holds One-Fourth of the Nation's Wealth.

Those who have lived long enough to cast their first vote can remember the time when "farm" was synonymous with a mortgage and "farmer" with a life of hardship, toil and uncertainties. The "unfortunate" might make enough to live this year and starve the next.

We have heard for years about the wonderful rapidity with which the United States has been manufacturing railroad kings, packing kings, oil kings, copper, gold and silver kings, merchant princes, financial emperors, etc. We have marveled at these tales as being more enthralling than the wildest of imaginary romances. Yet all this time we have been content to wander along the time worn path of looking upon Mr. American Farmer with a condescension close akin to pity.

Pity the poor farmer! has been our thought; the poor farmer who toils from dawn to dark and sometimes longer; who never knows whether he will make or lose by his year's work; who is helplessly dependent upon the fickle weather, the more fickle railroads and the variable ghost called supply and demand; who lives an isolated, lonely life, cut off from all the joys and pleasures of modern civilization.

The recent estimates of the amount and value of the 1909 farm crop of the United States have shattered this mental photograph of the farmer and his life. The 1908 farm crop was worth eight billion dollars; the 1909 crop is estimated to be worth more!

When figures get beyond the million mark they are meaningless until they are placed beside something with which comparison may be made. The figures that must be used in talking about Mr. American Farmer are so great they are bewildering, even to one who is on speaking terms with large digits. They tell a most eloquent story, however, and shout loudly the reason why Mr. Farmer is not entitled to and does not want our pity. For the "poor farmer" no longer groans under the weight of mortgages, taxes and railroad rates, his new "burden" is the weight of wealth.

With the 1909 farm crop the American farmer could build ten navies each more powerful than that of the British empire. And John Bull thinks himself the boss of the seas!

The 1909 farm crop would build a thousand battleships, each more powerful than the latest Dreadnought.

Rear Admiral Robley D. Evans recently made the statement that with forty-eight modern battleships, twenty-four in the Atlantic and twenty-four in the Pacific, the United States would have an absolute guaranty of peace. Mr. American Farmer could give "Fighting Bob" the money with which to build those forty-eight peace ships and not miss the sum from his 1909 crop.

Mr. American Farmer, with his 1909 crop, could buy the entire United States of 1850; all the real estate, the railroads, the factories, the farms, including the slaves. He could buy the entire present railroad system of the country and still have enough left to pay the national debt and have his farm left unincumbered.

The total wealth of Mr. American Farmer is estimated at \$30,000,000,000; it equals one-fourth the entire wealth of the country. The farmer owns one dollar's worth of property in every four.

He could buy the entire kingdom of Italy and still have one-half of his capital upon which to have a good time. He could buy three-fourths of the republic of France—the country that for so long has been held up as the richest in the world. In another ten years, at the present rate of progress, Mr. American Farmer will be able to buy all of France with Spain thrown in for good measure if he should want the trouble of running a couple of foreign countries on the up-to-date-ahead-of-the-game plan.

Twenty-seven years ago David Rankin went to Davidson county, Missouri, a poor man. He bought a little land at \$6 per acre. To-day he is the owner of 23,000 acres, worth a little more than \$2,000,000.

In 1883 John S. Quitman went from New Jersey to Nodaway county, Missouri, and invested his small capital in farm land. To-day he owns 35,000 acres in Atchison, Holt and Nodaway counties, worth about \$3,000,000.

Ten years ago the country was startled by the departure of thousands of farmers from Kansas. One man, W. H. Thompson, of Pratt, thought the exodus bad business, bought the deserted farms at low prices and held them until he could sell at a profit. He cleared nearly a million dollars on his land deals. In the meantime all the old mortgage plastered farms of the Sunflower State have been turned into pretty homes of prosperous farmers.

Ten years ago Texas was looked upon as good for two things—the raising of cotton in the favored sections and the raising of cattle on the

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

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

All the Best Varieties of PEACHES, PEARS AND PLUMS

for canning are now arriving freely

Wire, phone or write us for prices either in local or car lots

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Wholesale Fruits and Produce

14-16 Ottawa Street

Grand Rapids, Michigan

vast plains of the interior. At that time the Missouri, Kansas and Texas Railroad hauled from the State 150 carloads of rice, onions, melons, fruits and garden "sass" in one year. In 1908 that railroad hauled 4,000 carloads of the same product from the State.

A grower in Kingsville, Texas, recently harvested 450 crates of onions from three acres, realizing a profit of \$202 per acre. Another grew 925 crates on four and one-half acres, that netted \$288 an acre. A third man's taste ran to cabbages and from a twelve acre cabbage patch he carted off \$3,600 worth of vegetables—227,000 pounds.

Because the Southern farmer has learned that other things besides cotton can be raised in the South, the value of his farm crop has grown from \$660,000,000 in 1883 to more than \$2,000,000,000 in 1909.

Minnesota means "wheat" to most of us, but that State has contracted the habit of annually making a pound of butter for every man, woman and child in the United States.

Many look upon the Dakotas as still the habitation of blizzards and Indians. There were some Indians in North Dakota in 1885 when Henry Bradmeyer went to Stark county with only \$150 and a goodly supply of energy and hope. To-day he estimates the value of the 5,000 acres he owns at \$150,000 and says the figure will be ten times greater in ten years.

The abandoned farms of New England are being resettled. Where, a decade ago, nothing was grown but rocks and thistles, and where even a mortgage would not thrive the yellow dollars are being dug out of the soil by modern farming methods.

The specific instances might be continued indefinitely. Wherever there is land in the United States it has increased in value within the last twenty years.

The slow education of the majority to the worth of land and farming is responsible for the present tide of immigration to the Northwestern and Southwestern States, and the gigantic irrigation works undertaken by the National Government and private parties.

The picture of the farmer is gradually changing as the people who live in the cities realize that that gentleman lives in a modern house, usually supplied with water, frequently supplied with electric lights from the interurban trolley road that passes in front of his farm, in many cases supplied with a telephone, and nearly always on a rural postal delivery route that brings him his daily papers every day.

What has caused the great progress in farming? Other countries have had soil as rich; other nations have been as energetic and ambitious, but the history of farming in the United States is without a parallel in the records of the world's life.

This wonderful growth had its starting point about eighty years ago when Cyrus McCormick invented the reaping machine, from which have

been developed all the modern agricultural machines that enable one man to do the work of ten or twenty under the old conditions. In 1830 we were a food importing nation; after 1831, when the reaper was invented, we began to become a food exporting nation, and never since then have we failed to grow more farm products than we actually needed—and we have lived well.

The development of scientific farming has gone hand in hand in the last two decades with the development of farm machinery. Agricultural colleges have sprung up in many of the states; the National Government has been untiring in its efforts, through the Department of Agriculture, to secure the best seed and stock for all particular sections of the country. The development of the railroads and the refrigerator service has made it possible to dispose of our garden truck, fruits, berries and melons, thousands of miles away from where they are grown.

In fact, Mr. American Farmer has learned that while his father and grandfather and other ancestors may have done some things well, it does not necessarily follow that their methods can not be improved upon. And he has gone steadily on, improving and improving, until to-day he is the richest large body of men in the world. Philip R. Kellar.

Why the Butcher Business Made No Money.

"The butcher business is played out!" This is the remark I hear every day from young butchers who started in business a year or so ago. When I ask them why the business is played out, most of them reply that meat is too high and the running expenses are increasing every day; and they add that as soon as beef drops half a cent wholesale the fellow on the corner cuts down the prices.

The comic part of it is that every one of them admitted that they were making a good living, but that they were not "making any money."

Butchers who have been in business for ten or twenty years speak entirely different; they have been taught by experience. But why should not a beginner in the business "make" money? I have studied this particular subject very closely, and it is a fact that the young butchers of to-day are careless about their business and because of ignorance throw money away.

They do not want to work as hard as they did when they were clerks. They know and feel that they are bosses and think most of the work has to be done by the clerks, which work ought to be looked after by the proprietor himself. Then they have too much confidence in their clerks.

I want to give our readers a true example of what happened in a butcher shop last week. I know that some people do not like to hear the truth, but I am equally sure that some butchers will get something to their advantage from reading this article, especially beginners in the business. I will not attempt to teach you your business, but will openly

state why some young butchers fail in business.

An example: I walked into a butcher shop last Saturday night about 11 o'clock. It was closing up time and the young proprietor was sitting on the high chair behind his desk and was looking over his books.

I stepped behind the bench and watched the clerk picking the fat. He was, according to my knowledge, doing it very fast, and in a few minutes he was finished. I also noticed that he was dropping some fat on the floor, and he did not pick it up, for it was late and he was anxious to finish up cleaning so he could go home. How many clerks are there that will keep pieces of fat off the floor except you tell them to do so? When the clerk swept up the sawdust the fat went with it. I said nothing until the clerk received his wages and left the store.

Then I turned to the proprietor and told him that he was throwing money away. This he did not want to believe, and I had to convince him. I went in the back of the store with him, took the waste barrel and dumped it over. I picked about two pounds of fat out of it. Then I took the barrel which contained the bones. I picked three spoiled breasts of lamb and about three pounds of spoiled navel corned beef out of it and some fat, which ought to be in the fat barrel. I then laid my pickings on the scale and they weighed nine pounds. Now there were 27 cents which would be thrown out on the street. "Well," he said to me, "you can not put these breasts of lamb in the fat." "You can't," I replied; "well, I'll show you; it's just a little more work, that is all." I took a cleaver and chopped the breasts of lamb up very small and threw them in the fat barrel. No fat dealer will object to this. The young proprietor was convinced that he could save a dollar or two by being a little careful.—Practitus in Butcher's Advocate.

What He Was Thinking Of.

Sick Wife (to brooding husband)—Will you miss me when I am gone, John?

Husband—Yes, dear; it seems terrible to think of parting with you, and—and besides, funerals cost so like sixty nowadays I should think, for my sake, you might make a special effort to get well!

W. C. Rea

A. J. Witzig

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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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THREE KINDS OF DEBTORS.

They Must All Be Handled Differently.

Written for the Tradesman.

Collections in a retail business require common sense and good judgment in handling. To some dealers the mere suggestion of a collection letter means a dunning letter—a cut-and-dried threatening circular, followed by equally crude efforts to force a debtor to pay.

It should be understood by all retailers that there can be no such a thing as a successful form collection letter because no two debts are ever contracted under the same conditions.

There was a time when collection form circulars were used very extensively, and even yet there are a few small collection companies, commercial houses and manufacturers endeavoring to collect money by a series of crude form circulars which are, as a rule, worse than useless. Letters which fit no particular case and which are not specific in covering any definite condition can not be productive of the best results.

It is impossible to regulate collections or collection letters to any great extent by any set of rules or forms. The reason for a collection is because some customer is behind in his payments. The mission of the letter is to collect money, and to do this effectively it must be done in the quickest, surest and least expensive way.

A collection letter would appear to be a cold proposition of making a man pay up and do it quickly, but the letter that will successfully collect money must be anything but a cold, crude, exacting and relentless communication.

A skilled physician would never think of giving the same kind of medicine to every patient if he expected to do anything for the patient. He first ascertains the patient's symptoms and learns all he possibly can about the nature of the illness before he prescribes.

In writing collection letters the retail merchant should always follow the doctor's plan of diagnosing a case. All of the conditions surrounding a debtor should be studied carefully and the letter written according to the cause of the customer becoming a debtor and the real conditions that hold him in the debtor class.

The collection letter deals with the most unpleasant side of a retail transaction. It must go to an individual who, frequently a victim of circumstances, lives constantly in a world of trouble. Everything has gone wrong; his affairs are in a turmoil; the outlook is black; in fact, the state of mind of the debtor is anything but peaceful and cheerful. When a man finds himself struggling with unpleasant business affairs a letter that is the least bit irritating "gets on his nerves" and makes him a most unreasonable and unsatisfactory man to get anything out of. And you can not blame him for his attitude.

If the merchant writes one letter the least bit out of tune it will up-

set the best system of handling collections that was ever organized. It is just as easy to maintain pleasant relations in this necessary part of a retail transaction and it is far more profitable in the long run.

For the convenience of discussing the subject of this article debtors will be divided into three classes: First, the honest debtor, who is behind in his account through circumstances over which he has no control. Second, the debtor who is a trickster and who has learned all the clever devices of holding off payment for the sake of getting the interest the money would earn. He is not exactly dishonest, but he plays the game of debtor for gain alone. He intends to pay, but not until he is forced to pay. Third, the dishonest debtor who tries to beat his creditors outright or by some underhanded method attempts to elude the law.

In handling these three classes the retailer must remember to never say anything that will antagonize a debtor or give him the impression that he is being bluffed into paying.

If a merchant expects to keep this part of his business free from disastrous leaks he should never make a bluff he can not make good. A letter should never be overdrawn for the sake of intimidating a debtor. When the writer of the letter says that certain things will be done at a certain time everything should be carried out as promised.

Even in writing to the honest debtor—the man who is willing to pay but can not—there are no general principles that will apply. The only thing to do is to investigate his case and show a disposition to help him out of his difficulties. In many instances a little advice or assistance would be of great help in discharging the debt and a profitable investment for the merchant.

It is always a good plan to argue plainly and honestly with a debtor. Show him where it is to his advantage to make settlement without piling up court costs and a lot of unnecessary expenses; show him how he can arrange his affairs to make easy payments without any great sacrifice on his part. Good, common sense arguments go a long way with a man who recognizes the validity of his debts and who is trying to find a way out of his difficulties.

This matter of helping debtors can not be given too much attention. In fact, it is the whole foundation of successful collections. Make your letters breathe a spirit of human interest; treat the man you are trying to collect money from as though he were honest and not as if he were a criminal trying to escape punishment.

When the man in debt and in a rut receives a kind, pleasant letter he immediately begins to think and plan how he can meet his obligation.

The last man in the world to antagonize by a mean and threatening letter is he who is really honest and who intends to be on the square. He is always sensitive and takes offense quickly if you try to force him. Gentleness and a plain heart-to-heart

talk will make him go out and hustle for money, whereas he will balk if you insult him, and in many cases he will not pay unless forced to.

Most men can be persuaded to do a thing when you show them plainly that it is for their best interests to do so and that you are willing to help them all you can consistent with your policy. But try to force a man who is deeply in debt and you will be met with difficulties very hard to overcome.

An honest debtor can invariably be induced to arrange for some kind of a settlement when you bring him to the realization that it is better for him to pay a little than to bring on legal proceedings and pile up the costs, which will be a natural result if the matter goes into the courts.

A collection letter must not be expected to accomplish the impossible. It can not produce money where money does not exist. But it can be so worked and so filled with friendly persuasion that the debtor will be induced to make an extra effort to get the money.

There is only one way to handle the second class debtor—the trickster—who plays the game for gain. That one way is to be polite with him, but show him that you mean business. If you say you will do a certain thing do it. Never say you will take certain action unless you are in a position to do so. Bluffs will not accomplish anything with the sharp debtor. He is usually a smooth, slick fellow and must be handled without mincing matters. It is never good policy to antagonize or threaten the trickster. Give him a square deal and make him understand that he must be on the level with you.

It is never good policy to stir up any debtor's anger, because if you do it will naturally make the settlement a slower process than if you struck the nail square on the head at the start by showing him the wisdom of immediate settlement.

It is of utmost importance to give individual treatment to dishonest debtors. Their game is usually to escape payment altogether or gain time by all kinds of tricks and underhanded methods. Those debtors whose intention is to never pay the money they honestly owe must be shown at the very beginning of the letter that you are after the money

they owe and that you mean to get it at once.

When you know a man's intentions are not to pay go about getting the money the quickest and surest way possible. Talk to him plainly and seriously, but do not make any threats you can not live up to.

If your straightforward letter does not get the money from a debtor whom you know to be dishonest, then the point of legal action has been reached, but the retailer should feel confident that he has made every possible effort to collect the money by argument and persuasion before he invokes the law. There is a legal side to collection letters which the merchant should study carefully before he attempts to write to debtors.

Here are a few legal points well to remember: The dunning letter used by some collectors is usually a threat bordering on the extortion of money under false pretenses. Great care should be taken, even in the most hopeless and aggravating cases, never to make a threat of injuring a man's name, business or prestige. Some collection letters are instruments of blackmail, and if they were to be investigated the writer of such letters would not fare well.

Nearly every debtor has so much respect for the clean, plain collection letter that he is inclined to make some move toward paying the debt promptly. But if the letter threatens to ruin him and his business the first thing that enters his mind is to get even with the writer of the letter instead of paying the debt.

The retail merchant who has collection letters to write should study the legal side of letter writing so that he will not commit the folly of needlessly antagonizing the debtor and at the same time make himself liable to prosecution.

It is a very serious matter to use a letter for making threats and insulting a man because he can not, or does not want to, do the thing which he should do or that you desire him to do. Politeness and courtesy always make the hardest cases come out more profitably and more satisfactorily to all concerned.

H. Franklin Thomas.

Many a frivolous woman twines herself about a man's heart for the purpose of stringing him.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

IN A BAD WAY.

Dealers Permit Manufacturers To Carry Stock For Them.

The furniture manufacturers who looked for boom times this fall are not realizing on their expectations. There is something doing, of course—enough to keep the factories going—but the trade is not showing any undue zeal in placing orders either by mail or through the traveling men. Conditions are better than a year ago, but business is still short of what has been hoped for. The manufacturers, however, are optimistic. If the fall season is a little off they see good times in the spring, and many of them are already making plans for the January opening.

One reason for the seemingly slow demand for new goods is the habit acquired by the buyers during the panic period of letting the manufacturers carry their stocks for them. Instead of ordering in dozen or more lots and having the goods in their warehouses they take three or four and depend on the manufacturer to ship more when needed. This is a safe and conservative way of doing business, but following it some of the buyers are due to a few jolts before long. They will find themselves short of stock at the very time they are most in need. The manufacturers, profiting by past experiences, are also conservative. They are keeping close to the business actually in sight, and some of these days when the buyers wire in rush orders they will find that their orders can not be filled, and then they will return to the old way of carrying their own stock and the manufacturers will then have what look like good times again, with larger orders at the beginning of the season and a fairly definite idea of what the half year has in store for them.

The Furniture Manufacturers' Association has not been much of a factor in city affairs in the past. Its meetings have been at irregular periods and not much interest has been taken by the members. Under the administration of Addison S. Goodman, however, the Association will become much more of an institution than it has been, with monthly meetings, preceded by a 6 o'clock dinner, and with live topics for discussion. This is the plan, at any rate, and if carried out it will certainly result in putting the manufacturers on a more friendly footing with one another and creating a more cordial spirit of co-operation. This plan also will tend to put this city's chief industry on a better footing and the trade generally will be benefited.

When the furniture manufacturers adopt the monthly dinner habit this will take in another large and important contingent of the city's population. Nearly everybody gathers around the mahogany at regular intervals now either for pleasure or profit. The list includes the credit men, the advertisers, the real estate dealers, the employing printers, some of the clergy and the Board of Trade

Committee of 100. Other organizations that meet at less frequent intervals for physical and mental refreshment are the doctors, the lawyers, the butchers and grocers, the builders, the dentists, the insurance men and the Board of Trade as a whole. In addition to these nearly every fraternity has its gastronomic sessions and the suburban district associations their annual banquets. This town has the dinner habit developed to a degree such as is to be found in few other cities. And is it not a good thing as a means of bringing men together and making them better acquainted?

The Saturday half holiday has become a well established summer institution in the Grand Rapids furniture factories. This used to begin with the first Saturday in June and continue to the last Saturday in August. The workmen were not unanimously in favor of this when it was first adopted a few years ago, but there would be a riot if the half holiday were abandoned now. The men like the extra playspells in the summer months, and so do their families. Those who have garden patches, and many of them have, can find work to do at home and it is work they like. Then there is the opportunity to go fishing, to have pleasant picnics and to visit friends and to become acquainted with their families. This counts more with a great majority of the men than the greater income from the half day lost. This year the half holiday started in most of the factories the first Saturday in May and will continue through September. This was due in part to the reduced volume of business, but the men are said to be glad of the prolongation and it is predicted the half holiday period hereafter will be five months instead of three, and some day it may cover the entire year.

The Metropolitan Museum of Art in New York contains many rare specimens of old furniture, and for those who love such things or find inspiration in seeing them a trip to New York just to inspect and study the collection is distinctly worth while. There are Sheraton and Chippendale chairs of undoubted authenticity and a wealth of richly carved cabinets and other household articles. One of the most interesting features, however, is the old church furniture loaned to the museum by J. Pierpont Morgan. These pieces include pews and choir benches that date back to the fourteenth and fifteenth century, quaint in design and curious in construction. They are of oak or walnut and age has colored them to the despair of modern finishers. Some of these ancient pieces might well be used as models for new goods, and this especially applies to furniture for the hall. In many other departments of the Museum than that devoted to furniture can the furniture designer obtain ideas, and it is no secret in the craft that this Museum and some of the libraries of New York are often visited by men in search of suggestions. Our own Ryerson Library, by

the way, is accumulating a collection of furniture art which if kept up a few years longer will place Grand Rapids in the foremost rank as a storehouse of design.

C. A. Brockway, buyer for Wana-maker's store in New York and who has been a regular semi-annual visitor in the market for thirty years past, says that popular favor is drifting away from the styles of Louis XV. and Louis XVI. and also from the Colonial and that the English styles are gaining. "One reason for this," he says, "is that the manufacturers of the cheap grades are bringing out the French and Colonial patterns and this naturally kills the demand for such patterns in the high grade goods. And then the French and Colonial goods have been on the market for some time, while the English designs are comparatively new. The customer who wants something different from that which adorns his neighbor's house takes the English patterns." Mr. Brockway does not think the passing of the French and Colonial styles will be permanent. These designs have high artistic merit and will be as good a hundred years hence as they are now or were a hundred years ago. It is the popular fancy that makes the difference and the successful dealer tries to keep in touch with what the people want. It may be added that the manufacturers here have not yet felt this drift of sentiment. The demand for the French and Colonial goods seems to be as strong as ever. It may be observed, however, that nearly every manufacturer has in the past year added the English patterns to his lines and some of them have done so to a very positive degree. The periods affected are those known as Early English, which covers Flanders, Elizabethan, Jacobean, William and Mary and Queen Anne. The Sheraton and Chippendale have always been well received and are in stronger favor now than ever. The Early English was produced originally in oak or walnut and the designs are best adapted to those woods, but in their reproduction they are often met with in mahogany.

How Advertising Reduced the Cost of Selling.

A small department store in a Connecticut town secured the agency for the Richmond range, placing it in direct and very active competition with a range well liked and much better known, handled by a local concern. The Richmond range had been given some general publicity by the manufacturer, but not in a way to make any very deep impression on prospects in that locality; which, also, was true of the competing product.

But the Richmond dealer was an aggressive advertiser, while his competitor was not, and he began immediately a campaign of education that rather side-tracked his other lines for a while, but which paid big dividends on his investment in time and space.

In his enthusiasm he went 'way to the bottom of the whole proposition

and dug up selling points which I believe were unknown or unappreciated by the manufacturer himself. He simply dismembered that range and laid it bare to a critical and more or less unsympathetic public. He ladled out intelligent salesman's talk in a wholesale way and thereby avoided a great part of the costly retailing of such talk in the store.

The housewife was told in understandable English just what she could and should expect from that brand of ranges. She was told that if the range didn't make good on every count she need only say so, and if it couldn't be made to behave under her own management after a little assistance from the store it would be taken back without further argument and the full purchase price refunded.

When the Richmond range was first stocked a sale was rarely made at a cost of less than an hour of a salesman's time and sometimes parts of several days were required to bring the prospect to the buying point. But gradually, as the advertising spread, took hold and sunk in, a change was noted. Salesmen who, from force of habit, began the usual tedious, time-consuming explanations were told, "Oh, you needn't mind about that, I know all about the Richmond range, and I am going to buy one; I only want you to help me decide about the size I ought to have," and, instead of an hour or more, it was merely a matter of minutes—sometimes not more than ten or fifteen minutes—to close the sale.

The advertising had practically sold the range, had at least performed the most expensive part of the selling. It had attracted attention to the range, awakened interest in it, created a desire for it and practically brought the customer to the store with the determination to buy. It remained only for the salesman to assist in the selection of the size and type best suited to the buyer's requirements, arrange the terms and details of delivery and take the order.

These, it seems to me, are the true functions of advertising and salesmanship, each doing its own work—the work which the other can not do efficiently or economically; and if good advertising can be made to do such sales work for a range, right up to the point of "closing," why not for machinery? It can and it does.

John A. Kershaw.

Sure Thing.

Jigson—My father is a doctor and these automobiles have ruined his business.

Nigson—Why, I should think the accidents they cause would help him.

Jigson—No; he's a horse doctor.

Just Suited.

"I would like to help you, my poor man, but I haven't much work to give you."

"That'll suit me down to the ground, ma'am. I don't want much."

Disappointed.

"I thought I'd buy direct from the fountain head and save money."

"And did you save?"

"No; I got soaked."

OUR OLD TIME RIVER.

Thomas Hefferan Recalls Incidents in Steamboating.

Written for the Tradesman.

In the late 50's Grand River between Grand Rapids and the lake was a very active business highway with sawmills, ship yards and acres of boom-enclosed storage areas filled with logs, with lumber, with shingle rafts sharing the current with half a dozen steamboats and scores of sailing vessels and with bustling, growing communities at Grandville, Jenison, Sand Creek, Blendon, Lamont, Eastmanville, Bass River, Ottawa Center, Nortonville and Mill Point. Steamboats and sailing vessels had been built at Grand Rapids and at Blendon four large sailing vessels had been launched, while at Eastmanville, Mill Point, Ferrysburg and Grand Haven shipbuilding was a staple and important industry.

The Daniel Ball interests had the steamers Empire, Algoma and Michigan, the Fox and Parks interests had the Forest Queen and Pontiac and, a belief arising that a monopoly of river transportation was being developed, the Eastmans, the Ferrys and others put still another steamer on the route, the Olive Branch, a very powerful stern wheeler with twin stacks and 160 feet over all and with handsome cabins, staterooms and large freight carrying capacity as her strong points. Brought from the Mississippi she carried up and down our river some of the traditional atmosphere of the nation's greatest river waterway and so became popular.

The management of this craft devolved to a large extent upon Thomas Hefferan, at present President of the Peoples Savings Bank in this city. Young, active and resourceful and having had the benefit of considerable marine and general business experience handling sailing vessels plying between Chicago, when he was employed by the Eastmans, and the mouth of Grand River, Mr. Hefferan took up his new work with vigor, even going so far at times as to act as Captain of the boat.

"Anti-monopoly" was the war cry of the Olive Branch, and with the late James Moreau as pilot the advent of the new boat was hailed with satisfaction. The matter of quick service and low rates on freight between Grand Rapids and Chicago was an important point, as it is now, and learning that the barque Tuscola was for sale in Chicago Mr. Hefferan was despatched across the lake by the Eastmans to look into the situation. He found there a well-built craft about 160 feet over all, with three masts but stripped of rigging; also that she was owned by Samuel Johnson, who was willing to sell her at a reasonable figure just as she was.

This was in February. The navigation season on Grand River would open in April. On Mr. Johnson's recommendation young Hefferan, having bought the craft, engaged a young sailor named Perrett to fit her out and sail her in connection with the Olive Branch. With new sails and rigging and after a thorough

overhauling and a coat of black paint with white strakes and rail, the Tuscola, in command of Captain Perrett and freighted with packages for Grand Haven, Ferrysburg, Mill Point, Eastmanville, Lamont and Grand Rapids, cleared from Chicago on April 9, 1859. On April 14 the Grand Rapids Daily Eagle published the following item:

"Captain Perrett yesterday afternoon caused quite a sensation by bringing the barque Tuscola into this port from Chicago loaded with beans, seeds and salt for Ransom C. Luce and pig iron for McCray Bros. & Co. The Tuscola was towed up the river from Eastmanville by the Olive Branch. She is a large black three masted craft, is owned at Eastmanville and will run regularly during this season of navigation between that place and Chicago, weekly trips."

"Do I remember the incident?" said Mr. Hefferan when asked in regard to the item in the Daily Eagle. "Very well, indeed; yes, and the Olive Branch, too. Those were great times on the river with the competition of the D. & M. Railway just developing in addition to the rivalry with other boats; but we made a good showing the first season. Of course the Tuscola carried lumber and shingles chiefly on her return trips to Chicago, although we had several good shipments of plaster in barrels."

On May 5 the Daily Eagle announced: "The barque Tuscola, direct from Chicago, has arrived at the wharf of Messrs. Granger and Dodge, in this city, freighted with merchandise, principally for Joseph Martin and M. L. Sweet."

"Yes, and I remember that trip, too," said Mr. Hefferan. "George Granger and Don Dodge had a wharf and warehouse about where the Fulton street bridge is at present. Granger had a livery stable and did teaming also. That was a good trip for the Tuscola; one of the best she made—of course on her trips out from Chicago her cargoes were almost entirely of package freights, sugar in hogsheads and barrels, pig iron, bar iron, machinery, salt, cases of dry goods and all kinds of groceries and provisions in packages, to say nothing of pianos, organs, furniture, oils, liquors, hardware, mill supplies and vessel supplies. As I was saying, one of her best trips that season was in April, I think, the second trip she made, perhaps, and I was in command of the Olive Branch. We took the Tuscola in tow at Eastmanville and as she was very largely loaded with freight for W. D. Foster—or I think it was Foster & Martin at that time—we took the vessel right up to the wharf back of the store, about where the back door of the present store of Foster & Stevens is located. The cargo consisted of stoves and two or three tons or more of log chains, hollowware, sheet iron and tin, bar iron and nails.

