

MICHIGAN TRADESMAN

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Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 22, 1909

Number 1357

Say Something Good



Pick out the folks you like the least and watch 'em for a while;
They never waste a kindly word, they never waste a smile,
They criticise their fellowmen at every chance they get,
They never found a human just to suit their fancy yet.
From them I guess you'd learn some things if they were pointed out—
Some things that every one of us should know a lot about.
When some one "knocks" a brother pass around the loving cup—
Say something good about him if you have to make it up.

It's safe to say that every man God made holds trace of good
That he would fain exhibit to his fellows if he could;
The kindly deeds in many a soul are hibernating there,
Awaiting the encouragement of other souls that dare
To show the best that's in them, and a universal move
Would start the whole world running in a hopeful, helpful groove.
Say something sweet to paralyze the "knocker" on the spot—
Speak kindly of his victim if you know the man or not.

The eyes that peek and peer to find the worst a brother holds,
The tongue that speaks in bitterness, that frets and fumes and scolds,
The hands that bruise the fallen, though their strength was made to raise
The weaklings who have stumbled at the parting of the ways—
All these should be forgiven, for "they know not what they do;"
Their hindrance makes a greater work for wiser ones like you.
So when they scourge a wretched one who's drained Sin's bitter cup
Say something good about him if you have to make it up.



"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 mer-
chants of Michigan, Ohio and Indiana?
If you really are, here is your oppor-
tunity. The

Michigan Tradesman

devotes all its time and efforts to cater-
ing 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.

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SWINDLERS WINKED AT.

It was a record breaker, was the recent exhibition given under the auspices of the West Michigan Fair, and as an exposition of the resources of all Michigan, but especially of the western portion of the State, it was a revelation at once gratifying and reassuring.

That it was a success is very largely due to the beautiful weather which prevailed throughout the week, the other causes contributing being the enthusiastic efforts of the department superintendents and their assistants and the splendid co-operation of the exhibitors who came from all portions of the State and from other states.

One of our local dailies, in its comments upon the Fair, enthusiastically and in all honesty, referred to the supposed fact that there were no gamblers nor crooks operating on the grounds.

This is a mistake.

Pools were sold on all the races and openly and, more than that, there were touts on the grounds and they were not a bit careful in their efforts to play their confidence game. For example, an elderly citizen who loves horses and enjoys good races so long as they are even approximately square, stood in front of the grand stand Thursday when a well dressed, genteel young man at his side exclaimed just after the horses had passed under the wire: "Humph! That beats all." The elderly man turned to view the speaker, who continued: "That man in the gray suit wins \$200 on that heat and it's the third winning he has made."

"What man?" asked the elderly one.

"There he is now, right in front of you," was the response, and turning the elderly gentleman saw a man trying in vain to write with a very short stub of pencil on a piece of

paper and he was dressed in gray clothes.

Just then this man looked up and in a very courteous manner enquired: "Excuse me, but have you a pencil?"

By this time the expected victim was "on," and replying that he had handed a pencil to the enquirer and asked: "Things coming your way?"

At this the tout, speaking in a low tone, said, "Yes; my third win."

The expected victim said, "Are you betting on 'tips' or do you know the horses?"

With an anxious glance around and in a very confidential way the tout said, "I'm in with the boys, the drivers. Are you very busy?"

The old gentleman replied, "Not so very."

"Just step over here with me under the stand and I'll tell you something on this next heat that will be worth your while."

Meanwhile the victim had been looking about sharply for an officer and probably had been observed by a confederate of the tout, for at this juncture the confidence man hastily excused himself and dashing into the crowd around the pool stand was soon lost to view. Although the elderly citizen stood around the place for half an hour or longer he did not again get a view of the man in gray.

This is but one of the many time-honored methods of the touts that was indulged in. There were several and it was not until late on Thursday, after all the horse races had been pulled off, that the officers discovered that the crooks had been at work. The swindle, easy enough to develop, should have been stopped the first day.

Another small, picayune swindle was the chocolate candy scheme right on the main avenue, where hundreds of misses and small boys dropped their nickels in the hope of drawing a numbered paddle which should, but very rarely did, declare them winners of a 60 cent box of chocolate creams.

Then there were several "knock-the-baby" swindles where the operators would themselves engage in a contest with some foolish victim and permit him to win seemingly until the total bill for balls would aggregate 40 or 50 cents, with the victim a ball or two ahead and the operator up for his last chance. Then, of course, the operator would knock down three heads in succession and win by a single ball.

It is no excuse to say that these cheap swindling fakes are so old and so palpable that no one but a fool would go up against them. The officers of the Fair know these swindlers and should refuse to grant them space on the grounds.

FOLLOWED HIS BENT.

Within the past month a Grand Rapids retailer has had proof of the wisdom of advice which he bestowed about five years ago upon a father and mother who were very much concerned as to the future of a son upon whom they had based proud aspirations.

One day, early in July, 1904, the merchant in question had half a dozen or more responses to an advertisement in the want column department of a daily paper.

From among the applicants he selected a strong, active chap about 19 years old, who said that he was a high school graduate and wanted work through vacation and possibly longer. From the outset the boy proved a good find. He was alert, accurate, good natured and seemingly tireless. These facts, coupled with the fact that he was the son of a well-to-do artisan of good reputation, caused the retailer to feel especially pleased that he had a delivery clerk who truly deserved his confidence and personal interest. Twice during the vacation months did the merchant increase the boy's wages and at odd times he had learned that the youngster had his heart set upon becoming a merchant.

About the middle of August the retailer was surprised and pleased at receiving a visit from the boy's parents at his store; surprised because their home was nearly three miles from the store and pleased because he knew that he had naught but good to speak of his employe.

He was further surprised when the father, with a show of deepest anxiety, expressed the hope that the merchant had not said or done anything to encourage his son to believe that he was to retain his position any considerable length of time.

The merchant replied that there was no specific agreement as to how long the clerk was to remain in his employ and added: "Of course if you have any objections I would not for the world, much as I admire him, do anything to conflict with parental authority."

Thereupon the father and mother, both talking at once, told of the ambitions they held for their boy; that they were able to put him through college and hoped that he would elect to become either a clergyman or a lawyer. The father told how his wife and himself had toiled and saved solely to educate the boy; how they did not want him to be obliged to work as they had worked, nor to practice the self-denials and privations they had experienced.

The merchant was finally asked to give his candid opinion on the matter. He told the parents he would

do so upon one condition only and, this being agreed to, he continued:

"Now that you have promised that my remarks shall not be used to influence your son, I want to say to you that you need have no fears as to your son's self-denial and privations. He is as certain to prosper in whatever he undertakes as he is certain to become a man of business. I think you would make a grave mistake to urge him to take up a professional life. His is a nature which demands both physical and mental activity. He would die early if tied down to an office. He must be out of doors and around among men and where his parents did not know."

The retailer's opinion was received with thanks, but the boy left his service within a week or so and for nearly three years he neither saw nor heard of him. When he did hear it was that the youngster had left home and had been gone over two years, where his parents did not know.

Five years after he had frankly expressed his opinion the retailer was surprised and delighted at a second visit from the parents and with them was their son, a splendid example of young manhood and not only a competent merchant but a merchant on his own account in a Far Western village.

"Your prediction came true," said the mother with a smile, and the father proudly added: "Yes, and he doesn't owe a dollar."

Later the retailer learned that his former delivery clerk had a general store, well stocked, and was doing a business of \$36,000 a year—also that he expected to marry within a fortnight.

GOOD BEGINNING.

The retail druggists who met in Grand Rapids last Wednesday and effected an organization under the name of the Michigan Retail Druggists' Association showed excellent judgment in placing themselves on record as not desiring nor meaning to antagonize or supersede or in any way interfere with any other organization. This declaration clearly relieves the leaders of the movement from the charge of being actuated by jealousy or sinister motives and places the organization on a broad plane. There is evidently room in Michigan for an organization which will take up the commercial and legislative phases of pharmacy, and as the Michigan State Pharmaceutical Association appears to be unwilling to do this there seems to be no other alternative but to form and maintain a separate organization for this purpose.

The tight fisted usually think they have a great grip on the rock.

PETTY GRAFT.

Exhibits at West Michigan Fair Not Representative.

Written for the Tradesman.

The West Michigan State Fair last week was a gratifying success financially. The weather was all that could be desired. The attendance broke most of the records of the past. The people were in a good spending mood. The Association will have a handsome surplus to its credit in the bank when all the bills are paid. This is fortunate for it means that long-needed improvements will be made at Comstock Park and that the Fair next year will be a better one. Some of the improvements proposed are to move the speed stables to the north end of the track; move the agricultural implements to the thirty acre annex north of the present stables and the bunching of the special attractions, such as the Indian Village and International Theater on the field now occupied by the implements. Better accommodations are needed for the poultry and a new and larger poultry building is possible. Still other buildings are needed, but the surplus will have to be carefully measured before further plans can be made.

Gratifyingly successful financially as the Fair proved to be, now that it is over is it not in order to ask if the Fair was really great or even near great as an exposition of Western Michigan's industries, interests and resources?

This city is an important industrial center. Was there any adequate demonstration of this fact at the Fair?

This city is the center of one of the most important market gardening and general farming districts in the State. Was this fact properly brought out at Comstock Park last week?

This city is the center of one of the greatest fruit growing districts in America. Would anybody suspect it after viewing the exhibits?

It is not the purpose of this article to criticise the Fair management. From President Anderson down everybody worked earnestly and conscientiously to make the Fair a success. They are deserving of every commendation for a devotion to duty that took much of their time and energy, and in return for which no payment was asked. But in a friendly spirit some of the weak points in the Fair can be pointed out and suggestions may be offered for the future.

In the early days of the Fair forty or fifty years ago, when the country was sparsely settled and when everybody knew everybody else for miles around, the farmers took a personal interest in the Fair and nearly everybody brought in a plate or a basket of his best to enter it in competition with the best that his neighbors produced. The red, blue and yellow cards awarded were valued more highly than the small money prizes that went with them, for these cards indicated merit and quality. The Fair in those days was close to the people, just as the small county and district fairs out in the State are today. With this city's growth in pop-

ulation and wealth, with the great increase in the population and with the great broadening of its scope the West Michigan State Fair is not near to the people as it used to be. The personal interest which was once felt no longer exists. This is not the fault of the Fair management, but it is simply a natural and inevitable development. But the Fair management has not recognized this development. In making its plans and framing its premium lists it is following along the old, old lines. It is still acting on the theory that everybody for miles around is bringing in of his best to set up against the best that his neighbors produce for the cards and ribbons and small money prizes that indicate superiority. And instead of being an exposition of industry and resources the Fair has become an exhibition of petty graft. The Fair management are not parties to this graft, it may be added, but are its victims.

This city is the center of a great gardening district and yet at the Fair there were only eleven persons making entries of turnips, cabbages and the other vegetable products and two exhibitors pulled down two-thirds of the fifty-four first awards. There were only seven persons entering potatoes and the same two who won most of the vegetable prizes took the bulk of the premiums offered. There were sixteen persons entering wheat, oats, barley, rye, buckwheat, peas, beans and corn, and those who won the prizes in vegetables and potatoes also took most of the grain prizes. The total amount hung up in prizes in these classes was \$499.50, and on the face of the returns thirty-four persons made entries, but as a matter of fact there were only sixteen exhibitors and the awards were divided among them in varying amounts. The exhibit was not creditable to Western Michigan, which the Fair purports to represent. It was not creditable to Kent county. It represented not the best that this section can produce but the enterprise of a few who use the Fair as the means to a little easy money.

In the fruit department, of plums there were four persons making entries with fourteen first awards; grapes, seven exhibitors, fifteen first awards and apples, ten exhibitors and sixty first awards. The total in prizes offered was \$340.75 and the money awarded went to not more than a dozen exhibitors, and several who received prizes in fruit also took prizes in the agricultural department.

Wm. K. Munson made a fine exhibit of grapes. The Grand Rapids Greenhouse Company showed an interesting variety of tomatoes. There were a few other displays of real merit. But the great bulk of exhibits in the agricultural and fruit departments were made by a limited number of persons who apparently have found it profitable to devote an acre or so to raising a little of everything with an eye to pulling down the prizes at the Fair. It would not be so bad if the stuff brought in were quality stuff, but as a matter of fact much of it was punk. The awards in

many instances were not on merit but by default.

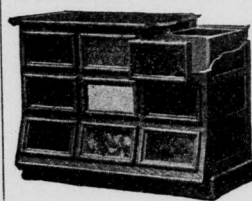
The Fair management should recognize that the old time competition in making entries no longer exists. The successful farmers, those whose entries would be of real value, are too busy to bother with it and this leaves the field open to those who may be classed as professionals. The remedy is in leaving the educational phase of the agricultural and horticultural exhibits to the State Agricultural College at Lansing. Let the College show all the different varieties and especially the new varieties of fruits, grains and vegetables with explanatory bulletins describing their merits and telling how to grow them. To show what is actually grown in this territory tributary to Grand Rapids let the Fair employ an agent to make a collection, buying the stuff outright when necessary. This agent by visiting the city market every morning for a couple of weeks before the Fair and the marketing centers in the outside counties could pick up the choicest products of 10,000 farms and the collection would be truly representative of Western Michigan's agricultural and fruit growing possibilities. To preserve the individual interest each exhibit should bear the name and address of the grower. This plan would be a real encouragement to Western Michigan farming interests. It would result in a creditable showing of what this part of the State can do.

To encourage floriculture the fair offered \$169 in prizes for plants in pots exhibited by professionals. There were just four exhibitors and they divided twenty first awards and as many seconds. Three of the four exhibitors of potted plants also showed cut flowers, for which the Fair offered \$102 in prizes. The fourth exhibitor of cut flowers was an Adam who makes a specialty of dahlias and showed 113 varieties well worth the prize he won. Prizes aggregating \$51.25 were offered for potted plants grown by amateurs and two exhibitors took all the awards, and these same two took all but two of the prizes aggregating \$57 for amateur cut flowers. The floral prizes aggregated \$379.25, and three professionals and two amateurs took all but three of the awards. The Fair should, of course, encourage floriculture, but

would it not be cheaper and would not the results be more satisfactory if the Fair bought the flowers outright or hired some florist to bring in such flowers as might be desired?

The greatest graft is in the art department, and for the most part it is graft made possible by default. The Fair offered \$145 in prizes for paintings by professional artists. There were just four exhibitors and they pulled down twenty-one of the first awards and as many seconds. They were the winners of all the prizes last year and practically the same pictures were shown. For amateur photography \$25 was offered in prizes and four exhibitors took all the awards. For amateur painting \$138 was offered and thirteen exhibitors took all the awards, and some of these prize winners also won prizes in the vegetable and poultry departments and possibly in others. For paintings and sculpture by children less than 16 years of age there were six exhibitors and thirteen first awards. The wife of one of the professional artists took about half the prize money for amateur flowers in pots. The Fair hung up \$498 in prizes in the art department and sixty-three firsts, as many seconds and several third prizes were awarded. Did the Fair get anything like the worth of its money? Would it not have been cheaper and more satisfactory to pay the Camera Club a reasonable amount and let it arrange the photographic exhibit, and for other art secure some good loan exhibits such as have been seen the past year at Ryerson Library?