"And, listen, after delivering the Tuscola at the dock in question the bow-line of the Olive Branch was made fast to Pearl street bridge, as it was at that time, about where the

west end of the Fourth National Bank offices are at present. There we lay all night, and meanwhile the Tuscola, having discharged her cargo, let go her lines and dropped down stern first below the islands, where she dropped her anchor for the night. In the morning, with a good load of freight, much of which was to be transferred to the Tuscola after she had taken on a lumber cargo at Eastmanville and with perhaps fifty passengers, we let go our lines and I put the boat hard over and sailed her directly across over Island No. 1—and, of course, below the bridge—to the main channel and so headed down for the Haven. Below the islands we picked up the Tuscola and continued our journey.

"How much was the Olive Branch drawing loaded?" repeated Mr. Hefferan. "It wasn't a question of draft because there were at least ten feet of water over all the islands. What we had to look out for was a mill race current and the great basswood trees on the islands.

"I remember another interesting experience I had as Captain of the Olive Branch: The Converse interests, represented by the late Colonel Litchfield, had built the schooner Emeline at Blendon and she was to be launched. I started from Grand Rapids with an excursion party of about 500 ladies and gentlemen and with Barnhart's Valley City Band tooting away on the upper deck, flags flying, and all that. It was in the spring of the year, 1858, I think, and the opposition had made all sorts of dire predictions—you see, their boats were much smaller than the 'Branch.' Hundreds of people watched our departure. Pearl street bridge was not then in existence and we sailed from the foot of Pearl street up and around the head of Island No. 1 and down the west channel. The launch, broadside, was a success and our excursion, marked by fine music, dancing and a good dinner served in the cabin, was a success.

"Oh, yes, the Converse interests built three schooners at Blendon. You see, Colonel Litchfield was a ship carpenter by trade and when he came out West for the Converse people he found a large tract of high grade oak timber in back of the river and turned it to the best use possible at the time. As I say, the schooner Emeline was built and in 1860 the schooner Lumberman was built. Next, in the months immediately following the bombardment of Fort Sumpter, a fine schooner was

built there which they christened the Major Anderson.

"Yes, those were great times on the river, back in the 50's, when Grand Haven harbor was full of saucily snorting little tugs which were kept everlastingly busy towing lumber vessels from the lake to or from the mill wharves at the Haven. Mill Point (now Spring Lake) and so on up to Eastmanville. It was no uncommon thing to see, say looking from Bass River down stream, as many as a dozen schooners towing in or out, and it wasn't a bit strange to record round trips into and out of the river from as far up stream as Eastmanville by vessels that did not have to call on the tugs; utilized their sails and the wind and so saved tow bills. I will venture to say that I have seen as many as thirty sailing vessels loading lumber simultaneously at the mill docks along Grand River from Eastmanville down to and including the Haven, with nearly as many more at anchor in the stream waiting their turns to get at the lumber piles."

Why He Did Not Come.

"Why didn't you come, Bobby, when I first called to you?" asked a mother of her 6-year-old son.

"Because you told me last week, mamma," replied Bobby shrewdly, "never to accept an invitation unless it was repeated. So many people invite you once out of politeness but really don't want you to come."

Post Toasties

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

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



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

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.

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

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

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

GIVING CREDIT.

Conditions Which Should Always Be Insisted On.

Written for the Tradesman.

It is excusable to avoid long-continued mental effort as much as possible in hot weather, but like some other kinds of work the dreading to begin is worse than the doing. It is a fact that the discomforts of hot weather are realized more by those who sit or loiter around thinking how hot it is than by those who get right to work and "keep agrounding."

Fortunate is that one whose work requires or allows him or her to be stirring about, giving free action to all parts of the body; thus is excessive heat more tolerable than when the work is otherwise. The one to be pitied is he who has not strength to work and can not occupy his mind with plans or pleasure to divert the consciousness of the oppressive heat.

It is usually safer to trust the man who asks credit and says that he has nothing to pay with and may never have than it is to give credit to the one who jingles money in his pocket and says he could pay, but he would like to use his ready cash for some other purpose if it will not inconvenience the merchant to wait a few days.

One of the conditions which should always be insisted on in granting credit is that the debtor shall keep an account of all transactions as well as the creditor. Disputes, hard feelings and loss of customers might many times be thus avoided. The debtor may be strictly honest, but he does not remember every item or article purchased. Other members of his family buy without his knowledge or more than he supposed and the account grows faster than any one suspects. That "any one" often includes the merchant.

The man who pays cash; who never runs in debt; who never asks credit; whose name never goes on a store book may move away from town and be forgotten, but the other fellow—his opposite—is long remembered by many; remembered with regret and not with pleasure. In justice to the first mentioned, if you can not remember his name and don't know where he lives, breathe a blessing on him and a prayer that you may meet in a better world. It will do you good—more good than thinking about the other fellow, whose account you better burn up. Forgive and forget if you can. "Though lost to sight, to memory dear." Such "dear memories" may tend to unfit one for business. Therefore remember only the ways of that class that you may guard against being tricked into extending credit to deadbeats.

"Tell me what you eat and I'll tell you what you are." Why not run a grocery with a meat market in connection and then you can work your fortune telling or character reading as a profitable side line?

If you can not trust a man without distrusting him better not trust him.

If you can not do a credit business without worrying over the accounts and losing sleep better adopt the cash system. Do you get any pay for

posting and adding up accounts? Why should you carry accounts for months or a year without interest for those who are better able to hire money than you are?

A good plan to adopt is to carry no more credit than you can afford to lose; that is, be able to feel and say that to lose all the accounts carried would not cripple your business.

The workman who refuses to do a botch job, even although it costs him his situation, is the gainer thereby. The excellence of one's work is a testimonial of no small value. Inferior workmanship betokens ignorance or undesirable traits of character. It is not only the danger of falling into a habit of doing slovenly work that should cause a workman to refuse to do it, but it is a giving up of principle, a lowering of the standard. Pride in one's work is a part of his reward. To do work in which one can not take pride is to give up a part of his rightful compensation.

A tired man is unprofitable or less profitable to his employer than the one who begins his work every day with adequate energy and interest. If an employer finds among his help one who is tired it is a good plan to enquire into the matter. If it is dissipation or the diverting of his energies to social events, the carrying on or building up of some fraternal organization, the employer has a right to call a halt. If it is sickness or trouble in the man's family the employer may be able to advise or assist. If the man is wearing himself out by his devotion to his work—to the upbuilding of his employer's business—he should have a vacation without loss of salary.

If I leave a fortune for my children it may fail to come into their possession. If it does it may not benefit them. Therefore I should not shorten my life to accumulate wealth to leave behind. An education, a store of useful knowledge, ability to work advantageously, skill, experience, habits of industry, self-reliance—these are of more value than the possession of wealth. They will bring money when needed. E. E. Whitney.

Birds Fail As Cooperative Housekeepers.

Miss E. L. Turner has discovered a thrush and a blackbird which selected the same nesting site, and shared the work of building, or more probably prosecuted this work in each other's absence, and similarly fulfilled the task of laying and the early days of brooding. But, as the hatching time came near the intervals of leaving the nest grow shorter and fewer, and so the weaker species was gradually choked off to be finally driven away when the young actually appeared.

Although Miss Turner was assured the thrush was often seen on the nest, she saw only the blackbird. One thrush and four blackbirds were hatched out, but on the tenth day the thrush was ejected and was found dead at the foot of the tree in which the nest was placed.

Religion never gains in depth as it loses in breadth.

Karo

The Syrup of Purity and Wholesomeness.

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



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

Ready sales—good profits. Write your nearest jobber.

CORN PRODUCTS REFINING CO.
NEW YORK.

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

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

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

Klingman's Sample Furniture Co.

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

WILLS

Making your will is often delayed.

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

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

A GOOD SCHOOL.

Why We Should Have An Educational Revival.

1. Preliminary.

It has been arranged that I write a few articles upon popular education for the Tradesman under the title, A Good School. My only motive for engaging unsolicited in this rather heroic venture is the desire to see, in my day, a much needed educational revival. I am sure that I am not alone in thinking that there is urgent need of a more fresh and vital interest in the public schools and in education.

However others may feel about it, it does not seem to me that some consideration of public education is out of place in a periodical devoted especially to business. And this not only because education has its business side and business its educational side, but also because business men must in the long run determine both the amount and kind of education that the public schools shall offer. They are the men to make or mar the public schools. Not that business men as such have, or assume to have, any special competence for the direct control of education; only that as business men they will use business methods and appeal to expert advice in so technical a matter as education. I am sure that the wisest and most efficient teachers that I have ever known were in the habit of consorting much with men of affairs, and this relation seems to me a natural one. A local school principal was once sitting at a business men's banquet (I am quite sure that this relation of teaching to business is sound) when he was asked by his vis-a-vis, a newcomer in town, what line he represented. "Formerly leather; now taffy," was the reply. He was made very welcome; and I am sure I shall find an equally hearty welcome from the readers of the Tradesman.

But do I seriously suppose that the busy men and women whom I see around me will care to read on this stale and settled subject? Everybody read all that I write? Bless you, no! Somebody, here and there a word. Certainly I do. Many voices are clamoring for attention in addition to wife, babies and business. I expect to take my chance in this confusion of tongues. I am confident that I have a case and that this will speak for me. We are all in bonds to education and, like Cornelia, we profess to love "according to our bond." Education is a great personal question; a great community question; a great national question; and anybody who has a useful word to say about it need not apologize for asking a hearing. So I do not hesitate to urge that education is something that "no family can afford to be without." I feel that it is as proper to press its claim—to cry it up—as it is to advertise a superior soap or breakfast food. The public school question is simply the question of how to make the youth of the land more pure-minded, more right-minded and more efficient. It con-

cerns itself with showing how the bringing up of boys and girls to lives of usefulness and honor may become a matter of greater certainty than it now is. Every expert knows that the schools have not reached their highest efficiency in attaining this result. I have personally seen an improved school transform a whole neighborhood and save to virtue and efficiency two generations of men, and so I want to urge that the fruit of a right education is a sweet and sustaining fruit, and that it is for us all.

Then I shall be helped by the knowledge that the prevalent tone of the Tradesman is a serious one. While there is no dearth of wit in its pages, yet one does not have to be witty. Education is no joke. Any one who thinks public education a joke is recommended to wait until the tax-lists are exposed. Prohibited by age and constitutional limitations from engaging in the great game of American humor, it will be a relief to me to feel that I am in a company where I am under no obligation to be either funny or witty. Nor are the readers of the Tradesman so fed on the delicate and refined insinuations common to modern literature that I need fear to be simple and direct in attempting to set forth some of the elements of a good school.

But why this constant "fussing" about public education? If by "fussing" we mean ineffective fumbling, why, indeed? But if we mean taking reasonable thought, "fussing" should be at a premium. In an article now before me, quoted from a popular magazine, I read, "Why this everlasting fuss and bother about education? Does not everybody say that the schools of America are the best in the world? And the schools of Michigan the best in America?" Upon the question of the relative excellence of American schools there is great room for difference of opinion, but there is no room for difference of opinion concerning the fact that in some directions there has been great—in a few directions, enormous—improvement in American education during the last twenty years. And this improvement has been brought about by effort, by unremitting thought and work on the part of many men and women. Is it reasonable to suppose that further effort will not bring about further improvement? What counsel of despair to suppose that the schools have already reached their highest point of achievement! What hope and courage for future effort we get from a clear vision of higher future usefulness of our public schools!

But not only are there many who think that no improvement is necessary in public education because the schools are already so good, but also many who think improvement impossible because the present educational practice is so settled and final. It is not unusual to find those who regard the little red schoolhouse and the big city school as alike impregnable to attack from any quarter, and least of all to assaults of public opinion. What a mistake! No institution is so vul-

nerable, so exposed to attack from many sides. In response to more or less wise criticism public education has been all made over during the last quarter of a century. Who doubts that changes equally important will be made during the next quarter? Let us see to it that these changes be wise and timely. If the schools do not yield to every wind of public opinion it is because this wind blows from all quarters at once. Let us organize public opinion and have what we will.

A final word: What I write will have no especial reference to Grand Rapids conditions, but to education in general, and especially to the extremely interesting condition of education in towns of from one to five thousand people. Moreover, my main theme will be the relation of education to life, with only slight reference to the internal management of the school. Indeed, I shall be as careful as a boy in springtime to avoid any protracted stay in the schoolroom. Edwin A. Strong.

Every little while we read in the paper that someone has run a rusty nail in his foot or other portion of his body and lockjaw results therefrom and the patient dies. If every person were aware of a perfect remedy for such wounds and would apply it then such reports would cease. The remedy is simple, always at hand and can be applied by anyone. It is simply to smoke the wound or any wound that's bruised or inflamed with a woolen cloth. Twenty minutes in the smoke will take the pain out of the worst case of inflammation arising from such a wound.

Paternal Advice.

The following was sent by a father to his son in college:

My Dear Son—I write to send you two pairs of old breeches, that you may have a new coat made of them. Also some new socks, which your mother knit by cutting down some of mine. Your mother sends you \$10 without my knowledge, and for fear you will not spend it wisely I have

kept back half and only send five. Your mother and I are well, except your sister Annie has got the measles, which we think would spread among other girls, if Tom had not had them before, and he is the only one left. I hope you are well and will do honor to my teachings. If you do not you are an ass, and your mother and myself are your affectionate parents.

The virtues are never the stronger for giving them a vacation.

Kent State Bank

Grand Rapids, Mich.

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

Deposits
5½ Million Dollars

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

3½ %

Paid on Certificates

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

Child, Hulswit & Company
BANKERSMunicipal and Corporation
Bonds

City, County, Township, School
and Irrigation Issues

Special Department

Dealing in Bank Stocks and
Industrial Securities of Western
Michigan.

Long Distance Telephones:
Citizens 4367 Bell Main 424
Ground Floor Ottawa Street Entrance

Michigan Trust Building
Grand Rapids

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.

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

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We Solicit Accounts of Banks and Individuals

PLUCK AND PLOD.

They Are a Team That Always Will Win.

Pluck is that inherent quality in a man which enables him to tackle the most difficult undertaking whether he is able to accomplish it or not.

Plod is the quality which enables him to go doggedly ahead, always keeping his hand steadily on the plow until the last furrow is turned.

Pluck is a synonym for bravery and daring, while plod corresponds with perseverance and determination.

Pluck looks up to the crest of the highest mountain, takes the climbing pole in hand and says, "I can reach the top," but halfway in the ascent when his limbs have wearied with the boulders and his spirits commence to flag, he must call plod to his aid or he will never get to the summit.

Pluck and plod make the finest team in the world, they can almost drag the universe after them. Yet pluck may have a willing spirit but be weak in the flesh; 'tis then he needs the assistance of plod to help him do his share of the work.

Men fail because they lack confidence in their own powers, or because they do not persevere along definite lines with an objective point in view.

One will sit down, look at some task to be done and say to himself: "Oh, what is the use of trying? I can never do that, it is impossible." Another will dally along the road and say: "What need to be in a hurry? I will get there in time enough." The former of these has no pluck; the latter is too lazy to plod.

About twenty years ago a "steeple jack" was repairing a tall chimney in Manchester, England. It was a difficult task as the rim of the chimney abutted out from the perpendicular; nevertheless the climber got his ropes and swings in position and, perched like a bird in the air, performed his work. Great crowds watched him, amongst them an idle ne'er-do-well fellow, who had been accustomed to hang around the corners doing odd jobs. When the "steeple jack" came down to earth this fellow addressed him: "I would not do that job for one hundred pounds, that is, if I could do it, but I could not do it were I to get one thousand pounds."

The "steeple jack" looked at the fellow and saw he was lithe and agile. "Did you ever try to climb?" he enquired. "Never," returned the other. "Come and I will show you how." The idler was out of a job and he went with the "steeple jack." In six months' time he himself was the most famous "steeple jack" in England and for fifteen years he held the supremacy of the world as the most daring climber. A bird would never soar if it did not try its wings.

Some are content to go along in the same old rut all the time and never try to get out on the level ground on either side until they cut the track so deep that it is impossible to make effort, and so they remain in the rut to the end.

The loafers who congregate around the street corners and railway sta-

tions, the parasites on the social body, the kind of creatures who suggest to our minds the theory of evolution backwards, are graduates of the school that hangs out the motto: "What's the use? Let us make the best of it."

The true plodder is he who labors with a purpose to reach a definite end. He is always making progress. You will never catch him, Micawber-like, with his hands in his pockets waiting for something to turn up, but you will always find him turning up something. The man who waits for something to turn up will wait until his toes are turned up to the daisies.

The lucky man is the plucky man and the man of perseverance. The unlucky man is the man of indolence and carelessness, who will not put forward effort to achieve.

Napoleon was a lucky man for a long time simply because during this time he was a plucky man—let nothing daunt him, watched for opportunities, seized them when they came and exercised continual vigilance. He studied the game of war as a player studies every move on the chess board and knew just where to place his "kings" to foil his opponent's "bishops." He made the slip of his life at Waterloo; he was not watching, with the result that his eagles had to trail their wings in the dust of defeat.

Wellington's victory over Napoleon has been attributed to the former's good fortune. Military tacticians know that it was due to the vigilance which always detected a false move of the enemy and the ready resource which always profited by it—in a word, to that pluck and persistence which were his well known characteristics and which caused Sydney Smith to exclaim in Paris when told that the Duke meant to keep his position at Waterloo at all hazards: "O, if the Duke has said that, of course the other fellow must give way."

"There is a tide in the affairs of men which if taken at the flood leads on to fortune." Have you the pluck to take it at the flood and the plod to stay in the water until you reach fortune's port? If you wish to bend the iron you must strike it when hot; if you allow it to grow cold you will hammer it to no purpose.

Most of the great men knew when the flood was passing and when the iron was hot. Ulysses S. Grant came from the tanyard at the psychological moment. He had the bull-dog pluck and he was a plodder. Both led him to success and fame. Sustained effort will accomplish heroic purpose.

Sheridan was a brilliant, dashing general, but it was not generalship which won the famous ride. It was the iron endurance and determination of the man; pluck backed up by plod.

Pluck and plod are always winners. They may be slow at first, but eventually they come under the tape and receive the blue ribbon every time.

If you determine to be somebody you can be somebody. Make up your mind that nothing shall daunt you, nothing turn you aside from an honorable pursuit.

If opposing things will not get out of your way jump over them, and

continue your journey as if they had never been in your path.

When Stephenson was sneeringly asked: "Suppose your steam engine should run nine and a half miles an hour, and a cow should get on the rails, what would become of the cow?"

"Well," returned Stephenson, "I should say it would be bad for the cow."

Make it bad for the cow that comes before the engine of your energy and ambition.

Have a purpose in view, never lose sight of it and let each day see you nearer to it than the preceding.

Madison C. Peters.

A Fair Offer.

Small Boy (who has been watching amateur shot's failures for an hour or more)—Say, mister.

Sportsman—Well, what is it, boy?

Small boy—Gimme a quarter an' a start as far as the fence an' you kin have one at me.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar

These Be Our Leaders



Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

GRAND RAPIDS
FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Hot Time Candy

Nut Butter Puffs

Made only by

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

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

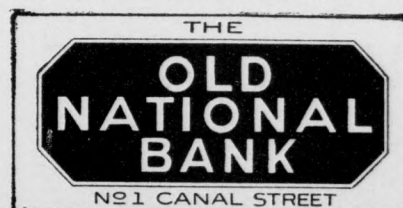
49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

Many out of town customers can testify to the ease with which they can do business with this bank by mail and have their needs promptly attended to

Capital
\$800,000



Resources
\$7,000,000

INFLUENCE OF ADVERTISING.

It Reaches Every Department of the Store.

What is advertising, that it should be so honored and glorified?

I can not define my subject, for of all the ten thousand definitions of the word which have been given, not a single one has seemed altogether satisfactory. They have varied as each man had in his mind some one phase of the general subject, but did not think of advertising as a whole. That influence which we know as advertising is the very life of all business, it is the thing without which no business could exist, it is the thing without which no business has ever existed since the beginning of time. You may challenge that statement, but it is true. There could be no trade unless there was first some knowledge of the trading place, and the starting of that knowledge and the spreading of it, no matter by what form it may be, is advertising. It is hard to say when a man begins advertising his business. Suppose you should start a store in Atlanta or some smaller town; you would either buy or build or lease a building. Immediately that fact would be known to a limited extent. "Bill Jones has bought a building in Blank Town and will start business in the fall." From that instant his business begins to be advertised, and it will so continue just so long as the business remains.

Just a shade removed from these are another set of influences—things directly connected with his store. All

of them are important, all potent for good or harm, as the case may be. The store building itself, its window frontage, the very arrangement of it, the equipment and fixtures inside, the merchandise which he carries and the manner in which he places it in the store and the arrangements for its sale; the appearance of his delivery wagons, the manner and deportment of the clerks that he hires—all these are influences, and yet we have grown to think of them in another sense.

Then we come to that third division of advertising—things which we always, all of us, associate with the idea of advertising. Printed announcements in the newspapers, circulars sent out to the trade, letters mailed to customers, stuffers and leaflets which you enclose with your letters and bills and send out in packages, souvenirs distributed on suitable occasions, signs and bulletins painted and posted in conspicuous places, catalogues and booklets used whenever the occasion warrants and circumstances require—all these things are advertising, but they are in reality no more advertising than the other things that I have talked about.

Does advertising really do a business any good?

Does blood or breath do a body any good?

The one question is about as apt as the other. In the first place, there could be no business without the advertising; so the only question which remains is, "What kinds of advertising are the most useful, the most neces-

sary and the most profitable?" I claim that they are all good, all useful and all profitable in exact ratio to the manner in which they are intelligently employed. A man could get along without a leg or an arm or a lung, or he could have a reef taken in his stomach or he could have his appendix removed, but you would have to have something left or you wouldn't have a man; and so with advertising. You can dispense with some feature of it, without doubt, but they are all useful when they are performing their proper functions, and they can all do you an injury in the ratio in which they are absent.

Newspaper advertising is perhaps the most necessary and useful form of advertising open to the retail store. The newspaper has been organized to spread the news to the people. It provides an excellent means by which the merchant can spread the news of his own establishment. As it is a medium of news, the matter which he puts in the newspaper must essentially be merchandise news, it must be news of the happenings of his store. We have in St. Louis a department organized for the purpose of commenting upon, criticising and offering suggestions and help for the merchants for improving their newspaper advertising. I asked the man who had charge of it, "What is the greatest weakness you find in the advertising that comes to your notice?" and he immediately answered, "Poor copy," in other words, the merchants all over the country are using good mediums and using good space in

them, but putting in poor material in which they represent themselves. In the vast majority of instances the matter is altogether too general, it is not specific, greatly exaggerated in its form of expression, and many times, positively untruthful. The great need, therefore, as I see it, in the advertising of the retail store, is a recognition of the force and power of simple truth in the advertisement.

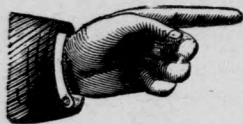
We see thousands of announcements made by merchants of gigantic clearing sales, fire sales, bankrupt sales, and reductions of the most violent and radical character in the price of staple merchandise, for instance, of twenty dollar suits to ten dollar suits, six dollar shoes to three, five dollar hats to two and a half, and very often I see the flat-footed statement made, "Everything in the house reduced." I suppose that I have seen that statement as many as ten thousand times in my own experience, whereas in the whole of my experience I have not known a half dozen instances where the merchant had a bona fide reduction made on everything in the store; therefore, I say, from that standpoint, we can build up and better our advertising plans. Of course, we realize the necessity for a certain amount of high color in our advertising; as an American people we are accustomed to admire the enthusiast, we expect a man, in presenting his proposition to us, to make it full and complete and to slightly overstate the case.

They tell me a naturalist can lie on his stomach days and days at a time,

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

and watch the antics of a bug, and when he gets through can write a whole volume about it. Why, then, should a merchant, with cases bulging and his shelves straining and his counters groaning—why should he need or lack for some subject to talk about in his advertising? And when we consider the manifold happenings which go on in a retail store, the changes which take place in the very complexion of things which they continually see, the march of the seasons recorded, as it were, in the very merchandise which he has in stock, the new things that he brings out, the old things which he must offer for sale, the bargains that he can pick up from season to season and turn over to his customers at a profit, all these things can be recorded in an advertisement and should present such a mass of matter from which to select that he should not be at a loss what to put in an advertisement.

That condition is exactly what exists in the larger stores of the country; with all the departments in a large store clamoring for representation in the advertising space, the advertising man must continually select from it, rarify, boil down and condense the matter presented to him and take only that part which he thinks would be most interesting to his customers. Another great stumbling block is the striving for effect in their advertising space. They seem to forget the value of the meat in the cocoanut in trying to look after the appearance of the shell. The style of the type in which the advertisement is to be set up, the arrangement of it, the relationship of price figures to the descriptions, the use of cuts, are all important in their way,

but they are positively insignificant as compared with the actual news which you put into your advertisement to represent your store, and it is the making of this news, or so conducting your business that you will have news to tell, that is of the utmost importance in advertising.

How do you go about making news? As far ahead as it is possible to do it, the merchant should plan his whole year's merchandising and advertising campaign. He should plan through the month of January, week by week, just the things that he intends to advertise, the different sales he intends to put on; the same for February, the same for March, the same for April and so on, the same for each month and each season throughout the year; then arrange for, make your purchases for and time your shipments for the coinciding of your merchandise plans with your advertising plans. It is a thing I have no doubt but few of you have attempted, but it is really simple when you get down to it, and when you try it for one year, I think you will be committed to it as a policy.

It is a question through the whole of the advertising campaign of supplying or catering to two ideas or two phases, I might say, of public demand and use, and which I think merchants generally do not carry clearly in their minds; I refer to the distinction between staple merchandise and to that merchandise which is influenced by fashion. As a people, every American wants to dress in style, he wants to live in style, he wants his house to be in a fashionable location; at the same time, he wants to acquire everything which he buys at the lowest possible prices;

we must, therefore, keep in mind the bargain instinct of the people, and we must also cater to their fashion instincts. It is a fact that people will go to the store which is known to sell fashionable merchandise and actually pay more for a given article than they would pay at another store that doesn't have that reputation. So, in your advertising plans, in your efforts to offer cheap merchandise at very low prices, do not forget the influence of this other element in business, in public demand, and in your advertising campaigns. It is in the weighing and balancing and choosing from or co-ordinating these different phases of the business that comes the real fine art of advertising. The merchant can easily injure the reputation that he enjoys of carrying fine or fashionable goods by advertising cheap wares. On the other hand, he can injure his business reputation for keeping good values by continually exploiting high-priced stuff and fashionable stuff.

I could give you a number of instances of how this has worked out, but I think one will serve to illustrate the point: A merchant in Texas that I knew well enjoyed a good general trade among all classes; a fire occurred in a wholesale house in St. Louis; he went there and from the salvage company bought a large quantity of damaged merchandise at most ridiculous prices; he brought this home, advertised it extensively and had the most successful sale that I ever saw in my whole experience; for days and days at a time his store was crowded, and at times he actually had to close the doors and let a few in at a time and serve them and let them out the back way. Within six

months he repeated the same thing and enjoyed in only a slightly diminished degree his previous successful performance. Within three years he had repeated that performance six times, and at the end of that time his trade was utterly demoralized and ruined—he has by his own teaching taught them to expect damaged merchandise in his store, and I have actually seen women come in and take up a most staple and commonplace article and look at it on the inside and outside, and look at it again and again to see why he advertised it or why he had it in his store; and as a matter of fact, he could no longer sell fine merchandise, high class merchandise, that really forms one of the most profitable features of all businesses.

If a woman wanted a new hat or dress or a handsome suit or a man wanted a suit of clothes, they never thought of his store in connection with it; they merely thought of it as a place where cheap stuff was sold. I have mentioned this as an extreme case of how a great mass of stuff will influence the reputation a man may have, but you must remember also that the selling value of all the merchandise which you may have in your store can be depreciated and injured by the injudicious display of only a handful of trash. Just a little of this stuff put in the wrong place or in juxtaposition with something finer or better will cheapen the whole establishment; so guard against that in endeavoring to offer cheap wares to your customers.

Next to newspaper advertising in importance is circular advertising. It is so simple that there is really no need for elaboration on that point

Tradesman Company

Engravers

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.

WOOD & PHOENIX

TELEPHONE NO. 5095

except this: Sometimes the newspaper circulation is very small, and no newspaper or combination of newspapers will enable the merchant to reach all of his customers. In such a case it is necessary to print such advertisement only as a circular, and distribute it to his trade. I am in favor of circulars when necessary, and they are only necessary when the newspaper service is inefficient.

One important division of advertising which we overlook is advertising in packages. There is nothing that receives more attention in the home than the package of merchandise delivered to it; the housewife will open it up carefully and inspect every detail that it contains; that provides one of the best opportunities to bring things suitable to their attention; for that purpose there are little leaflets and folders, small booklets advertising special lines or special departments or even individual items. The shoe manufacturers are continually supplying you with great masses of this advertising matter, and as a general thing, merchants woefully waste it—throw it under the counter or in the back yard, when, as a matter of fact, it always should go in the package. In those stores large enough to have supplied a wrapping counter, the problem is simple enough, for it merely resolves itself to keeping it handy and giving it to the wrapper and instructing that it be put in every package. If you resort to the practice of keeping clerks who wrap their own packages, it is somewhat more complex, and the merchant can never feel that his intentions are being carried out.

Premiums are another feature of advertising that should not be overlooked in this article. By nature I am opposed to the idea of giving premiums, but yet I recognize their force in attracting trade. It seems an inherent faculty in all of us to want to get something for nothing, and it is that quality which is utilized in the giving of premiums. By the proper selection of premiums and starting a man or woman on the road to acquiring something for nothing that he or she may want, we can sometimes confirm the practice of buying and in that way draw them to our store. In the selections of premiums, we must usually choose those things wanted by most women, as women are our largest customers; we must also pick those things that are reckoned as luxuries, things that the housewife wouldn't think of buying out of her current funds; they usually take the form of household articles, silverware, chinaware, cut glass, small articles of furniture or pictures or anything of the sort. As a business principle, a merchant should not give away in premiums more than one per cent., and as a fundamental principle, he should keep the giving away of these premiums in his own hands. I mean by that, he should never permit a trading stamp company to sell him stamps and redeem those stamps in premiums; he therefore takes right out of his store a most important function of his business and puts himself in a position

to make it very difficult for him to extricate himself.

In this article I, of course, can not take up every phase of advertising, or even every important phase of it. I am simply bringing up those things that occurred to me when I prepared this as being most likely to interest the merchants. So far, the question has been about things which a dealer himself should do individually.

There is also another kind of advertising which one can do collectively. I mean by that in which all of the merchants of the town can participate. It is good for a merchant to be known as running a store where good bargains can be bought; it is also good for him to be located in a place that is known as being a good trading place. As a matter of fact, one town will have a reputation of being a good trading place and another will not have; people will go from one town a greater distance in order to reach the other; merchants generally are recognizing this and are forming all over the country, as you know, merchants' clubs, business associations and so on—things to exploit their own towns and draw trade to them.

I will not attempt to go into the best manner in which these things can be done, because there are so many ways in which the work can be carried on, but I know you will be interested in knowing about the work that is being done in Bonham, Texas. They have what is called the Bonham Boosters' Club; as the name indicates, it is for the purpose of boosting Bonham. They have employed a secretary at a salary and the work is carried on very much as the work of other commercial organizations of its kind. They do have one thing that I have never seen done anywhere else: they hold special trade days; these days occur once a month and are designed for the purpose of interesting the country trade and drawing the people from the farms to the city. In order to do that, they offer prizes for the best products of the farm, no matter what, say this month for the best watermelon, or the best potatoes or the best yearling calf—there have been prizes offered for the best looking baby—anything to arouse the interest of the people in the rural community.

The merchants themselves offer these prizes and when they give them they specify the item for which the prizes will be given; the secretary makes the rounds each month and collects the donations and makes from them a list of the prizes to be distributed among the country people. The residents of the town are expressly barred—it is purely a matter to attract the country trade and draw them to the town. So far I think they have had four or five of these days, up to the last time I heard from them, and they were enthusiastic of the results that they secured. And if the merchants of any town could not get together in that sort of an enterprise, it would be a fine opportunity for some one man to take that up individually and promote

it for his own benefit. It could even be applied to a country store, at a cross roads, with the limited circle of trade that he knows.

Things which are very important in connection with advertising among country people are personal letters mailed to them periodically; I believe there is no form of advertising that is more directly productive of sales than properly designed, properly worded, properly written letters to country people. I would advocate in writing such letters that they be specific in their nature, that is, pick out some one thing rather than write them a letter about your whole house. If I may choose an example from a host, I would say, let us select a shoe; if you so elect make it the cheapest shoe you have in stock. You might think it is something about which an interesting letter could not be written, but as a matter of fact, it is full of interest in itself; it represents the experience of generations of scientific shoemaking—there is not a feature in it down to the last tack or stay or piece of leather that has not been put there for the express purpose of providing to the purchaser the greatest possible value for the least money. If you will take such a shoe, analyze it, get from it such facts as you think would interest a man or woman who would want to buy a shoe of that character, and write the whole matter up—simply select a list of the people that you think would be interested in that shoe and mail that letter at a time they are apt to be wanting to buy

FLI-STIKON
THE FLY RIBBON
The Greatest Fly Catcher in the World
Retail at 5c. \$4.50 per gross
The Fly Ribbon Mfg. Co., New York
ORDER FROM YOUR JOBBER

H. LEONARD & SONS
Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN

DAILY TO CHICAGO \$2
Graham & Morton Line
Steamers
"Puritan" and "Holland"
Holland Interurban Steamboat
Car Leaves 8 p. m.
Baggage Checked Through

Grocers and General Store Merchants
Can increase their profits
10 to 25 Per Cent.
On Notions, Stationery and Staple Sundries
Large Variety Everyday Sellers
Send for our large catalogue—free
N. SHURE CO.
Wholesale
220-222 Madison St., Chicago

California GENUINE Sardines

PUT UP IN OIL, ALSO TASTY SAUCES:

Tomato, Mayonnaise—Soused in Spices

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

**WIDELY
ADVERTISED**



Not a Substitute

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

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



Cannery, San Pedro, California
The only Cannery of Genuine Sardines in America that is operated twelve months in the year in the same line of business.

Write for 3 Beautiful
Colored Post Cards
of California
Free

CALIFORNIA FISH COMPANY

Office: Henne Building

Los Angeles, California

such a shoe and I think the results will be so gratifying to you that letter-writing to the country trade will be one of your confirmed habits.

There is one subject which I put down here, which might comprise the greater part of the discussion in any country, which might not interest you at all—I refer to the retail mail order business. Throughout the West, the competition of the large houses which do business by mail has become one of the burning issues. I do not know to what extent it has grown in this section of the country; I do know that all over the country merchants have been trying to devise some way by which this trade can be cut off, and the method by which it could be overcome. I have never seen anything which seemed to be a prescription which would cure the case, and have come to the conclusion that it is purely a matter of competition.

As a matter of fact, we can not hope to stop this thing, because they are powerful organizations, they understand their business and they are in business to say. It is purely a matter of studying your trade and understanding that trade better than they can; study your sources of supply and methods of distribution so that you can bring out and sell the things your customers want, and when they want it, and at the lowest prices—prices lower than they can get it from the mail order houses; if you can't get it down to that point, I see no other solution of the trouble.

I will relate an incident of this that I discovered in my own native state, that I think illustrates what I say. In this town that I refer to the mail order question was one of paramount importance. It happened one summer that I was there, and I attempted to make three sample purchases on three different days—all of the most ordinary, the common-place articles, which ought to be on sale in any store in any town. The first was a plain turn down collar, size 14½, of the type they were selling most largely all over the country. There were six stores in town, and I went to each one in turn, but neither one had a collar of that style or a similar style in size 14½. On the second day one of the women folks wanted to make a bonnet or something, and wanted a yard of white buckram. I went down town to make the purchase and made the rounds of all the six stores, and again not one of them had a yard of white cotton buckram in the store. They all had gray buckram and black buckram—all kinds, but it was the summer season and all the white had been sold out and none of them had ordered any more. The third purchase was a pair of imitation twenty-five cent Buyet suspenders—a style that probably sells everywhere in the country and is just about as staple as dirt, and again all six of the stores developed entire absence of that article. The day I left town the train was late and for fifteen or twenty minutes I roamed through the freight houses through idle curiosity, and found five different packages addressed to different people in that town that came

from one of the largest mail order houses in this country. I could not tell what was in them, but the merchants in that town didn't have what the people wanted, but the mail order house did have, and the mail order house was getting the business.

The one last thought that I will present to you is the advertising value of the beautiful store. I think all civilized people admire and are attracted by beauty. That applies just as much to the store as it does to the cathedral or the public building, or the art gallery or a beautiful mountain scene. In the natural course of events there will be more people coming to a beautiful, well-ordered, well-arranged store than there will come to an unattractive and disordered house. And as I see it, there is more than a profit-making feature to be considered in that connection. I believe it is the duty of every man, especially those who are in positions of the importance that retail merchants occupy, to endeavor by every act to improve and to foster and to develop a public taste, to arouse it, to create in people a higher appreciation of things that are really beautiful and worth while. I hold that a man who erects an unattractive, unsightly building ought to be assessed double taxes, and the man who will run a disorganized, unsightly, ill-kept store ought to be fined, for they are both shortcoming in one of the principles of citizenship—instead of elevating, they are actually depraving the public taste. But even aside from that, a beautiful store is really a most profitable investment.

Also remember the influence of the fashionable in all your merchandising plans. Do not overemphasize or overestimate the value of bargains; do not unduly feature trash in your advertising; try in your whole merchandising plans and advertising campaigns to increase, to educate, to develop in the minds of the people a desire for better and more beautiful, more worthy subjects.

Flint Garrison.

Story of Clerk Who Would Not Save.

This is one of those stories that come to the surface every so often and make one wonder whether the proper thing to do is to get hot under the collar or laugh. Simpson is a shipping clerk in a wholesale paint house, and his pay is \$18 a week. He is a good shipping clerk, or the boss never would have taken the interest in him that makes this story possible.

"Simpson," said the boss one day, "I've been watching you for several months and find that you're about the kind of a man I want to keep with me. You do your work as I want it done, you haven't any bad habits and generally speaking you're highly satisfactory. I take an interest in the men who do good work, and sometimes I'm able to help them quite a lot. Did you ever think of what is the most important thing in the climb toward success?"

Simpson said he understood there was a diversity of opinion on this subject.

"So there is," said the boss, "but the truth is that there is one thing more important than anything else: That's money. A little money put by is the best thing a man can have as a help in his struggles. It means independence, and that means everything. With a little money in the bank a man has the best of the world to that extent; without any money he is a slave. So I want you to get something in the bank. Have you a savings account, Simpson?"

Simpson had not.

"That's too bad. But the reason is because you have never known nor appreciated what a little sum saved means. A man does not always think of these things, I know. Well, now, I want you to start saving some money right away, and to help you along the good road I've made a little start for you."

The boss handed the surprised Simpson a \$5 bank note.

"Go over to the State Savings Bank and deposit that as a starter," said he. "Five dollars may look small for a starter, but the main thing is that it is a starter and that it's enough to get you a bank book, and with the bank book in your possession the saving problem is already half solved. Now, you go over and do that right away, and after this put something away every week. You'll be surprised to see what a difference it will make to you."

Simpson thanked him, of course, and went forth and did as he said. It was the first bank book that he had had, and he felt proud when he slipped it into his coat pocket and went out of the bank a moneyed man. Still, he wasn't highly elated; he had been working for two years at \$18 a week and was 40 years old.

This was some months ago. The other day the boss called Simpson in to the office and said:

"Well, Simpson, how are you coming on with your bank account? Don't you find that it's easy to save after you've made a start?"

Simpson shook his head. "No, sir; I don't find it any easier to save than before."

The boss sat up and began to look severe. "What's the matter?"

"I can't save anything. Couldn't do it, sir. That \$5 is in the bank yet; but there's not been another cent to spare to give it company. The reason is that \$18 a week is just enough for a man to support a wife and three children. There isn't a cent leeway. I've had to quit smoking. I can't buy a morning paper any more. All the pennies are needed at home. Asking a man in my circumstances to practice economy is like advising a starving man not to eat so much."

The boss pursed his lips and looked Simpson over for a second or two.

"That's all, Simpson," said he. "You needn't wait." And when Simpson had gone the boss turned to an

assistant and said: "I was badly mistaken in that man Simpson. I thought he was a good, thrifty, saving man. I find that he's a shiftless fool. I guess we'll have to look around for somebody to take his place. There must be something wrong with a man who won't save his money."

And Simpson said bitterly to himself: "I wonder how he'd like to try it for himself." Jonas Howard.

Unprejudiced.

Mike McGinnis was being examined for jury duty in a murder trial.

"Mr. McGinnis," asked the judge, "have you formed or expressed an opinion as to the guilt or innocence of the prisoner at the bar?"

"No, sir," replied Mike.

"Have you any conscientious scruples against capital punishment?"

"Not in this case, your honor," Mike replied.

You never know how much travel you are being saved when life leads you through a dark tunnel.

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

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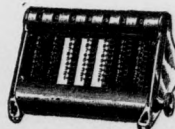
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319 BROADWAY, NEW YORK, N.Y.

USE YOUR BRAINS FOR SOMETHING BETTER.

\$15



ORIGINAL INITIATIVE.

It Is Real Capital For Any Young Man.

Most employers of young men have occasion to find fault in the fact that the young man is likely to sit back, prepared to do only those things given him to do. This young man, in whatever line of work, is too much disposed to arrange his duties to conform to office "working hours," and within the hours seek to accomplish his stunts in such a manner as to spare him a calling down. If he succeeds he is likely to be quite satisfied with himself—and his job.

"I've done everything I know to do to stimulate a little original initiative into my young men," complained an employer of several hundred workers, most of whom are young, "but I find it's the hardest thing connected with my business. In my line of work there isn't an employee in the office who, with his eyes open, wouldn't stumble over an occasional 'tip' that is valuable to the establishment. One year I offered \$1,000 in cash prizes for the best suggestions brought in by employees, dividing the sum into first, second, and third prizes, with lesser prizes so distributed that at least a dozen employees must profit during the course of the year. But do you think they rose to the chance?"

"Every little while we have a sort of cabinet meeting of the force here in which we smoke, talk, and discuss ways and means, with an idea of bringing something out and awakening interest among employees, but some of these are hopelessly dull and trying. Sometimes it seems to me as if the young man of to-day gets 'salary bound' to the extent that he can't work for anything more than he is getting every week in his envelope. I won't admit that I am at fault in the attempt to awaken interest. Any man in the place knows that he is free to come to me in my office at any time and tell me anything. But most of them continue to sit outside at desks until I send for them. What can I do about it?"

This criticism is all the more serious from the fact that my employer friend always has favored the college man in general. Not that he turns down the high school youngster who puts up a bright, wideawake front and looks the part of promise. He insists that wideawakeness is so comparatively rare that no employer can afford to slight that quality in any young man.

From my experience of men who accomplish things I know that this one business man's criticism of his own working force applies in wide measure everywhere that salaried men are employed. I know further that in many cases of marked success in individual men they have made much of that success through wisdom enough to encourage suggestions from office workers who have had suggestions to make. This type of man, knowing an idea when he saw or heard it, has grabbed at it in embryo, developed it and profited by it to the full.

As a key to his position, every young man beginning his life work needs to consider the individuality of the man to whom he is responsible in making good. This study of the superior in office may accomplish a double good for the employee.

There is a type of narrow, unprogressive employer who by reason of his own egotism always discourages anything which in his narrowness suggests "advice." In the narrowness of his egotism he is self-sufficient, always. Anything that appears to him a usurpation of his prerogatives in office is intrusion and offense. He snubs the employee who dares make the suggestion; or if a board of directors force it upon his attention, he nurses a soreness against that body.

When the young employee with initiative in him and an impulse to progress finds his employer of this type he can not seek another office too soon.

On the other hand, finding his superior in office a man of quick intuitions and judgment, disposed to act at once in accordance with these impulses, the employee must make up his mind to line up with the spirit of his superior if in the end he is not to find himself classed with the "dead ones."

In the case of my half discouraged employer friend, I should say that there are comparatively few positions in his office not threatened with vacancies in favor of the young man who can show initiative and go in him. "I'd rather be jumped on for doing something than be jumped on for doing nothing" has come to be an accepted aphorism among up to date employees. At the same time thousands of workers who hold by the philosophy weaken when the opportunity for doing something presents itself.

"What if I should fall down on that?" the employee asks himself.

But every day his employer may be taking chances a hundred times greater and losing out on a considerable percentage of these chances. The trouble is that the young man in taking the initiative prompting him to no more than volunteering a suggestion as to ways and means and ends in his work discovers that his own recognized lack of experience in the world tends to frighten him. He feels that if the ripened judgment of his employer prompts the employer to turn it down without a second thought, that employer will put a black mark down against him, while if he doesn't venture the suggestion he is safe.

With the wise business man, however, this fear is ill founded. He is quite prepared to subject the ideas of the young, inexperienced man to a close inspection in the light of his own judgment and experience. If he finds the suggestion unwise or impossible, he is prepared to charge the fact to Jones' inexperience. If Jones should make irrefutable suggestions on everything appertaining to the business the employer would put Jones in the position of general manager within twenty-four hours.

As it is the employer under which the young man of initiative may hope to develop will say no more than to himself, "Well, that chap Jones is interested anyhow; he isn't a 'dead one.' He'll do something if he just keeps on."

In such an action of Jones' the wise employer reads only that Jones is interested in something more than his set task of the day. Quite likely the Jones suggestion is of a nature indicating that he has been studying the relation of his work to the purpose of the whole organization. This in itself is encouraging to an employer. Jones isn't accepting the idea that merely going through the motions of a day's work allotted to him absolves him of all further obligation and interest in the establishment. He has been getting at the meaning of his individual task.

Altogether it appears obvious that the young man entering business must find capital, not liabilities, in asserting whatever initiative he may have in getting a line on his organization's work and lending his best judgment freely to its end. He need not be afraid of exposing his ignorance in keeping silence. A man may sit through one dinner in dignified silence and keep a reputation for wisdom; he can't do it at a boarding house table for six months, however, and expect such a result.

John A. Howland.

Moving Pictures New Parlor Game.

Moving pictures form the new parlor game. A small apparatus meas-

uring about three feet long by about a foot wide and deep, recently has been patented together with the necessary projecting equipment. The image is thrown upon a ground glass screen, giving a picture about fourteen inches by ten, at one end of the machine. If necessary, this screen can be removed and the image projected upon a large white sheet, a piece of white cardboard, or some other opaque medium to greater dimensions.

The projecting apparatus is strong and simple. There is no danger of igniting the film such as arises when a powerful luminant is employed, as in the ordinary exhibition installation. All that is necessary is an acetylene bicycle or other convenient form of lamp. The film being placed some distance from the light there is no possibility of sufficient heat being generated in focusing the light to bring about combustion of the film.

The films are supplied on spools and operate in the usual way, being wound again on another spool after passing before the lens. The picture thrown upon the ground glass or other screen is perfectly distinct and clear, and has all the vivid animation of the large machines.

This latest invention is ranked as one of the greatest developments in cinematography, as it insures moving pictures for the home.

The most dangerous ailment known to mankind is the swelled head.

One light tongue can make many heavy hearts.

Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT
FROM THE VERY CHOICEST SELECTED NUTS

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

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

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

Send to us for particulars regarding all our packages.

The Franklin Baker Co.

700 N. Delaware Ave.

Philadelphia, Pa.

SAVED RETAIL PROFIT.

Cheap Furniture Cost a Business Opportunity.

Written for the Tradesman.

It is human to look for bargains. Whether you buy a barrel of flour, a cigar, a suit of clothes or a house and lot you want to go below the market price. You want to think you are clever enough to beat your neighbors in making a bargain.

There was Uncle Josh Dutton. He was rich, but he never wanted to pay a living profit on anything. When he moved into the city he bought a fine house, but he moved the old furniture from the farm house into it, much to the disgust of Aunt Susan, who sought to climb a little in city society.

Josh looked over the stocks of a couple of retail furniture men and shook his head. He thought they were asking too much for their goods. Of course the retail furniture merchant is in business for his health. He doesn't have to make any advance on the prices he pays for his goods! Anyhow, this is the way Uncle Josh looked at it. One day he called his wife's attention to an auction sale advertised in the newspaper.

"Josiah Dutton!" cried that estimable woman, "after we've used this old stuff for twenty years, you talk of buying second-hand furniture to replace it! I'm ashamed of you! Why don't you go to some first-class furniture house and leave an order for what we want, and have done with it?"

Aunt Susan was foxy. She knew that if Uncle Josh should select a lot of furniture she didn't like, an exchange could be made. The main thing was to get the goods ordered. Uncle Josh said there was no hurry, but Aunt Susan thought there was, and followed him out to the walk with her chin in the air.

"I'm ashamed to open that parlor door," she declared.

"Then keep it shut," advised Uncle Josh.

"I will!" replied Aunt Susan. "No matter who comes, I'll take 'em into the kitchen. I won't betray our poverty by lettin' 'em see that old furniture."

"Tut tut!" warned Uncle Josh. "I'm expectin' a visit from the Carlton's and I might as well get the stuff one time as another. I'll see about it to-day."

"I don't know no Carlton's," sniffed Aunt Susan.

"They're away up in G.," answered Uncle Josh. "If we get along all right, I'm going into business with Jim Carlton. He's the right sort and I'll make a pot of coin by means of my connection with him. Be good to 'em when they call."

Aunt Susan smiled and said she would be good to them. She knew well enough who the Carlton's were. Financially and socially they were up in the king row, and she would have given a lot for an acquaintance with them.

It was while he was on his way to the city, thinking how much it cost to live in town, that Uncle Josh came

upon Orlando. You know Orlando, or people just like him. Orlando is always ready, for a consideration, to supply any need of civilized or semi-civilized life. If you want a horse, he knows where there is one to be had at a bargain. If you want a ton of hay, he knows where there is one for sale cheap. If you want a suit of clothes, he'll tell you all about it. And then Orlando will expect the man you buy of to give him a rake-off. Every merchant knows Orlando. There are so many Orlando's in the world that every cross-road town has one.

On this morning it chanced that Orlando knew where there was a bargain in furniture. He thought of it just as soon as Uncle Josh remarked that he'd got to go and look at a parlor suit. Of course he knew. A friend had been obliged to leave the city after furnishing his house "fit for the gods," as Orlando expressed it, and some of it was for sale down here at an auction house. The coarser pieces had been shipped away, but the beautiful parlor suit was still there. Orlando had a pull with the auctioneer, and he'd see that Uncle Josh got the long end of the deal if he cared to walk down there. It was just as good as new! He wouldn't deceive a friend. Aunt Susan would never know it hadn't come right out of the store—spink, span new, shining like anything!

Uncle Josh heard and fell. He was at the auction house in no time, looking over the parlor suit in company with Orlando. It did look like new, that parlor suit. There wasn't a scratch on it. The plush on the sofa lay as smooth as the fur on the back of a cat.

In act, the furniture was new. It had been bought of a Chicago firm that advertises to give you \$100 worth

of groceries and also \$100 worth of furniture for \$100. The women of the Carlton family had bought \$100 worth of groceries of the firm, and had received the furniture "free of charge."

This proposition looks something like that of the clothier who agrees to give away a \$3 turkey with every \$5 sale, but it is said that there are seconds where more than one sucker is born.

The Carlton's got caught. They managed to use the groceries, which they might have bought for less at the local store, but the lady of the house cast out the parlor suit. She declared with emphasis that she would not give it room in the barn.

Of course Uncle Josh knew nothing of this when he looked at the suit and rubbed his horny hands over the soft plush. If he had suspected the truth, he wouldn't have looked at the stuff through a telescope. He didn't want any truck rejected by the people he was desirous of making good with. The suit was marked \$100 when Uncle Josh looked at it. The auction man had orders to sell it for \$25, or even less.

"Now," said Orlando, "as I have said, I have a little pull with this dealer, and I can get you a fine deal here. Pretty slick furniture that, eh? Never used a day. Right from the store. People who bought it found they had no use for it."

This last sentence, at least, was quite true. Uncle Josh was pleased. He chortled at the thought of the drive he was getting on the retail furniture men. He lost sight of the fact that when a regular dealer makes a sale all the capital he has invested stands back of the transaction, while second-hand goods must be bought at risk. You may pay a second-hand dealer \$40 for a piece of furniture one

BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY
Louis and Ottawa Sts. Grand Rapids Branch

VOIGT'S

Get Ready For Fall Business

It isn't too hot for the housewife to do her own baking now, and the lower price of wheat puts flour back where folks can afford it.

So it's high time to order a good supply of Crescent flour, for that's the kind that's used now-a-days to put "quality" into the bread and pastry.

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

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

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

HAND SAPOLIO

at once. It will sell and satisfy.

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

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

day, and the next he won't give you \$5 for it, which is, perhaps, just business.

"You see," said Orlando, "that this is marked \$100. I think I can get it as low as \$75. I'll do my best."

He did. He got it for \$75, and stepped around that night and got \$25 of the auction man. Aunt Susan thought the furniture a little light and creaky when it was moved into the parlor, but it was an improvement over the old mess. When the Carlton's came she ushered them into the parlor with a smile of pride on her face. Johnny looked about the room curiously. This was little Johnny Carlton. You all know about little Johnny. He's the angel child that ought to be headed up in a barrel until he reaches the age of discretion, which often comes late in life.

"Ma!" cried little Johnny, "you said you wouldn't have this old parlor suit in the barn! Where did they get it?"

Mrs. Carlton said for Johnny to h-u-s-h, but Johnny didn't.

"Here's the scratch I made on the back, anyway," he said. "You said it was cheap furniture and no one but a cheap skate would have it in the house. Be these folks cheap skates? Say, Ma! Be they cheap skates?"

Then Mrs. Carlton took little Johnny by the ear and let him out into the vestibule, where she conferred with him in a manner peculiar to mothers until Johnny's screams might have been heard in the next block. During the remainder of that perfectly lovely call little Johnny was obliged to lie on the sofa with his back to the audience, but he found considerable comfort in picking the shavings out of the sofa.

Aunt Susan managed to get the door closed, after the Carlton's went out, and was on her way back to the parlor when she heard a sound like the splitting of wood. By the time she got into the room, Josh had the last chair in his arms, crushing it into kindlings. Aunt Susan regarded him with suspicion.

"Have you gone crazy?" she demanded.

Josh whacked the remains of the only remaining chair on the end of the sofa, and admitted that he was plumb crazy. He'd busted up his chance of a partnership with Jim Carlton, and had lost the social swim she was diving for, and all on account of a lot of bum parlor furniture. He ended by getting the ax and hewing the sofa to pieces.

"You said it was a bargain!" wailed Aunt Susan, wondering if she would ever see a new parlor suit in that house. "You said it was cheap!"

"It was!" roared Uncle Josh. "It was too cheap! Seventy-five for a load of fire wood! Wow! You go tomorrow and buy what you want. I don't care what it costs!"

And Aunt Susan did. She did not look for bargains. She did not want to beat a retailer out of his profit. But there are plenty who are still looking for the best of every deal. You may meet one to-day!

Alfred B. Tozer.

Some Revelations of the Autograph.

The revelations of the autograph as a mental photograph, a graphic representation of social relationships, June E. Downey, of the University of Wyoming, thinks have never been fully appreciated. "The pretense, the dignity, the reserve, the finesse, with which one faces the world find copy in the ostentation, the simplicity or the ambiguity with which one signs one's name," he says. "There is something intimate and personal in the autograph which arrests one's interest. There is a psychology as well as a sociology of handwriting. The more progress psychology makes the more evident it becomes that there is not a mode of expression which is not rooted to its finest detail in the complex psycho-physical organism. Experimental work that seeks to induce variation in writing through a control of outer conditions must in time correlate certain definite variations in conditions with variation in such aspects of writing as size, speed, accuracy in alignment, inequality of control, and the like.

"An illustration of what may be expected from the perfecting of the technique of registration of speed, pressure and amplitude of writing is to be found in the report of a piece of work carried out some years ago in a German laboratory, where it was discovered that increased difficulty in mental work showed itself in written expression by increased pressure or by decrease in the size of the written characters.

"The former way of meeting the difficulty seemed to be characteristic of men, the latter of women. Distinction, power, frankness and honesty are held to reveal themselves by magnified writing either throughout writing as a whole or at the termination of words. Minute writing throughout or at the close of words is held to indicate, in the case of superior intelligence, artifice or preoccupation with metaphysical or other minutiae; in the case of inferior minds, miserliness.

"The graphologists cite a tendency to elevate progressively the line of writing as an evidence of mental exaltation, of joy or ambition, while a fall in the alignment is indicative of the depressed emotions, self-distrust, sadness, melancholy. A strongly marked tendency toward centrifugal or centripetal movements is held to indicate, on the one hand, simplicity, activity, uprightness, and on the other hand, slowness, lack of spontaneity, egotism."

Why She Went Sour.

"I felt kind of miffed," said the genial man who likes to occupy a lofty niche in everybody's affections, "when the religious lady at the foot of the table suddenly soured on me; but when I found that she had understood me to boast that my father—dear old Methodist preacher that he is—was a circus rider instead of a 'circuit rider' I don't know that I could much blame her."

The more a man talks about the next life the worse he is apt to walk in this one.

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

Still on the Jump

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

Shredded Wheat

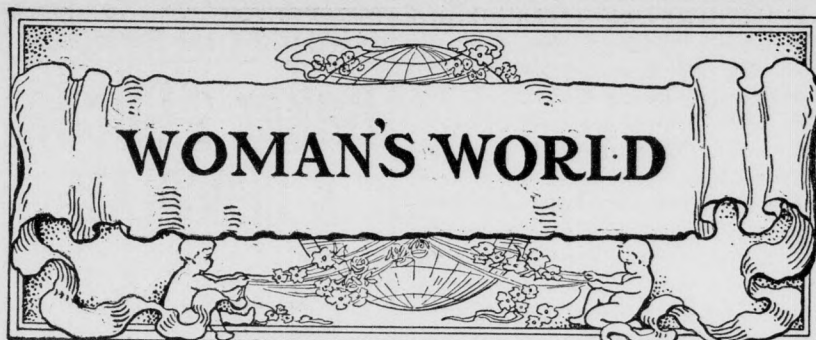
over the corresponding month in 1908 will break the June record which showed a gain of 12,000 cases (7,200,000 Biscuits) over the sales for June, 1908; also the July record which showed a gain of 11,000 cases (6,600,000 Biscuits) over the sales for July, 1908.

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

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

Tell Your Customers About It

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



Sympathy Secret of Married Happiness.

No man who wins a woman's heart and marries her will have any difficulty in keeping her love through weal or woe if only he loves her and does not forget to tell her so, not once for all, but over and over again. Life largely consists of compensations, and not the least of these is that while a man may choose and a woman must wait to be chosen, women love to be loved and tenderness and sympathy rarely fail to win their love and to retain it when once won.

The trite saying that "trifles make up the sum of human life" is especially true of women. Men make one of their greatest mistakes in neglecting the little things, the loving word, the small attentions which are to a woman's heart what dew is to the flower.