For the school exhibits \$416.75 in prizes was offered, and ostensibly the awards were made on merit. Where the exhibits are numerous and all the work of children to judge between them is exceedingly difficult. Would it not be a better plan, in co-operation with the school authorities, to give each school making an exhibit a stipulated amount and then make the exhibit by schools instead of by grades? Let the visitors judge as to



"CLEAN-FOOD"
Grocery Counter
No merchant who
cares for cleanli-
ness, neatness and
order can afford to
do without **Sherer's**
Patent Counter.
Catalogue O free.
SHERER-GILLET CO.,
Mfrs. - Chicago

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

the merits of the work instead of judges trying to decide.

In the poultry and pet stock department \$728 was hung up in prizes and there were 336 first awards. On the face of the returns there were fifty-nine exhibitors. As a matter of fact, eliminating duplicates, there were only twenty-nine exhibitors and some of them took prizes in nearly every class. Would not better results be obtained if the Fair Association turned this department over to the West Michigan Poultry Association or some similar organization and let that Association be responsible for results?

The horse, cattle, swine and sheep department could be looked into and exactly the same conditions would be found to obtain as in the departments described. A few professional exhibitors take all the prizes. There is no real competition, or the competition is so limited as to be scarcely worthy the name. Is it not time the Fair recognized the conditions that exist? Is it not time the old premium list was discarded and that some new, up-to-date and more satisfactory plan was devised to secure exhibits that would be educational as to species or type or representative of the best in its class? If we have potatoes we want the best potatoes grown in this section and not a few spuds of many different varieties that some man in search of easy money may bring in.

The Fair management is simply following the old methods that have come down from the past. It should break away from the old ways and

give us a Fair that will be a real exposition of what is being done in this section, especially on the farms and in the orchards.

In addition to revising its premium lists the Fair management should insist upon every exhibit being plainly labeled. This will make the Fair more educational. It will be possible then to know the difference between a Percheron and a Shetland without asking questions; whether the sheep is a Lincoln or a Southdown or the chicken a Brahma or a Leghorn will be in evidence. The labeling should extend to the exhibits in agricultural implement fields. The labeling will add to the interest and value of the Fair and it will not increase the cost to the Association.

What Other Live Towns Are Doing.

Written for the Tradesman.

Topeka will vote Nov. 2 on the question of adopting the commission form of municipal rule.

Buffalo will observe the night of Oct. 6 as Japanese night in honor of the Japanese Commissioners who will be the city's guests at that time.

The Business Men's Club of Memphis will create a department of advertising and publicity, the object being to scientifically advertise the advantages of that city. A committee of forty will be appointed to prepare a prospectus of the work. The Club has 1,800 members.

Washington will hold an automobile floral parade Sept. 30 and the car winning the sweepstakes will be awarded a \$600 rose bowl presented by the Chamber of Commerce.

Boston has opened a new technical high school with over 6,500 students enrolled.

Several thousand booster leaflets advertising Des Moines have been issued by the Committee on a Greater Des Moines.

The garbage crematory at Joliet, Ill., installed at an expense of \$15,000, consumes the entire garbage of the city at a cost of \$8,000 a year. During the incinerating process no odors escape.

Boston collects garbage and refuse of householders free of charge, but the large stores and factories have to pay for this service. Mayor Hibbard has appointed a Garbage Commission to investigate the system and determine whether the city should collect at all places without charge.

Atlanta will hold an automobile show Nov. 6-13 and all available space except that reserved for accessory exhibits and motorcycle makers has been taken. Sixty automobile concerns took part in the drawing for space.

The city health department of Springfield, Ill., has been making tests which show that the gallery system of water purification in operation at the water works is effectual. While the water in the river showed marked pollution, that in the galleries was 90 per cent. pure and water in the mains was declared to be perfectly safe.

Kansas City will have a new union passenger station, to be built within four years at a cost of \$4,000,000.

The Louisville & Nashville Railroad will expend \$2,500,000 on its proposed new passenger terminals in Memphis.

The Commercial Club of Topeka will ask the Missouri-Pacific Railroad to install between that city and Garnett a motor car service similar to that recently instituted by the Santa Fe between Topeka and Emporium.
Almond Griffen.

Flying Machines and Meteorology.

Almost everybody seems to be taking very seriously now the proposed near advent of practical aerial navigation. In Europe governments are not only experimenting with balloons and aeroplanes, but already there are plans and devices for destroying the flying machines of the enemy. Engine-builders are studying the problem of making better motors for the aviators and manufacturers are beginning to offer aeroplanes for sale to the public. Dr. H. R. Mill, President of the Royal Meteorological Society, gives another turn to the subject. In a recent address he affirms that in a few years the practical needs of aviation will demand a thorough investigation of the circulation of the atmosphere. Thus the flying machine will do for the study of the air what the ocean cable did for that of the sea depths.

The Deference Due.

"Why does Miss Prima Donna always dine at Blank's restaurant?"

"Because Blank has instructed all his waiters to inform each patron who she is."

Dandelion Brand Butter Color Pays Many Grocers' Rent

any other butter color. They want the color that gives a rich, golden June shade to their butter—the color that doesn't spoil, sour or grow stale—the color that doesn't interfere in any way with the natural taste and odor.

Why aren't you getting some of this trade?

Why isn't Dandelion Brand Butter Color helping to pay *your* rent?

Dandelion Brand Butter Color Is
Endorsed by All Authorities

Dandelion Brand
Purely



Dandelion Brand Is the Safe and
Sure Vegetable Butter Color

Butter Color
Vegetable

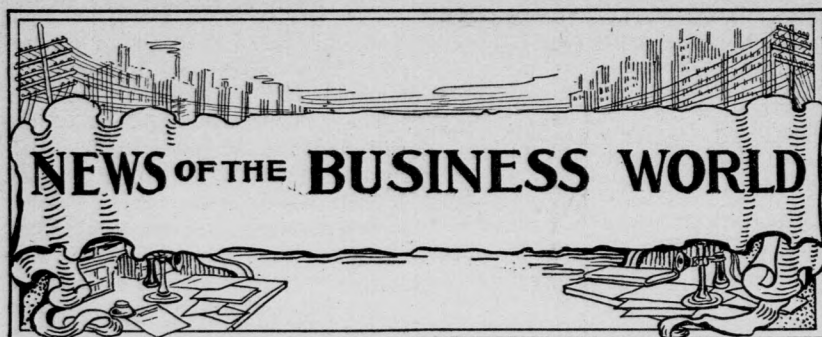
We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON Co.

= =

Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Mecosta—Arthur Sweaney will open a racket store here.

Scottville—H. B. McCowan will shortly open a bazaar store.

Calumet—Dr. Charles E. Vercellini will open a drug store here Oct. 1.

Casnovia—Mrs. A. H. Haring has purchased the millinery stock of Mrs. L. C. Hanna.

Saginaw—Griggs & Butenschoen have opened a clothing and men's furnishing goods store.

Charlotte—David Satovsky, of Detroit, will open a dry goods store in the Murray building.

St. Clair—The Morey Dry Goods Co. is succeeded in business by Mr. Van Stone, of Detroit.

Adrian—E. J. Doerr has opened a bazaar store under the style of the New York Racket Store.

Allegan—J. M. Gordon & Son have added a stock of picture moldings to their undertaking business.

Benton Harbor—A jewelry store has been opened by Lathan Carr, of Chicago, in the Traction building.

Hartford—Otto Reith is succeeded in the ownership of the Hartford Home Bakery by Emil Goeppert, of Chicago.

Nunica—F. Chittenden has sold his grocery stock to L. J. Davidson, who will continue the business at the same location.

Allegan—H. T. Fabino, of Holland, is making arrangements to open a fruit, candy and cigar store in the Opera House block.

Midland—Shepler Bros., general dealers, have filed a petition in bankruptcy. They owe \$1,059.40 and have about \$250 in assets.

Benton Harbor—Harry Palmer has sold his grocery stock to W. Ragen, of Twelve Corners, who will convert it into a general store.

Mackinaw City—Glenn I. Peck has sold his meat market to J. B. Clark & Son, of Levering. Grover Clark will manage the business.

Owosso—N. A. Goodyear will spend the winter in California and has leased his meat business to John Bowers and L. O. Underwood.

Traverse City—Howard Whiting and Guy L. Champney are new stockholders in the William Hollihan Co., dealer in implements and vehicles.

Stanton—P. T. H. Pierson has closed up his business affairs in Stanton and departed for Bennington, Vt., which will be his future home. Mr. Pierson was engaged in the mercantile business in this city thirty-three years, and his store, the Good Market, was known for many miles around as the largest and best of its kind in this section of the State.

New Haven Center—Frank McNitt has sold his general merchandise stock to J. A. Delling, who will continue the business at its present location.

Lansing—W. H. Wonderlic, formerly a resident of Owosso, has engaged in business here under the style of Wonderlic & Co. and will handle butter, eggs, cheese and poultry.

Monroe—W. J. Upmann, of Flat Rock, has purchased an interest in the Shore Line Stone Co. from Frank M. Peabody. Mr. Upmann will act as Secretary of the company and General Manager of the quarry.

St. Clair—The J. J. Mahler Table Supply Co., of Bay City, has purchased the remainder of the stock of the Moore Grocery Co. and will soon open a grocery store under the management of J. Nathanson and Philip Kahn.

Traverse City—John Ott, of Suttons Bay, having purchased the interest of H. L. Carter in the undertaking business of Carter & Shaw, will continue the business at its present location under the style of Ott & Shaw.

Pinckney—Percy Swarthout and W. H. Placeway have sold their interest in the E. Burgess & Co. grocery stock to John Dinkel. The new firm will be known as J. C. Dinkel & Co., Mrs. Emma Burgess retaining her interest.

Nottawa—A new company has been organized under the style of Cutler Bros. Co. for the purpose of engaging in the general mercantile business, with an authorized capital stock of \$25,000, all of which has been subscribed, \$1,208.41 being paid in in cash and \$23,791.59 in property.

Ludington—The uncompleted dam site on the Pere Marquette River owned by a syndicate of business men of Hart, Oceana county, has been purchased by the Interurban Electric & Power Co. The dam was never finished by the Hart men, although over \$7,000 was spent in partial development of the latent water power in the river. The price paid for the property is said to be \$10,000.

Detroit—The 1910 convention of the Retail Grocers and General Merchants Association of Michigan will be held in Detroit, May 24 to 26, under the auspices of the Detroit Retail Grocers' Protective Association. In former years, it has been the custom to hold the meeting in winter, but the grocers, now better organized than ever before, believe that they can play the part of hosts to the visiting merchants to better advantage in the warm days.

Detroit—The Detroit Trust Co. has been appointed receiver for the brokerage firm of Fred S. Osborne & Co., which suspended business June 8. The appointment followed the filing of a petition signed by A. Knowlson and others. Knowlson is a creditor of the firm to the extent of \$5,700. The affairs of the concern since the assignment have been in the hands of Frank G. Smith, Jr. The assets and liabilities are said to be nearly equal if an account of Stopanni & Co., a defunct New York concern, for \$25,000, is not included.

Manufacturing Matters.

Allegan—Frank Foster has opened his canning factory.

Marshall—The Guy L. Sintz Co. has increased its capital stock from \$15,000 to \$25,000.

Lansing—The Lansing Pure Ice Co. has increased its capital stock from \$50,000 to \$80,000.

Pontiac—The Oakland Motor Car Co. has increased its capital stock from \$300,000 to \$800,000.

Kalamazoo—The Wm. Shakespeare, Jr., Co. has increased its capital stock from \$100,000 to \$250,000.

Lansing—The Northrop, Robertson & Carrier Co. has increased its capital stock from \$100,000 to \$140,000.

Millersburg—S. F. Derry has sold 360,000 feet of logrun birch to the Briggs & Cooper Lumber Co., of Saginaw, the consideration being \$19 a thousand feet.

Iron Mountain—Robert Gerstner, who has been lumbering near here for several years, has bought thirteen forties of timber land on the Nett River from the Porter-Foster Co.

Watersmeet—The William Bonifas Lumber Co. is completing six miles of railroad, which pierces that company's immense tract of timber. It is expected to have rolling stock on the line inside of two weeks.

Posen—The sawmill of Robinson & Stevens has finished cutting the stock on hand and has shut down. Machinery is being installed for the manufacture of staves and heading in connection with the manufacture of lumber.

Detroit—The Michigan Twist Drill Co. has engaged in business to manufacture and sell twist drills, reamers, cutters, etc., with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$10,000 paid in in cash.

Plainwell—The Pioneer Co. has been incorporated to engage in the milling, buying and selling of grain, grain products, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Outing Motor Co. has been incorporated to manufacture and sell automobiles, motors, parts and accessories, with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$35,000 paid in in cash.

Ontonagon—The Ontonagon Lumber & Cedar Co. will have in operation six and one-half miles of logging railroad from this place southward to the Flintsteel River, where the company has two camps

employing 200 men. The road probably will be extended next year. This company operates all the year around and runs its mill for eleven months.

Detroit—Sauer & Co. have engaged in business to manufacture and sell clothing and wearing apparel, with an authorized capital stock of \$70,000, of which \$5,040 has been subscribed, \$749.58 being paid in in cash and \$750.42 in property.

Jackson—The Clarke-Carter Automobile Co. has been organized to manufacture and sell motor vehicles and accessories, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$25,000 paid in in cash.

Bay City—Handy Bros., who bought the Walworth-Neville Manufacturing Co.'s site and plant some weeks ago and converted it into a box factory, will increase the output, as the plant to replace the one destroyed by fire on the West Side is finished.

Detroit—The Metzger Motor Car Co. has been incorporated to manufacture, purchase and sell motor vehicles of all kinds, with an authorized capital stock of \$500,000, of which \$300,000 has been subscribed, \$250,000 being paid in in cash and \$50,000 in property.

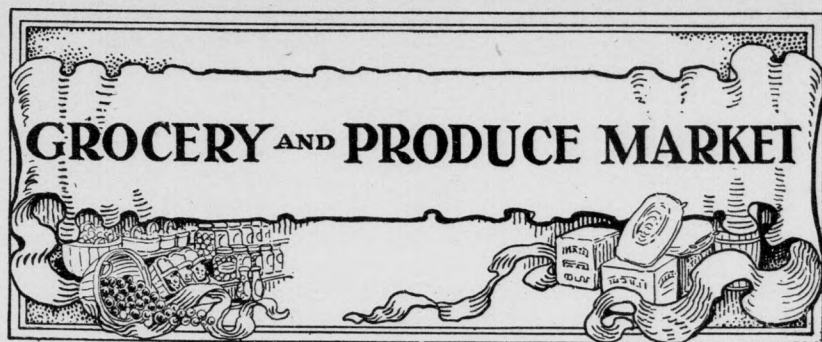
Holland—The Superior Pure Ice & Machine Co. has been incorporated for the purpose of manufacturing ice and ice engines and machines, with an authorized capital stock of \$20,000, of which \$10,580 has been subscribed, \$10,000 being paid in in cash and \$580 in property.