When a woman loves a man she is like the hero in Marmontel's fairy tale and looks at him through rose colored glasses. No imagination of poet has such idealizing power as the

affection of a devoted wife; her love, like the Midas touch, turns all to gold. Ordinary virtue swells into moral heroism; dull respectability is exalted into sublime conscientiousness; common, every-day cleverness is accounted as transcendent genius. As somebody has said wives have a way of believing that the only limit to their husband's ability is their own desire, that they have in them a potentiality of intellect and could become eminent authors, statesmen or anything else that they liked.

It must be confessed, however, that not a few admit their husband's inability to make money, but usually this inability is for good and sufficient reason, which is ample excuse, if excuse is needed. Even when the judgment is clearer the fond affection remains and is ever ready to find an excuse for a weakness, justification for a fault. A loving wife allows nobody to blame her husband.

It is her pleasure and her pride to believe all that is good of him and she exacts that other people, also, in

order to gain her favor shall do so. Let him be what he will and do what he will so long as he places his heart in her keeping and continually reminds her of that fact.

She deeply is interested in him, his health, his hobbies, his tastes, his business, at least in all he tells her of it, which often is not much, but it seldom occurs to him to sympathize with her small concerns, which to her are matters of vital importance.

There is small reason to doubt that most wives who are eating out their hearts with the fear that Jack or Edwin does not love them as he used to do are borrowing needless trouble. Foolish of them? Oh, yes, but then it is just as bad to be scared to death as to be killed outright.

Business is the American woman's chief, usually her only, rival, and the husband who has no time to pet his wife generally is working hard to make money for her and the babies. "Business comes first," as we all know, is a first class commercial maxim, but the wisdom of it scarcely is comforting to the wife who feels herself snubbed and neglected, who so far as her real self is concerned is as lonely and companionless as though she were cast on a desert island.

The lack of sympathy shown by men to their wives is at the root of much marital unhappiness. Yet the average hard working man does not, perhaps can not, comprehend this. Alas that so few of us understand that the life is more than the meat, the body more than the raiment!

Dorothy Dix.

Size of Alaska Astonishes Tourist.

Alaska, on some near to-morrow, is expected by Alfred H. Brooks of the United States Geological Survey, to have a half million increase of population. Many place it much higher. The metal and coal mining industries should each support at least 100,000, and if a third of the lands classed as arable are now available for farming it will furnish 20,000 homesteads, supporting over 100,000.

The tourist who travels to Glacier Bay, the capital, Juneau, and the picturesque Sitka must not suppose he has seen Alaska. He could skirt another 5,000 miles of coast line to Cordova, Valdez and Seward, and then if he would see Alaska his journey is only well begun, for the gold fields of Fairbanks would lie 400 miles to the north, and those of Nome would be as distant as is New York from Chicago.

It would be a still greater distance to the seal rookeries of the Pribilof Islands and the great tundras of the North with their herds of wild reindeer and their lonely Eskimo igloos, while to reach the westernmost Aleutian Island would require a journey half as long as that from New York to Seattle.

Should the tourist retrace his steps to Skagway, cross the White Pass and follow the mighty Yukon for 2,000 miles to Bering sea, his knowledge of Alaska, while much enlarged, would still be incomplete.

Many are called but most of them turn over and go to sleep again.

Pickles That Sell!

"Williams" Sweet Pickles

IN AIR-TIGHT GLASS TOP BOTTLES

look so good their appearance will start your customers buying them and the Quality and Flavor will please them so they'll keep on.

Their Quality Is No Accident

The only way we can produce such pickles is by using fresh, sound raw materials, pure granulated sugar and the best spices we can buy. We even make the vinegar to be sure of purity and quality.

All our Sweet and Sour Spiced Pickles, Jellies, Preserves, Fruit Butters, Vinegar and Table Condiments

Conform with the Federal Pure Food Law

If you're pushing your business, push "Williams" Sweet Pickles because the trade you work up on them will be pleased trade and stick to you.

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

MRS. SEAMARK'S VACATION.

Not the Predicted Summer of Self-Denial.

Written for the Tradesman.

It may not have been in the very thick of preparation, but plans for the summer were so far perfected that in a general way things were about settled. Tom had been dipping knee-deep into maps and fishing camp literature, far enough anyway to bring out of their resting places the numberless wants and needs of what pertains to weeks in the woods; Mary had had such a good time last summer at that delightful spot on the Atlantic coast that that and that only had charms for her; papa as usual would have his week or ten days at Uncle Joe's and Grace had long ago accepted an urgent invitation to tarry during the hot weather with the Spofords at their country house and with plans fixed so far the young people were coming down to details and after luncheon one day when the Wilmot girls had happened in and been persuaded to stay, the Seamarks got out their dress samples and were selecting what each liked best.

Seamark, senior, for a wonder, was not obliged that day to be excused and was enjoying the agreements and the disagreements of the young women over the samples. At last when the momentous had been for the most part settled and each with her sample between finger and thumb, was holding it off and with head on one side was concluding how the coming garment was to look, one of the Wilmot girls, with a "Why!" and with a voice heavy with wonder asked Mother Seamark where her sample was.

"Oh," was the answer, "most mothers never have a vacation and as I am one of the 'most' and so remain at home, I am not troubled about samples and what I shall wear. No, after everybody's gone I give Nora her vacation and with the blinds closed and the shades down in the front part of the house, I hold high carnival in the back part and rest and sleep to my heart's content. Then my back yard and my library are 'my dukedom large enough' and so while the rest are wearing themselves out with the discomforts of summer, I am at home in my large, cool, quiet room with nothing to molest or make me afraid. Begin as early as we may, there are always numberless last things to be done and looked after. John's buttons always take that time to come off and it always happens that the very stockings he wants to wear and take with him are the ones with the biggest holes. Then the girls fancy that I can give that extra touch to the skirts and waists which nobody else can and, of course, I want to do that for them and the result is, for days after they are gone, I am too tired for anything but rest.

"Then, too, mothers have had their day. Mountain and plain, lake and river and ocean—we've been there and know, and while Tom is writing or telling how 'jolly' it all is and how brown and hearty and strong, I rejoice to have it so—for him; but I don't find the ground so easy to sleep

on as my own bed is and, while hemlock boughs are all very fine to those who can rest on them, I can't and never could. So when he goes into ecstasies over the quiet of the pines and tells about the invigorating air of the morning as he breathes it in, sweet and fresh and cool, I know exactly how it is and am glad that he is making the most of it; but I am happier at home. So Mary is going down to dip in the sea. The ocean is never so grand as it's going to be this summer and she is to sail and swim and picnic and have such a good time, and wishes I could be there; but I've been there and so, as she tells me what she sees, I recall what I have seen and I really believe I have a better time here than she does there with her sun blisters and gnats and the biting bugs.

"Then, too, if I stay at home, I don't have to have anything new and that makes it all the better for the others. There is an idea in having a change—one often gets to be a barnacle before one knows it, but the rest and the quiet give all the change really needed and there is a pleasure that comes from making some sacrifice for the others;" and without knowing it something very suggestive of a sigh had stolen into the wee woman's voice and left its impress upon father and daughter, who evidently entertaining the same thought exchanged glances in silence.

"How long is it, mother, since you had a vacation; none of these little make-believes, you know, but a good, substantial one that keeps a body talking about it forever after. Let's see. Ten, fifteen—Mary, are you—why, it's twenty years ago since you took that outing with the Folgers up the Hudson and down the St. Lawrence and home by sea. Twenty years! About time for another one I should say;" and the head of the house of Seamark glanced reflectively at the lady at the other end of the table as if through the vista of twenty years he saw there the same delightful picture unchanged which was now before him.

It may be safely inferred that the eldest daughter was not long in seeking and finding an interview with her father when luncheon was over.

"I can't remember when I haven't had my summer outing and it's no more than fair that I should be the exception this year. I can't help condemning myself for not thinking of it before. In some way it has settled down into a fixed fact that mother is not to have a vacation; that she doesn't want any and that she gets all the pleasure she wants in getting the rest of us ready for ours and seeing us wave her a lively goodbye as she stands on the front steps! Now if she has been making 'some sacrifice for the others' for twenty years it looks very much to me as if this year the sacrifice was going to be on somebody else's shoulders and, that there may be no mistake about it, I'll say now that I am going to be the stay-at-home and that mother is going to have the summer—all summer—of her life.

"Do you remember how she said she wouldn't have to have anything new

and that that made it all the better for the others? Now, then, what do you say, father, to taking my lady in hand and giving her a good big dose of her own medicine! Every one of us, I'm certain, will be more than glad to make some sacrifice—sacrifice, bless her heart—for the sweetest piece of motherly humanity on the face of the earth from Tom down. Of course if I'm to stay at home—and I am—I shan't, as mother says, need anything new and my outfit is transferred to the dear and there we are! You know better than we do what she'd like best—where she wants to go and how long she is to be away—and I'll see that she is amply and becomingly provided for. We'll have no Flora McFlimsy in the Seamark family this year, if the entire family give its undivided attention to this leading thought of its life!"

As a result of this conference between father and daughter there was a change in the program for the summer. Tom's month, of his own free will and accord, was changed from thirty days to ten; Mary's plans had too far matured for anything like that, but she knew her crowd and two of her summer suits were countermanded and this with what she had at once resolved upon enabled Grace, the schemer of the plot, to carry out her intentions; and so when without fuss or hurry the time came for the curtain to rise and the play to begin, everything was ready and every actor was in his place, except of course, Mother Seamark, who had been kept in blissful ignorance of the whole matter from beginning to end.

The opening scene was the Seamark's dining room, with every member of the family in place. The meal had reached dessert when Seamark, senior, taking a letter from his pocket asked permission to read it and for directions as to answering it. For

HIGHEST IN HONORS

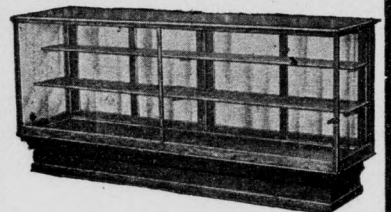
Baker's Cocoa & CHOCOLATE

Registered,
U. S. Pat. Off.A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

52

HIGHEST
AWARDS
IN
EUROPE
AND
AMERICAWilmarth
THE CASE WITH A CONSCIENCEWhen your cases bear the above
mark you have a good case—a de-
pendable one. Would you like to
know more about this kind? Write

WILMARTH SHOW CASE CO.

936 Jefferson Ave.
GRAND RAPIDS, MICH.

Jennings' Extracts

Real Profit

Real profit does not mean "percentage," which may represent very little actual money. Real profit comes from the satisfaction of your customers—from the satisfaction which brings them to your store for their every need.

Jennings' Extracts please and satisfy the customer not only with the extract, but also with the butter, flour and other ingredients which the grocer sells in connection.

This satisfaction and profit are assured when you sell Jennings' Flavoring Extracts, for thirty-six years the standard of strength and purity.

Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872



himself he had already decided what he thought ought to be done, but he was willing to fall in with the majority provided their decision should harmonize with his own. Here was the letter; he would read it:

"Waynesboro, June 15, 19—

Dear Brother John—

Helen Scarborough and Lucile Underwood are visiting Julia Williamson a few doors away—all schoolmates of mine and that wife of yours—and we have planned a summer for the crowd 'by mountain, stream and sea,' or anywhere else that an unbridled fancy so decrees. We are not going in for style, but for comfort and a good time. This requires little or no preparation; so tell Minerva to drop everything and come at once. Our itinerary begins a week from to-day. I shall drive to the station for her at 6:15 to-morrow night. She must be there and please observe the must.

Very sincerely,

Your sister M."

Everybody looked at Mother Seamark to see, of course, how she took the letter, while she, good woman, sat motionless with her eyes seemingly studying the contents of her plate. One does not go back into the past something like a quarter of a century and back again in a hurry and while the others were waiting in smiling expectation she was away back at the old Academy with the jolly crowd that had devotedly loved each other and had not forgotten it. When the journey was over and she was safely back again with a voice burdened with pity she remarked: "Doesn't that sound exactly like Aunt Matilda? Think of my starting out for an all-summer jaunt with nothing to wear with those girls!"—they were forty-something every blessed one of them!—"who always have everything, and to do it in three or four days! It would all be very nice but—"

"But, nothing," broke in Tom, "you're going and that's all there is to it."

"What would you like, mother, supposing you were going and had—well, everything?"

"Grace, don't be foolish."

"I know, but just mention some of the must-haves to go on this trip. Just for fun now, what?"

"Very well, I'm Lucile Underwood and I'm sitting on a pile of books, rocking back and forward and clasping one knee. I must have four new dresses—we didn't say 'gowns' then—and things to go with them. That reminds me, John, that you must bring me a pair of shoes the very next time you come home. I must have a pebble-seal bag with two handles to it and 'a great big box of caramels and lots of things!'" and she laughed a laugh that she had not indulged in for years.

"Well, mother, four new dresses aren't so very many, when a person hasn't any to speak of." Here the door bell rang, for Nora had been admitted to the family counsels. "What dresses must you have?"

"Well, traveling with the old crowd compels me to write down the traveling outfit first, and your Aunt Matilda would have a fit if it were not

at least as good in material and quality as hers and as becoming."

"Anything like this, for instance?" and Nora came in with a big paper box, which she gave to Grace who promptly opened it. "It seems to me that a lady arrayed in this," here she removed a garment from the box and shook out its rich folds, "with an over-garment like this," it was at the bottom of the box, "and a sun-umbrella like this, to be bothered with wherever you go and to leave behind you somewhere, ought to be fairly satisfied, the more so," Nora at this point brought in another paper box, this time a square one, "when her head is covered with a creation like this," and the traveling hat of the season was held up to the admiring gaze of the family, even Tom who was indifferent to such things affirming it was "a stunner!"

"Grace Seamark, what—"

"Mrs. Seamark will kindly refrain from interrupting and Nora will please bring in the other boxes," and that zealous handmaid proceeded at once to do, while the "lady of the house" after one or two ineffectual efforts to assert herself gave it up and waited until this part of the show was over. Then when box after box had disclosed its treasures and the room was full of the articles that the "must have" called for and many things besides which not only wants but even whims insisted on, then it was that the lady who served the desert "spake with her tongue."

"Not yet, mother. Grace, let her have her new bag 'with two handles.' Now, mother, open the purse inside;" and then with excited fingers the purse was opened and a draft large enough for all summer and a month or two more if, as the letter expressed it, "an unbridled fancy so decrees," met the astonished woman's sight. Then, according to Tom, "mother tried to talk and couldn't. She'd missed a cog somehow and the thing wouldn't work; but she got off all right, you can bet your last dollar on that!"

She did. Mrs. Seamark had more than one "How in the world?" to satisfy, but when Grace told her plain unvarnished story, beginning with the discouraged 'mothers don't have vacations' or something like it, down to the departure on the eventful morning, they were all ashamed of themselves, and then papa took out his pencil and reckoned up what the rest of the family had spent for twenty years. "Just think of it, mother, for twenty years! We concluded that that sort of self-denial for that length of time better be looked after, and that the rest of us had better go into the self-denial business, and we've tried to do it and we're afraid, every one of us, that it hasn't been any self-denial after all. That part of the summer has been a failure, an utter failure; but here is something that isn't: Hereafter Mrs. John Seamark has a vacation every summer whether the rest of the family do or not; she's to come first in everything pertaining to it; she is never, never again to 'hump her back a little lower over the ironing board'—doesn't that sound just like Tom!—doing up Mary's white

dresses and skirts and mine and instead of treating her like a servant girl—worse, for a servant wouldn't stand it—we are going to treat her as a loving mother ought to be treated from this time forth and forever more. There is something else and this humiliates us most of all. You have been thinking all summer what a lot of money you have been spending on your own amusement and we—why, mother, for twenty years, we have been spending the money that you have been paying your life for and we have been so selfish as not even to think of it. Now we are going to try to get even with you, and if the dear good Lord will let you stay with us many, many more years than the twenty that you have been slaving for us, we are going to see to it that your 'humping' days are over, that you shall never again be able to say that you have nothing to wear, and that, if there is a stringency in the money market, you are to be the last one to suffer from it."

God grant, my reader, that your mother is still in the land of the living and is still pouring upon you the inexhaustible riches of her unlimited love, and grant, too, if He has taken her to Himself, that never in deed or in thought does the past waft back to you a memory that lessens or tends to lessen the undying affection that outlives all selfishness and all neglect and so adds a bitterness to the keenest remorse that the children of humanity can know.

Richard Malcolm Strong.

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.

The Maxwell Runabout At \$550

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

ADAMS & HART
47-49 No. Division St.



McIntyre

Motor Wagons

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

Write for Catalogue No. 182.

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

256 Broadway
New York

1730 Grand Ave.
Kansas City

418 Third Ave. So.
Minneapolis

Tudhope-McIntyre Co.
Orillia, Canada



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON



SPECIAL SALES.

How They Can Be Conducted Advantageously.

Written for the Tradesman.

The first essential in a special sale is to attract attention to the offerings in merchandise.

This may be accomplished by two kinds of advertising: First, newspapers, circulars, signs, follow-up cards and letters; second, window and interior displays.

Object of Campaign.

The object of the special sale is to move a certain line of goods quickly and at a fair profit during a time when the public is backward about buying.

This may be done in many different ways—by bargain prices on new "leaders," reduction prices on overstocks, the giving away of souvenirs to get people into the store and making special inducements on staple lines to persuade people to buy certain articles.

The first thing to do is to consider the season and its advantages and disadvantages for a special sale.

Find out what kind and quality of goods are in demand. In other words, make a close examination of the demands of the public.

Selecting "Leaders."

When you know the lay of the land in your locality the next thing is to select new, popular-priced staples as "leaders" for your sale.

Offer genuine, easily-recognized bargains in chinaware, enamelware, tinware, dry goods, groceries, seasonable notions and novelties.

Be sure that all items featured in the newspaper and window advertising are quick-selling, profit-getting specialties.

The aim in any special sale should be to give big offers and please every customer with good merchandise.

The Advertising.

The special sale of a retail store should start with the newspaper or window advertising, since by these means the largest number of people are quickly and effectively reached.

The preparation of copy for the advertisements is the next important step to consider. Advertising copy, no matter what its extent, must be studied carefully and thoroughly analyzed.

The advertisement writer should analyze the various lines of merchandise to be offered. He must determine in his own mind what the motive of the advertisement is, then the value and after that the simplicity of form.

Present Offers Attractively.

The next point is to present all of-

fers in attractive form—appropriateness of cuts, prices and the harmony of type scheme.

Use only a few "leaders" in each day's advertisements so that the newspaper advertisements, the windows and the bargain tables will always look different and inviting.

Good illustrations of the articles featured in the advertisements play an important part in making the advertisements sell goods. The cuts are the visible signs of the goods that actually exist.

In reality the use of cuts furnishes the only possible means of demonstrating to a customer that the articles she sees in an advertisement are to be found on sale at the store.

Using Cuts.

The advertisement writer should use judgment in selecting and using cuts and should aim to secure illustrations representing the many styles and varieties of goods in advance of the season.

If a number of illustrations are to be shown in an advertisement they should be so placed as to give the advertisement a smooth, well-balanced appearance. The impression received at the first glance at an advertisement depends largely on the arrangement of the cuts and the harmony of the type scheme.

"Kinds of Copy.

There are several kinds of special sale advertising copy. The high class store should lay particular emphasis on elaborate copy. This kind tells of the character, quality and uses of the article advertised. The purpose is to make the advertisement appear pretentious.

The other kind—that to be followed by the store which carries popular priced goods—adheres to simplicity.

This kind of copy, instead of going into the origin, make and varied styles of merchandise, merely states what it is and names the price.

The aim of keeping within the intelligence of the class appealed to should be strictly followed by both classes of stores.

Prices should be mentioned in an advertisement only where particular attention is called to a special value at a special price.

Prices should be omitted when quality and special make are to be advertised.

Writing Copy.

All descriptions, explanations and arguments in prices and comparisons must be so easily recognized as truthful statements that there will not be the slightest trace of doubt.

The first aim in writing copy should be to make the public feel satisfied

with the kind of merchandise offered and the value and price named.

A special or bargain sale is attractive only when presented in a new way and expressed by a combination of new and forcible words.

Moving Overstocks.

The aim of a special sale should be always to keep the overstocks and slow sellers moving steadily. If you can not sell them they can be given away as souvenirs or premiums or they can be used in connection with the popular priced, quick-selling "leaders."

Give the public a genuine surprise in bargains by making the price on overstocks ridiculously low. Have the nerve to lose a little money on dead stocks—you will get it back many times over in increased trade.

Our Slogan, "Quality Tells"
Grand Rapids Broom Company
Grand Rapids, Michigan

BAGS New and Second Hand
For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

ROY BAKER
Wm. Alden Smith Building
Grand Rapids, Mich.

BAGS

We have ready in stock for immediate shipment:

16 oz. Stark
16 oz. Atlantic
16 oz. American
13 oz. Chapman
12 oz. Dover

Would be pleased to quote prices on request

P. STEKETEE & SONS

Wholesale Dry Goods Grand Rapids, Mich.



New Line of

Handkerchiefs

Has Arrived

Let us book your order before the choice numbers are sold. We have them to retail at one cent to one dollar each.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

Offer a few of the overstocks at a time and stimulate desire by limiting the number each customer can buy—mark them with price tickets, and in all your advertisements ask the people to read the little tickets.

An excellent method of moving overstocks, dead stocks and odds and ends is to give them away free with staple articles which are sold at a good price.

Window Selling.

In all special sales the display windows should do their share in making more business.

People are attracted to window exhibits by new goods alluringly displayed or old goods shown in a clever trim.

The "leaders" of each day's sales plan should be featured in one window, while the other window should be given up to miscellaneous offers.

All window displays should carry the impression of large and complete stocks. This will help to make sales.

Windows can be made to sell goods quickly by the proper use of window advertising, cards and price tickets. A window card that says something and names a price is a salesman without a salary or expense account.

Words, prices and pictures in window displays are all powerful factors in selling goods. The short, easy words are best; the fewer the better.

Price is the keynote of all good window advertising. A good price stands alone in its eloquence as a sort of type demonstration that no amount of argument can get around.

Interior Arrangement.

To be a good silent salesman the storeroom must be kept clean and attractive. During a special sale, in particular, nothing helps make sales at a good profit like a good display.

A little extra work in re-arranging a store, doing a little painting, changing fixtures and preparing generally for the sale will improve the atmosphere and appearance of a store.

For any advertised sale try changing about a few departments. It will brush them up and give them a newer and brighter appearance.

With every change inaugurate a rousing sale in the new departments, thus inspiring and encouraging life into the clerks and interest into your customers.

All this adds expense, but it is money well invested. The man with the brightest and cleanest store in a town usually does the most business because he is enterprising in other ways.

What a Special Sale Will Do.

It will increase profits in a number of regular customers, because a special sale means advertising bargains in new and popular priced goods.

It will keep quantities down and variety up, because a special sale means buying new goods very often in small quantities.

It will move dead stocks at a profit, because a special sale means getting rid of all goods on which money is tied up.

It will turn an entire stock quickly. It will make room for new and fresh stocks. It will enable merchants

to have a capital to invest in quick selling goods, because a special sale means resultful advertising which will loose money tied up in overstocks.

It will give the store the reputation of being up to date, because a special sale gives the money-spending public what they are looking for in bargains in good merchandise.

A well-devised, carefully-executed special sale will turn a period generally dull into one of profitable activity.

H. Franklin Thomas.

Too Many Bosses Spoil the Job.

Office workers often find a rocky situation where authority is divided between two or more equally capable business chiefs. It is hard to serve two masters at the same time. There is bound to come an off day when one goes "gee" and the other "haw."

When Hopkins entered the employ of Brown & Brown, being a rare sort of book-keeper with a good square record, he didn't expect to endure nagging of any sort or any extra coaching and bossing. The first two weeks, while A. Brown attended the payroll, dictated and signed letters and B. Brown was away from town boosting his trade in the county, office weather was normal and uniform, but the next week, when A. Brown and B. Brown halved their authority in the office, there was a hitch.

"Mr. Hopkins," said A. Brown, early in the morning before B. Brown appeared, "after you've worked up your balance to-day I want you to look up all the invoices on file from these ten original orders from Baker & Co., compare them and make a note of any error. We've got to send out a statement to-night before we quit."

The book-keeping was a knotty job that day, the balance turned out to be a little shy, owing to the illegibility of certain bills submitted to him rather than any incapacity of his and it was 4 p. m. before Hopkins found things sufficiently straightened out to apply himself to the supplementary task assigned to him.

About this time A. Brown strayed away with a cigar, and B. Brown was sitting at the desk wrestling with some private accounts of his own, and presently solicited help from Hopkins to foot up some bills. Hopkins frankly excused himself, urging that A. Brown's orders would keep him busy until quitting time.

B. Brown immediately took offense, asking Hopkins whether he thought A. Brown had any more authority than himself.

A week later the joint managers tried Hopkins' mettle again. A. Brown had laid off the stenographer without consulting B. Brown, who happened to be out of town for a day or two, chiefly because orders were slack and Hopkins had time to do the book-keeping plus the stenography. Hopkins agreed. B. Brown returned, suggesting that Hopkins accept outside book-keeping from a small firm at \$7 a week, and thus fully earn the \$18 he was getting during the dull season. A. Brown seemed to consider this a personal affront, a slam on his good judgment and showed his disapproval by order-

ing Hopkins about in a disagreeable way.

Shortly after this A. Brown asked Hopkins to go across town to collect a bill and be back with the currency if possible before noon. A little later B. Brown gave him strictest orders to search through a bundle of old receipts for one particularly valuable one, which was to be ready when Baker put in his appearance at lunch time.

Then and there the ever-ready Hopkins soured completely. The worm turned. It was futile to expostulate or explain—he had done that before. He valued his peace of mind too much to be continually ruffled by two dissenting managers when he might just as well be at peace with one. And the end was that Hopkins left without palaver or ceremony and someone else took his place.

C. F. Richards.

A Sifting Device.

Some drugs run through a sieve slowly notably compound licorice powder and condition powders. I find that the following method facilitates the work immensely: I fill the sifter with the powder and then take an ordinary soda glass, invert it and press the edge down through the powder until it touches the wire meshes. By

giving the glass a circular motion, at the same time maintaining the contact with the sieve, you can force the powder through a fine mesh.

M. R. Shotwell.



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

When You Want to Buy

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



Chandler Adjustable
Desk and Chair



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

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

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

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

NEW YORK

BOSTON

PHILADELPHIA

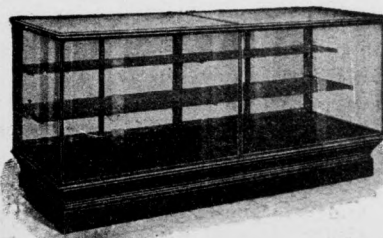
No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it

CHAMPION 70 TO 72 GRAVITY

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

Grand Rapids Oil Company

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



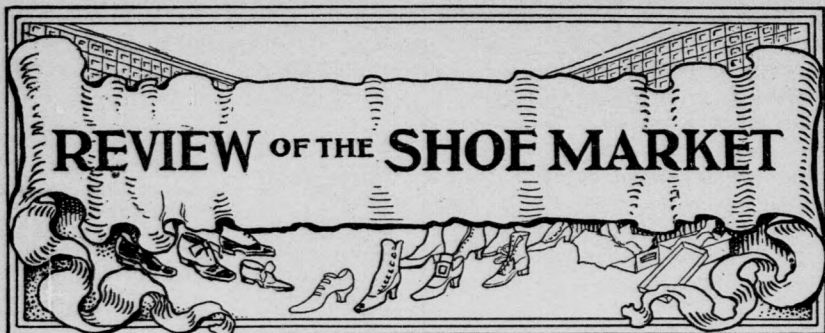
If you only knew what it means to make a joint that will not open—a door or drawer that will not bind—and a finish that will not crack or peel, you would begin to realize the importance of buying Good Fixtures. This is aside from the question of design and utility.

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

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

GRAND RAPIDS SHOW CASE CO.

Grand Rapids, Mich.



The Fall Shoe Trade and Its Possibilities.

Written for the Tradesman.

Premonitions of approaching fall are already at hand.

The alert shoe merchant is glad to greet the incoming season; for a new season means renewed activity in shoe retailing; and that is a thing to make glad the heart of the shoe merchant no matter whether he holds forth in Toledo or Texarkana.

The four separate seasons suggest to the well dressed man or woman of the present four separate and distinct kinds of shoe needs, and people of the particular sort (whose means also keep tally with their tastes) are becoming increasingly sensitive about having footwear of a seasonable character.

Some people, to be sure, will wear their summer shoes late into fall or early winter, abandoning them for heavier footgear only when they begin to feel the slush and ice of winter creeping through sodden soles. Just as there are people who persist in wearing a straw hat clean up to frost, so there are people who cling tenaciously to their summer shoes until the snow flakes begin to fly and the chilling rains of late November and early December make their appearance. Such people (and they are, for the most part, of the masculine persuasion) care more for comfort or economy than they do for appearances.

But fortunately for the shoe merchant these comfort-seeking, economically-inclined citizens are not in the majority. Most people feel the need of fall shoes and, feeling the need, proceed to gratify it. Just as there is a very perceptible line of demarcation between the two-piece summer suit and the fall suit, so there is a very noticeable line of distinction between summer oxfords and fall shoes. After the middle of September the well dressed man does not care to be without a pair of modish fall shoes. His gunmetal or tan oxfords may be fairly good and, on warmer days, altogether comfortable; but for evening wear and for other occasions when he particularly cares to be really dressed up he will demand seasonable shoes.

School Shoes for Children.

Schools have now opened up all over the country.

Thus, at the very beginning of the fall season the wide-awake shoe retailer has an opportunity for stirring up some encouraging activity in his selling.

Many of these little folks—perhaps the majority of them—will be in the

market for new shoes. Little people like to start to school in a brand new pair of shoes and their fond parents like to see them dapperly clad as to their feet.