Pentwater—The Brillhart Manufacturing Co., which passed into the hands of a receiver several weeks ago as a result of a financial tangle, and which has not been in operation since, has been purchased by Mrs. Maria E. Sohl, who will continue the manufacture of vehicles.

Detroit—A company has been organized under the style of the Kitamaat Timber Co. to manufacture and deal in lumber and timber, with an authorized capital stock of \$75,000, of which \$45,900 has been subscribed and paid in in cash. Operations will be carried on in Louisiana and British Columbia.

Sidnaw—Walter S. Prickett has sold to the Cleveland-Cliffs Iron Co. an undivided half interest in 54,000 acres of land and mineral rights, practically all of which are located in Iron county. A company has been formed known as the Michigan Mineral Land Co., of which Mr. Prickett is President. The policy of the company is to sell the lands and timber or the timber separately and reserve the mineral rights.

Menominee—The Wolverine Cedar & Lumber Co., the main office of which has been here for eight years, will remove to Sault Ste. Marie. The company gives up its office at this place because it is operating at Webbwood and Little Current, Ont., the company owning two mills at the latter place. Richard E. Edwards and R. A. Edwards, of Peru, Ind., are members of the company. John M. Thompson, who for years was local manager of the business, has disposed of his interest.



The Produce Market.

Apples — 60@75c per bu. for Wealthy, Maiden Blush and Sweet Bough.

Beets—75c per bu.

Butter—There is a very active market in both print and solid butter at unchanged prices. There is a good consumptive demand for all grades. The make is about normal for this season, and no change is in sight for the immediate future. Local dealers hold factory creamery at 30½c for tubs and 31c for prints. Dairy ranges from 18@19c for packing stock to 25c for No. 1. Process, 27c. Oleo, 10@20c.

Cabbage—Home grown, 40c per doz.

Cantaloupes—Michigan Osage, 60c per doz.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery — Home grown, 18c per bunch.

Crab Apples—\$1 per bu.

Cranberries—The first cranberries of the season are in the market, and show good color for early shipments. Distributing reports are coming in from Wisconsin marshes and a verification of them means high prices for cranberries this fall.

Cucumbers—75c per bu. for garden grown.

Eggs—The market is 1c higher than it was a week ago. The near approach of the season when storage stocks are usually withdrawn will not have any bracing effect upon conditions. It appears that the fall production is very heavy and that stock has been carried some time at country points. Quality is also poor on receipts from some districts. Local dealers pay 22c f. o. b., holding selected candled at 24@25c.

Egg Plant—\$1 per doz.

Grapes—12c for 8 lb. basket of Concord, 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@1.25 per bu.;

Ingalls, \$1.10@1.35; Elbertas and Late Crawfords, \$1.60@1.75. The crop is large in quantity and fine in quality. The weather has been ideal for marketing the fruit. The demand is increasing and the price is strengthening.

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—1½c per lb. for Hubbard.

Sweet Potatoes—\$4.25 per bbl. for genuine Jerseys and \$2.50 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.

It is said that the United States Treasury Department will soon have in operation a laundry, where dirty paper currency will be put through the machine and come out as good as new. A chemical solution has been found that thoroughly cleans paper money without injuring the fiber of the bill or affecting the ink. It is proposed to launder out currency at regular intervals, or whenever washing is needed. It is surprising that something along this line has not been attempted sooner. Probably there is no country on earth whose paper money can equal ours for dirt. In most countries the bills are renewed frequently and thus kept comparatively clean. We use our bills until they become so worn and frayed that the pieces will scarcely hang together. Only science can estimate the number of microbes some of our bills harbor.

The Hazeltine & Perkins Drug Co. has shipped a new drug stock to the Franklin Drug Co., which has engaged in the drug business at Millbrook. The business will be managed by Miss Nellie Franklin.

Edward Keena has engaged in the grocery business at 307 Jefferson avenue. The Worden Grocer Co. furnished the stock.

The people who draw the most exact pictures of the Infinite one often do least to reproduce the original.

The Grocery Market.

Sugar—The market on raws is strong and a trifle higher abroad. Refined grades are without change. While the refiners are talking about higher prices and predicting a stronger market, they are actually accepting orders at 10 points less than their established price, which is on the basis of 5.05c for granulatd. The future of the market is somewhat of a puzzle.

Tea—Japans are still claimed to be scarce and high, with advancing market, yet the exportations to date from Japan are 32,000,000 pounds, while the total of last year was only 34,000,000 pounds, so that it is probable that the end of the year will show a considerable increase over last year. There is a steady local demand for all grades. China tea culture, according to a recent London letter, has greatly improved and the new teas have been prepared with a view to better suiting the taste of tea drinkers, greater care being taken in the curing and marketing of fine teas and in the improvement of the trade, which has greatly diminished during the past few years. Ceylon blacks show quality and selection not up to demand, although competition was keen in the last sales and prices were firm. Common grades are in strong demand. Latest cables quote the market firm all round.

Coffee—Notwithstanding the heavy crop movement in Brazil, prices there have been unusually steady, which in turn has imparted a steady undertone to the market here. It is expected that the Rio crop this year will reach about 4,000,000 bags, and with 9,500,000 bags of Santos will give us a Brazilian supply of approximately 13,500,000 bags. The demand for spot coffee has been spasmodic and business for the week on the whole has been decidedly light.

Canned Goods—Tomatoes are unchanged in price, although an advance has been expected for the last two weeks. New pack corn is coming on the market. First arrivals show the quality is going to be very fine this year. The market holds very strong at the present time. Peas are unchanged but firm. In California fruits the situation is about the same as last week, the market continuing firm. On account of the low prices, jobbers have bought freely and packers are becoming sold up on many varieties. Some jobbers are advising their trade to buy California canned fruits now, as in all probability the market may advance to some extent on account of the shortage in first hands. Gallon apples are holding a somewhat strong position. The present situation in salmon is an odd one. In a little over two weeks after prices were named packers are sold up on red and medium red Alaska, sockeye and Columbia River. This probably means that there will not be enough red salmon to carry the trade through the coming year and that prices will be very high next spring. Salmon is considered one of the best purchases in canned goods at the present time. There is no change in American sardines. Packers are still fighting

among themselves and keeping prices down to cost of packing.

Dried Fruits—Apricots are steady and in fair demand. The outlook is for a gradual advance in prices throughout the season. Currants are fairly active for the season at unchanged prices. Other dried fruits are unchanged and dull. Holders of citron are talking an advance. Prunes are higher, due to a large export demand. Last week Santa Claras could be bought on a 2¾c basis, to-day all holders are asking 2½@2¾c. The demand is now good at the old price, but buyers are still wary of the advance. Peaches are also higher, due to a good demand. The advance amounts to about ¼c, and the market is healthy and strong. Raisins are dull and weak, conditions being unchanged.

Cheese—Receipts are about normal for this season and we do not look for any early change in prices. The market is in a very healthy condition, the demand being very fair.

Syrups and Molasses—Glucose is unchanged. Compound syrup is unchanged and in fair seasonable demand. Sugar syrup is wanted to some extent, but mostly for mixing. Molasses is fairly active at unchanged prices.

Provisions—Smoked meats are firm at about 1c per pound advance over one week ago, and we look for continued good consumptive demand. Pure lard and compound are firm at ¼c per pound advance over one week ago. There is a good consumptive demand with short supply. Barreled pork and dried beef are fairly active at unchanged prices. Canned meats are good at unchanged prices, with strong consumptive demand.

Fish—Cod, hake and haddock are unchanged and in light demand. Domestic sardines are unchanged in price, but still low and in light demand. Imported French sardines are wanted at ruling prices. The demand for new Alaska and Sockeye salmon has been extremely large, and in consequence the latter has advanced 5@10c, according to size. The demand for spot salmon is only fair. There has been practically no change in mackerel during the week. Norway mackerel are feeling fairly strong. The demand is fair at unchanged prices.

Edward W. Wray, who has been connected with the Moneyweight Scale Co., Chicago, for many years, has taken the management of the Acorn Brass Manufacturing Co. and will hereafter devote his entire time to the latter institution. Mr. Wray is a gentleman of rare business qualifications and will undoubtedly place the Acorn establishment on a profitable and substantial basis in the course of a very few years.

F. A. Hunter, formerly engaged in general trade at Morley, has re-engaged in the dry goods and grocery business at that place. The dry goods were furnished by P. Steketee & Sons and the groceries were supplied by the Lemon & Wheeler Company.



Why Shoe Dealers Should Employ Dummies.

Of late years shoe stores have been making innovations. Of course, they always carry findings of all descriptions, and many now show in their supplies black and a variety of brown shades of ribbon in bolts for those who prefer this sort of ties for their oxfords in place of the regulation tagged strings. Many shoe stores also display a line of hosiery, mostly in black and brown, in both plain and fancy weavings. Also, in shoe stores are seen various corn and bunion remedies and preparations to ease tired or tender feet, as well as powders to make shoes slip on more readily.

This is as it should be, but these small changes from old-established shoe store usages should be supplemented by another and a greater one: the employment of dummies in the windows.

No shoe store in Grand Rapids has as yet adopted these; but certainly they would be a bonanza in the way of more attractive windows.

Not long ago, in a breezy Chicago window, there were two dummies in a large shoe store space—a young man and a young woman. The latter was seated in a chair looking expectantly into the face of her companion, who stood in front of her, holding behind him, completely out of view, two pairs of fine shoes—a pair of fall oxfords and a pair of military looking shoes. The young lady's hands were raised and clasped—as much as a dummy's hands may ever be clasped—as if in ecstasy. She wore a modish street costume in brown.

The floor was covered with a white fur rug.

The background was curtained in peach-white sateen, with a fringe of tan shoe laces at the top and across the bottom of the drapery.

The placard that went with this simple yet noticeable window said:

Now, Wifey, which pair will you choose? I've brought your pretty little feet these shoes on approval.

Another week the young lady dummy was equipped as for equestrianism, appearing as if she had just dismounted and was trying on patent leather riding boots at the shoe shop.

The clerk sat on his stool in front of her and was posed as if slipping a riding boot on the customer's black-stockinged foot.

Several pairs of the handsome boots lay in shining semi-confusion at his side. These were of different styles and heights.

The placard accompanying this window to sell riding footwear read:

The fair equestrienne, like the horse she rides, must be perfectly shod.

The week following was observed this same lady dummy mounted on a dashing (papier mache) equine, her riding skirt drawn aside the merest trifle to show her shining toe.

The floor was covered with autumn leaves and the background was composed of small trees. It did not matter that the leaves were withered, tallying with the season of "the sere and yellow leaf."

On a branch of one of the small trees hung a small placard—a brown placard painted in orange—stating to the public:

This girl addicted to horsemanship chooses to buy her riding boots at our Boot Shop.

With dummies to draw on, hundreds of ways to make them speak for the efforts of the shoe merchant's windowman will suggest themselves to his ingenuity. By dressing them to "fit the part" he may employ their services to assist in the selling of shoes for "every walk in life."

Living Models.

It is getting to be quite the thing in cities of size to hire stylish stalwart young fellows to pose in windows devoted to clothing, haberdashery and shoes to show off the high grade merchandise sold by wide-awake merchants. All these models are required to do is to walk around in the windows or to seat themselves in natural graceful attitudes. In such windows the setting is always like a room, usually a den.

Good looking young women are also engaged to "show off" elegant garments, and their beauty and chic make them great drawing cards.

Some Placards Written for Pragmatical Merchants.

Everything
in

Infants' Novelties
Baby Record Books
Birth Announcements
Clothes and Coat Hangers
Ivory and Pearl Teething Rings
Baby Armlets
Baby Rattles
Safety Pin Holders
Powder Boxes
and
Puffs & Powders
Hygienic Sterilizers and Covers
Baby Carriages
and
Baby Carriage Straps
Velvet Animals

Jewel and Trinket Boxes Sachets

Bwana Tumbo
Jocko
Rubber
Giant Giraffe
Jumbo
Billy Possum
and
Jolly Clown

Are Giving Poor Teddy Bear

The
Run
We Have All
The
Former

Rats and Rolls
To Obtain
All the Newest Effects
in
Stunning Coiffures

A
Shoe
Should Be
A House
Not a Prison
Our Shoes
Are All Houses
Not a Reformatory Among Them.

Our Fall Styles
Were Selected Early
From
The
Cream
Of the Offerings
No Skim Milk
About
Our
Stock
Now Is the Time
To
Buy
Our Lambskin Lined
Auto Gloves
'Gainst
The Cold Time Acomin'

Listen To
Our
Collar
Chatter
The Non-Irritating Buttonhole
Is
Just the Thing
For
That Impatient Man

You
Don't
Have
To Wait Long
To Find Out
the
Thorough
Satisfaction
Of Our Shoes

Repeat Sales
Result
From
Once Buying
Our
Best-Value
Blankets

Valet Done Away With
When You Get Into
Our
Convertible
Raincoat
No
Conversation
Necessary
We Just Show
These Shoes
They
Talk for Themselves

We
Keep
The New Jet Buttons
For
Coat and Waistcoat
For
Evening Wear

Waiters
and
Musicians
Can Find in Our Shop
The
New Jacket
With
The False Collar and Lapels

Shapely Models
For
Shapely Figures
Drop In
and
Let Us
Fit
Yours

Young Men
Love
Young Ladies
They Also Love
Snap and Dash
In Their Haberdashery
Which They'll Find
In
All Our New Fall Line

Sawyer's 50 Years the People's Choice.

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.

MECHANICAL BRAINS

GEM ADDING MACHINE.

Free 10 day Trial at Our Expense

NOT AN EXPERIMENT. OVER 20,000 IN USE.

THE GEM has an automatic carrier and a resetting device that clears the dials to zero. Collapsible holder and visible total. Does the work as good as any machine at any price. Two year guarantee.

ADDRESS: H. G. Gancher,
AUTOMATIC ADDING MACHINE CO.,
319 BROADWAY, NEW YORK, N. Y.

ORDER NOW

USE YOUR BRAINS FOR SOMETHING BETTER.

\$15



Knew What Time the Schoolhouse Burned.

Once upon a time the good people of Dingman's Ferry, Pike county, Indiana, had a sum of money in their common treasury over that necessary for the running of village government.

There was a division in the town board as to the advisability of buying a town clock or a new firebell.

They had a bell on the schoolhouse that could be used in case of fire—it was cracked and all that, but still it could be heard over the little community.