It may entail a little sacrifice somewhere in the household economy to tog Katie and Billie and Fannie and Alice and Jimmie in new shoes and stockings; but if there's any possibility of doing it you can rest assured their proud little mother is going to fit 'em out from the youngest to the oldest.

Your particular stunt just now is to reach the parents of this hopeful young brood—either directly or through their children—with your proposition as a wide-awake shoe merchant. You will, therefore, boost your school shoes.

There are many ways of doing this. First of all you will advertise school shoes in the newspapers. You will call them "School Shoes"—and tell why they are desirable for that purpose: namely, because they are built on right lines, thus fitting little feet—and you can dilate to your heart's content upon the importance of fitting tender growing feet properly. Are not scores of feet ruined forever and a day by improperly made juvenile footgear?

Who will venture to deny it? Very well, then; your shoes (per hypothesis) are of the proper sort; that is, they are built to fit. Not only are they built to fit, but as a conscientious, painstaking shoe merchant you are going to make it a care to fit such little feet as come into your store—yes; you are going to fit 'em or expire in the effort.

Now just pause and consider the weight of talk built on this line—the avowed (and conscientiously meant) purpose of actually fitting little feet even if it requires a few minutes longer to consummate a sale. Do you think such talk is altogether vain? Well, don't. I have little tots of my own. And I tell you right now I am much concerned in having them fitted when I take them into a shoe store for a new pair of shoes. I know what corns, ingrowing nails, enlarged joints and divers and sundry other malformations of the feet mean. Not that I have experienced all of these things in my own pedal extremities; but I have made observations as I have passed along, and I have also listened to the wails of some suffering specimens of humanity which I have met from time to time.

And then you can enlarge upon the wearing features of these shoes—presuming, of course, that you have bought children's school shoes that



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.



**Add This to Your
Usual Profit
On Rubbers**

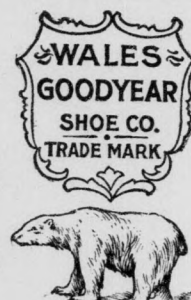


Figure in your mind what it will be worth to you to handle a line that has gone steadily ahead until it leads the procession in wear, fit and style, and that is even better this season than ever before.

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.

actually possess such essential features. You can explain how they are conscientiously made out of good, solid leather and how they do not go to pieces when subjected to moisture as they must inevitably later on. Of course it would be better not to state these good qualities negatively; for it is not considered good advertising to tell what a shoe is not, thus suggesting possible criticisms and objections to minds that otherwise might never have thought of them. Just say that they have wet-resisting qualities; that they are warm and comfortable because they keep the feet dry—under normal and reasonable conditions. Of course little feet have an itching for puddles and snow-drifts and muddy spots; but you need say nothing of this in your advertising.

And then in order to win the little folks themselves you will offer some collateral inducement of one kind or another. A souvenir goes a long way with young America. There is no surer way of getting into the good graces of little folks than by offering them something over and above the actual shoe value that you give in exchange for the money. It may be a trifle, some inexpensive toy or other, as a kite, a ball or an aeroplane. One dealer of whom I read somewhere is going to distribute some 3,000 toy aeroplanes to his juvenile trade. Think what a prodigious hold that fellow will get on the school boys and girls of his town! It is safe to predict that he will get his share of the early fall trade in "school shoes." One can not but wonder what the other fellows in his town will get.

Another good scheme, although an old one, is to offer a prize (preferably in money) to the boy or girl who submits, say, the five best reasons for buying school shoes at your store; or for the five best good qualities which your shoes possess. You might offer three prizes: First prize of \$5, second prize of \$3 and a third prize of \$1 for the best three lists submitted, having it understood that the list of reasons is to be prepared by some boy or girl of school age who writes his (or her) reasons on a sheet of paper bearing your letterhead and secured at your store because of a purchase amounting to \$1 or more, either by the child or by the child's relatives or friends.

When it comes to souvenirs there is, of course, a wide range to select from: Pencils, pencil boxes, school bags, tablets or other school accessories are always in order.

But, whatever it is, your purpose will be accomplished if it is sufficiently alluring to get the little folks to talking about you and your wares.

Some Other Fall Schemes.

Another good plan is to have a regular, bona fide "fall opening." Why should the millinery shops and the department stores have a monopoly on "fall openings?" Obviously there is no valid reason. The shoe merchant has just as good a right to have an "opening" as anybody else.

As a matter of fact the exigencies of modern shoe merchandising seem to demand something of this nature.

And the wonder is it has not become a universal long before this. A new season is upon us and new and seasonable wares in footgear are duly arriving from the factories. Let the people see them. Make a noise about them. Call the natives out to inspect them.

The ladies look forward to the "fall opening" of their milliner with the keenest interest. In due time a formal announcement is made of it, and then how the ladies throng the store to inspect the new creations in headgear! It is an event in the community.

And the same is coming to be more and more the case with the big aggressive department stores. They, too, announce their annual "fall openings." And as a result the trade foregathers to see what's doing. New styles and modes are examined, new wants created and new business is built up.

If these things work so charmingly in other lines, why will they not work in the shoe dealer's proposition also? The answer is, They will work provided thorough preparation is made.

In the first place the "opening" must be adequately announced. This can be done through the newspaper, although one would scarcely stop with that. Get out a formal notice something like this:

Flemming H. Jones
The Shoe Man
Announces His First Fall Opening
To Be Held
at
His Place of Business, 10 W. Vine St
Wednesday Afternoon and
Evening
September seventeenth
Between Hours of 2 and 10:30 P. M.
Music
Cut Flowers
A Cordial Welcome

Mail this notice to your customers several days before the date of the "opening." Also mail a copy to everybody whom you have reason to regard as a possible customer. Then get busy to make the proposed opening a big success from the word go. Get the salespeople keyed up to the point of expectancy. Make them feel that it is a big thing and really worth while. Then have the store spic and span. Put on your best bib-and-tucker and have everybody in the store primed and primed to a fare-you-well. Have the newest and most fetching styles in seasonable footgear in evidence. Have a window trim that looks seasonable and stunning and attractive enough to stop a man in pursuit of a suburban car. Engage the services of a small orchestra—or at least of a couple of musicians. Let the place be fragrant with the perfume of cut flowers. Have potted plants and plenty of color, particularly green and red and white. Create the impression that something is to go forward which is decidedly out of the ordinary. Make it a memorable date on the calendar. Extend the "glad hand" bountifully. Make yourself as nearly omnipresent as you can in your store and everywhere you go disseminate the ozone of good fellowship and optimism.

Will such an event pay?

Well, you just try it on. If it works in other lines there is no valid reason why it will not work in yours. Your proposition is second in importance to none other. It is up to you to give it a place of priority.

With all of the collateral inducements to footwear purchases suggested by a new and bountiful season; with all of the splendid new shoes with which you have provided yourself; with the prosperity round about you of which the papers are full—with all of these advantages at your command if you do not get the business, brother dealer, the fault is not in your stars but in your natural disinclination to get a hunch on you that the times are dull and the outlook gloomy. Cid McKay.

Put Your Heart in Your Work.

The man who succeeds in any line of endeavor is he who has worked wholeheartedly, whole-souledly, whole-selvedly for success.

For this thing called success is simply the realization of ideals we have formed and striven to materialize.

Don't have a "grouch" against the firm that supplies your bread and butter. Better work for ten dollars a week and work than be employed at twenty-five dollars a week and shirk.

Coming down to the office in the morning with a desire to make the day pass as quickly as possible, and with as little real work performed as

is absolutely necessary, is a dead sure way to oblivion.

There's no exhilaration that can equal the feeling a man senses after a particularly hard job has been got out of the way, and got out of the way by being done right.

The difference between enthusiasm and half-heartedness is the difference between a big, fat envelope on payday and a salary that gets smaller in the eyes of the man who is always looking for but never working for a raise.

Enthusiasm! That is the thing that builds bridges and tunnels through mountains. One enthusiastic employe in an organization is worth an army of wishers for 6 o'clock and Saturday afternoon.

And there can be no enthusiasm unless you are heart, head and hand in league with your work.

The man who views his daily work as part of his daily self is the man who accomplishes things. The man who performs his duties in a spirit of let's-get-rid-of-these-pesky-matters is the man you never hear of as making progress.

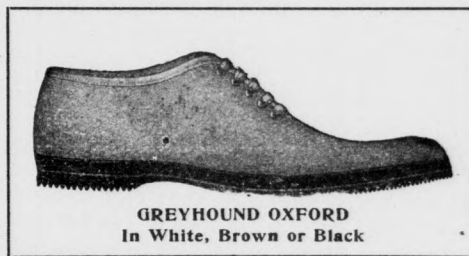
Put your heart into your work.

Jerome Fliesman.

The Best Work Shoes Bear the
MAYER Trade Mark

Greyhound Tennis Shoes

Are universal favorites. They are not only stylish in appearance, but have the fit and wearing qualities necessary for the best service.



GREYHOUND OXFORD
In White, Brown or Black

We also have Greyhound Tennis Shoes in Blucher Oxford and Balmoral Shape in white, brown or black.

These shoes have been on the market for several years and the demand for them is so great that a separate factory has had to be constructed for their manufacture.

No shoe stock is complete without a full line of this shoe. It is the best seller on the market and is a BUSINESS BRINGER and TRADE PULLER.

Grand Rapids Shoe and Rubber Co., Inc.
Grand Rapids, Mich.

State Agents for HOOD RUBBER COMPANY, Boston

FOUR-DOLLAR-A-WEEK GIRL. She Has Wretched Time of It in Big City.

Written for the Tradesman.

One of the sheltered-home-life girls of a big city was talking to me about the frightfully hard times to get along that fall to the lot of thousands of girls in a very large place.

"You of a smaller city can form no sort of an idea how these \$4-a-week girls get along," said she of the home love and home protection. "Really, 'tis a wonder how they keep body and soul together.

"In the first place they must eat and have a place in which to sleep. That means about \$2 a week—possibly a shade less—for the roof over their heads, leaving \$2 for the food to go into their stomachs and all other expenses. And that initial \$2 per buys stoppage in but a mean apology of a room at that—generally a back one on the third floor overlooking an alley or else the measliest, snippiest kind of a 'hall bedroom,' the merest little box of a room. Here the \$4-a-week girl has no wide bed to stretch out in, but must put up with a regular folding bed or a folding bed that has the looks of a couch by day, so that if she has a gentleman caller she can preserve the appearance of respectability.

"As to 'grub'—as the 'hall bedroom' girl usually calls her physical sustenance—she has to pick it up at any old place where it's cheap, cheaper, cheapest. She orders bread and potatoes generally—because they are the 'most fillin'—and as a rule 'tops off' with some wishy-washy sweet stuff that were better divorced from her anatomy. In between the staff of life and the murphies and the 'gollywash'—to apply an ignoble term to ignoble food—the \$4-a-week girl may have a bit of nondescript meat or unwholesome mucky mess of macaroni and cheese or beans or she gets some sort of stew. Small wonder she becomes the subject of indigestion and other ills that tend to make her give way to fits of irascibility or render her hypochondriacal in disposition.

"So much for the board and lodging of this underpaid employe.

"Of course, I'm not saying that the girl is worth any more than her \$4 to the man or firm she works for—probably she is not. There are oceans of girls to be found willing to work for that picayune amount—or for even less, for the matter of that—but they are girls of small brain caliber or they would be able to command a better salary.

"The most that she can hope to squeeze out of her weekly stipend is \$2 or at the most \$2.50 aside from room rent. How far will that go toward clothes, car fare, laundrying, inevitable dentistry and possible doctoring, absolutely cutting out everything in the line of amusement?

"As to clothes the very cheapest must be purchased, which, as every one knows, are the dearest in the end. You might say:

"She is privileged to keep track of the sales."

"True, but, as a matter of fact, the \$4-a-week girl is not blessed with a bump of sagaciousness that is abnormally developed and oftentimes what seem to her to be great bargains are in reality simply fakes. Then, too, such a girl is quite apt to fritter away too much of her scant earnings on mere gewgaws, that add nothing to her looks, rather detracting therefrom. Her love of personal adornment runs away with her better judgment—if she ever had any—and she arrays herself in tawdy unsubstantial ornaments, giving the go-by to neatness and simplicity.

"The \$4-a-week girl looks with the utmost envy upon her co-workers who 'have folks and live at home,' and, as she is not, speaking of the average, overstocked with discrimination in the selection of clothes neither has she an overabundance of ballroom politeness and her 'hall bedroom' manners impel her frequently to hint to those with 'home folks' that an invitation out over night or for a week-end visit would by no sort of means be met with a refusal of acceptance on her part. On the contrary, if she ever does have the good fortune to get such a 'bid' she snaps it up so quickly that it fairly takes the donor's breath away.

"I myself once was employed—but I got good pay—in an establishment where there were a lot of these 'cheap skates.' I had charge of the work of sixty of them and if I had fallen in with their ideas on the subject my people would have turned our pretty suburban home into a large free boarding house overrun with riffraff. Continually were my ears hearing remarks to the effect that I was 'nice to them in the office, but they noticed that they didn't get any invites out to the home!' If, as I say, I had taken their hints we would have been 'eaten out of house and home,' as the saying goes.

"To eke out a living the \$4-per girl has to have a 'beau.' And this beau is really her largest asset in the way of the 'perquisites of life.' On him she depends for all the recreation she gets in her colorless existence, also all the 'free meals' that come her way. Goodness knows why any fellow will take up with this 'cheap trash,' but the fellows themselves amount to as little as the girls. I suppose they like to show to their particular coterie that they can have a sweetheart. So by hook or by crook the \$4-per girl gets a beau to 'help out' and after a while he comes to be regarded as her 'stiddy.' And when she has her 'stiddy' she esteems herself in clover. Life then takes on a rosier hue and she can 'do more with her \$4.' Her 'stiddy' of course pays her car fare whenever they go out together and the everlasting problem of 'eats' assumes quite considerably less vast and distressing proportions.

"Hundreds of times during that year I had their work in charge I would hear these girls, in babbling among themselves, give vent to such observations as this:

"Well, I'm mad at my beau yet—we had a scrap last Tuesday—but

here it is Thursday and I've just got to get good with him somehow today, for I'm almost dead broke now and there's two more days before pay day again looms up an' I've got to get some meals off from him before I get muh envelope Saturday night. Then, too, I want to go to the show that's on for to-morrow night at the Blank Opera House, so I'll have to see my feller this noon an' make up with him. I hate worse'n pizen to get frien's with him again after the fuss him an' me had t'other day, but bread an' butter's bread an' butter an' yours truly's got to get her livin' somehow erruther, so here goes this noon fer a kiss-an'-make-up match."

"To a person with refinement such unvarnished talk seems what it is—lowering, vulgar—but those girls gave no evidence of having the slightest compunction to chattering boldly among themselves about 'gittin' muh meals offrum muh "stiddy"—anything to appease the gnawings of hunger and satisfy the mental craving to be entertained.

"'Tis an awful state of affairs that confronts the \$4-a-week girls in the great city and it's no wonder in the world that so many of them go to the bad—indeed, the marvel is that any of them keep even halfway decent."

"Where do they come from?" I asked.

"Where do the sands of the sea come from?" laughed my informant.

"They come from everywhere—from everywhere. A great many

drift in from little villages, lured by the lights of a great city. Why they come can, perhaps, be understood, but why they remain after they comprehend how things are in the new environment is a mystery to those who try to fathom it. They stay on and on, apparently never desiring to return to the old life in the small home town, where they would in all likelihood lead a far more desirable one than they do now."

Beatrix Beaumont.

A Story With a Morai.

A coal cart stopped before an office building in Washington and the driver dismounted, removed the cover from a manhole, ran out his chute and proceeded to empty the load. An old negro strolled over and stood watching him. Suddenly the black man glanced down and immediately burst into a fit of uncontrollable laughter, which continued for several minutes. The cart driver looked at him in amusement. "Say, uncle," he asked, "do you always laugh when you see coal going into a cellar?" The negro sputtered around for a few moments and then, holding his hands to his aching sides, managed to say, "No, sah, but I jest busts when I see it goin' down a sewer."

The advertiser who displays lack of judgment in selecting the newspapers which carry his copy often confuses the sewer and the cellar.

Quite frequently a financier finds himself in the subcellar after trying to get in on the ground floor.

School Shoes

You need them
We can supply them

Playmate Shoes

for
Misses and Children

Rouge Rex Shoes

For Boys

Neither of these lines is excelled in its class.

You are building your future trade with the boys and girls of today. Buy Playmate and Rouge Rex shoes and you will satisfy them.

HIRTH-KRAUSE CO.

Shoe Jobbers and Manufacturers

Grand Rapids, Mich.



FILLING VACANCIES.

Most Difficult Task Which Confronts the Manager.

"Is long continued vacancy in an important office a good business policy, applied to a modern business institution?" I asked of John G. Shedd, head of one of the greatest mercantile houses in the world.

"Not if it can be avoided," said Mr. Shedd, promptly. "In all business matters, virtually, I am an advocate of immediate action. But, after all, the business and the circumstances and the individuals concerned must be considered. In a general way, however, a long continued vacancy in a desirable position in any establishment must be considered embarrassing to those responsible for the appointment of a successor.

"Its seriousness, however, depends largely on the organization of the business. Ordinarily a man who might have expectations of filling such a desirable position would have been in the service of his employers a considerable length of time. He would have had time enough to prove whether promotions had been made strictly along the line of meritorious service; that 'pull' in the organization was at a discount.

"Under such a situation as this, if three or five men during an enforced vacancy had been stimulated to the point of expectancy and in the end only one of them chosen for the place, the disappointed men could say to themselves, 'Well, I guess the boss was right; at least we'll have a chance to see.'

"In such a case as this, if the head of the establishment has the confidence of his employees as he should have, this waiting time may be simplified by the organizer. He is on terms with his heads of departments which allow of his speaking to them honestly and openly. He has opportunity to know those men who have most right to anticipate promotion. He may go to any one or all of them with:

"As you know, Mr. A., this position is vacant. You may have been thinking of it as an opportunity. But if you have I would advise you that you've been making good here. Frankly, there are some things about the other place that are trying and hard to fill. Take my advice and stick right where you are; I don't think you will regret it."

"Almost without exception the head of the institution will be able to satisfy his employee. Why shouldn't he? If he has taken a broad view of his business he has had to learn that the first thing to consider in an organized business is the man; after him comes the business. Without the man reasonably satisfied, there will be no business done.

"Suppose the house has the embarrassing vacancy. All men make mistakes and to mistake a man is one of the easiest mistakes possible. Suppose that in order to cut the vacancy short a snap judgment is taken and B., who has been doing exceedingly well where he is, is announced as successor to A.'s vacant place.

"When once B. has been appointed officially efforts will be made to help him in making good in case he needs help. His appointment to the place has been announced officially and openly. His fellow employees are watching his progress. But suppose B. fails. He is not big enough for the position. What have you done in the snap judgment appointment?"

"First, you have spoiled a man, for in most cases the ambitious successor, failing to make good, will leave you because of the sense of humiliation. In having made the appointment that failed your own judgment is subject to questioning. 'I guess he made a mistake,' naturally is whispered around. And, finally, in proving your appointee incapable, you have been hurting your own business.

head of the department the initiative that was demanded of him was killing him. It was something foreign to his nature as well as foreign to his past experience. And he was pleased beyond measure when I questioned him concerning the man whom I had fixed upon as the official appointee to the place.

"There, you see, was a necessity for leaving a vacancy open. By doing so a man who had a right to expect the appointment was convinced of his weakness and in the quietest possible way, while the interim had been sufficient to provide the right man for the place.

"Organization isn't an empty word meaning the organizer, with full power, sitting at the head of the organization. It means the selection and

follow, settling all hopeless aspirations that otherwise might be raised. But it is not practical by any means. When it comes to choosing big, broad men for big, broad positions, there are not many to choose from. To-day you will find specialized men who have a specialized idea that is admirable in its specialized place. But in the broader, wider interpretation of a business these men may be impossible.

"The man charged with appointing the right man to the right place is only human and fallible. Posting the notice of a vacancy which may have occurred only a few hours before naturally leaves a man who would have vacancy and appointment appear simultaneously little time for considering men. And when the official announcements are made the man appointed to the place attracts all eyes to his work. If he fails to make good the man and the business have been injured.

"A long vacant place in business is not desirable. If two or three men are led to consider their chances for the place exceptionally good, their effectiveness may be impaired for a time, no matter how loyal and efficient they may be. But the man making the appointment can afford to take the time that he finds necessary in his best judgment."

"That candidate who will nurse soreness when the best choice has been made for a position probably is not worthy of the position he already fills," was the comment of Cashier Bertram M. Chattell of the Illinois Trust and Savings Bank.

"He can have cause for soreness only where political pull and personal favoritism have prompted the appointment. But in any business where the ambitious man is trying for success the presence of politics and pull is sufficient cause for him to get out as quickly as possible. The combination means failure for the institution.

"However the merit system may have been overridden in politics it is the keynote of successful business. In the banking house where an appointment is made by the directors on the basis of merit only, no candidate for vacancy can be worthy of the place if he nurses soreness.

"But this anticipates a real merit system. The 'merit system' of politics would wreck the largest bank in the world within six months."

Hollis W. Field.

Her Leap Year Proposal.

"You've been courting me now for a number of years, George," remarked a girl to a young man, "and I want to make a little leap year proposal."

"I—I am not in a position to marry just yet," stammered the youth; "but—"

"Who said anything about marriage?" interrupted the girl. "I was going to propose that you stop coming here and give somebody else a chance."

You may know that a man means his prayer for the kingdom of Heaven when he tells the truth in a horse trade.

THE HARDWARE LINE.

(Air, John Brown.)

There's a certain class of business men, well known the world around,
They are found in all our cities, also all our smaller towns.
If you wish for articles useful or ornamental, set it down,
You'll find them in the hardware line.

Chorus.

Go and buy it at the hardware,
They always keep it at the hardware,
Never hesitate but go there,
You'll find it in the hardware line.

If you wish to build a palace or to start a brand new town,
All things needful for the project at the hardware will be found;
But if you want close prices you had better pay cash down
For they like that in the hardware line.

If you wish for lubrication all you need will there be found,
Oils of every name and nature in the hardware store abound.
I could mention other lubricants if to secrecy not bound,
But you'll find it in the hardware line.

They're a handsome lot of gentlemen as they in convention meet,
They promise to maintain prices and their promises they keep,
They never overcharge, for conscience would not let them sleep,
They have a conscience in the hardware line.

S. H. Hart.

"I recall a case in particular where I saved a good man to his old position and got the right man in the place without a trace of dissatisfaction. The head of a department died. His assistant had every reason to expect promotion to the vacancy. I went to the assistant and talked to him fully and frankly. I told him of the heavy responsibilities of the position, of the hundreds of thousands of dollars represented annually in the business of the department, of the initiative that must be taken instantly and of the detail that also was involved.

"I won't appoint you to the place," I said; "just take up the work and try it, with the understanding that tentatively you are taking the place of the head of the department, while the appointment is left over for a time."

"He was a sensible man and he took my advice. I looked in on him one day and found him careworn, nervous and unhappy. As assistant to the manager he had been a man without criticism in any way. But as the

placing of good men in the right places, from which places the work of an institution is so guided and governed that loyalty is preserved all down the line of workers, even to the office boy and small messenger.

"It isn't enough that an organizer see to it that he gets only good men around him. He must place these good men where they best fit into the work of the concern. It isn't desirable to have men in pastures where the grass doesn't suit their tastes. The simplest farmer, having a steer that persists in jumping into another pasture than his own, sends that steer as quickly as possible to the butcher.

"The principle is eminently applicable to men. If they are not content with their pasture they are troublesome to themselves and to the organization. To place every man where he may work to his satisfaction is the secret of true organization.

"At a first glance it might appear an ideal condition that with the first announcement of a vacancy the name of the man to succeed him should

FREIGHT DISCRIMINATION.

Handicap Under Which Michigan Now Suffers.

At a joint conference of the railway officials and the Michigan Shippers' Association, held in this city last Friday, President Irwin presented the shippers' side of the question in the following lucid manner:

This organization, the Michigan Shippers' Association, including in its membership the boards of trade and the business men's associations of the principal cities and towns of the western part of the Lower Peninsula of Michigan, was perfected and made permanent for a specific purpose and with a definite object in view, which we will briefly define preliminary to the real business of this conference:

In the development of the natural resources and the commerce of the State of Michigan there is no more important factor than freight transportation facilities and cost. The question of freight rates intrudes itself upon the daily routine of manufacture, purchase and sale and enters into every transaction. As the merchant or the manufacturer of this State notes the increased production and consumption of the commodities that have their origin or their destination within the State and compares the progress in the direction of generally improved business conditions with the progress of other states he has, and especially during very recent years, recognized the fact that the conditions surrounding freight transportation have remained practically unchanged and stationary amidst the rapid and general increase and development of the traffic of the State.

Why this should be the fact is a question that continually presents itself to the student of transportation and to the business man, individually and through his organizations.

Realizing that individual effort and attention could not do justice to a proposition of such magnitude as the freight rate question presents the various boards of trade and the business men's associations of the western part of the Lower Peninsula of Michigan have effected this permanent organization that their energies might be concentrated upon a careful and complete investigation of the freight rate conditions and the obtaining of such readjustments as the conditions might warrant and demand.

This, gentlemen, is the object of the Michigan Shippers' Association, and the purpose of this conference is to briefly lay before you some results of our investigation, to informally discuss with you the conditions in general and to convey to you an assurance of our desire and readiness to co-operate with you to the utmost in what we hope will be a mutual and sincere effort in the direction of such readjustments and improvements as may be demonstrated necessary and reasonable and as promising a more favorable transportation condition for us and an increased traffic for the companies you represent.

We have become familiar with the origin and operation of the system of ratemaking that provides the basis for all freight rates to, from and within the Lower Peninsula of Michigan, first established in 1877, and while noting certain changes and readjustments which have been made since that time, it is not wholly apparent that such readjustments have kept pace with the increased population, consumption and production, the changes in the description of the traffic handled, the changes in the routes traveled or the general development of the resources and commerce of the territory we represent.

It is not our intention to burden this conference with any detailed statement of grievances, voluminous statistics or ponderous evidence in support of the object of this Association. It is rather our desire to state plainly and briefly the principal facts pertinent thereto, submit a few illustrative comparisons and invite the representatives of the carriers present to offer criticisms or suggestions and to define their position clearly and concisely that we may immediately proceed to a proper adjustment of all differences without prejudice or misunderstanding.

Your investigation of the rates in effect and comparison of the distances between markets will immediately demonstrate to you, as ours has demonstrated to us, that we are unduly discriminated against in the present rate adjustments. If distance may be accepted as an important factor in ratemaking Grand Rapids, 820 miles from New York, should be a 90 per cent. point instead of 96; Jackson, 769 miles from New York, should be an 87 per cent. point instead of 92, and Lansing, 763 miles from New York, should be an 87 per cent. point instead of 95. Similar readjustments throughout the entire Lower Peninsula would result from the acceptance of distance as a basis for ratemaking.

That distance is not the only factor is best illustrated by a comparison of rates between points within Central Freight Association territory and points without.

The present rate on potatoes from Traverse City to Cincinnati, a distance of approximately 450 miles, is 22 cents; the rate on potatoes from Stevens Point, Wisconsin, to Cincinnati, a distance of approximately 550 miles, is 20 cents, and from Walworth, N. Y., a distance of approximately 533 miles, the rate to Cincinnati is 18 cents.

The present rate on potatoes from Traverse City to Pittsburg, a distance of approximately 575 miles, is 22 cents; the rate from St. Paul to Pittsburg, approximately 900 miles, is 25 cents. From the 110, 112 and 115 per cent. points in Michigan the rates to New York on potatoes are 33, 33½ and 34½ cents per 100 pounds; from St. Paul, Minn., and La Crosse, Wis., the rate to New York is but 37 cents.

Between points on the west shore of Lake Michigan and New York, distances ranging between 900 and

1,000 miles, the class rates are: 75, 65, 50, 35, 30 and 25 cents per 100 pounds.

Between Cadillac, Mich., and New York, a distance of approximately 930 miles, and through which point traffic from the west shore of Lake Michigan, taking the rates just quoted, would pass, the class rates are: 83, 72, 55, 39, 33 and 28 cents per 100 pounds.

Between Grand Rapids and New York, a distance of approximately 830 miles, the class rates are: 72, 62½, 48, 33½, 29 and 24 cents.

Grand Rapids is 100 miles less distant from New York than Chicago and the net differences in the class rates are: 3, 2½, 2, 1½ cents and 1 cent per 100 pounds.

Cincinnati, Ohio, is 124 miles less distant from New York than is Chicago and the net differences in the class rates are: 10, 8½, 6½, 4½, 4 and 3½ cents per 100 pounds.

The Cincinnati-Hamilton zone, distance from New York 783 miles, is accorded a percentage of 87; in Michigan, Lansing and Jackson, 763 and 769 miles from New York, endure percentages of 95 and 92. The Cincinnati-Hamilton zone is approximately 175 miles south of the direct route between Chicago and New York and Lansing and Jackson are less than 100 miles north and are furthermore directly within the great channel of East and West through traffic.

If the direct line between Chicago and New York is to be accepted as the basing line, it immediately becomes evident that territory lying equally as far south of the basing line as many important points in Michigan are north of the basing line, and at equal or greater distances from New York, is now accorded a lower percentage of the Chicago-New York rates than are the Michigan points and that whatever variation there may be in the density of the traffic is not proportionally as great as is the variation in the rate adjustments.