All the members were finally won over to the original town-clock faction, except one old man—the richest in the village—a chronic objector who acted as the watch-dog of the exchequer.

His argument was that if a fire should occur at schooltime, the bucket brigade would not know whether they were being called to arms or the children to school.

In spite of this he was voted down and reluctantly retired to silence.

The town clock was purchased, finally arrived and was installed in the tower of the "Hotel de Vile."

At the first board meeting thereafter, a prepared resolution was presented and adopted voting fifteen cents per week to old Socrates Skillen to wind the clock, and to fill, trim, light and otherwise care for one lamp to be placed behind the semi-transparent dial so the citizens could see the time at night.

Old Socrates Skillen, by the way, drove a baggage wagon all through Grant's Vicksburg campaign, and remembered very distinctly of seeing Charles Dickens change cars at Sandusky, Ohio, in 1842.

One night a few weeks after the dedication of the common timepiece some one went through the town yelling, "Fire!"

Every one piled out of bed, opened the shutters and looked out. There was a faint glow in the sky which grew brighter and brighter every moment.

Some one caught the ear of the crier long enough to ask why he did not ring the schoolbell. But lo! it was the schoolhouse.

All poured out of their houses and ran down to the corner of Main and Front streets. Men shouted, dogs barked, and cattle, horses and chickens went bellowing, neighing and cackling over the fields in a stampede.

Crowds gathered and stood in little groups and watched the smoke pour out from under the shingles, lighted by peeping tongues of flame which met neighboring tongues of flame, finally joining together in one grand volcanic roar to light the sky and be reflected to the hills, woods and fields in the valley beyond.

There was no apparatus in the hamlet; the building was doomed, so the bucket brigade confined themselves to the roof of Count & Poudry's meat market and Butterfield & Skudder's general store across the way.

A long lash of fire swept away from the main mass and entwined the belfry and in a few moments there was a

loud crack, the apex lagged down on one side, and the bell fell into the ruins with a farewell clank—and was silent forever to the good people of Dingman's Ferry, Pike county, Indiana.

The roar of flame gradually ceased and the fire died down and gave place to white smoke in the blackness of night. A few charred studding, a mass of glowing embers, the tall chimney and the brick foundation marked the spot where the village seat of learning had stood.

"The devouring element had done its work of devastation, and the conflagration was complete," as the county paper said the next week.

Many of the villagers had gone home. All was quiet save the few voices of those who remained to tell what they were doing when they heard the alarm.

The members of the town board were lined up under the wooden awning in front of a store across the way. The chronic objector came along—the richest man of the town who had stood out in favor of the firebell. He eyed all the members collectively, then individually. He looked at the smoldering ruins, then up at the town clock, stroked his beard, cast an eye skyward, opened one corner of his mouth, and said: "Well; you'll have one satisfaction: You'll know what time she burnt."

News From Live Michigan Cities.

Written for the Tradesman.

Gladstone has just claims to distinction. Both the Cook and Peary expeditions were equipped with axes made at that place.

Negaunee has adopted an ordinance prohibiting hawkers and peddlers from doing business in the city without a license.

During August 569,289 tons of ore were shipped from the docks of Marquette, or considerably more than has been shipped any previous month this season.

Flint is considering a filtration plant in connection with its water system.

According to the canvass just completed by the postal carriers of Kalamazoo 450 houses have been built there during the past year. The increase in population is shown to be 2,250.

An interurban line connecting the cities of Escanaba and Gladstone is being constructed by the Escanaba Traction Co.

Chesaning has secured from the court an injunction restraining the Owosso Sugar Co. from dumping refuse and acids into the Shiawassee River on the ground that fish are killed and that public health is endangered. The matter has been in litigation for several years.

All the milkmen doing business in Flint, twenty-six in number, have organized and raised the price of milk to 7 cents. A credit list has also been compiled and the members will extend credit only to those who pay their bills promptly.

The Commercial Club of Marquette is taking up the matter of buying a strip of harbor frontage and building a passenger and freight dock,

to be controlled by the city. A few years ago there were four navigation companies doing business at Marquette, while now there is really but one. The reason assigned is high dockage charges. If the city carries out its plans free dockage will be given the companies.

Almond Griffen.

New Council of U. C. T. in Copper Country.

Traverse City, Sept. 20—Copper Council, No. 479, U. C. T., of Hancock, was instituted Saturday, Sept. 18, by A. T. Lincoln, of Hillsdale, Grand Counselor; Fred C. Richter, of Traverse City, Grand Secretary, and C. A. Wheeler, of Marquette, Grand Junior Counselor, starting with a membership of thirty. The election of officers resulted as follows:

Senior Counselor—John J. Keyes.
Junior Counselor—Thos. J. Beyenka.

Past Counselor—Joseph Robinson.
Secretary-Treasurer—Jay D. Lantot.

Conductor—James Lucas.
Page—Dan. A. Holland.
Sentinel—Jay R. Pearce.

Executive Committee—J. M. Johnson, Eugene Murphy, Chas. E. Bird, Chas. B. Ulrich.

After initiation a school of instruction was conducted by Brother A. T. Lincoln.

Credit for promoting this Council should be given to Brother Joseph Robinson, who has spent a great deal of time and effort to get the

work started. Hancock has the material for making one of the leading councils of the State. Visiting members from Green Bay, Chicago, Marquette, Duluth and Detroit were present.

After the meeting was closed we were tendered a banquet, which was more evidence that No. 479 will be a winner. Brothers Lincoln, Wheeler, Keyes and Richter made a few remarks for the good of the order, after which we departed, feeling that the Copper Country is the right place for the right thing.

Fred C. Richter, Grand Secretary.

No Head.

City Cousin—What a peculiarly shaped head that hired man of yours has, Uncle Josh!

Uncle Josh (who knows)—Head! He ain't got no head. Never had no head. His neck just run up and haired over.

Get Them Inside.

A customer in the store is worth a hundred people passing by on the street. Get them inside with newspaper advertisements, store window signs—then you will have a chance to talk to them.

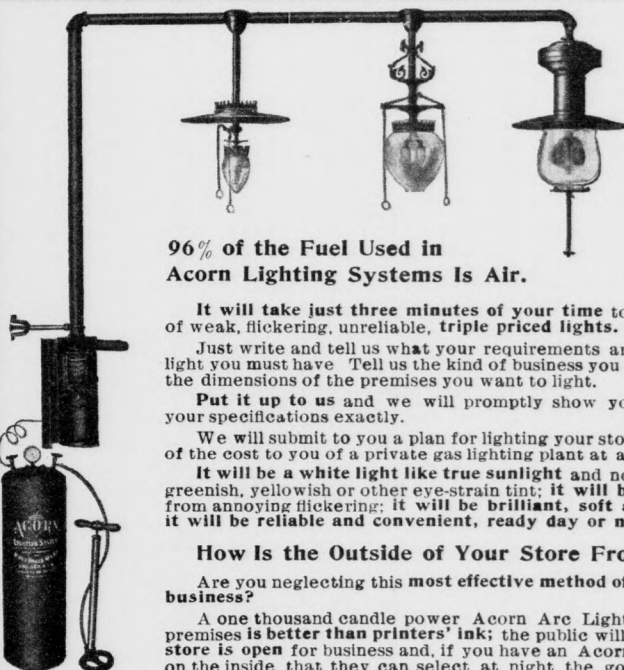
Generous.

Frank—How did Mr. Henpeck treat you when you asked him for his daughter?

Jack—Fine. He offered to throw in her mother for good measure.

It is a bad thing to be moved in meeting unless you move elsewhere.

**Don't
Hesitate
to
Burn Air
It's Free**



96% of the Fuel Used in Acorn Lighting Systems Is Air.

It will take just three minutes of your time to banish the vision of weak, flickering, unreliable, triple priced lights.

Just write and tell us what your requirements are and specify the light you must have. Tell us the kind of business you are engaged in and the dimensions of the premises you want to light.

Put it up to us and we will promptly show you that we can fit your specifications exactly.

We will submit to you a plan for lighting your store and an estimate of the cost to you of a private gas lighting plant at a poor man's price.

It will be a white light like true sunlight and not a bluish, reddish, greenish, yellowish or other eye-strain tint; it will be steady and free from annoying flickering; it will be brilliant, soft and powerful, and it will be reliable and convenient, ready day or night.

How Is the Outside of Your Store Front Lighted?

Are you neglecting this most effective method of advertising your business?

A one thousand candle power Acorn Arc Light in front of your premises is better than printers' ink; the public will surely know your store is open for business and, if you have an Acorn Lighting System on the inside, that they can select at night the goods they want as well as in daylight.

The most delicate shades can be matched by Acorn Lights; dark blues won't be mistaken for black.

Cultivate the evening trade. That is the time of all times when you can make lasting friendships with those who enter your store.

Don't overlook such a splendid opportunity to make your customers your personal friends—your most valuable asset.

You should consider an Acorn Gas Lighting System from the standpoint of economy, for its use will reduce one of your fixed expenses by 50 to 75 per cent.

Acorn Lights are of 500 C. P. and cost 1/4c or less per hour.

Don't, Don't, DON'T put off so important a thing as lighting your place of business in a manner to show your goods to the very best possible advantage.

We stand by the statement and will contract to light your premises with the light described under a positive guarantee that the light will fit your specifications in every particular. The days are growing shorter and shorter, your lighting bills are growing bigger and bigger. The time to act is now.

We require the services of several capable salesmen. Men who can measure up to this opportunity are assured of permanent employment.

Information freely given—questions cheerfully answered. We solicit your inquiries.

ACORN BRASS MANUFACTURING CO., Fulton Market, Chicago, Ill.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

September 22, 1909

A VERDICT BY RETAILERS.

"I've been a retail merchant for upward of twenty years, have seen competitors prosper and develop into jobbers and have seen others go in an opposite direction even to penury," said a gentleman from the Saginaw country, "and I do not hesitate in making the broad assertion that, as the average business man goes, the average retail dealer is the peer of any as to industry, thrift, rectitude and pride in his calling."

The remark was brought out during an exchange of experiences and opinions by a group of retailers who happened to meet at the West Michigan Fair last week and who, strolling about among the exhibitors and salesmen in the carriage building and machinery department for the express purpose of sizing up the many representatives of the sales departments of large industrial concerns, had utilized the opportunity for estimating the relative merits of a score or more of high grade salesmen.

The unanimous opinion of the merchants was that the Fair was of great value in its demonstration of the undoubted possession by these salesmen, each in his own line, of a thorough and practical knowledge of all the essentials pertaining to the products being handled. There was a difference of opinion expressed, however, as to the methods of the various salesmen. One was too spontaneous and overwhelming with his cordiality; another was too evidently bored by the questions he was called upon to answer and a third was seemingly depressed because of some hitch in regard to his exhibit.

And so it went. There was some defect, palpable or not, with nearly every man from the standpoint of the retailers and when they tried to develop a united estimate as to what was the main deficit they at last agreed that it was a lack of versatility; inability to meet and greet all sorts of people successfully from the standpoint of salesmanship.

"And that is why," observed the Saginaw gentleman when the verdict had been agreed upon, "I maintain that the retail merchant or salesman is the peer of any other class of salesmen. The retailer is obliged to

meet all sorts of temperaments and personalities every day; meet them as they come, without previous notice and with each visitor presenting a different problem. The retailer must have a score of qualifications to the four or five that are possessed by the jobber or his representatives."

"Why is it," was asked, "that the traveling salesmen with a specialty get the larger salary?"

"They do not, as a rule," was the reply. "I know of salesmen in Michigan who never make a sale except from behind a counter and who, by the way, are merely tried and proven as good salesmen, good counter men, who draw as high salaries as good travelers. The specialty man on the road has what may be called a more 'worldly way' with his customers, he patronizes the best hotels, smokes good cigars, rides in sleepers and eats in cafe cars, his clothes are more up to date perhaps and all that, but when it comes to mercantile knowledge in general and to salesmanship knowledge he is not, as a rule, the superior of the average experienced high grade counter man."

ON THE DOWN GRADE.

There are few men in this or any other country who have had quite such a career as Chauncey M. Depew. Seldom does an individual get such distinguished fame and so much of it. He was scarcely out of college before he took his place in the public eye and he has kept himself there ever since. A good deal of the time he has been in a position where he excited envy, but there have been some times when he had the right to envy the humblest citizen of whom the dear public took no notice whatever. The ability to speak well and fluently in public is sometimes referred to in the country as "the gift of gab," and that is what Mr. Depew has always possessed in large degree. He has always been able to talk easily and usually coherently upon any subject under the sun at any time of the day or night and in any spot or place. Few men have served more frequently and acceptably as after dinner speakers and some of his addresses have been excellent. His political career had some ups and downs in it, but its existence in the main is due to the fact that his railroad employers found it profitable for them to have him enjoy political prominence and influence.

The only excuse for referring to Senator Depew, just now in Europe, is the rumor which is being circulated in Washington to the effect that he proposes when his present term as Senator is finished to take up his residence in California and end his days there. He is 75 years old and in good health. It is represented he believes that with careful attention to himself in a good climate he may near the century mark. All things considered, while it may be difficult and in some respects unpleasant to him to exchange New York for California, that would be a very sensible move for him to make. He could never be re-elected Senator from any state and he better take himself voluntarily out of the race than to wait

to be pushed out, as he will be unless he leaves voluntarily. Had the last senatorial election come a little later than it did he would not now be in the Senate, although really the revelations ought not to have been unexpected on the part of anybody. All his life long Mr. Depew has been the mouthpiece of corporations, who have paid him well for his fluent speech and graceful manners and so far as he could deliver the goods the corporations have had their money's worth. He is not a great man in any sense and not the right sort of a representative for the Empire State to have in the Senate. The rumor that he is going to California to live suggests that perhaps the Senator has found himself and come to a realizing sense of the situation.

ONE MAN'S PRIVILEGE.

As a rule in most department stores the heads of the various departments know exactly as to the amount of newspaper space that has been contracted for, the details as to positions and styles and approximately just how much of this space—and of its cost—is chargeable to their department. Moreover, every department manager has a keen appreciation of the value to his department of every inch of space allotted to him.

Thus when the general manager gives notice to the department manager that they will have so many "inches of space to-morrow" there at once arises a sort of competitive race as to which one shall use his portion to the best advantage. This naturally develops an intense interest as to just what and how the advertising man is going to handle the data provided him by the department manager.

In this way it develops upon the advertising man to use diplomacy, patience and a serene temper in adjusting the ideas, smoothing down disappointments and eliminating jealousies bound to arise among the department managers, so that the department store advertisement as a whole shall have its best value and so, also, that each department shall receive individually the best results possible to attain.

"That is the end I aim at," said the general manager of one of the largest department stores in Michigan, "and sometimes I believe we achieve such a result. Our department heads are all men and have good ideas oftentimes as to advertising their respective departments, but our advertising man is one of wide experience, intense enthusiasm and great pride in his profession and is free from individual hobbies. He invariably handles each day's copy with the aggregate interest of our establishment in mind. Some days, of course, he gives one department greater space than he does others, but in doing this he is governed not alone by seasons and not alone by days. He has tabulated records for seven years by which he is able to strike with accuracy an average prediction as to weather. In fact, he is a high grade man, receives a high grade salary and gives good satisfaction be-

cause he produces satisfactory results."

"For these reasons," the manager explained, "the advertising man is the man who settles all differences of opinion between the department managers. His word is final."

RIVALRY FOR FAME.

While the world is engrossed over the heated controversy between the partisans of Cook and Peary for the honor of having first discovered the North Pole, another controversy of the same sort, but much less pyrotechnical, is going on in New York. Fortunately, the principals in this lesser controversy are taking no part, since they were gathered to their fathers centuries ago, but there are not lacking living partisans who are enthusiastically voicing their respective claims. We refer to the controversy as to whether Henry Hudson or Giovanni da Verrazano, the Italian adventurer and navigator, was the first to discover the Hudson River.

The admirers of Verrazano claim that he discovered the Hudson just sixty-five years before the Half Moon, with Hudson, entered the river, and they are so convinced of their position that they have commenced the construction of a monument to him at Battery Park. It is not disputed that the Italian explorer, who was at the time in the service of the King of France and who at other times was something of a pirate on the Spanish Main, sailed into New York Bay, as his records indicate that he discovered such a body of water while sailing northward along the coast and reported the fact to his patron, the King of France, on his return.

But while Verrazano may have discovered New York Bay and believed it to be the mouth of a great river, it is not shown that he sailed up the river itself or made any attempt to make profitable use of his discovery. On the other hand, Henry Hudson did improve his discovery and the river is named after him to this day in recognition of his claim to have been the pioneer in exploring its waters.

While the great crowds at the forthcoming celebration in New York will be applauding the replica of Hudson's ship, the Half Moon, and extolling the memory of the great explorer, the friends and partisans of Verrazano will not permit him to be forgotten, nor should he be forgotten, since there seems to be no doubt whatever that his achievements were in a measure connected with the earliest discoveries of the splendid bay into which the Hudson River empties. There is no ground for any feeling in the matter, as there is glory enough in the discovery of such a river for all concerned partisans, as well as principals.

No man ever did much to lift this world who regarded it only as a doorstep to Heaven.

It is often safer to trust an old prejudice than a new appetite.

It is wise to be afraid of the spirituality that fears morality.

WHAT NEXT?

With the finding of the North Pole after a search of something over 300 years and at the expense of something more than 700 human lives, it was supposed that with Nature's great secret revealed human curiosity would be satisfied, for a while at least, and that that part of the world so long and so deeply interested would take a needed rest. The wires have hardly flashed their astounding intelligence, however, before other anxieties begin. What is going to be the inevitable consequence of the discovery? Whose pole is it, anyway? What is going to take the place of geographical discovery now that Cook and Peary have come back from the no longer undiscovered country with the long-sought Pole between them, burdened with proofs as convincing as the grapes and the pomegranates and the figs which the men of olden time brought back from the brook of Eschol? Columbus by the lever of his genius pries a continent from the Atlantic waves and lo! America, the grandest republic the earth has known, stands as the result of his endeavor. Is a similar result to follow the finding of this Pole? No literature has so fired human imagination as the literature of exploration and adventure. Is all this now to stop? "When the last square mile of desert is surveyed; when the real Polar regions are platted into homesteads; when the last mountain peak has been robbed of its mystery and the last ocean depth sounded and charted, one of the hitherto motives for human exertion will be gone." Under such discouraging conditions what is to become of all this youthful, pent up energy? Will it go to waste and so become lost?

Until the boys get home it may be well to let not the heart be troubled. The last square mile of desert is not yet surveyed and it is going to require considerable skill and perseverance to make the Northern ice fields blossom as the rose; and it may as well be stated here as anywhere that even with this secret revealed the storehouse of Nature's mysteries has not been quite exhausted. The scientist of to-day has not got out of sight and hearing of Newton, and the scientist avers that he has been diverting himself with a smooth pebble or prettier shell than ordinary whilst the great ocean of truth lay all undiscovered before him, and Sir Isaac died, it will be remembered, in 1727.

With the scientist thus consoled, the world at large will find itself too busy with the same old problems of life and living to bother about the results that will follow the finding of the Pole. Within hearing of this pen a workman announced that Cook had found the Pole. "Well, I'm glad that question's settled. Take a hand there and give us a lift, will you?" and with no more of a ripple than that the event of centuries became history and existence lives calmly on. If there are results they will be met. "Sufficient unto the day is the evil thereof," if it be evil, and if it be good the world at large will see that it does not remain unappropri-

ated too long. To the mass of workers it is safe to say that there will come no violent change. The burden, be it heavy or light, must still be borne; the journey, be it one of pleasure or pain, must be traveled; the task, be it hard or easy, must still be done, and it is our hands and our brains and our cunning that settle the question whether we, like the Pole-finders, are going to wire "Successful" when the hands and the brains and the cunning have done their best and we are homeward bound.

There may be, for the world is large, more than one enthusiast who will weep, as Alexander did, because there is no longer any North Pole to discover; but these same enthusiasts will find without the loss of many tears that there are other worlds to conquer, and that these can be conquered without going away from home. Watt and his teakettle became acquainted at the home hearthstone, the Wright brothers flew into fame from the Ohio homestead and the home-bringers will tell us when they get here that it was in New York and Pennsylvania where they planned the expeditions that have ended in the discovery that writes their names among those that "the world will not willingly let die."

DEGENERATE SPAIN.

The last Old World's clutch on the New was loosened when the Spanish fleet went under the ocean waves and the ragged remnant of the Spanish army was sent home. Since then the Western continent has been trying to overcome the debasing influences of the older civilization and has been compelled to acknowledge indifferent success. Prejudices are hard to overcome and the same Saxon antagonism that rendered England inhospitable to the Roman legions in Caesar's day finds itself inspired by the same spirit when Saxon and Roman come together centuries afterwards in an unknown world and across a then entraversed sea. The two peoples do not coalesce and their vices and their prejudices are the last to give way to what would necessarily be considered the unwarranted interference of the other, however kind the intention. The Spanish bull-fight is an illustration. No English adjective is base enough and strong enough to describe accurately and in detail the favorite pastime of the Spaniards. Man and beast, brought to the same level, fight to the death for the amusement of the populace exactly as in the old Roman days the Coliseum was crowded to witness the contest of the gladiators.

The single obstacle in the way to win the favor of the Spanish to our American amusements is the bull. We will have none of it. There lies the degradation. He, the beast, is uplifted while his fellow fighter, the man, is debased. Remove the bull or what is better replace him by a man and the fun can go on unchallenged. There is an existing prejudice in certain circles against the prize-ring. It is brutal, it is beastly; but the blows given and received and the blood shed rarely end in death, and these,

the blow and the blood, are all the crowds seem to care for. The death is always deplored, but he who dies game is remembered as a hero, at least until sunset.

With these as leading features it is easy to understand how and why the automobile may one of these days displace the bullfight in the heart of the Spaniards. The contest, nine to one, is in death's favor. Broken bones and blood and instant death are the only outcome to be looked forward to, and the world at home and abroad stands ready to furnish what money is needed. Here is where Indianapolis comes in. A stadium, if it be called that, is constructed, the automobilist, builder and driver are on hand, the vast auditorium is crowded with spectators and the race begins. Out flash the motors and a moment later the thousands of closely packed humanity see three young men crushed to death on the new automobile race track. An accident? Was it not exactly what the gathered crowds expected and went to see, exactly for the same purpose that the old Roman masses overflowed the Coliseum, with the same end in view that for more than five hundred years has gathered the Spanish throng to witness the national amusement which Queen Isabella pronounced atrocious and which she tried in vain to abolish? The killing can hardly be called an accident. The machine was constructed to go. Speed was the end to be obtained from the first movement to the last, and to that attainment every effort was bent. The chance of death? It was not counted in and for the sake of crowding the mile into the smallest number of seconds the three young lives were sacrificed.

Let us not deceive ourselves. The American idea does not greatly surpass that of the Spaniard. We have displaced the bull by the automobile; but the blood shed and the broken bones and the killing remain. Does the saving of the bull make the difference; and is that why the daily deathlist of the automobile goes on unchecked? "Two lives lost, two records made, and that epitomizes the pace that kills," says the Atlanta Journal, and that idea followed leads finally to the conclusion that it never is going to do for the pot to call the kettle black and while there is a difference between a bull and an automobile the difference is not great enough to dub Spain a degenerate and the United States a regenerate with the marks of Spain's degradation all over her.

To live content with small means; to seek elegance rather than luxury, and refinement rather than fashion; to be worthy, not respectable and wealthy, not rich; to study hard, think quietly, talk gently, act frankly; to listen to stars and birds, to babes and sages, with open heart; to bear all cheerfully, do all bravely, await occasions, hurry never; in a word, to let the spiritual, unbidden and unconscious grow up through the common; this is to be my symphony.—William Henry Channing.

THE "HANDS OFF" PLACARD.

The fruit season is one especially trying to the dealer, when peaches that look tempting receive the thumb-dents of every passer unless protected by netting. The latter, if it is white, gives to the fruit a chilling tinge; while the rosy tarlatan which imparts the delightful hue coveted is at once branded as a cheat.

"Do not handle the fruit" should be a rule rigidly enforced. The normal longevity of the fruit demands it. Cleanliness clamors for it. It would seem that common sense might be dictator and render this sign superfluous, but it seems perfectly natural for every one who comes along to sample the fruit with the thumb and finger—the candies in a still more realistic manner.

We have all heard of the man who doctored his "fine cut" with cayenne when an obnoxious visitor appeared in sight, but just how to protect the fruit from the over-inquisitive does not admit of such drastic measures. The man who sponges his tobacco is usually a pure loafer. The one who samples the eatables may be a professional along this line, yet a desirable customer in many respects. It may be he has in the past bought a bushel of peaches which were fine-looking on the outside, but which proved little better than brickbats, or a lot of pears which were rotten at the core. Little wonder that he wants to sample future purchases.

Would it not be better to provide a sample of such fruits for cutting and thus avoid the temptation to bruise? Label it "Samples for buyers"; it is cheaper to give a few pieces to possible customers than to have the entire stock injured. This with "Please do not handle the fruit" should be sufficient.

Years and years ago the lottery was a recognized enterprise, regarded as perfectly legitimate, and its pleasures and risks were indulged in by those who had the price. Then Americans became wiser and more thoughtful and perhaps more moral and anyhow the lottery business was abolished. It is against the postal laws to carry on the business through the mails. In some respects the Cuban postal laws were fashioned after those in the United States, but if there was anything therein which prevented carrying on lotteries that has been attended to very carefully and eliminated. The Cuban lottery could sell tickets in this country fast enough if such procedure were legal and it is to prevent the possibility of such sale that the postal authorities of that Island have been in Washington lately. The tickets can be sent through the mails in Cuba, but if anybody even so much as enquires of the Cuban Consul in this country about the enterprise the letter will be turned over to the police. It is curious how much attached the Spanish are to lotteries, cock fights and all that sort of enterprise and amusement. They and all those who speak their language seem to cling to these things more tenaciously than any other people.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 18—The spot coffee market is in better shape than a week ago. While buyers are not purchasing far ahead of current needs, they are not offering so much opposition to quotations and sellers seem to be in a very cheerful mood as to the future. The heavy receipts at primary points are still looked upon with a good deal of interest and from July 1 to Sept. 16 the arrivals of coffee at the two ports of Rio and Santos aggregated 5,829,000 bags, against 4,025,000 bags at the same time last year and only 2,771,000 bags two years ago. In store and afloat there are 3,650,181 bags, against 3,311,899 bags two years ago. In store and afloat there are 3,650,181 bags, against 3,311,899 bags last year at the same date. At the close Rio No. 7 is quoted in an invoice way at $7\frac{1}{4}$ @ $7\frac{3}{8}$ c. Mild coffees have ruled rather quiet, but within a day or two there has been more enquiry. Quotations are well sustained.

The sugar market has been active and refineries have been very busy. The quotation for granulated generally is on the basis of 5.05c, although some purchases have been at 4.95c, less 1 per cent. cash.

The tea market is in good shape. Orders are coming in freely and sales in an invoice way are numerous. There is a shortage of the better qualities and it is said that Formosas,

which were selling at 12c a year ago, are now worth 15c. The whole outlook favors the seller.

Rice is active and the week has shown a record surpassing any previous one for a long time. Calls are made for every grade and for larger supplies. Quotations are well sustained, and while not quotably higher the tendency is certainly that way. Supplies are not over-abundant and the future is looked at with confidence. Prime to choice domestic is quoted at $5\frac{1}{2}$ @ $6\frac{1}{8}$ c.

In sympathy with almost all other markets spices are doing better and some large transactions have been recorded in pepper. Cloves, cassia and nutmegs are all selling more freely and quotations are firm.

The molasses market has been an exception to the general activity and hardly any business has been transacted. Old stock seems to be in light supply and yet there is enough to meet the demand. Prices are absolutely unchanged. Syrups are steady.

Canned tomatoes are a glut in the Jersey and Peninsula districts and tons will go to waste. A 60c basis is looked for by some buyers, but if this figure is reached it is felt that a reaction will come and an advance take place a little later. At the moment $62\frac{1}{2}$ c seems to be about right. Some brands, of course, fetch more. Corn is steady and if frost holds off awhile there will be a better pack than was looked for. Quotations show little, if any, change. The better grades of peas are moving with greater freedom and quotations are

well held. Other goods are in about the usual movement.

Butter seemed in a fair way of reaching the 40c mark on its way to 50c, when it was discovered that something must be done to "create a bigger demand." There is a limit to the price of butter, and when it is reached people will not willingly go beyond it. There is a good deal of activity in the oleomargarine department of the big groceries, which is retailing at five pounds for a dollar. As to butter, it has declined $\frac{1}{2}$ c, owing to larger receipts, and creamery specials are now $30\frac{1}{2}$ @ 31 c; extras, 30c; firsts, 28 @ 29 c; creamery held specials, $30\frac{1}{2}$ c; extras, $29\frac{1}{2}$ @ 30 c; Western imitation creamery, firsts, 24 @ 25 c; factory, $22\frac{1}{2}$ @ $23\frac{1}{2}$ c.

Cheese is steady and without change as to quotations. State full cream, $15\frac{1}{2}$ @ $16\frac{1}{2}$ c.

Eggs are well sustained at 28 @ 30 c for Western extras; extra firsts, $25\frac{1}{2}$ @ 27 c; seconds, 21 @ $22\frac{1}{2}$ c.

Keep the Windows Alive.

There is a vast difference in the amount of good which people get out of their window displays.