By this same process of reasoning we arrive at the consideration of the practicability of the established, Trans-Michigan, routes between the East and the Great Northwest, entering Michigan via the Toledo, Detroit or Port Huron gateways, traversing the Lower Peninsula of Michigan, crossing Lake Michigan via the car ferries and thence across Wisconsin, as compared with the established

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channels of through transportation that traverse the territory south of the direct line between Chicago and New York and which are asserted to provide a density of traffic that is favorable to lower rate adjustments and accounts for the disparity in the rates to and from their surrounding zones as compared with the rates to and from the Michigan zones at an equal or less distance north of the basing line and from New York.

The congestion of traffic via Chicago has, during recent years, resulted in a diversion of such as might travel via other routes and gateways. Density of traffic, while a recognized factor in ratemaking, is not entirely advantageous beyond a degree that overtaxes the facilities provided for the handling of the traffic.

Therefore does not East and West bound through traffic move via Michigan to an extent that places Grand Rapids and other cities and towns represented by this Association in as close proximity to a great channel of through traffic as are the cities and towns south of us? The volume of through traffic that so moves at the present time will bear comparison with that moving via the direct route between Chicago and New York thirty years ago when the present rate adjustments were established.

Similar comparisons may be carried on indefinitely, but would only serve to consume time and cloud the issue. We now wish to call attention to the fact that Michigan territory has no compensating advantages in other directions. The existing arrangement of rates, classes and commodities from all competing territories to all common markets affords us no advantage whatever and in many instances actually places us at a disadvantage.

The geographical location of Michigan must be fully considered. It is in the East, South and West that our supplies must be purchased and our products marketed. There is no important product of Michigan industries or soil that is not duplicated in the territory east, south and west and we must, therefore, under the present rate adjustments, compete in the common markets with other centers of production, purchase and sale located at equal and greater distances from those markets but enjoying a more favorable adjustment of freight rates. What this represents yearly to the business interests of this State and to the railroads serving this territory, whose interests are mutual, may not be readily or accurately estimated at this time, but that it represents an enormous sum must be conceded.

At this time we wish to again refer to the application of the 100 per cent. basis, or the flat Chicago-New York rate, along the west shore of Lake Michigan as far north as Menominee, Michigan, via the car ferries and across the Lower Peninsula of Michigan and via the Port Huron, Detroit and Toledo gateways. Such traffic passes directly through zones in Michigan that take a higher percentage of the basing rates than do the points of origin and destination.

This would appear to be a violation of the long-and-short-haul clause, section 4, of the act to regulate commerce. That is not, however, the entire significance of the described movement of Trans-Michigan traffic.

The description of traffic that moves to and from Eastern and Northern Wisconsin points, across Lake Michigan or via the Chicago gateway, and particularly that which originates in that territory, is practically identical with that originating at or destined to points in Lower Michigan, and in the common markets we are in direct competition with the same at a disadvantage as regards freight rates.

In the complaint of the Green Bay Business Men's Association vs. B. & O. R. R. et al., Inter-state Commerce Commission No. 1,695, it was developed that towns along the west shore of Lake Michigan received the benefit of the 100 per cent. basis because the lines reaching the eastern shore of Lake Michigan and operating car ferries across Lake Michigan had seen fit to extend that basis to them. It was also shown that Menominee, Sheboygan and Manitowoc do not receive that rate because they are deep-water ports on Lake Michigan but rather because they are so situated that they have the benefit of the car ferries.

In this case the Commission finds that the extension of the 100 per cent. basis to towns along the west shore of Lake Michigan is a forced one, but holds that the long maintenance of a given rate is an admission of the reasonableness of that rate. If the rates from our competing territory in Wisconsin are reasonable no greater nor more conclusive evidence of the unreasonableness of our rates is necessary.

Traffic between Lower Michigan points and Pacific Coast territory does not receive the benefit of the Differential Lake & Rail rates, although the same are applicable to shipments originating at points in other territory farther inland, such as Columbus, Ohio, Zanesville, Ohio, and Wheeling and other West Virginia points. A recent issue of the Trans-Continental tariffs provided such application to traffic originating at Grand Rapids, but a later and supplementary issue eliminated same. The differentials range from 4½ to 23 cents per 100 pounds and are applicable to practically every description of traffic that originates in this territory.

Industries of every description seek location where transportation facilities are of the best and transportation costs the lowest and investment seeking capital is lost to the locality that suffers and endures undue discrimination by the carriers. It is within the very recent history of Grand Rapids and within the knowledge of all present that one very important industry, the American Seating Company, decided against the removal of one of its largest plants, now located at Racine, Wisconsin, to this city because of the fact that the advantages of its present location, from a transportation standpoint, dis-

counted any advantages to be derived from the more favorable labor conditions existing in Grand Rapids combined with the very slight advantages that would be gained, under the present rate adjustments, in reaching the Eastern markets. Another plant now located at Buffalo, N. Y., would be removed to Grand Rapids were it not the fact that shipments from that plant are principally made to the Pacific Coast territory, and under the present rate adjustments may be made from Buffalo at a lesser rate than from Grand Rapids.

Traffic between our competing territory West and Northwest and points in Southern, Southeastern and Southwestern territories moves on the basis of rates equally or more favorable than we enjoy, and in every direction are we handicapped because of our traffic being subject to an adjustment of rates that was established prior to and in no anticipation of the immense and rapid development of our resources and commerce.

In dismissing the recent complaint of the Saginaw Board of Trade without prejudice the Inter-state Commerce Commission referred to the general effect upon all the Peninsula rates that would result from the readjustment asked for in behalf of Saginaw and Flint alone, and it was in anticipation of such an expression by the Commission and in recognition of the principle involved that this Association was formed to comprise the entire territory of the western portion of the Lower Peninsula.

In the description of traffic that has its origin or its destination within the Lower Peninsula of Michigan may be found a greater percentage of high class commodities, yielding a higher average revenue per ton mile than from any corresponding territory. The percentage of low grade commodities is so small as to be almost negligible. The possibilities of increased consumption and production of equally high grade traffic under more just and equitable transportation conditions are second to those of no other locality.

The fact that Michigan industries have so rapidly progressed to their present stage of development and prosperity under present and past transportation conditions may only be considered as indicative of what may be accomplished under the more favorable transportation conditions to which we are entitled. No well informed student of transportation or manufacture will entertain or advance a suggestion that a continuance of present adjustments will be commensurate with our welfare and necessities. The carriers have shared in such prosperity as we have enjoyed and will participate in the benefits to be derived from a readjustment that will place us upon a more equitable basis with our competitors. Development of natural resources, increased population, growth of manufacturing or producing facilities and increased traffic on railroads all create changed conditions that warrant changes in rates and rate adjustments in order to afford just and reasonable opportunities for the interchange of traffic

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between points of production and points of large consumption. The present adjustments may have been reasonable and just when established, but are no more so at the present time than any adjustments established to-day may be expected to prove commensurate with the necessities of Michigan traffic thirty years hence.

One commodity, lumber, has always been accorded rates more favorable than would be the application of the established class rates. We learn that it has very recently been decided to grant a similar and special basis to the sugar industry of the State. It is within your power, gentlemen, to grant to all Michigan traffic the relief to which the same is entitled by reason of the undue discrimination that exists. It but remains to determine in what manner we may best co-operate or otherwise proceed to effect the readjustment that further investigation, consideration and conference may demonstrate as reasonable and necessary. In the few comparisons and statements we have submitted we have not cited extreme cases. In seeking readjustment we aim and desire to be as reasonable and just as we ask you to be in your rates, rules and practices, and in conclusion we ask that, as far as you may consistently do so, you immediately define your position and your proposed action in this matter. We believe that co-operation will solve all problems of transportation that confront the carriers and their patrons; friction represents direct loss of energy. Let us, therefore, immediately and in a spirit of co-operation proceed to the betterment of a situation that demands an entire readjustment.

The Mistakes Which Too Many Merchants Make.

Written for the Tradesman.

"I am glad to see you, Ike. That auto race nearly did for you, I reckon, but you are looking all right again," said the old schoolmaster, as he shook the hand of his old friend Wandridge, as the latter stepped from a rig at Tuft's Corners. "On the road once more, eh?"

"All to the good again," assented the drummer, with a smile and hearty grasp of his old friend's hand. The two were about to enter the corner store when old Tom plucked the drummer's sleeve and asked for a minute of his time.

"I have to make Bug Hollow before noon," said the drummer, "but you are always welcome to all the time there is, Tom."

"Thanks, old fellow. Burridge is out to the barn looking after the new horse. He's dead gone on horse flesh, don't you think? Now, that's another thing I'd like to talk about—merchants having hobbies that take them away from business. Horse racing is all very well for a certain class, of course."

"But for merchants you think it's no good, eh?" and Ike Wandridge smiled.

"Not if the merchant has his wad yet to make."

"Well, that is as one looks at it. A bit of recreation now and then

brightens up the life of the business man and fits him for the more strenuous labor of his workaday life."

"True; but if this play takes him from work with increasing frequency, grows upon him, if you please, as the gambling habit grows upon men, what then?"

"All wrong, of course. Burridge has the horse fever, eh?"

"Yes, and bad, too. But that wasn't what I set out to talk about," and Mr. Tanner produced cigars while the twain sat themselves down on the stone step to await the appearance of the cross-roads merchant.

"Give us your spiel, Tom."

"The country merchant isn't alive to his business; he loses money every day because he fails to keep an assortment; a little of everything is what he should aim at, don't you think so?"

"I am agreeing, Thomas."

"Good. Kindly put a flea in the ear of Burridge, will you? He thinks he is an up to date merchant, but to my mind he is a good ways beyond the lighthouse. My good wife wanted a pair of toe slippers once upon a time and she tackled Burridge."

"She got them all right, of course."

"Of course she didn't. Burridge hadn't a thing in slippers in stock."

"Well?"

"I was obliged to drive way over to Bingley thinking we should be able to get them there."

"And you succeeded no doubt. Bingley is a progressive burg."

"Not progressive enough to keep toe slippers though."

"You certainly surprise me. The shoe men are not up to their privileges, it seems to me," returned the grocer drummer. "I am interested to know the outcome of your hunt for the slipper."

"Success came from an unexpected quarter," said the schoolmaster. "After visiting every general store in Bingley without success, we struck a little German grocery where we found the longed for article."

"And in a grocery at that!"

"Surprising, isn't it? There're three big general stores in the town, each a big advertiser, yet none of them had a pair of opera slippers to their name, nor was a single clerk in the whole outfit kind enough to intimate that he would order slippers. My wife was somewhat disgusted."

"I should think as much."

"One merchant, exclusive dry goods and shoes, had oxfords which he produced when slippers were asked for. He gravely informed us that toe slippers were out of date. No doubt we looked like an antiquated couple all right, yet, somehow, my good wife could not help thinking that slippers were still in demand among the more staid matrons of the land, and she so informed the merchant."

"My dear madam, you are quite mistaken," blandly informed Mr. Merchant. "Slippers such as you seek went out over a year ago; now these patent leather oxfords are all the style, I assure you—"

"They're not what I want," quickly spoke Mrs. Tom. You know how

she is, Ike: always ready to speak her mind, and she had that made up to buy a pair of slippers, not oxfords by any means. No doubt the merchant felt angry at her persisting in claiming to know what she wanted."

"He had no right to be," said the drummer. "Merchants who ignore the whims of customers are laying the foundation for ills that may some day, like chickens, come home to roost. That storekeeper who ignores or makes light of the smallest wants of a would be purchaser misses his calling and is bound to come in among the bankrupts at the windup."

"I imagine things like that myself. We searched that town high and low for the wanted pair of slippers. Not one among the half dozen merchants had them. I told my wife to wait; we would go up to the city soon, where we should be sure to find what was wanted."

"Just then she spied old Wanzel's grocery sign and suggested interviewing the old German. The idea of looking for slippers in a grocery store fetched a laugh from me. Helena, however, recalled the fact that the old man had at one time dealt in shoes and so in we went to meet the rosy-cheeked, smiling little Franz Wanzel."

"Slippers," said he with his never-come-off smile. "I t'ink we have some." The fat little Dutchman pulled down several boxes from one corner and inside of three minutes uncovered the very thing in slippers. Wife went home satisfied, wondering, perhaps, if what one merchant told her, that slippers were going out, was really a fact."

"I should say not," laughed Ike Wandridge. "That sort of wearing apparel has been in existence since the days of good Father Noah. The sandals of the ancients were very similar to the toe slipper of to-day. Your good wife need borrow no trouble over thinking that she will ever have to do without her favorite house sandals."

"That's my idea of it exactly. Merchants are queer in some respects," musingly commented the schoolmaster. "Hereabouts they seem satisfied to get what pleases them without regard to the wants of their customers. Now I want you to put a flea in Burridge's ear, Ike."

"All right, Tom."

"Some of the dealers are like the old French trader who, when an article was much in demand and had

been on sale in his store, failed to replenish when sold out "because there was no call for it," he said, when its very absence from his shelves proclaimed its popularity. Burridge now keeps only the cheaper brands of baking powders since he has only an occasional call for something better. He provokes me sometimes—"

"Well, I should think so," ejaculated Ike, the drummer. "He is coming now, so I must turn my batteries on the old man."

"Don't forget to put a flea in his ear about baking powder and such."

"I'll not forget," and the drummer went to meet Burridge with the outstretched glad hand. Old Timer.

Must It Come To This?

Bronson—Our new maid put wine glasses on the breakfast table.

Woodson—Did your wife reprimand her?

Bronson—No, we don't want to hurt her feelings, so we have wine every morning for breakfast.

Too Economical.

Eva—And you refused him! Why?

Edna—He was too economical.

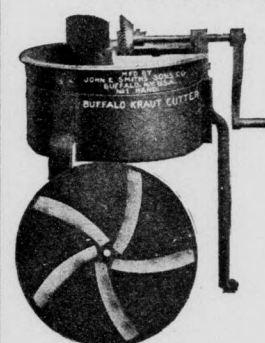
Eva—But I thought you said the young man you accepted would have to be economical?

Edna—But he was too much so. He actually proposed on a postcard.

The long-haired pianist is known by his locks as well as by his keys.

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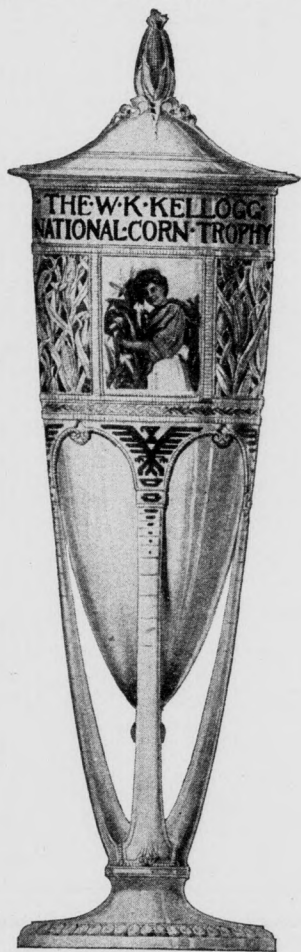
are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company, Grand Rapids, Michigan

CORN GROWING CONTEST.

Effort To Improve the Quality of the Staple.

The advertising campaign of the Kellogg Toasted Corn Flake Co. in support of its prize corn growing contest in the Middle West is creating a great deal of discussion in corn and grocery circles by reason of its magnitude and its probable influence on the corn production of the country. While the purpose of the Kellogg prizes and advertising is to promote the growing of better corn, it



is likely to result in an awakening in the whole subject of corn crops. The management of the Iowa State College and the Omaha National Corn Exposition are actively pushing the agitation for better types of corn than have ever been known before and the publicity through the Kellogg advertising has every farmer in the corn belt sitting up and taking notice.

It will be recalled that the National corn trophy offered by W. K. Kellogg is a magnificent \$1,000 gold and silver urn, inlaid with metals and enamels. It is now being made by Tiffany. In addition to this there are five prizes offered through the Iowa State Agricultural College, aggregating \$1,000, to be paid for the best ears of corn in that State, and Mr. Kellogg has also offered a smaller cash prize for the best corn raised in Northern Michigan. The National trophy will be the center of attraction at the big Omaha National Corn Exposition in December.

The publicity campaign now in progress contemplates in its existing contracts through corn belt newspapers, almost 2,000 newspapers, an expenditure aggregating almost \$50,000.

Mr. Kellogg is using 233 weeklies and forty-four dailies in Iowa, thirty-eight dailies and 141 weeklies in Indiana, sixty-nine dailies and 1,212 weeklies in Kansas, Missouri and Nebraska and 231 weeklies in Illinois. In addition to this the trophy contest will be exploited in the National magazines in September and October. The officers of the National Corn Exposition say it is the biggest boom for corn growing ever inaugurated and they are working in harmony with Mr. Kellogg to make it effective.

Movements of Working Gideons.

Detroit, Sept. 13—Wheaton Smith led the Griswold House meeting last Sunday and he was in tune, ready to give out "The Fruit of the Vine." He read the 15th chapter of John and took up the subject, "The Vine, the Branches and the Fruit." He described the growing vine full of life, blood, vigor and sap and then showed how the leaf, the bud and the little tender shoot depend on the sap or blood of the vine for life and sustenance. Then he showed how the connection between the vine and the branch was made; how the sap or blood reached the branch, then out on the end of the branch the fruit. "I am the Vine, ye are the branches. He that abideth in me and I in him the same bringeth much fruit, for without Me ye can do nothing." The branch must be full of the sap before it can bear fruit and the connection between the vine and the branch must be such that the sap can pass through the branch to the fruit. The moment you sever this connection the branch withers and is cast off. Many new faces were present, among them Miss Green, of Detroit, Miss Leahey, of New York, C. P. W. Nims, representing A. H. Hewes & Co., Cambridge, Mass., Lee A. Spindle, representing the F. G. Hartwell Co., Chicago, also Holmes, Mitchell, Joslin, Webb, White and Gates and Sisters Mitchell, White, Holmes and Gates, with guests of the hotel in the parlor and hall. The next meeting will be led by Brother C. H. Joslin, who is now preparing for a meeting of unusual interest.

Friday evening, Sept. 17, the Gideons and their wives will meet at C. H. Joslin's, 305 Hancock avenue, to meet Brother Chas. M. Smith, who sails the last of this month for a tour of six months in Europe. All will sing "God be with you till we meet again." Aaron B. Gates.

Inadequate.

Jest—What's that you're buying?

West—A thermometer.

Jest—Why, you bought one only a few days ago.

West—Yes, but we're having so much hot weather out our way that one's not enough.

The Only Difference.

Scott—The difference between a poor man and a millionaire—

Mott—Yes, I know all about it. One worries over his next meal and the other over his last.

A chaperon is merely a fender for keeping a girl from colliding with the wrong man.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 11—The arrivals of coffee during the week will give this market a good assortment and a liberal supply of almost all sorts. Trading has been rather quiet, as buyers are loath to purchase ahead of current requirements, and in this they would seem to find some justification in the huge receipts at Rio and Santos, which aggregate from July 1 to Sept. 9 5,149,000 bags, against 3,446,000 bags at the same time last year and 2,401,000 bags two years ago. In store and afloat there are 3,780,168 bags, against 3,450,190 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 7¼@7½c. Mild coffees are inactive and quotations show little, if any, change.

The tea trade is in good shape and the increasing demand noted in the last report still continues. Buyers and sellers are not far apart in their views and there is little, if any, haggling over prices.

Sugar is quiet. Most all of the business has been in withdrawals under previous contracts and at the moment little is doing in the way of new trade. The basis of granulated all around seems to be 5.05 firm.

Rice has met with a steady sale. Supplies are not excessive, but there seem to be enough to meet all requirements. Sellers are not inclined to make any concession and buyers will hardly find it worth while to seek for bargains. Freer supplies are coming to the mills in the South and this market will soon be well stocked with all sorts. Prices are without change.

Spices are firm. Most interest is shown in pepper, some 250 tons selling at an advance. Other lines are in fair request and almost every day sees some improvement.

Molasses and syrups are quiet and without noticeable change in any respect. Fancy syrup, 27@30c.

Canned goods move along in about the same channel. The demand for tomatoes is less active than a week ago, and it is said that liberal offerings have been made at 65c for standard 3's f. o. b. It seems likely that a good big pack will be put up. This is one thing that has rather depressed the market and, besides, packers must have money. Although corn promises to be rather a short pack there is very little, if any, improvement in the demand and prices are unchanged. Peas are firm.

Butter is firm for top grades, although the 50c mark seems some dis-

tance away yet. At the close creamery special is worth 31½@32c; extras, 31c; firsts, 28½@30c; Western imitation creamery, 24@25c; Western factory, 21½@22@23c.

Cheese is firm and full cream is quoted at 15½@16½c, N. Y. State stock.

Eggs are firm for desirable stock and such are quoted at 28@29c for Western extras; extra firsts, 25½@26c; seconds, 20@22c.

Letter Which Brought In One Hundred Dollars.

Evansville, Ind., Sept. 13—I just received a letter from my friend, H. P. N. Gammel, of El Paso, Texas, and he enclosed a copy of a letter he wrote to one of his customers who owed him one hundred dollars and he was very proud to see the gentleman come in one day with the money and a new hat as a premium. The letter is as follows:

"The 15th has passed. Remember, I promise and others promise me and so we all make mistakes—something I desire to avoid in business. You see by a promise made me I make a promise. You should never make a promise unless you fulfill it. Your intentions, I know, are good, but intentions are excuses with children only. As men we must do things, and never make a promise unless we fulfill it. I have done it, but have always suffered for it. I shall never do it again.

"My honor, my manhood and my inner self prevents it and forbids it."

My friend sent this to me and said that I could use it on some of my customers, but I have no use for it, because, I am proud to say, no man on earth owes me a cent. I sell strictly for cash, but nevertheless I thought I would let the readers of the Tradesman see it and perhaps some of them could make good use of it.

Edward Miller, Jr.

One Kind of Carefulness.

John D. Rockefeller, Jr., in one of the last addresses that he made to his Sunday school class before abandoning it, said of carefulness in business:

"Too many business men are careful on one side, their own side, only. Thus a coal dealer whom I used to know shouted one afternoon to an employe who was driving out of the yard:

"Hold on there, Jim! That coal can't have been weighed. It looks a trifle large for a ton to me."

"Jim shouted back:

"This ain't a ton, boss. It's two tons."

"Oh, all right," said the dealer, in a mollified tone. 'Beg your pardon. Go ahead.'"

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.



How the Square Deal Broke Its Followers.

"Talk about the square deal in business," exploded the red headed, heavy man in the smoking room of the sleeper; "say, it was the square deal that put me to the bad—and then some!"

The thin, sallow man who had touched upon the principle of the square deal in the beginning coughed slightly behind his hand, changed the crossing of his legs and cleared his throat.

"What line of business?" he enquired, rather uneasily.

"Farm lands," snapped the man with the red head. "In God's country, too, if there ever was one."

It is quite likely if it had depended upon any further venture on the part of the thin, sallow man of the square deal proclivities no further word of the misfortunes of the red haired man would have come out in the next 400 miles. But it was a day's trip, through a long, monotonous stretch of prairie country, and the traveling salesman grasped at the straw.

"The square deal wreck a real estate man?" he queried lightly. "Oh, tell that to the marines."

"That's what I said," protested the red headed man, glaring a little at the speaker and then puffing a cloud of smoke into the dust screen under the window.

"Oh, I was just trying to put over something fresh," hastened the traveling salesman, setting his handbag over in the corner. "Give us the story, won't you? I've got cigars for the crowd to last through it and there's a quart bottle in lower 7 if anybody gets dry."

"Sure; tell us the story," broke in two or three others in chorus.

Evidently it wasn't a pleasant retrospection in detail, for the red headed man scowled some more at the dry landscape as it reeled by in circles far as the eye could see.

"I ain't kicking," he began apologetically. "I've bought and paid for my lesson and I ain't going to have to learn it again—see? I can play the fool once, but I don't play the same kind of a fool twice. You can put that down in your little red book for keeps."

"In fact, it ail came about through a fool silent partner of mine, who thought he had beat Roosevelt to the square deal by a mile. This feller was a jay cattleman, up in the Northwest country, and he had land to burn. Goodness knows how he got it, but he'd had it so long it didn't matter. I met him on a shootin' trip up there and we stopped at his ranch and he told me he was kind of taper-

in' off on the cattle business. He said he had about enough to quit on and move to a city somewhere.

on and talked farmin'. I talked it for ten days, rode over every foot of the ground, had surveys made and the result was that I went back home agreeing to wire back, closing a partnership deal in the scheme just as soon as I had raised \$100,000 cash.

"Well, in six months this chap and me had a Chicago office with twenty people employed in it and had a square deal campaign planned for the opening of the next season such as would have made the inventor of the Golden Rule look like a second hand dealer in brass.

"We tapped the river with a main ditch, seventeen miles up, and we put

through with the deal on the square if it busts a hamestring."

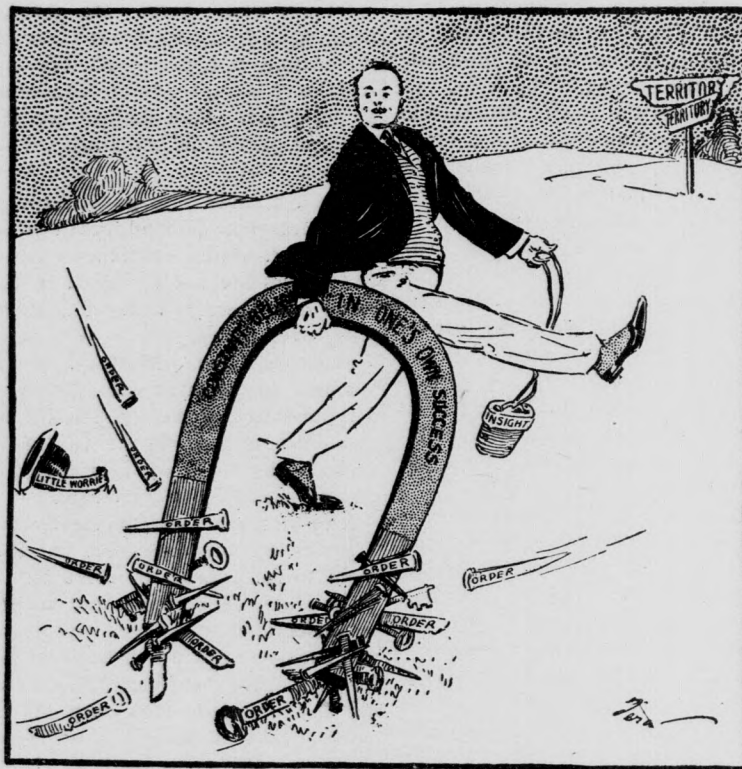
"Well, as we'd laid the thing out, that there 80,000 acres was goin' to bring us in \$5 an acre, net, which meant that we'd split a profit of just \$400,000 half in two. Looked good, didn't it, especially as there wasn't anything in a carpenter's shop squarer than that there whole scheme? 'Come an' git your money back if you ain't pleased,' was what we advertised.

"As I was sayin', we started up in the Chicago office with a staff of twenty men—correspondence men, solicitors, stenographers. Well, say, in four months we had a movin' picture machine showin' up the real thing and we had forty people on the payroll.

"Suddenly, one day, the advertisin' manager comes in, lookin' sort o' dragged and down in the mouth. 'I've got to let up,' he says, sighin'; 'I've been hittin' it up pretty hard and I've got to git to the simple life, somewhere. The doctor says it's a skiddoo for me, and I can't start too quick. I've been thinkin' maybe I could buy twenty acres of that land up there and settle down on it and sort o' rest up on it.'

"'Sure thing,' I said; 'we hate to lose you, but if you've got to go, that there's the place. You come in and see me at 10 to-morrow mornin' and I'll have somethin' to say that may int'rest you some.'

"I knowed just how my partner would feel about it, but I wanted to fix it up so's we could have a deed ready for Walker next mornin', givin' him right and title to the best twenty acres in the whole durned shootin' match. And we done it, too, and we thought Walker'd just break down and cry fer a minute. He was awfully affected.



CARRY THE MAGNET.

You remember the fun you had with a magnet when you were a small boy. You remember the fascination with which you watched the pieces of iron leap up as if alive and fly through the air to attach themselves to that master of metals. You realize to-day that there are human magnets—salesmen so thoroughly saturated with belief in their own success, with the courage that comes from unshakable confidence, that business leaps to meet them at their approach. "Nothing is but thinking makes it so." If you think that you can get orders, if you are full of the belief that you can win success—so full that you are willing to put forth your utmost efforts continuously and confidently, you will find yourself equipped with a magnet that is bound to bring you business. Orders will meet you half way—orders that the skeptical or disheartened salesman who expects failure couldn't budge with the claw end of a hammer. So carry along that magical good luck horse-shoe, belief in yourself and your success.

"Gettin' sick as he was of the cattle business, of course he had some other kind of bug in his nut. This was the agricultural bug. He'd been watchin' a lot of live cities buildin' up in that part of the country, with the people livin' on canned stuff until you knowed when you was gittin' in twenty-five miles of a town simply by lookin' out of a car window for the piles of empty tin cans.

"'What this country needs is farmers,' he says to me. 'What's the use shippin' in this dyed, chemical stuff when I've got land enough under the river level to make 4,000 farmers rich growin' the real thing right here on the ground?'

"Say, I sat up and took notice. I let the rest of the huntin' bunch hit it up back to Chicago, while I stayed

every durned acre of that 80,000 acre tract in touch with water. And it was real water, wet all the year 'round. We cut it up into twenty acre farms, planted trees on experimental tracts and put in vegetables and small fruits to beat the German band. That fall we spent \$1,500 for photografs alone, showing waving grain, small fruits and potatoes rollin' out o' the ground in front of the plow so thick you couldn't see any dirt with 'em.

"Say, that there land out there looked as if it was determined to sprain itself in the crop line. My partner said he never thought it had it in it to any such extent as that or he'd have kept it himself and leased the blamed place out. 'But we are in for it now,' he said, 'and we'll go

"The Smile That Won't Come On"

They all wear it in some hotels. The moment you step in

Hotel Livingston Grand Rapids

you see the word WEL-COME written across every face.

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.

"I'll see that you git some pictures next summer that'll be pictures," he says, in tellin' us good-bye. "That there laud's the best out o' doors, and I knowed it a long time ago," says Walker, grippin' my hand a lot harder than any sick man's expected to do. I kind of thought so at the time, but it slipped my mind in a second.

"Walker had been an awful popular feller in the office from the first. Ever'body liked him and talked to him and joked with him just as if he was one of 'em. They was all done up when they heard Walker was gone and when they was told where he had gone the gol durndest change came over that bunch that you ever seen.

"You see we was playin' up the movin' picture business to bunches of people our solicitors brought in. It had been a great attraction to them. Suddenly we noticed that half them employes in the office was sneakin' away from their desks, lookin' in at the pictures. But, say, that next summer when Walker's pictures begun to come in that office of ours went plumb crazy. I remember one night after we'd locked up and I'd met a feller at dinner in a restaurant and he wanted to see 'em we went over to the office where I was goin' to show him some of 'em. Say, there wasn't one o' them photografs in the whole office! I didn't know what to make of it. I knowed the feller thought I'd been simply lyin' to him from the way he looked.

"But the next mornin' there them pictures was, large as life. When I begun to ask about it I found that them forty employes had swiped 'em over night simply to take home and show their folks. A month later we got a new lot of them movin' pictures for the machine and two days later the book-keeper and the cashier resigned, buyin' two twenty acre farms from us, which like chumps we sold at cost.

"Well, that was the beginnin' of the end. When the man who worked the picture machine resigned and wanted to buy, we soaked him full price, cash, and we decided to do it right along thereafter. But you might as well tried to stop a locomotive with a baseball bat. We couldn't hire new people fast enough to fill the vacancies in that office. The new book-keeper and the new cashier stayed just two weeks and skipped to that there land. We tried to talk 'em out of it and we raised salaries 25 per cent. all 'round. But it was nothin' but skiddoo for them. They went in twos and sixes and dozens until the whole organization was busted all to smash.

"What was we to do? We'd sold just 4,400 acres of that 80,000. We couldn't keep an advertisin' manager or a man to run the picture machine. People come in there in droves and nothin' doin'. They'd swipe one o' them beautiful photografs on a card and beat it for the door. In a week we didn't have a dozen good ones left out of 200 or more that Walker'd sent us.

"What are we goin' to do about it?" I asked my partner one night, sor-

er than a boil under a back collar button.

"I'm durned if I know," he said, lookin' at me as blank as a new sheet of foolscap.

"And all because of this dad blasted fool square deal that we've been puttin' up," I says, rubbin' it in a little.

"I guess you're about right," he says, kind of resigned like, slippin' down in his chair limp as a rag.

"Well, the result was that one day, sittin' in the office, Barnes and me got a letter dated Seattle, Washin'ton. It was from some kind of land company, limited, sayin' they'd been informed that as we hadn't been successful with that there land business of ours, they'd like to take it off our hands if we'd fix the price right.

"Sell," said my partner; 'let's drop that durned deal at any price.'

"Well, we dropped it! And we dropped somethin' else with a sickenin' thud. It was dough and it was lots of it!

"As for myself, I'm goin' back there," said Barnes. 'I want 160 acres of that land and I guess I can raise the price. It's a cinch I've got all I want of bus'ness in the city and that there country is a good deal like home to me. It looks good, I can tell you.'

"So Barnes went back and he's there yet far's I know, but you couldn't 'a' pulled me back there with a pair of mules. But Barnes was the means of clearin' up that there land company business. Do you know what he found? Why, that gol durned sneakin', lyin' first manager of ours who was sick and who we'd give twenty acres to for nothin' had joined forces with some of them other sneakin' employes we had and they was this here 'land company,' with Walker the President of it. And with that 75,000 acres or so that we sacrificed they've cleaned up a million dollars net and have got 20,000 acres left that they're holdin' onto for another million clean!

"Now," pausing and fixing his eyes on the still sallow advocate of the square deal, "I'd like to hear what you know about that!"

"But you don't look as if you were down and out, after all," suggested the thin, sallow man.

"Not on your life," snorted the red haired man, "but no thanks to the square deal! Since that experience I've bought 30,000 acres of pine barrens at 50 cents an acre and sold it at \$10 an acre for grapes and peaches!" Hollis W. Field.

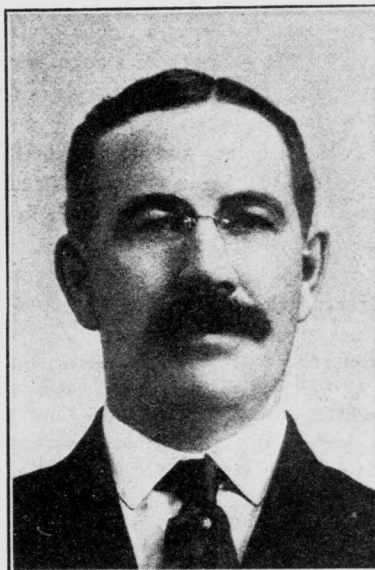
A Marquette correspondent writes: W. A. LeDuc, of Manistique, has accepted a position with the Gannon Grocer Co. as salesman for the city of Marquette. Munising and Newberry are also included in his territory. He commenced work last week. It is his intention to move his family here in the near future. Mr. LeDuc has had much experience on the road as a cigar salesman.

Some of us never get beyond the kindergarten grade in the school of experience.

SUCCESSFUL SALESMEN.

Wm. P. Hughes, Representing the McCaskey Register Co.

Wm. P. Hughes was born in York State June 5, 1865. After graduating from the Grammar school in 1882 he entered the Pennsylvania University and spent two years in the study of law, after which he entered the fire insurance business, continuing therein four years. Later on he took up the business of life insurance for the New England Mutual Life Insurance Company of Boston, Mass., in the capacity of Superintendent of Agencies for the States of Wisconsin and Michi-



gan, remaining in this line of endeavor for the following four years. Later on he entered the employ of the American Appraisal Company as special representative, with offices in New York City and Philadelphia, until the panic of 1907, when he engaged with the McCaskey Register Co. as a local salesman in the States of Iowa and Illinois, staying with the company in this capacity from September 1, 1908, until January 1, 1909, when he received the appointment of special representative, moving to Michigan to look after the company's affairs generally. On June 1 of this year he received the appointment of State Supervisor, with offices at 1014 Chamber of Commerce, Detroit, Michigan.

Mr. Hughes is a member of all of the Masonic orders; also a member of the Knights of Pythias and the Illinois Commercial Men's Association. His hobby is hunting and fishing.

Mr. Hughes has thirteen salesmen on his Michigan selling force, stationed in various points throughout the State, from whom he is securing very satisfactory results for his company.

Wm. Druke, Jr., succeeds Geo. Munroe as city salesman for the Worden Grocer Co. Mr. Munroe will shortly engage in the retail grocery business on East Wealthy avenue.

A woman is never so hard to understand as she thinks a man thinks she is.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Sept. 15—Creamery, fresh, 27@31½c; dairy, fresh, 22@28c; poor to common, 20@22c.

Eggs—Strictly fresh, 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, \$2.85; medium, hand-picked, \$2.40@2.50; pea, hand-picked, \$2.40@2.50; red kidney, hand-picked, \$2.25@2.40; white kidney, hand-picked, \$2.60@2.80.

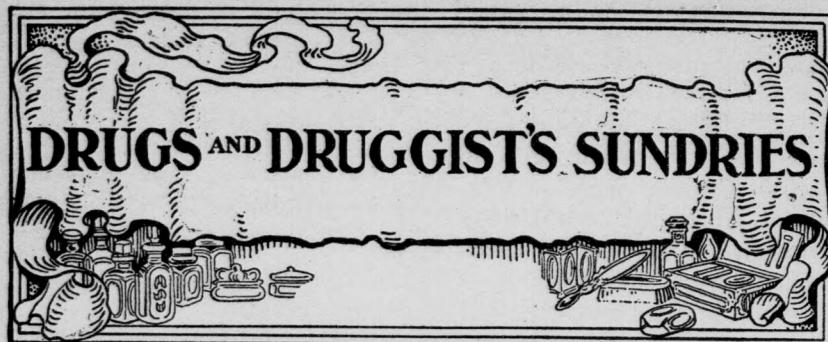
Potatoes—New, \$2@2.25 per bbl. Rea & Witzig.

A Hillsdale correspondent writes as follows: E. E. Eddy, Michigan manager for the Arbuckle-Ryan Co., states that the automobile is a great factor in the dispatch of business. Mr. Eddy has recently made several trips, being gone from the city not to exceed one working day, and has called upon customers whom by the old methods of railway transportation it would require three or four days to reach. Mr. Eddy has done this with an expense of about \$15 each trip, whereas the former method required an expenditure of about \$40 to \$50 for traveling expenses and hotel bills, the loss of time in waiting for trains not being considered. One day last week Mr. Eddy arranged a trip which greatly recommends the auto for service of this kind. He left his home in this city at noon and was accompanied by his son and Harry Burnett. He drove to Albion, Marengo, Rice Creek, Partello and Lee Center, and returning drove near Marshall, Eckford, Homer, Litchfield and back to this city early in the evening, covering about 100 miles and visiting five prospects. The machine worked perfectly and one hour of this time was used in fighting fire in Calhoun county.

Kalamazoo—At the first meeting of the creditors of the failed Verdon Cigar Co., held before Judge H. C. Briggs, referee in bankruptcy, Stephen G. Earl was appointed trustee. The liabilities of the company are listed at \$70,997.54, while the assets amount to \$28,030.10. The good will, trademarks and copyrights of the Verdon company were recently purchased by the Lillie Cigar Co., of Detroit.

Detroit—A corporation has been formed under the style of the Warner Manufacturing Co. for the manufacture and sale of vehicles of all kind of motive power, with an authorized capital stock of \$5,000, of which amount \$5,000 has been subscribed, \$1,200 paid in in cash and \$2,500 paid in in property.

Jackson—A new concern has been organized under the style of the United States Standard Co. to manufacture and sell the Night Commander acetylene generators. The authorized capital stock is \$50,000, of which amount \$25,000 has been subscribed and paid in.



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.

Mr. Kirchgessner Replies To Mr. Calkins.

Grand Rapids, Sept. 13—Proven by his own statement Detroit is not stronger than Grand Rapids in the State Association. Grand Rapids has 42 per cent. of its number, while Detroit has only 27 per cent., figuring 300 stores for Detroit, and I think there are more. I was opposed to Mr. Calkins because, as Secretary of the State Association, I think he did not do his duty last winter when the Legislature was in session. I think it was his duty to keep in touch with all local and county associations so as to arouse them into action. This was not done. I did not ask the Nominating Committee to place my name on the ballot. I did not know it was a confidence game. The action of the druggists of Western and Northern Michigan shows where there is lack of confidence. There is more of interest in the five line report of the Adulteration Committee of 1909 than in the lengthy report of 1908 to the druggists because it deals with products which the druggist makes. If a report of the nature of 1908 was desired I could have furnished one of sixteen pages.

The State Association would have made a wise move if they had taken the \$200 they voted to the Prescott memorial fund and spent it to organize the druggists of the State. If the State Secretary had done his duty we would have had a State itinerant vender law. The druggists of the western part of the State are not going to desert the State Association. On the contrary, we are going to strengthen it by putting more life in the same even if we have to organize an auxiliary association. I am not now nor never was in favor of a saloon drug store, and if there are such there are laws to take care of them.

W. C. Kirchgessner.

Flavoring Extracts Not Subject to Special Tax.

The Acting Commissioner of Internal Revenue has made a ruling of much importance to the drug trade, and also to manufacturers of flavoring extracts, "bitters" and other prep-

arations, which, although used in beverages, are not in themselves potable in their condition as marketed. It is held that the sale of such goods does not involve the seller in liability to pay special tax as a liquor dealer, provided the quantity of alcohol used in the manufacture of the goods is no more than is necessary for the purpose of extracting and holding in solution the flavoring principles employed. The ruling is set forth in a letter of instructions to the Collector of Internal Revenue at Baltimore, amending the bureau's decision No. 1505.

Referring to previous correspondence relative to the classification of Abbott's Bitters, manufactured by C. W. Abbott & Co., Baltimore, you are advised that after careful investigation this office finds that Abbott's Bitters is used only a dash at a time for flavoring purposes and can not be used in its original strength as a beverage. The manufacturers have satisfied this office that the percentage of alcohol contained is not more than is necessary for the purpose of extracting and holding in solution the flavoring principles contained.

Too Many Drug Stores—Scarcity of Clerks.

Dr. Oscar Oldberg, President of American Pharmaceutical Association, is very decided in his opinion that these two evils are due to the same cause, and he is sustained in this view by the other members of the Committee on National and State Legislation, whose report was read at the last meeting of the American Pharmaceutical Association.

The report frankly describes the demoralized conditions of the drug trade, with the unequal qualifications demanded by the different State laws and boards of pharmacy, but unlike most croakers who complain of existing conditions, the report suggests a remedy. It proposes that a much higher grade of qualification be demanded of registered pharmacists than at present, that registered assistants be required to have about the qualifications now possessed by registered pharmacists, and that registered apprentices have about the qualifications now demanded of assistants. It will be seen at once that this course would soon reduce the number of registered pharmacists and at the same time increase the number of assistants, while incidentally it would reduce the number of stores and increase the supply of clerks.

Palatable Soda Fountain Drink Containing Caffeine.

There are over a hundred preparations on market with from 1 to 1½ grs. of caffeine and phosphoric acid to the glass. One might experiment along the following lines:

F. E. Kola	7 drs.
F. E. celery seed	7 drs.
F. E. coca	10 drs.
Cinnamon oil	15 dps.
Clove oil	15 dps.
Dilute alcohol, q. s.	1 pt.

Mix and filter through talc.

Take of the above	2 ozs.
Caffeine	64 grs.
Phosphoric acid	64 grs.
Claret wine	1½ pts.
Caramel	2 ozs.
Syrup to make	1 gal.

Use 2 ounces to a 6-ounce glass of carbonated water.

Of course this is merely suggestive. One could doubtless improve the flavoring and the combination of the essentials. Be careful about the name. Do not get too close to anyone else. Develop a good preparation and sell it on its merits.

R. E. Dyer.

Stopper for Delicate Chemicals.

We find it difficult to keep good stoppers in our wide-mouth stock bottles containing resorcin, menthol, potassium acetate and chemicals of similar nature. The containers in which these products come to us are stoppered with flat corks which soon spoil from the repeated use of the corkscrew. The holes thus produced admit moisture and allow the

deliquescent salts to spoil. Moreover, the mouths of the bottles are too wide to permit the use of an ordinary cork after the original one is no longer serviceable. To remedy the difficulty I push a short nail up through the cork, thus making it possible to pull the stopper without the aid of a corkscrew, at the same time keeping the cork intact.

H. F. Goodrich.

Freckle, Tan and Sunburn Lotion.
Zinc sulfocarbolate25 grs.
Glycerin3 drs.
Rose water18 drs.
Alcohol3 drs.

Cologne spirit (or other perfume)15 dps.
Camphor5 grs.

Dissolve the zinc salt in the rose water, add the glycerin and then the other ingredients previously mixed.

Directions—Use twice daily, first washing face with hot water and soap and allow the lotion to dry upon the skin.

Using a New Mortar.

New mortars and pestles should not be used in compounding medicines until after they are properly treated. When they come out of the factory they are rough inside and might contain some soluble alkali on the surface. New mortars and pestles should be allowed to stand filled with a dilute acid for at least one hour; after this the mortar should be filled with water and triturated until both inside of the mortar and the pestle are smooth.

Liquor Register System

For Use In
Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

Tradesman Company
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba	1 75@1 85	Scilla	@ 50	Lupulin	@ 40	Oils			
Aceticum	6@ 8	Cubebae	2 50@2 75	Scilla Co.	@ 50	Magnesia, Sulph. bbl	@ 1 1/2	Sapo, G	@ 15	Lard, extra	35@ 90
Benzoicum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	@ 50	Mannia S. F.	60@ 70	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Boracie	@ 12	Evechthitos	1 00@1 10	Prunus virg	@ 50	Menthol	3 00@3 25	Sapo, W	13 1/2@ 16	Linseed, pure raw	55@ 58
Carbolicum	16@ 23	Gaultheria	2 50@4 00	Zingiber	@ 50	Morphia, SP&W	2 90@3 15	Seidlitz Mixture	20@ 22	Linseed, boiled ..	56@ 60
Citricum	3@ 50	Geranium	oz 75	Tinctures		Morphia, SNYQ	2 90@3 15	Sinapis	@ 18	Neat's-foot, w str	65@ 70
Hydrochlor	3@ 5	Gossippii Sem gal	70@ 75	Aloes	60	Morphia, Mal.	2 90@3 15	Sinapis, opt.	@ 30	Spts. Turpentine ..	Market
Nitrosum	8@ 10	Hedeoma	2 50@2 75	Aloes & Myrrh..	60	Moschus Canton ..	@ 40	Sinapis, opt.	@ 30	Whale, winter ..	70@ 76
Oxalicum	14@ 15	Junipera	40@1 20	Anconitum Nap'sF	50	Myristica, No. 1 ..	25@ 40	Snuff, Maccaboy, ..	@ 40	Paints	
Phosphoricum, dil.	@ 15	Lavendula	90@3 60	Anconitum Nap'sR	50	Nux Vomica po 15	@ 10	De Voes	@ 51	Green, Paris	21@ 26
Salicylicum	44@ 47	Limons	15@1 25	Arnica	50	Os Sepia	35@ 40	Snuff, S'h DeVos ..	@ 51	Green, Peninsular ..	13@ 16
Sulphuricum	13@ 5	Mentha Piper	1 75@1 90	Asafoetida	50	Pepsin Saac, H & P D Co.	@ 1 00	Soda, Boras	6@ 10	Lead, red	7 1/2@ 8
Tannicum	75@ 85	Mentha Verid	2 25@2 40	Atrape Belladonna	50	Picis Liq N N 1/2	@ 2 00	Soda, Boras, po.	6@ 10	Lead, white	7 1/2@ 8
Tartaricum	38@ 40	Myrlicia	3 00@3 50	Aurant Cortex..	50	Picis Liq qts	@ 1 00	Soda et Pot's Tart	25@ 28	Ochre, yel Ber 1 1/2	2 @ 4
Ammonia		Olive	1 00@3 00	Barosma	50	Pil Hydrarg po 80	@ 60	Soda, Carb	1 1/2@ 2	Putty, commer'l ..	2 1/2@ 2 3/4
Aqua, 18 deg.	4@ 6	Picis Liquida	10@ 12	Benzoin	50	Piper Alba po 35	@ 30	Soda, Bi-Carb	3@ 5	Putty, strict pr ..	2 1/2@ 3
Aqua, 20 deg.	6@ 8	Picis Liquida gal.	@ 40	Benzoin Co.	50	Piper Nigra po 22	@ 13	Soda, Ash	3 1/2@ 4	Red Venetian	1 1/2@ 2
Carbonas	13@ 15	Ricina	94@1 00	Cantharides	75	Pix Burgum	@ 3	Soda, Sulphas	@ 2	Shaker Prep'd ..	1 25@1 35
Chloridum	12@ 14	Rosae oz.	6 50@7 00	Capsicum	50	Plumbi Acet	12@ 15	Spts. Cologne	@ 2 60	Vermillion, Eng.	75@ 80
Aniline		Rosmarini	@ 1 00	Cardamon	75	Pulvis Ip'cet Opil 1 30@1 50	@ 50	Spts. Ether Co.	50@ 55	Vermillion Prime	
Black	2 00@2 25	Sabina	90@1 00	Cardamon Co.	50	Pyrethrum, bxs. H & P D Co. doz.	@ 75	Spts. Myrcia	@ 2 50	American	13@ 15
Brown	80@1 00	Santal	4 50	Cassia Acutifol ..	50	Pyrethrum, pv.	20@ 25	Spts. Vini Rect bbl	@	Whiting Gilders ..	@ 95
Red	45@ 50	Sassafras	85@ 90	Cassia Acutifol Co	50	Quassia	8@ 10	Spts. Vi'i Rect 1/2 b	@	Whit'g Paris Am'r	@ 1 25
Yellow	2 50@3 00	Sassafras, ess. oz.	@ 65	Castor	50	Quina, N. Y.	17@ 27	Spts. Vi'i R't 10 gl	@	Whit'g Paris Eng.	@ 1 25
Baccae		Succini	40@ 45	Catechu	50	Quina, S. Ger.	17@ 27	Spts. Vi'i R't 5 gl	@	cliff	@ 1 40
Cubebae	35@ 40	Thyme	@ 1 60	Cinchona	50	Quina, S P & W	17@ 27	Strychnia, Crystl 1 10@1 30	@	Whiting, white S'n	@
Juniperus	10@ 12	Thyme, opt.	@ 1 60	Cinchona Co.	50	Miscellaneous		Sulphur, Roll	2 1/2@ 3 1/2	Varnishes	
Xanthoxylum	30@ 35	Theobromas	15@ 20	Columbia	50	Aether, Spts Nit 3f 30@	35	Tamarinds	8@ 10	Extra Turp	1 60@1 70
Balsamum		Tigilil	90@1 00	Cubebae	50	Aether, Spts Nit 4f 34@	38	Terebenth Venice	28@ 30	No. 1 Turp Coach	1 10@1 20
Copaiba	65@ 75	Potassium		Digitalis	50	Alumen, grd po 7	3@ 4	Thebromae	48@ 50		
Peru	2 00@2 10	Bi-Carb	15@ 18	Ergot	50	Annatto	40@ 50				
Terabin, Canada	80@ 85	Bichromate	13@ 15	Ferri Chloridum	35	Antimoni, po	4@ 5				
Tolutan	40@ 45	Bromide	25@ 30	Gentian	50	Antimoni et po T	40@ 50				
Cortex		Carb	12@ 15	Gentian Co.	60	Antifebrin	@ 20				
Abies, Canadian	18	Chlorate	12@ 14	Guiaca ammon ..	60	Antipyrin	@ 25				
Cassiae	20	Cyanide	30@ 40	Hyoscyamus	50	Argentic Nitras oz	@ 62				
Cinchona Flava..	18	Iodide	50@2 60	Iodine, colorless ..	75	Balm Gilead buds	60@ 65				
Buonymus atro..	60	Potassa, Bitart pr	30@ 32	Kino	50	Bismuth S N	65@1 85				
Myrica Cerifera..	20	Potass Nitras opt	7@ 10	Lobelia	50	Calcium Chlor, 1s	@ 8				
Prunus Virgini..	15	Potass Nitras	6@ 8	Myrrh	50	Calcium Chlor, 1/2s	@ 10				
Quillaia, gr'd ..	15	Prussiate	23@ 26	Nux Vomica	1 25	Calcium Chlor, 1/4s	@ 12				
Sassafras, po 25..	24	Sulphate po	15@ 18	Opil	1 00	Cantharides, Rus ..	@ 90				
Ulmus	20	Radix		Opil, camphorated	1 00	Capsici Fruc's af	@ 22				
Extractum		Aconitum	20@ 25	Opil, deodorized	2 00	Capsici Fruc's po	@ 22				
Glycyrrhiza, Gla..	24@ 30	Althae	30@ 35	Quassia	50	Cap'i Fruc's B po	@ 15				
Glycyrrhiza, po..	28@ 30	Anchusa	10@ 12	Rhatany	50	Carmine, No. 40 ..	4@ 25				
Haematox	11@ 12	Arum po	@ 25	Rhei	50	Garphyllus	20@ 22				
Haematox, 1s	13@ 14	Calamus	20@ 40	Sanguinaria	50	Cassia ructus	@ 35				
Haematox, 1/2s ..	14@ 15	Gentiana po 15..	12@ 15	Serpentaria	50	Catecra	@ 10				
Haematox, 1/4s ..	16@ 17	Glycyrrhiza pv 15	16@ 18	Stromonium	60	Cera Alba	50@ 55				
Ferru		Hellebore, Alba ..	12@ 15	Tolutan	60	Cera Flava	40@ 42				
Carbonate Precip.	15	Hydrastis, Canada ..	@ 50	Valerian	50	Crocus	30@ 35				
Citrate and Quina	2 00	Hydrastis, Can. po	@ 60	Veratrum Veride	50	Chloroform	34@ 54				
Citrate Soluble..	55	Inula, po	18@ 22	Zingiber	60	Chloral Hyd Crss 1	20@1 45				
Ferrocyanidum S	40	Ipecac, po	00@2 10	Semen		Chloro'm Squibbs	@ 90				
Solut. Chloride ..	15	Iris plox	35@ 40	Anisum po 20 ..	@ 16	Chondrus	20@ 25				
Sulphate, com'l ..	2	Isalapa, pr.	65@ 70	Aplum (gravel's)	13@ 15	Cinchonide Germ ..	38@ 48				
Sulphate, com'l, by	70	Maranta, 1/4s	@ 35	Bird, 1s	4@ 6	Cinchonidine P-W	38@ 48				
bbl. per cwt.	70	Podophyllum po	15@ 18	Cardamon	70@ 90	Cocaine	2 80@3 00				
Sulphate, pure ..	7	Rhei	75@1 00	Cardamon Co.	50	Corks list, less 75%	@ 45				
Flora		Rhei, cut	1 00@1 25	Carui po 15	12@ 15	Creta	@ 5				
Arnica	20@ 25	Rhei, pv.	75@1 00	Chenopodium	25@ 30	Creta, prep.	@ 5				
Anthemis	50@ 60	Sanguinari, po 18	@ 15	Coriandrum	12@ 14	Creta, precip.	@ 11				
Matricaria	30@ 35	Scilla, po 45	20@ 25	Cydonium	75@1 00	Cudbear	@ 24				
Folia		Senega	85@ 90	Dipterix Odorate	2 50@2 75	Cupri Sulph	3@ 10				
Barosma	50@ 60	Serpentaria	50@ 55	Foeniculum	@ 18	Dextrine	7@ 8				
Cassia Acutifol ..	15@ 20	Smilax, M	@ 25	Linl	4@ 6	Emery, all Nos.	@ 8				
Cassia, Acutifol ..	25@ 30	Smilax, off's H.	@ 48	Linl, gr'd. bbl. 2 1/2	3@ 6	Emery, po	@ 6				
Salvia officinalis,	18@ 20	Spigella	45@1 50	Lobelia	75@ 80	Ergota	60@ 65				
Uva Ursi	8@ 10	Symplocarpus	@ 25	Pharlaris Cana'n	9@ 10	Ether Sulph	35@ 40				
Gummi		Valeriana Eng.	@ 25	Rapa	5@ 6	Flake White	12@ 15				
Acacia, 1st pkd.	@ 65	Valeriana, Ger.	15@ 20	Sinapis Alba	8@ 10	Galla	@ 30				
Acacia, 2nd pkd.	@ 45	Zingiber a	12@ 16	Sinapis Nigra	9@ 10	Gambler	3@ 9				
Acacia, 3rd pkd.	@ 35	Zingiber j	25@ 28	Spiritus		Gelatin, Cooper ..	@ 60				
Acacia, sifted sts.	@ 18	Semen				Gelatin, French ..	35@ 60				
Acacia, po	45@ 65	Anisum po 20 ..	@ 16	Frumentl W. D. 2	00@2 50	Glassware, fit boo	75%				
Aloe, Barb	22@ 25	Aplum (gravel's)	13@ 15	Frumentl	1 25@1 50	Glue, brown	11@ 13				
Aloe, Cape	@ 25	Bird, 1s	4@ 6	Juniperis Co.	1 75@3 50	Glue, white	15@ 25				
Aloe, Socotri	@ 45	Cardamon	70@ 90	Juniperis Co O T 1	65@2 00	Glycerina	22@ 30				
Ammoniac	55@ 60	Cardamon Co.	50	Saccharum N E 1	90@2 10	Grana Paradisi ..	@ 25				
Asafoetida	65@ 70	Carui po 15	12@ 15	Sot Vini Galli ..	1 75@6 50	Humulus	35@ 60				
Benzoinum	50@ 55	Chenopodium	25@ 30	Vini Alba	1 25@2 00	Hydrarg Ammol	@ 12				
Catechu, 1s	@ 13	Coriandrum	12@ 14	Vini Oporto	1 25@2 00	Hydrarg Ch. Mt ..	@ 87				
Catechu, 1/2s	@ 14	Cydonium	75@1 00	Sponges		Hydrarg Ch Cor ..	@ 87				
Catechu, 1/4s	@ 16	Dipterix Odorate	2 50@2 75	Extra yellow sheeps'	@ 1 25	Hydrarg Ox Ru'm	@ 97				
Camphorae	60@ 65	Foeniculum	@ 18	wool carriage	@ 1 25	Hydrarg Ungue'm	50@ 60				
Euphorbium	@ 40	Foenugreek, po.	7@ 9	Florida sheeps' wool	3 00@3 50	Hydrargyrum	@ 75				
Galbanum	@ 10	Linl	4@ 6	carriage	3 00@3 50	Ichthyobolla, Am.	90@1 00				
Gamboge	1 25@1 35	Linl, gr'd. bbl. 2 1/2	3@ 6	Grass sheeps' wool	@ 1 25	Indigo	75@1 00				
Gaulacium po 35	@ 35	Lobelia	75@ 80	carriage	@ 1 25	Iodine, Resubi ..	3 85@3 90				
Kino	@ 45	Pharlaris Cana'n	9@ 10	Hard, slate use..	@ 1 00	Iodoform	3 90@4 00				
Mastic	@ 45	Rapa	5@ 6	Nassau sheeps' wool	@ 1 00	Liquor Arsen et					
Myrrh	@ 50	Sinapis Alba	8@ 10	carriage	3 50@3 75	Hydrarg Iod.	@ 25				
Opium	4 75@4 85	Sinapis Nigra	9@ 10	Velvet extra sheeps'	@ 2 00	Liq Potass Arsnit	10@ 12				
Shellac	45@ 55	Spiritus		Yellow Reef, for	@ 1 40						
Shellac, bleached	60@ 65	Frumentl W. D. 2	00@2 50	slate use	@ 1 40						
Tragacanth	70@1 00	Frumentl	1 25@1 50	Syrups							
Herba		Juniperis Co.	1 75@3 50	Acacia	@ 50						
Absinthium	45@ 60	Juniperis Co O T 1	65@2 00	Aurant Cortex ..	@ 50						
Eupatorium oz pk	20	Saccharum N E 1	90@2 10	Ferri Iod	@ 50						
Lobelia	20	Sot Vini Galli ..	1 75@6 50	Ioeac	@ 60						
Majorium	20	Vini Alba	1 25@2 00	Rhei Arom	@ 50						
Mentha Pip. oz pk	28	Vini Oporto	1 25@2 00	Smilax Off's	50@ 60						
Mentha Ver oz pk	23	Sponges		Senega	@ 50						
Rue	39	Extra yellow sheeps'	@ 1 25								
Tanacetum	22	wool carriage	@ 1 25								
Thymus V. oz pk	25	Florida sheeps' wool	3 00@3 50								
Magnesia		carriage	3 00@3 50								
Calcined, Pat.	55@ 60	Grass sheeps' wool	@ 1 25								
Carbonate, Pat.	18@ 20	carriage	@ 1 25								
Carbonate, K-M.	18@ 20	Hard, slate use..	@ 1 00								
Carbonate	18@ 20	Nassau sheeps' wool	@ 1 00								
Oleum		carriage	3 50@3 75								
Absinthium	4 90@5 00	Velvet extra sheeps'	@ 2 00								
Amygdalae Dulc.	75@ 85	wool carriage	@ 2 00								
Amygdalae, Ama ..	8 00@8 25	Yellow Reef, for	@ 1 4								

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.