A great many grocery stores, we are obliged to admit, don't "work" their windows as they should, and as a natural result the windows do not work for them.

The windows must be kept alive. They must be made to tell a distinct, emphatic story to the people who pass by and look in.

You can't make a lively window without putting things there which

will attract attention, and cause people to keep watch of the windows for interesting things.

One grocer we know of adopted a simple little plan for a lively window attraction which brings him very good results. About Thursday of each week he puts a big placard in his window saying:

"Watch this window about 6 o'clock Saturday afternoon. Don't miss it."

Then at 5 o'clock Saturday the curtains of the window are drawn and the merchant puts into the window some especially attractive bargains. It may be a choice line of sundries at ten cents each; it may be a display of bananas at a low price, or in the berry season, of berries at a low figure. It is bound to be something which will move fast and attract instant attention. People have learned to watch for this Saturday night window, for it always holds something especially attractive.

Tom Murray, the famous Chicago clothier, makes his windows shout for him all the time, simply by his ingeniously worded and always convincing placards, written with a blue pencil on big sheets of paper and fastened to the glass.

About the most discouraging looking thing about a store can be its window. A stale window, which has a tired, fly-specked look, indicates the same sort of a store back of the window and repels rather than attracts trade.—Hutchinson Wholesaler.

Some men's souls are so small that they carry them in their pocketbooks.

Merchants Like a Quick Seller

Post Toasties

Make a quick trip from the shelves of the retailer to the breakfast and lunch tables of the consumer. Repeat orders follow—people like the "toasty" flavour—the customer is pleased—the profit is big. A popular "seller" (among Flaked Foods) is Post Toasties. **Stock up!**

"THE TASTE LINGERS"

POSTUM CEREAL CO., LTD., Battle Creek, Mich., U. S. A.

How Salmon Are Caught in the Columbia River.

Nearly all the world's supply of canned salmon formerly came from the Columbia River, but Alaska is now the largest source. The Columbia catch has been increasing, but not so rapidly as the consumption and the output of the other rivers. There are altogether twenty-two canneries on the Columbia, employing about 500 hands and producing 30,137,000 pounds of fish valued at \$3,319,000. The business is very much larger below Portland than above. There are eight canneries scattered along the eighty-five miles between The Dalles and Portland. The salmon do not go above The Dalles in numbers large enough to make canning profitable from a commercial standpoint.

All of the salmon on the Upper Columbia are caught with wheels, simple contrivances like those used to furnish power for mills. They are from six to ten feet wide and from ten to twenty feet in diameter and are fitted with blades in the shape of a basket. The force of water causes them to turn and when schools of fish are running up stream they are scooped up by the blades and, as the wheel revolves, they are dumped into a chute from which they slide into a tank. There they are strung together by running stout cords through the gills, are tied to large floats marked with the owner's name and set adrift in the river, thousands of them in a single bunch. Opposite each of the canneries men are waiting in boats, who grapple the vast

floats with hooks, tow them over to the cannery, where the fish are lifted up to the first floor and dumped in piles to be killed and cooked and packed in cans for market. The fish weigh from thirty to seventy-five pounds and will probably average forty-five pounds each through the entire season.

The use of the wheels is made possible by the habit of the salmon in swimming as close to the bank as they can in their upward migration to the spawning grounds. You know that when they are four years old salmon always return to their birth-place to spawn. They never go anywhere else and they go in enormous schools, thousands and even millions of them, sometimes so many that they move like a solid mass under the water.

A story is told and believed that twenty-five or thirty years ago the river was so crowded that men actually walked across from bank to bank upon the backs of the fish. This seems incredible, but anyone who saw the run of salmon in Puget Sound this summer would not dispute it. I have heard reliable, serious men say that they saw a million fish in one school this summer, which actually dammed the water of the river, and so many were brought down to the canneries at Bellingham that it was impossible to put them all up. Word was sent out around the country that any one who wanted fish should come to the cannery, and a procession of farmers' wagons drove up day after day and were load-

ed with the poorer qualities, which were taken home, dressed, salted, pickled, smoked and preserved in various other forms for consumption the next winter. But even this did not dispose of them all, and the cannery people were compelled daily to tow barges full of tainted fish out into the sea and dump them where the water is deep.

The salmon wheels catch a great many fish, of course, but the larger number get by them and go up the Columbia, where they spawn and, when the season changes, return to the ocean.

Like every other business out here, salmon fishing and packing are being "regulated." The Legislatures of Oregon and Washington give the fishermen and canners something to think and talk about every winter. In 1908, desirous of protecting this great industry which has given Oregon not less than a hundred millions of dollars, the people gave a majority of 26,000 in a referendum vote for a law that has been enacted by the Legislature to prohibit salmon fishing beyond the head of tidewater on the Columbia. But the matter got into the courts under an injunction suspending the enforcement of the law, and before the legal question could be settled the law was repealed and a substitute was passed prohibiting fishing on Sunday and shortening the season by several weeks.

There is a prevailing sentiment which will assert itself sooner or later in favor of prohibiting salmon fishing above tidewater, that is, above

where the salt water ceases and where the rivers become fresh, because there is where the salmon commence to spawn, and if they are prevented from doing so of course the supply will naturally decrease. On every river except the Columbia and in Alaska salmon fishing has been stopped at the head of the tide and it will be done here.

The salmon output of the Columbia this year will be 30 per cent. less than last year, while the floors of the canneries of Puget Sound and Alaska have been groaning under the harvest of the sea. This is considered a strong argument in favor of the passage of the law referred to, which will undoubtedly have a majority in its favor during the approaching session.—Wm. E. Curtis in Chicago Record-Herald.

The Dun Courteous.

A Michigan shoe dealer, rather tardy in paying up, received the following letter from a wholesale shoe house:

"Our cashier fell unconscious at his desk this morning. Up to this time, 4 p. m., we have been unable to get a word out of him except your name. May we say to him, with a view to his immediate recovery, that we have your check, as we think that is what is on his mind?"

The champions of the truth are always afraid it may wander from their paths.

The more painful a man's piety the more prone is he to prescribe it.

It Does Not Pay to Take

Pride in MERE EXTRAVAGANCE—Not a Display Fixture at Any Price Looks Better, Sells More Goods or Proves More Satisfactory Than do V-NEAR WOOD DISPLAY Fixtures. We Might Add Dollars to the Price, But We Could Not Add an Iota to Their Exquisite Appearance, Their Stableness or Their Genuine Worth.



Boys' Clothing Trim

One Unit Set, six hat stands, \$6.50

Our fixtures are well adapted for striking displays in the boys' and children's goods. See how easy it is to drape over our Unit Sets. Note how each button and ornament upon the garments show. These little points are what sell the garment.

The draping of these garments will suggest many new combinations that can be worked out, bringing good results to the cash drawer.

Our Diamond shirt boards are effective to drape reefer suits and furnishings.

Many Merchants Have Waited for Mission Fixtures

which they could take a pride in at a price which they could afford to pay. All of these merchants are now our prospective customers. We

have no competition. Hundreds of merchants are throwing out their expensive mission wood fixtures and are using V-NEAR WOOD DISPLAY FIXTURES instead.

Our booklet in colors shows you how to trim, write signs, build V-Near Wood mission backgrounds and contains many useful hints of how to increase your business through your show windows. Sent on receipt of 4c in stamps.

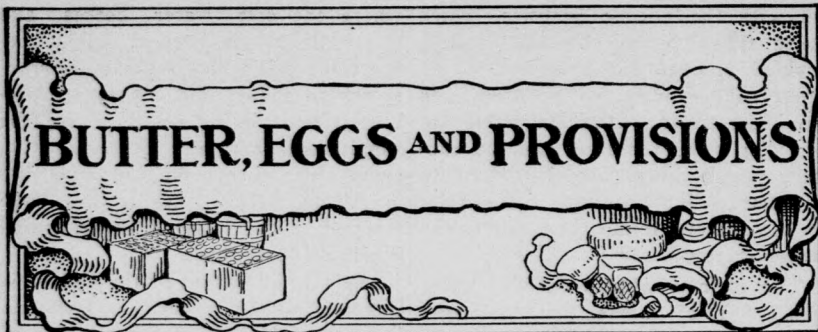
**V-NEAR WOOD
DISPLAY FIXTURES**

314 Fifth Avenue

CHICAGO

Send Us Your Order

We Guarantee
Complete Satisfaction



Observations of a Gotham Egg Man.

The last report of the Associated Warehouses, giving egg stocks in the houses reporting, shows 2,083,678 cases in storage in New York, as compared with 1,996,232 cases one year ago and 2,249,464 cases two years ago.

In comparing these figures with our reports and estimates for the four leading markets of Chicago, New York, Boston and Philadelphia it will be seen that the general indication is the same—that is, that the August output this year has been comparatively small, that it was much greater last year, and that it was much greater still two years ago. The percentage of August reduction this year is considerably smaller as indicated by the Associated Warehouse report than as indicated by our figures for the four leading markets. Thus, the Associated Warehouse figures indicate an August reduction in 1909 of only about .7 per cent.; in 1908 of about 4 per cent. and in 1907 of something less than 7 per cent. Our figures indicated an August reduction of 2.8 per cent this year, 7.3 per cent. in 1908 and a little over 9 per cent. in 1907. It is natural that stocks in large consuming centers should show more early reduction than stocks in smaller centers, so that the figures may be considered as corresponding very closely, since the Associated Warehouse report includes only a part of the large Chicago holdings and a considerable quantity of stock held at interior points.

The materially slower reduction of storage accumulations so far this season is the natural result of a larger summer production and the effect upon consumptive demand of the materially higher level of prices, induced by the unprecedentedly high prices paid for spring and early summer storage accumulations.

The slow reduction of storage accumulations up to this time, coupled with the unusually liberal run of fresh gathered eggs—which has exceeded any previous year in August and early September except 1906—has naturally added to the doubtfulness of the outlook for storage goods and led to rather an urgent offering of storage eggs in this market. Chicago reports seem to indicate a considerably more confident holding there than in the East, and the prices asked in that market are above a parity with the rates at which prime stock can be bought here. But New York dealers have not been able to use as many storage eggs as usual up to this time and they are not speculatively inclined. Most of the early packed refrigerators lately changing hands

here—and the quantity is very moderate—have been at 24½@25c. Very prime goods can be obtained at the latter figure, charges paid to January 1, and while occasional cars are reported sold ½@1c higher it is only where the buyers are wedded to certain favored brands having an especially high reputation for close selection and fancy packing.

There is, of course, a practical certainty that as the moulting season becomes more general the production of fresh eggs will decline, throwing a larger part of the trade on the reserve stock in storage; and it is reasonable to expect a further gradual hardening of prices for fine fresh eggs as the fall season advances. But as this will doubtless have its effect upon consumption it may well be doubted that the natural upward movement in high grade fresh eggs will have anything but an unfavorable effect upon the final outcome of the storage deal.—N. Y. Produce Review.

Hope for Meat Eaters.

In view of the continued high prices of meat, which constitutes one of the most expensive items in the household expenditures of the average family, news that the farmers of the United States are seriously agitating the idea of resuming the raising of live stock suggests a glimmer of hope.

Increased restriction of range lands caused by growth of population in the West offers little hope in increase in the supply from that source. It is argued, however, that conditions have reached the stage at which stock raising on a smaller scale will be profitable in other localities, where the industry for years has been practically abandoned.

The idea has been extensively discussed at recent farmers' institutes and there are indications that it is meeting with favor. It is argued that farmers who devote a portion of their land to grazing will find it profitable at present prices, besides its value in maintaining the fertility of their farms.

Most well-informed stockmen believe that prices never will return to the low levels of ten years ago. If this should prove to be the case development of the industry among the farmers should have some effect in keeping a meat diet still within the reach of workingmen and people of average means.—Butchers' and Packers' Gazette.

Faith is to be measured by what it makes you do, not by what it makes you want others to do.

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

BUTTER AND EGGS

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

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

T. H. CONDRA & CO.

Mfrs. Process Butter 10 So. Ionia St. Grand Rapids, Mich.

We Want Eggs

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

Burns Creamery Co.

Grand Rapids, Mich.

Send Us Your Orders

Clover Seed, Timothy Seed and all kinds Grass Seeds
Have Prompt Attention

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

ESTABLISHED 1887

Egg Cases, Egg Case Fillers and Egg Shippers' Supplies

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

L. J. SMITH & CO.

EATON RAPIDS, MICH.

SEEDS

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

"All orders filled promptly."

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

PEACHES, PEARS AND PLUMS

for canning are now arriving freely

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

The Vinkemulder Company

Wholesale Fruits and Produce

14-16 Ottawa Street

Grand Rapids, Michigan

THE FARMER.

Some Features of City Life Which He Escapes.

Written for the Tradesman.

The farmer never needs to walk the streets looking for work.

The farmer never has to ask for a raise in salary. He can increase his income by working more hours or by working more intelligently.

The farmer is not broken of his night's rest by people tramping the sidewalk under his window until midnight.

An all night party at the farmer's neighbor's need not disturb him.

The farmer's wife need not keep the front door locked while she works in the kitchen, nor lock the back door while she rests in the sitting room.

If the farmer should oversleep some morning he does not have to rush away to his work without his breakfast for fear of being late and offending his employer.

The farmer can rest his team in the field or go for a drink of water, or even visit a few minutes with a passerby without being docked in his wages or having a boss tell him to keep on with his work.

When the farmer's work is in good shape he can lay off a half day or more. When work is slack in the shop the foreman dare not spare a man without orders from the proprietor, for there may be a job coming which must not be delayed by any of the regular force being away.

The farmer can sometimes work a few minutes later than usual in order to finish a job and thus save an hour or two work next day.

The farmer does not have to ask any one if he can work overtime or if he may do any more than a specified amount of work in a day.

The farmer still has the privilege of painting his own barn, or putting a tap on his own shoe, or putting a nail into the shoe which is loose on his horse's foot.

The farmer is still allowed to own a forge and do his blacksmithing or have a feed mill and grind grain for his own or neighbor's stock.

The farmer can go to his work in the morning without being sure to have money in his pocket, for he does not have to pay car fare or buy his dinner.

The farmer may have to put up with a cold dinner a few times in the year, and he may not have to do so at all. He would think it a terrible hardship to carry his dinner to the field in summer or eat it in the barn in winter year in and year out.

When the farmer's day's work is done he does not have to stand in a packed, almost suffocating car, or walk three or four miles, or wait an hour for a car with a chance to sit down.

The farmer can usually drop his work as soon as the breakfast or dinner or supper bell rings, and if necessary to go back and finish a job after the meal is over it is not very far away.

No business man can turn down an application for credit with as little concern as the farmer. It is preposterous to think of grain, produce or

stock buyers asking the farmer to wait for his pay, and as for the village or city people to whom he sells butter, eggs or fruit, he turns down requests for credit by simply telling them he can get cash at the store for his stuff if they have no money. He will not bother with keeping accounts. Their trade is not worth the trouble.

And there are many other features of city life which the average farmer could not be lured to endure. A little experience and observation convinces him that the city man pays dearly for his special privileges and opportunities. E. E. Whitney.

The Retail Butcher Business Is Not Played Out.

Among the class of butchers who are doing a comfortable business I find a tendency to let well enough alone. They are satisfied with what they are doing and are making no effort to increase their business. The average small butcher complains that the "big fellow" takes away a certain amount of his trade. He does not stop to consider that the other fellow is working harder and that he has the same chance to become a "big fellow." Perhaps the two got the same start; they may have worked together in the same shop, and then branching out for themselves one far outstripped the other. "He was lucky," says the small dealer. He would have been right had he said: "He was ambitious and always on the job."

Don't be dissatisfied with your trade as long as there is a possibility of adding to it. Find out why the big fellow gets more trade than you do. Is it the appearance of your store which makes the difference? If so, do what you can to make it more attractive. Does your competitor carry a better assortment of meat? You have the same source to draw from. You can get clerks as competent as those in the employ of your rival; you can serve your customers as well. There is no reason why you can not increase your business and take your place among the "big fellows." You can not do it, however, sitting back with the belief that your market is one of the finest in the neighborhood. Keep busy and make it so. Watch the condition of your blocks and scales. See that there are no flies about; keep your goods screened and, last but by no means least, take proper care of your windows. Probably you have them cleaned every Friday, but is that often enough and is there not spare time enough, especially in the summer, to clean them two or three times a week?

There is an old German saying, "Dresses make people," which can well be applied here. A bright, fresh appearance will make your market. This does not mean that the market must be fitted out in marble and expensive material, as it is not the material so much as the way it is kept which attracts the eye. The appearance of the butcher and his clerks is another matter of importance. It is just as easy for them to be clean-shaven, to wear clean frocks and to

keep their hands free from dirt and stains as it is to do the opposite, and what a difference this makes in the eyes of the patron! In some markets, otherwise well-kept, the walls are unsightly. Covered with fly specks and dirt they turn away trade and it is an easy matter to keep them bright and clean.

The modern butcher knows that there is a value in advertising. The man who opens a market and waits for the business to come to him will never reach the top. But you will say that newspaper advertising does not pay; that the quality of the meats offered for sale is the best advertisement for a market. That a high grade line of meats is a good advertisement is true, but perhaps everyone in the neighborhood does not patronize your market and how are they to know you keep the best meats? A neat circular or folder, calling attention to the excellence of the goods and announcing a special sale on a particular day will prove a strong advertisement. Take some meat, for instance, that is low in price, say lamb at the present time, and give out your circulars several days ahead of the day set for the special sale. Make a special rate for the occasion and you may be sure that you will get a large number of orders and gain some new customers.

Then you can make use of attractive signs in the windows, offering a reduced rate on odds and ends which you want to get rid of. Care must be taken not to use unsightly signs, such as would give a cheap appearance to the market.

Your outside man can also be made one of your best advertising mediums. Talk the matter over with him. Get him interested in securing new trade. In supplying all the customers he comes in contact with a large number of families, and if properly solicited he can get the trade of many of them.

Suppose you think the matter over and give up complaining about the played-out butcher business. Wake up to the advantages which are yours and in a short time you will be one of the "big fellows."—Arnold C. Schueren in the Butchers' Advocate.

You will not help the man who is looking to you by looking at yourself.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

The North Pole

It makes little difference to you who discovered it, BUT it will make a big difference in your bank account if you ship your Butter, Eggs, Veal, Poultry, Apples and Potatoes to

F. E. STROUP, 7 North Ionia St., Grand Rapids, Michigan

Ask Michigan Tradesman, Grand Rapids National Bank, Commercial Agencies

Hot Graham Muffins

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

Wizard Graham Flour

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

Wizard Graham's is Made by

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan



Ground Feeds

None Better

WYKES & CO.
GRAND RAPIDS



All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids

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

ELLIOT O. GROSVENOR

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.

2321 Majestic Building, Detroit, Mich.

MUTUAL RELATIONS

Sustained By the Salesmanship and Advertising Departments.*

I once learned a valuable lesson from a school of expression in Boston. I went there because they said they could teach any one to talk in public. I do not know that I learned much about speaking in public, but I learned this one thing, which has been worth a whole lot to me ever since. The first thing that this teacher told me was that I had to have an object in mind when I was addressing an audience. He said, "Now, what is your object? What do you want to tell these people? Why are you going to talk to them? Get the object first fixed in your mind, and then talk about it, but if you get up to talk and haven't any particular object in mind, you won't make much of an impression." Now this "object" business is not only good for public speaking, but in everything we do every day. If you are going to write an advertisement, what is the object of it? If you are going to hold a meeting of 6 or 7 of your people, what is the object? If you are going to print a paper for salesmen, what is the object of it? You can see from these applications what a great point that is.

I have been in the manufacturing business nearly all my life and I have found that it is much easier to make things than it is to sell them. It took me some time to figure this out. It finally dawned on me that the difference is caused through the fact that in one case you deal mostly with machinery and metals, while in the other you deal entirely with the human mind.

Machinery is a fixed quantity. You know exactly what a machine can do and exactly what it will do under given conditions. It is very often automatic and requires little attention from anyone. It is nearly always the same. It never changes its mind. It is very seldom influenced by outside conditions. Nearly every one who has some money can start a factory and manufacture things, but it doesn't follow that any one can sell things after manufacturing.

When you get on the other side of it and try to deal with humanity, you face very different problems. Humanity thinks. It has feelings. It has sensations, decisions, prejudices. It changes its mind. It is influenced by environment and the conditions surrounding it.

Here is a peculiar thing about humanity. It has always wanted and it wants now, teachers, leaders. People are willing to be taught. The man who makes a great success, I don't care whether he is a business man, a lawyer, a politician, or an advertiser, is the one who goes into the teaching business.

Advertising and salesmanship form the connecting link between invention and the use of any article. All the best inventions of the world would have fallen flat had it not been for advertising and salesmanship—had it

not been for teaching people the use of new things. Therefore, I think I will not be stating the case too strongly to say that advertising and salesmanship have done more to push the world ahead than anything else. Through advertising and salesmanship, men have been brought to see and appreciate the blessings which the world affords.

What is salesmanship? Salesmanship is nothing more nor less than making the other fellow feel as you do about what you have to sell. A sale does not take place in a man's pocket, or in his pocket book, or his check book, but it first takes place in his mind. In order to make a sale you must convince a man's mind. When you go in to see him he feels that he does not want to buy your goods. You feel that he should have them and would buy them if he knew as much about the goods as you do. Now, in order to sell him you must change his mind and bring it around to agree with your mind, so that when we once put salesmanship on this board plane of convincing the other man's mind, it doesn't make any difference whether we are trying to sell a house and lot or a paper of pins.

Advertising is a process of salesmanship. It is a means toward making the other fellow feel as you do. Most frequently we hear that "Advertising is salesmanship on paper." This is not untrue, and yet it is not wholly true. Advertising is more than salesmanship. It is an insurance on the continuance of trade. It is salesmanship plus publicity.

To show the value of teaching salesmen what to say to prospective purchasers—suppose you were a manufacturer and could call all of your prospective purchasers together in one large tent, and you would have them there for the purpose of telling them about your goods, what would you do? First of all, you would be mighty careful about the man or men you picked out to talk to these people. You would pick out the man who could make the best talk, the man who, in the time he had to speak, could teach these people the most about your goods. You would want to know beforehand just what he was going to say before you would let him go on the platform. Now, what is the difference between talking to them one at a time? Then why not train your salesmen how to talk to each individual, since you would consider it so important to know what would be said to all of them at one time?

I believe if advertisers could get all of their readers together in one large tent, and would be able to say to these readers what they are saying to them in print, that nine-tenths of them would change their copy. If we were going to say the things to people that we print, we would certainly be more careful. Yet there are more "bad breaks" being made to-day in advertising than in almost anything else. Some advertisers seem to say everything but the right thing to their prospective customers. They would not think of talking about

these same things if they were talking to these people.

It is, after all, all teaching, whether it is selling goods orally or selling them through printed matter. I am not foolish enough not to know that there are exceptions to this rule. I realize that there are certain well-established concerns who print very little about their goods and merely keep their names before the public, but any one else who wishes to go into the same line of business will fail absolutely by following these same methods. The only way that any concern can hope to take away a share of the patronage of another well-established concern in the same line is to adopt different advertising and selling methods. It is necessary for the new concern to give a reason why people should change their place of trading. If you want to start in the hardware business, the shoe business, or any other business, it is not enough merely to put an advertisement in the paper saying that you are in the shoe business, or hardware business, and expect people who are buying elsewhere, and are fairly well satisfied, to change their place of trading, but in addition to stating that you are in the shoe business or the hardware business, you must give reasons why people should buy shoes or hardware from you.

I think most copy writers and advertisers take it for granted that the buying public knows a great deal about their goods; at least some of the copy would make you think so. They use all kinds of technical expressions and big words. I once heard it said that a man with big ideas uses little words to express himself, while the man with little ideas is always using big words to try to impress the people with the greatness of the little idea. Small words are more important in advertising than in anything else. People never buy until they are convinced. You can't convince them until they understand. They won't understand unless you express yourself clearly, and the only way to express yourself clearly is to use small words that any one can understand. Most advertisers shoot over the heads of nine-tenths of the people they want to reach. They don't understand the art of merely talking common sense to these people—the same kind of talk they would use if they were trying to sell them orally.

Next to the importance of what you say, is the way in which you say it. It is so in talking—it is so in advertising. The set-up of an advertisement is like the dress of a salesman. Suppose a salesman would go into a store to sell goods and would have on a hat of one color, a coat of another color, a vest of another, and green trousers. He might attract attention, but he would not make much of an impression. The set-ups of some advertisements remind me very much of such wearing apparel on a salesman. Of course, this is exaggerated, but nevertheless you see the point. In my opinion an advertisement must be just as simple in form as the dress of a sales-

man. Some people write an advertisement and then put a lot of red lines or heavy black lines around it, or all kinds of curly-cues, so that the most important thing about the "advertisement" is the big red lines, or the fancy type, or the fancy border, when, as a matter of fact, that is the very thing they want to subdue. Everything must be so arranged and the type so set that the attention is called to the most important thing and that is the statements you are making in the copy about the goods you want to sell. Everything must be subordinated to that.

Another thing in connection with copy: I think that all self-evident things should be omitted, such as "Are you in business to make money?" "Are you satisfied with what you made last year?"—and a number of similar clauses, all of which are foolish, and it is foolish to waste time talking about things that are self-evident. Of course, the man is in business to make money and of course he is not satisfied with what he made last year, if he can make more this year. Don't waste time on non-essential things.

I have always claimed that all you can hope to do is to get a man to read the first five or six lines of your copy, and if the first five or six lines are not interesting enough to cause him to read the balance, the fault is yours. He gave you the chance, but you did not take advantage of it. To prove this—one time we sent out one thousand circular letters, and they were all mailed under a one-cent stamp, and to show you that nearly all of these people opened the letter and read the first few lines, would say that this circular was asking for prices on the goods which the man handled, and out of the 1,000 letters mailed out nearly 900 people replied by giving prices, which showed that nearly nine-tenths of these people received the letter under the one-cent stamp, opened it and read the first few lines of it, because nearly 900 of them quoted prices. This convinced me that much depends on the opening lines of any copy. It is the same thing in a personal interview. You are impressed by what the man tells you at the start. Let's eliminate all the "by-the-ways" in advertising. Talk straight business.

I once went in to see an old business man and wanted to borrow \$500. I went in and said: "I want to borrow \$500, and will give you my note for 60 days and I will pay you at the end of 60 days." He turned to the cashier and said: "Write Mr. Chalmers a check for \$500." He then said to me: "Young man, let me tell you something—you could not have gotten that money had it not been for the straightforward way you asked for it. Most men come in here and waste a lot of time by saying, 'Good morning, how are you this morning? Nice weather we have been having the last few days. How is the family? And, by the way, I am a little short of money and would like to borrow \$500 for a couple of months.' But," he said, "I was impressed by

*Paper read by Hugh Chalmers at annual convention of the Associated Advertising Clubs of America.

the way you asked for it. You came in and asked me for the money right off, so I am going to let you have it." So, gentlemen, in this time and generation, let's eliminate all the "by-the-ways" and get down to straight business. It pays.

Now there is a lesson in that for advertisers, too. This is a busy world and getting busier all the time. Even those who have lots of time to read like to read direct statements. So get down to talking your business in the opening paragraphs of your copy.

I have had a great deal to do with salesmen. I was a salesman myself for a great many years, and I have employed and supervised the work of hundreds of others. There is an old adage which says, "Salesmen are born and not made." I don't believe that. I believe that salesmen are made as well as born, and teaching will do a great deal to make a salesman. However, there are ten qualities which a man must possess to be a successful salesman, and as far as my experience goes, I should say that these principal qualities are health, honesty, ability, initiative, knowledge of the business, tact, sincerity, industry, openmindedness, and enthusiasm. I think these same qualities may be applied to advertising men, or, as a matter of fact, to any man, because, when you get right down to the facts, we are all salesmen. Every man is trying to sell his personality to some other man. He is trying to impress the people he meets. He wants people to think well of him; consequently he is a salesman because he is trying to sell his good qualities to other people. A man may not have all ten of these qualities, but in proportion as he has them will he succeed.

Now, when I say that he should have health, I do not mean that you want to go to the extreme of interfering with a man's private life and tell him what he should eat or drink, or anything of that kind, but I believe that in the selection of men the question of health should enter largely, because, in my own experience, a healthy mind is better nourished in a healthy body than otherwise. The man who has health of body is surer to have a healthy mind than the one who hasn't bodily health. On the question of the health of a salesman enter those things he shouldn't do. There is hardly a salesman in the country to-day but isn't doing one or two things that are injuring him. The greatest thing that bothers us all is our habits. I refer particularly to the subject of eating, drinking and smoking too much.

A salesman's mind should be on the qui vive all the time. Just like a race horse, he should be ready to go when the bell sounds. Now, every man knows that he is better off if he doesn't drink at all. I don't think that drinking ever benefited any man, and the same thing applies to smoking, but there are some of us that can do these things temperately and who are not much harmed by it. But if a man wants to take a drink or two, he should not do it in the daytime. A business man particularly

should not take a drink until after six o'clock in the evening. We see very much less drinking in the daytime now than ten years ago, and I am very glad to see it, because, as business men, we have no right to do that thing in the middle of the business day which will in any way interfere with our efficiency for our afternoon's work. I know of nothing that will so unfit a man for business as a drink or two in the middle of the day, because at two or three o'clock in the afternoon he is lazy and heavy and unfit for work, and a salesman, above all others, if he feels he must drink, should not take a drink until after six o'clock at night. The man who will stick to this rule will have more dollars in the bank at the end of the year than the man who does not. I speak from experience, like the man who says, "It pays to be honest, because I have tried both ways."