DECLINED

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[illegible]

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. 6 50 Wingold, 1/4s. 6 30 Wingold, 1/8s. 6 20 Worden Grocer Co.'s Brand Laurel, 1/2s cloth. 6 00 Laurel, 1/4s cloth. 6 00 Laurel, 1/8s cloth. 6 00 Laurel, 1/2s & 1/4s cloth. 6 80 Laurel, 1/2s cloth. 6 80 Voigt Milling Co.'s Brand Voigt's Crescent. 7 10 Voigt's Flourist whole wheat flour) 7 10 Voigt's Hygienic Graham. 6 55 Voigt's Royal. 7 60 Wykes & Co. Sleepy Eye, 1/2s cloth. 6 60 Sleepy Eye, 1/4s cloth. 6 60 Sleepy Eye, 1/8s cloth. 6 60 Sleepy Eye, 1/2s paper. 6 40 Sleepy Eye, 1/4s 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 Middings. 28 00 Buffalo Gluten Feed. 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal. 34 00 O P Laxo-Cake-Meal. 32 00 Cottonseed Meal. 33 00 Gluten Feed. 30 00 Brewers' Grains. 28 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. 25 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 Half barrels 2c extra MINCE MEAT Per case. 2 90 MUSTARD 1/4 lb. 6 lb. boxes. 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 tiers. 12 1/2 Compound Lard. 8 1/2 80 lb. tubs. advance. 1 1/2 50 lb. tubs. advance. 1 1/2 50 lb. tins. advance. 1 1/2 20 lb. pails. advance. 1 1/2 10 lb. pails. advance. 1 1/2 5 lb. pails. advance. 1 1/2 8 lb. pails. advance. 1 1/2 Smoked Meats Hams, 12 lb. average. 14 Hams, 14 lb. average. 14 Hams, 16 lb. average. 14 Hams, 18 lb. average. 14 Skinned Hams. 15 Ham, dried beef sets. 16 1/2 California Hams. 10 1/2 Picnic Boiled Hams. 14 Boiled Ham. 22 Berlin Ham, pressed. 11 Minced Ham. 11 Bacon. 15 1/2 Sausages Bologna. 8 Liver. 5 Frankfort. 10 Pork. 11 Veal. 11 Tongue. 11 Headcheese. 9 Beef Boneless. 14 00 Rump, new. 14 00 Pig's Feet 1/4 bbls. 40 lbs. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls. 40 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, pounds, 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 Potted ham, 1/8s. 50 Potted tongue, 1/2s. 50 Potted tongue, 1/4s. 50 Potted tongue, 1/8s. 50 RICE Fancy. 7 @ 7 1/2 Japan. 5 @ 6 1/2 Broken. 5 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint. 2 25 Columbia, 1 pint. 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. 3 10 Arm and Hammer. 3 10 Deland's. 3 00 Dwight's Cow. 3 15 L. P. 3 00 Wyandotte, 100 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 1 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 10 lbs. 1 12 55 8 lbs. 92 48 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 Maccaboy, in jars. 35 French Rappie in jars. 45 SOAP J. S. Kirk & Co. American Family. 4 00 Dusky Diamond, 50 Soz. 2 80 Dusky D'nd 100 6 oz. 3 80 Jap Rose, 50 bars. 3 60 Savon Imperial. 3 00 White Russian. 3 15 Dome, oval bars. 3 00 Satinet, oval. 2 70 Snowberry, 100 cakes. 4 00 Proctor & Gamble Co. Lenox. 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star. 3 00 Lautz Bros. & Co. Acme, 70 bars. 4 00 Acme, 30 bars. 4 00 Acme, 25 bars. 4 00 Acme, 100 cakes. 3 25 Big Master, 70 bars. 2 80 Marseilles, 100 cakes. 5 80 Marseilles, 100 cakes 5c. 4 00 Marseilles, 100 ck toilet. 4 00 Marseilles, 1/2 bx toilet. 2 10 A. B. Whisley 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 Sapone. 4 10 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. 12 Cassia, Canton. 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyana. 22 Cloves, Zanzibar. 16 Mace. 55 Nutmegs, 75-80. 35 Nutmegs, 105-10. 25 Nutmegs, 115-20. 20 Pepper, Singapore, blk. 15 Pepper, 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, Cochon. 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. 7 1/2 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 1/4 dz. in cs. 2 10 10lb. cans, 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 10 2 1/2 lb. cans 3 dz. in cs. 2 15	Pure Cane Fair. 16 Good. 20 Choice. 25 TEA Japan Sundried, medium. 24@26 Sundried, choice. 30@33 Sundried, fancy. 36@40 Regular, medium. 24@26 Regular, choice. 30@33 Regular, fancy. 36@40 Basket-fired, medium. 30 Basket-fired, choice. 35@37 Basket-fired, fancy. 40@43 Nibs. 26@30 Siftings. 10@12 Fannings. 14@15 Gunpowder Moyune, medium. 28 Moyune, choice. 32 Moyune, fancy. 40@45 Pingsuey, medium. 25@28 Pingsuey, choice. 30 Pingsuey, fancy. 40@45 Young Hyson Choice. 30 Fancy. 40@50 Oolong Formosa, fancy. 45@60 Amoy, medium. 25 Amoy, choice. 30 English Breakfast Medium. 25 Choice. 30 Fancy. 40@45 India Ceylon, choice. 30@35 Fancy. 45@50 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 Ax. 37 American Eagle. 33 Standard Navy. 37 Spear Head, 7 oz. 47 Spear Head, 1 1/4 oz. 44 Nobby Twist. 55 Jolly Tar. 39 Old Honesty. 43 Toddy J. T. 33 Piper Heldsick. 69 Boot Jack. 86 Honey Dip Twist. 40 Black Standard. 40 Cadillac. 40 Forge. 34 Nickel Twist. 52 Mill. 32 Great Navy. 36 Smoking Sweet Core. 34 Flat Car. 32 Warpath. 26 Bamboo, 16 oz. 25 I X L, 6lb. 27 I X L, 16 oz. pails. 31 Honey Dew. 40 Gold Block. 40 Flagman. 40 Chips. 33 Kiln Dried. 21 Duke's Mixtures. 40 Duke's Cameo. 43 Myrtle Navy. 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails. 40 Cream 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. 39 Air Brake Cant Hook. 30 Country Club. 32-34 Forex-XXXX. 30 Good Indian. 25 Self Binder, 16oz. Soz. 20-22 Silver Foam. 24 Sweet Marie. 32 Royal Smoke. 42 TWINE Cotton, 3 ply. 20 Cotton, 4 ply. 20 Jute, 2 ply. 14 Hemp, 6 ply. 13 Flax, medium N. 24 Wool, 1 lb. balls. 8 VINEGAR State Seal. 12 Oakland apple cider. 14 Barrels free. WICKING No. 0 per gross. 30 No. 1 per gross. 40 No. 2 per gross. 50 No. 3 per gross. 75 WOODENWARE Baskets Bushels. 1 10 Bushels, wide band. 1 25 Market. 40 Splint, large. 3 50 Splint, medium. 3 00 Splint, small. 2 75 Willow, Clothes, large. 8 25 Willow, Clothes, me'm. 7 25 Willow, Clothes, small. 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate. 30 1/2 lb., 250 in crate. 30 1 lb., 250 in crate. 30 2 lb., 250 in crate. 35 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 Jz. 20 No. 1 complete. 40 No. 2 complete. 28 Case No. 2 fillers 15 sets 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. 80 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. 40 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 60 Rat, wood. 80 Rat, spring. 75 Tubs 20-in. Standard, No. 1. 8 75 18-in. Standard, No. 2. 7 75 16-in. Standard, No. 3. 6 75 20-in. Cable, No. 1. 9 25 18-in. Cable, No. 2. 8 25 16-in. Cable, No. 3. 7 25 No. 1 Fibre. 10 25 No. 2 Fibre. 9 25 No. 3 Fibre. 8 25 Washboards Bronze Globe. 2 50 Dewey. 1 75 Double Acme. 2 75 Single Acme. 2 25 Double Peerless. 4 25 Single Peerless. 3 60 Northern Queen. 3 50 Double Duplex. 3 30 Good Luck. 2 75 Universal. 8 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. 4 Cream Manila. 3 Butcher's Manila. 2 1/2 Wax Butter, short cut. 13 Wax Butter, full count. 20 Wax Butter, rolls. 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 yeast 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 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 Shearings. 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. 13 Ribbon. 10 Broken. 10 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. 13 Peanut Squares. 9 Sugared Peanuts. 12 Salted Peanuts. 12 Starlight Kisses. 11 San Blas Goodies. 12 Lozenges, plain. 19 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. 13 Red Rose Gum Drops. 10 Auto Bubbles. 13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx. 1 20 Orange Jellies. 50 Lemon Sours. 60 Old Fashioned Horehound drops. 60 Peppermint Drops. 60 Champion Choc. Drops. 60 H. M. Choc. Drops. 110 H. M. Choc. Lt. and Dark No. 12. 1 10 Bitter Sweets, as'd. 1 25 Brilliant Gums, Crya. 60 A. A. Licorice Drops. 90 Lozenges, plain. 65 Lozenges, printed. 65 Imperial. 65 Mottos. 65 Cream Bar. 60 G. M. Peanut Bar. 60 Hand Made Crms. 80@90 Cream Wafers. 65 String Rock. 60 Wintergreen Berries. 60 Old Time Assorted. 2 75 Buster Brown Good. 3 50 Up-to-date Assmt. 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 35 NUTS-Whole Almonds, Tarragona. 16 Almonds, Drake. 15 Almonds, California sft. shell. 12@13 Brazil. 12@13 Alburt. 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. 10 Cocconuts. 10 Chestnuts, New York State, per bu. 10 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 1/2 @ 6 Roasted. 6 1/2 @ 7 Choice, H. P. Jumbo. @ 6 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz box..40
Large size, 1 doz. box..

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
Puritinos35
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
Plates5
Livers5

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

50ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
80ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

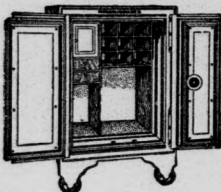
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50

Black Hawk, five bxs 2 40

Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75

Halford, small2 25

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids

Safe Co.

Tradesman Building

COUPON BOOKS

SLIPPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS
ACCURACY
ASSURE PROFIT
CONTENTMENT

We make four grades of book:
in the different denominations.

CIRCULARS
SAMPLES ON INQUIRY

TRADESMAN COMPANY,
GRAND RAPIDS, MICH.

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

Ask for current cata-
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

What Is the Good

Of good printing? You can probably
answer that in a minute when you com-
pare good printing with poor. You know
the satisfaction of sending out printed
matter that is neat, ship-shape and up-
to-date in appearance. You know how it
impresses you when you receive it from
some one else. It has the same effect on
your customers. Let us show you what
we can do by a judicious admixture of
brains and type. Let us help you with
your printing.

Tradesman Company
Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Bazaar stock for sale; doing nice paying business; great opportunity for one wishing to continue the business. Lock Box 783, Hudson, Mich. 17

For Sale—Valuable game preserve. Osabaw Island, off coast of Georgia. Sound on either side, ocean in front, navigable river on west; eighteen miles from Savannah. Contains about 35,000 acres; four times as large as the famous Jekyll Island. Sixteen miles of hard beach, rivaling Ormond Beach, Florida. Magnificent game preserve for deer, mallard duck, turkey, quail and snipe; fishing unsurpassed. Twenty-five hours' ride from New York City. United States coast chart 156. Geo. S. Haines, Savannah, Ga. 15

\$1,000 buys a medicine business. Wish to sell at once. Address Wm. Woodard, R. 1, Mulberry, Lincoln Co., Tennessee. 14

\$100,000 Profit Made the day I make you deed to my 9,000 acres choice agricultural land, \$12.50 acre. Write for particulars. Bound to sell. A. F. Bentley, Owner, Temple, Texas. 13

For Sale—Brickmaking plant in Minneapolis, Minn., well-known and ready market for output; plant is in good running order and running at present time. Address No. 9, care Michigan Tradesman. 9

Wanted—Broker to handle liquid bluing and ammonia; also agents that call on grocers and department stores to handle bluing and ammonia as a side line. In answering this ad., state what territory you cover. Eagle Mfg. Co., Milwaukee, Wis. 8

Texas Land—9,000 acres choice agricultural land, \$12.50 acre; deep soil, clay sub-soil; best in Southwest Texas. Adjacent lands retail \$25 and above. A. F. Bentley, Owner, Temple, Tex. 7

For Sale—Good clean stock of general merchandise, dry goods, shoes, groceries, carpets and a small stock of ladies' ready-to-wear, located in one of the best towns in Southern Michigan of 1,500 population. Will invoice about \$10,000, sales \$28,000 to \$30,000 year. The right parties can increase the business to \$40,000. Address No. 6, care Tradesman. 6

Great Opportunity—\$1,000 for my drug stock and fixtures. C. H. DeGowin, Cheboygan, Mich. 5

Bakery—New, up-to-date bakery, all latest improvements; all fixtures; two-story building. Population 20,000. Must be sold at once, at a bargain. Easy terms. Joseph Loev, 1012 College Ave., Appleton, Wis. 18

For Sale—General stock merchandise, inventories \$1,600 in good farming community, nearest competitive point six miles, an opportunity to make money. For particulars apply to R. J. Prendergast, c-o Lemon & Wheeler Co., Grand Rapids, Mich. 19

Drug store for sale. Must be a doctor. Price \$600. Act quick. Address Fr. Choatal, Agt., Chase, Mich. 1

Wanted—General stock located in small town. Give full particulars. Lock Box 243, Coopersville, Mich. 3

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 Clitz. 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

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, Calif. 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—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

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—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 \$3000. Daily sales \$80. Address No. 899, care Tradesman. 899

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 Furnishings stocks. We buy anything any man or woman wants money for. Write us today and we will be there tomorrow.
Paul L. Feyreisen & Co.,
184 Franklin St., Chicago, Ill.

Coffee roasting plant for sale; one 5-foot cylinder Knickerbocker roaster; one Fraser milling machine; one stoner; one cooling box; one exhaust fan; will sell the whole or any portion at any reasonable offer. Address Robson Bros., Lansing, Mich. 966

For Sale—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 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

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 \$16,000. Can reduce stock to suit buyer. Will lease store, best location, all modern front. Geo. H. Sheets, Grand Ledge, Mich. 823

For Sale—Country store, well-located in one of the best farming sections in Central Michigan. Business well established. Good reason for selling. Invoice about \$3,000. Address F. S. Loree & Co., R. F. D. 5, St. Johns, Mich. 809

Build a \$5,000 business in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write to-day for free pointers and new plans. American Collection Service, 145 State St., Detroit, Mich. 805

Well drilling machinery. Modern in every particular. Effective, durable, convenient. Absolutely unequalled. 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

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—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

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.

Salesmen—Visiting department, furnishing and shoe stores, to carry side line ladies' and men's guaranteed hosiery. Liberal commission. Quick seller. Surewear Hosiery Co., Philadelphia. 12

Wanted—First-class all around tinner, steady job, 9 hours. Boozers and would-be's save stamps. No plumbing. Address Jno. F. Cartwright, Bowling Green, Kentucky. 10

Traveling salesmen—Big salaries, have taught hundreds with great success. Simple, commonsense methods. Complete course, \$1. Alexander Ehmling, 5411 Walnut St., Philadelphia. 4

Wanted—Good salesmen to handle a good line post cards. With the price we sell at, you can make a good lot of money. Want good young men to sell the trade. Will send a fine line of samples for 50c, which can be sold to any dealer for three times the price. Would not charge for samples, but as so many would send to get something for nothing, we have to charge for samples. This is a good thing, so let me hear from a few. J. J. Whitacre, 2622 Olive St., Cedar Falls, Ia. 16

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

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

SITUATIONS WANTED.

First-class baker of bread, cakes, etc., wants permanent position, small city or country town. Positively uses no alcohol nor tobacco. Wages reasonable. Married man. Give details first letter. Address 11, care Tradesman. 11

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

Office Stationery
LETTER, NOTE AND BILL HEADS
STATEMENTS, ENVELOPES, COUNTER BILLS.
TRADESMAN COMPANY,
GRAND RAPIDS.

THE RINGING SCHOOLBELL.

Over the Republic's broad breast from ocean to ocean and from gulf to inland sea the schoolbell has begun to ring and millions of little feet are starting to clamber up the long high hill of learning which leads to the most enlightened kingdom of citizenship which humanity has so far found. The little red New England schoolhouse, sanctified by the prayers of Pilgrim and Puritan, the shaky shack of the Western plains, rejoicing over unceiling walls and earthen floor, the snug school building of the town, splendidly equipped with all that an exacting teaching craft requires, the college, willingly struggling for its life amid the academic groves whose leaves by its scholarship have been transmuted into Learning's brightest boys, and the university that crowns the whole are bending their best thought to the solving of the single problem how to make of this army of marching millions the best trained veterans that republican citizenship requires.

There is no need here and now of rethenshing the same old musty straw. If the ancient classics have been weighed in the balance and found wanting let them without farther wrangling be displaced, but always for something better. If the schoolhouse in town or country has become too ambitious and is crowding out the R's for the accomplishments or what their opponents call so, then let the boys and girls go back to real reading and spelling, to Colburn's arithmetic, to legible penmanship and to the intelligent expression of simple thought, only let us be sure that the old ways are the better ways and that the going back is really better. If it be true that science in the schoolroom is really making good; that playing ball is an essential branch of public school instruction; that manual training has claims in educational life which can not be ignored; that cooking and sewing are not so many whims but needs; that getting a living and beginning early are what the spirit of the hour is not calling for but demanding, then, if that be best—always on that condition—let the teachers from country schoolhouse to university President set to work at the beginning of the school year and to the task in hand devote their best thought and their most earnest endeavor.

Candidly this will not be done, because the American public does not want it. From beginning to end of the long education line the whole system smacks of a commercialism which this same American public not only does not want but is determined not to have. It has seen too much, and it has too much of ignorant individual specialism to want any more of it, and the educational pendulum is swinging back with a daily increasing momentum from the repellent ignorance and vulgarity which too often the specialist displays. The fact is what the world wants—this part of the world anyway—is the culture which pure commercialism ignores and has always ignored. It is the short-

cut, the get-rich-quick, the hurry-up and the short-time get-there that for years have held possession of the public mind, and the inevitable has followed. Greed by cutting across the educational corners has cut out of his schooling everything pertaining to culture and now with his pockets full of filthy lucre they make a most ostentatious display of the noun, while his manners in season and out of season are wearing the idea of the adjective to a frazzle.

What the American home wants and what it is willingly paying for is a cultured citizenship. It has no prejudice against the specialist or the expert, but it insists that the specialty shall be attended with a culture which makes it a refinement. Once the professions included this, but that was in the old days when the full course of professional life was the foundation of professional preparation and study. Then the short-cut began. The doctor could kill or cure without taking a college course, the minister, if he was "tonguey," wanted no Hebrew and the lawyer, if he was "smart," needed no education at all! We find, however, that men and women need the culture. Society is suffering for the lack of it to-day and it is the mission of the educator to furnish that first by the best methods and let commercialism in education take care of itself.

Saginaw Jobbers Out on Seven Day Jaunt.

Saginaw, Sept. 14—Monday, Sept. 13, a party of thirty-four leading representatives of this city's commercial interests started out by special train to tour the section of the State naturally tributary to this city. It is the second Trade Extension trip of the Saginaw Wholesalers and Manufacturers' Association. For seven days, concluding Monday night, Sept. 20, the party will be on the road, spending Sunday in this city, and in this time some 125 towns in this State will be visited.

The party is traveling in comfort and well taken care of en route. The train consists of a baggage car, smoker, diner and sleeper. The cuisine is of the best, all necessary arrangements for the trip having been well cared for by the efficient committee in charge, consisting of J. W. Smart, O. D. Gilbert and F. F. Kleinfeld.

This trip is merely for the purpose of calling on the customers of the various firms interested in their places of business. Short stops are made in each place and the Saginaw representatives improve the time allotted by meeting their customers personally.

Monday the route carried the train over the Michigan Central to Oxford, thence over the P. O. & N. to Owendale and thence to Caro over the M. C. Railroad, where the night will be spent.

To-day the train went to Vassar and thence over the P. M. Railroad to Deckerville, where the night will be spent.

Wednesday the train proceeds over the P. M. Railroad to Saginaw and thence to Alma, where the night will be spent.

Thursday Edmore, Vestaburg, Riverdale and Elwell will be reached and then the train returns to Alma, where it takes the Ann Arbor Railroad to Clare, returning to Saginaw over the P. M. Railroad.

Friday the party strikes the D. & M. Railroad at Omer and proceeds on up to Cheboygan.

Saturday it returns over the M. C. Railroad to Saginaw from Cheboygan.

Monday the M. C. Railroad is covered to Lansing; thence the train proceeds to Durand via the Grand Trunk and thence to Saginaw again.

Thirty-two Saginaw wholesalers and manufacturers are represented on the trip and, in addition, a representative of the Board of Trade and Charles H. Smith, Manager of Details for the Industrial Exposition, accompany them.

The Boys Behind the Counter.

Traverse City—Roy Wise succeeds James E. McEvoy as manager of the drug department of the Hannah & Lay Mercantile Co. This marks the rise in the career of one of the city's most promising young men. Mr. Wise is thoroughly acquainted with the requirements of the business, having been connected with drug stores for several years.

Fremont—A. F. Bacon, who has been in the employ of the G. E. Hain Co. for years, has purchased the plumbing business conducted by L. Graff and will continue the business on his own account.

Scottville—F. I. Smart has resigned his position with N. G. Sayles and taken another in the Billington furniture store. Mr. Smart will be out in the open air more in his new calling than in the old and believes it will be better for his health.

Onaway—C. W. Petersen, of Manistee, will locate here. He has accepted a position with McTiver & Hughes as book-keeper. Guy Braden has resigned his position and accepted one with the L. & C. Co.

Traverse City—Charles Carlson, who for the past year has been with the Hannah & Lay Mercantile Co. as salesman in the gentlemen's furnishing department, has resigned to take a position with Carson, Pirie, Scott & Co., of Chicago, and will leave this city for his new location soon.

Marshall—Carlton Vary has taken a position at Hyde's drug store.

Bay City—Burton D. Rees, for twenty years employed at the Grand Union tea store in this city, has been promoted to the position of manager of the company's store at Lansing.

Lansing—Edwin Jackson, who has been employed for some time as a clerk in the drug store of Hedges & Gibson, at North Lansing, has resigned his position and has left to attend a school of pharmacy at Marlette. He is succeeded by F. H. Snell.

Traverse City—John Chiechanowsky, with the American Drug Co., expects to move his family in about two weeks to Battle Creek, where he has accepted a position. Mr. Chiechanowsky has been in this city four years.

Natural Envy.

"There are times when I envy my hair," remarked the man who had failed in seventeen different business enterprises.

"Because why?" queried his wife.

"Because it is coming out on top," explained he of the many failures.

The Lawyer Gets It All.

"If a man is going to make a will, should he get a lawyer to make it for him?"

"It would be a safer plan."

"How so?"

"Then there wouldn't be anything left for the heirs to fight over."

Kalamazoo—H. A. Lewis, of Chicago, representing the American Raw Milk Products Co., has been conferring with the Industrial Committee of the Commercial Club, relative to locating a factory in this city. Although it was at first thought that the company might also locate one of the evaporating plants in Kalamazoo, there is practically no possibility of this. A plant of this kind would require thousands of quarts of milk daily and as the city's demand consumes the entire output of this locality already a sufficient material for the product could not be obtained as easily as in the dairy districts where the company already has evaporating factories. The local factory is to handle the output of several of these evaporating plants and will make it into the various products of the company.

Frederick—The Wards have established a new camp about seven miles northwest of this place, which will be operated two years or more. The mill at Deward is operated day and night and will crowd the 40,000,000 feet limit closely in the year's output. The Wards do some farming in connection with lumbering, as a sort of side issue. They have an apple orchard containing 180,000 apple trees near this place, one of the largest orchards in the world.

People who set a good example never know what it will hatch out.

If the average man doesn't get all that's coming to him he is lucky.

BUSINESS CHANCES.

Collections—No attorney or agency fees. Fifteen days' free trial offer. A lifetime with the largest houses in Detroit and Chicago has enabled me to give the business men a new system that is bringing hundreds of testimonials like these: Your system is great, in less than a week have collected accounts. A. C. Fenton, Shepherd, Mich. King's System is the very best we have ever used. Doty & Reed, St. Johns, Mich. You will get all the business we have in your locality. Capital Stock Food Co., Tiffany, Ohio. The greatest desideratum of the commercial and professional age. O. S. Bailey, Lansing. Write to-day for free booklet and free trial offer. Kings Collection Agency, Williamston, Mich. 22

Grocery for sale, clearing over \$2,000 yearly. Sales \$50 daily. Address Box 78, Durand, Mich. 23

For Sale—"Protectograph" check protectors. Latest model thirty dollar machines. New. Price \$15 on approval. R. Payne, Marietta, Ohio. 24

Must sell quick, cigar, lunch, pool. Established nine years. Good reasons. C. J. Wells, Boyne City, Mich. 25

For Sale—Grain elevator and farms in Southern Michigan. Address Realty Exchange, Burr Oak, Mich. 20

For Sale Or Trade—960 acres North Dakota land in Billings county, near railroad. Will exchange for merchandise or income property, all or part. Address 1318 W. North St., Kalamazoo, Mich. 21



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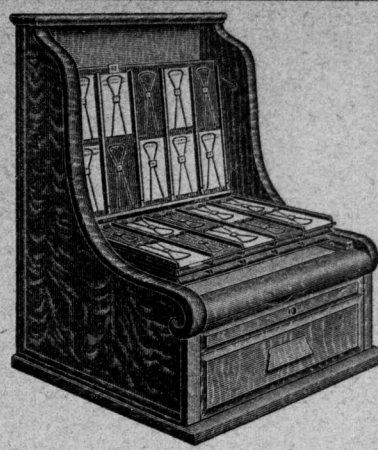
The tremendously increasing sales of "White House" Coffee point to the evident conclusion that its superb quality is being recognized all along the line, and that folks are using IT in preference to other available coffees. IT has become the favorite of thousands upon thousands of people who drink it every day in the year and find pleasure and solace in it. All this suggests that YOU, Mr. Grocer, may find "White House" just THE coffee with which to completely satisfy not only your critical customers but that other type of patron which believes in you and trusts you to give him the best and most reliable coffee the market affords—that's

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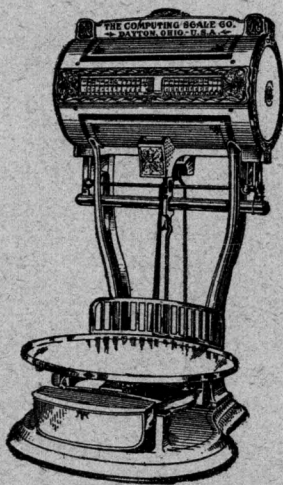
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Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

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Grand Rapids, Michigan

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Than Blue Label, We Would Do It



Every bottle of ketchup we ship is expected to act as a testimonial for us. The best tomatoes grown and the finest spices money can buy are so blended and so carefully prepared as to result in a ketchup which has become a household word.

Say "BLUE LABEL" to a housekeeper and she'll say, "CURTICE BROS. CO.'S KETCHUP." Our extensive advertising **started** people buying it. Its quality **kept** them buying it.

A good profit for the grocer and no risk as BLUE LABEL KETCHUP conforms to the National Pure Food Laws.

CURTICE BROTHERS CO.

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Don't Depend On a Dog

We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog—and they could probably have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

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