In speaking of honesty, I don't refer to it in its basest sense, because a man is nothing short of a fool nowadays who is waiting just around the corner. The man who is not openminded will get into a rut, and, after all, gentlemen, the only difference between a rut and a grave is the width and the depth. We should all be willing to receive suggestions. The day is not long past when salesmen used to resent suggestions. Most salesmen accept them nowadays. I have heard of cases where men have made suggestions to a superintendent and he has told them that that was his business and has gone so far as to "fire" them for interference. The man who is doing the work every day is the man who is best able to tell you how to improve it. I would just as soon be stopped by a janitor as by a general manager, because the chances are ten to one that the janitor knows more about the things he wants to tell me than the general manager does. So I say that if we are to progress we should solicit and gladly receive suggestions.

As to enthusiasm, a man might have honesty, health, ability, knowledge of the business, tact, sincerity, industry, and openmindedness, and without enthusiasm he would only be a statue. Enthusiasm is the white heat that fuses all of these qualities into one effective mass. To illustrate enthusiasm: I can take a sapphire and a piece of plain blue glass and I can rub the plain glass until it has a surface as hard as the sapphire, but when I put the two together and I look down into them, I find that the sapphire has a thousand little lights glittering out of it that you can not get out of the blue glass if you rub a thousand years. What those little lights are to the sapphire, enthusiasm is to a man. I love to see enthusiasm. A man should be enthusiastic about that in which he is interested. I like to go to a ball game and hear a man "root" for the home team, and it never bothers me a bit, because I know that that man has enthusiasm. He has interest. I would not give two cents for a man who works for money alone. The man who doesn't get some comfort and some enthusiasm

out of his daily work is in a bad way. Some men are almost irresistible—you know that; it is because enthusiasm radiates from their expressions, beams from their eyes and is evident in their actions. Enthusiasm is that thing which makes a man boil over for his business, for his family, or for anything he has any interest in, for anything his heart is in. So, I say, enthusiasm is one of the greatest things a man can have.

Now, gentlemen, I have given what I consider are necessary qualities to a successful salesman, advertiser, or business man, but the man who handles other men will succeed just in proportion as he keeps his mind on the important things he has to do. In conclusion I want to give you a suggestion as to what I have done for many years to keep my mind on the most important things. I keep before me at all times the ten most important things, and I have these in a folder on my desk, and as the things are attended to they are marked off and my Secretary keeps making a clean sheet of the ten most important things, because I only want to keep my mind on important things. Transfer to some one else the details, because we men who handle other men succeed just in proportion as we can intelligently direct their efforts. The actual work we do ourselves doesn't amount to anything; it is what we can succeed in getting others to do that counts.

I might illustrate this by a homely story: Suppose a farmer had a 40-acre corn field, and he had a helper named John, and he would say: "John, go chase the pigs out of the corn field." John might chase pigs for a week and never know when he had them all out, because he doesn't know how many are in there. But suppose this farmer should say: "John, there are ten pigs in that corn field, go get them out." After John had got out ten pigs he would no longer be chasing pigs that didn't exist. This same thing applies to us as business men. If we keep before us the ten most important things we have to do, we are sure that we are not chasing things that do not exist. Train your mind to do this. If I should ask almost any business man, "What are the ten most important things you have to do?" he will have to scratch his head and think. Now, if he doesn't know what the ten most important things in his business are, how can he be sure that he is working on these important things?

I consider that advertising is the greatest business in the world, viewed from many standpoints. In the first place, there is perhaps more money spent on advertising to-day than on nearly anything else you can think of, and yet it requires more skill and more care in the spending of it than almost anything else connected with business. It seems to me that an advertising man has a right to feel very proud of his profession. Not only because it is a profession which calls for talent and ingenuity on the part of those who practice it, but more especially because it is the profession which is doing more than any other,

I believe, to solve the world's biggest problem. The world's biggest problem is the problem of distribution—the getting of things from where they are to where they ought to be. It is the business of the advertising man to find markets; to create demand, and to cut down cost of the manufacturer, as the case may be, through lessening selling expense. It is really wonderful when you stop to think of the influence which an advertising man can wield and the opportunity for service to his employer and to the public which is his; a good salesman is permitted to talk to one person at a time, or at best a half dozen persons perhaps, but a good advertising man has the privilege of talking to millions at one time. There is a great responsibility resting on the shoulders of advertising men, and an organization such as the Associated Advertising Clubs and a gathering such as this one are evidences that many of you realize these responsibilities and are putting forth everything to measure up to them. It has been a great pleasure and a great profit for me to be with you, and I wish for all of you individually, and for your organization, the greatest measure of success.

She Knew Him.

There's a young man in one of the big furniture exhibition buildings in Chicago who, since a recent experience, never permits his temper to become ruffled while at the telephone.

A few days ago he could not get the number he called for as quickly as he desired.

"See here, Central," he shouted, "I will report you."

You don't know who I am," was the calm reply.

"Well, I'll find out, and that blamed quick, too."

"I know you, though," came in a soft, sweet tone over the wire. "You are in the big office furniture building. I've seen your picture."

"You have!" exclaimed the young man delightedly, and he mentally kicked himself for having been so rude to so sweet a girl. "Where did you see it? Was it in the Furniture Journal?"

"No," came the laughing reply, "on a lobster can."—National Food Magazine.

White Space.

Use plenty of white space in your newspaper advertisements. It looks expensive at first, but it is real economy in the end. But be sure the type matter you do put in says something worth while.

The New Flavoring

Mapleine

(BETTER THAN MAPLE)

Crescent Mfg. Co., Seattle
Sole Manufacturers

HUMAN NATURE.

Value of Harmony and Loyalty As Trade Assets.

The Human-Nature Department of any business, if properly handled, becomes the most valuable asset the firm possesses. This statement may sound exaggerated, but I believe it to be true.

Our merchandise stock, fixtures and book accounts are all measured by so many dollars and can be purchased by anyone who has the price; or stock and fixtures may be duplicated elsewhere if we will not sell. But honest loyalty to a house, which has been gained by the manner of meeting and treating the customers and their accounts, we can not buy from others and no man can take from us.

It is the steady, loyal customer who helps to make the days brighter and profits larger. Notwithstanding the statement sometimes made that there is no such thing as loyalty in business, I still believe there is a lot of it, and that the product can be increased every year if we are so minded. Remember that as individuals or firms we seldom get in quantity or quality a very large portion of those things we do not give out to those with whom we come in contact.

The business world is like a highly polished, strongly reflected mirror; it returns to us in a large measure the same sort as that which we present to the glass. Honesty of purpose, courtesy of manner and harmony with our surroundings produce loyalty. A business place should run like a perfectly-constructed, well-oiled engine, with little noise, no friction, but at the same time producing unlimited power.

The Human-Nature Department should begin to work with the head of a business, and he should have such a surplus on hand that it will spread through the entire office, to the sales people, the shipping and delivery departments, and have enough left over to fill any other spots around the establishment that have not been mentioned. It should be the kind of human nature that we are always glad to meet regardless of weather conditions or business conditions—the particular brand whose courtesy, harmony and honesty, we can depend on every day in the year. There are no rules that can be written for developing trade for this process, for every customer is a little different from every other; so both they and their account (if they have one) must be handled individually.

The study of our fellow beings is both interesting and profitable. Try it for yourself and watch the results. The manner of approaching a customer and the first word spoken often mean a great deal.

The tone of voice over the telephone can draw trade or drive it away. The harmony and courtesy that extend all over the house are felt as soon as you enter the doors, and the absence of these ingredients in a business place is often more noticeable. One draws customers and the other drives them away.

The Human-Nature Department to be a success must start work when

the door is unlocked in the morning and remain on duty working steadily until closing time at night. It never takes a vacation nor goes out for meals. As every one connected with the house works in this department, it is no trouble to have it always going. In fact, the harder it is worked the better you will like it, for there is positive pleasure to the individual, both the employer and the employee, in making this department work overtime.

One of the great sweeteners of life is the better understanding of our fellow men—also our lady friends, for, as we know them better, we find they have some real good traits and that they are no more unreasonable at times than ourselves, and sometimes not quite so much so. This knowledge should make us both more patient and charitable, for we are not apt to criticise ourselves, and no gentleman would take others to task for little idiosyncrasies that he himself might possess on rare occasions.

Take all of the innumerable lines which can and should be worked to strengthen and develop the human-nature side of a business and converge them to one spot in the store, then designate that spot by the single word Tact in business; there are dividends in it.

This idea in the mercantile world has been developed less, and yet has greater possibilities for holding together customers already secured and for gaining new ones and making of them all both loyal and profitable patrons of the house than any other one thought that the writer has in mind.—Robert L. Sheppard in Hardware.

It is always easier to be poetical over the heathen than to be practically helpful to your neighbor.

Checks To Be Cashed.

Once more here comes the fellow in the rush of the afternoon with a check to be cashed for some small purchase, because it is too late to get into a bank and he has no money with him. If the retailer and his clerks never saw him before he is probably a new one in town, but he has the same old time-worn trick. Inside of two hours he will work, or attempt to work, every store in town, and will do the whole bunch to a tune of a hundred or two before he leaves for parts unknown.

It is not strange that the rush of sales causes some people to forget ordinary precautions about some things, but isn't it strange that any sort of a rush can induce any sort of a retailer to cash checks for strangers in amounts much in excess of the purchases made? Isn't it strange that store people will cash any checks for any strangers without proper identification and security? We all read about the verdant farmer who hies himself to the city and falls into the powerful and irresistible persuasions of the confidence men with green goods and gold bricks and other simple things which are almost daily exposed by newspapers, and we laugh at the fool farmer. Within twenty-four hours the retailer who laughs is being laid up by another confidence fellow with a different game in the shape of a check to cash.

Maybe it's a little painful to refuse to cash a simple check for a man and lose a sale of a few dollars as a result, but even holiday goods, whose room is badly wanted, represent more than the nothing obtainable when the questionable check is offered for redemption at the bank where the signer never had any funds deposited.—Shoe and Leather Gazette.



TRADE WINNERS
Pop Corn Poppers,
Peanut Roasters and
Combination Machines.
MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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



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

STEIMER & MOORE WHIP CO. WESTFIELD, MASS.

Can use salesmen, Ohio and Indiana. Year contract Dec., 1909. They own their plant and are whipmakers and employ help that "know how." Are not just like others, but get a trade and hold it. GRAHAM ROYS, Agt., Grand Rapids, Mich., for terms and prices.

Why not a retail store of your own?

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

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

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

HAND SAPOLIO

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

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

TEDDY BEARS.

How To Dispose of the Surplus Stock.

Written for the Tradesman.

Poor little Teddy Bears have had their day and have been superseded by Billy Possums and His Lionie Majesty—both with movable head and legs—and one or two others of their kind.

But I think that none of the more recent animal arrivals have been worshipped by the little tots with the same frenzy which characterized their adoration of the Teddy Bears, but as the newer novelties came out—developed naturally from the Teddies—many mothers when purchasing toys for their little ones had no desire to be behind the times in adopting the "latest out", so gave the Bears the go-by.

Numerous dealers, thinking the Bears had come to stay, bought heavily on them, and per consequence still have too large a stock on hand. However, if they will but exercise judiciousness—bend their minds to the task in hand—they may without any difficulty at all unburden themselves of the passe Teddies.

For a while let few window trims be made without the introduction of at least a Teddy or two. Then occasionally have an entire window devoted to His Bearship. Once in a while have the Bears and all the other animal favorites together in a window. When the Bears alone are used in an exhibit the old familiar and dearly-beloved children's story about the adventures of the Three Big Bears and the Little Wee, Wee Bear can be all depicted on successive days, thus lending an added interest and charm to the Bruins.

As adjuncts to the Teddy Bear window displays the Teddies should be shown in various parts of the store. Don't restrict them to one department but scatter them around the establishment. It's "this-a-way."

A great many women with families can not shop at all unless they have their little ones accompany them and whenever a childish eye lights on a Teddy, and the owner of that small eye can not acknowledge the joy of the possessor of the same, that infant is going to set up a wail—loud and unquenchable or subdued and controllable according to the early training of the child—for one of these little brown or white animals. And if the mother has money enough with her she will be more than likely to purchase one, either with the desire to please her progeny or for the purpose of quelling the infantine riot or disturbance.

Small boots it to the merchant what the reason that actuates the mater in her buying so long as the kids lug off the "zu viel" Teddies. I say, "so long as the kids lug off the too many Teddies", for they are usually so glad to get hold of them "for their very own" that they must "take them right along with them"; there's no waiting the storekeeper's likely-to-be-belated wagon!

Where there is a large family of tiny growing youngsters it would be

well for the dealer in Bears to make a present to one in each of such families that he knows, because with a big lot of children one Teddy is not going to be enough to go around, in the very nature of things, and four or five large desires to have one are going to result in sales stimulated by the gift of the one.

If the children coming with their maternal relative do not chance to observe the Teddies—but the chances are ten to one they will—don't fail to have your clerks call attention to them with some such remarks as:

"Oh, Mrs. Brown, has your little boy had a Teddy Bear? No? Then you can form no sort of an idea how much pleasure the little folk get out of them. Really, when nothing else will seem to suit a child give him his little Teddy Bear and he at once becomes perfectly contented with his lot in life. I've seen it work out so many, many times as I tell you. Why, Mrs. Winslow's Soothing Syrup isn't in it with a nice Teddy Bear."

And so the clerk chatters on about the quieting properties of Teddy Bears and the more than probably tired mother who has never had a Bear in her home—with the possible exception of her own little Bears—soon reaches the conclusion that there's something plausible in the statements of the chatty clerk and invests some coin of the realm in one or more of these funny fuzzy soothers.

But don't, above all things, forget their frequent appearance in your windows. Beatrix Beaumont.

The Systematic Man.

System is order, instead of chaos. It is the neatly arranged shelves, instead of the miscellaneous heap in the corner. It is music instead of noise. It is the organized army, instead of the mob. It is calmness, instead of confusion.

The systematic man works according to method, instead of in a haphazard way. He proceeds logically, instead of helter-skelter. He knows where to find his things when he wants them.* He knows the what, the why, the where, and the when, of every phase of his business. He knows the quality of goods he has on hand, how much was ordered, how much is yet to come, how much it cost, who made it, and how the stock is being kept. He can tell from his records how fast the goods are going, how long it will take to get a repeat order, and what extras there are to consider. He can show what he wrote last year, and what the other man said in reply. He can locate a trouble quickly, and remedy it effectively and permanently.—The Commercial.

How About It?

"These summer engagements seldom result in matrimony."

"Perhaps it is just as well. Disillusions would be bound to come. Every girl on vacation manages to look pretty, whether she is or not, and every fellow certainly acts rich."

A shiftless husband has developed many a female financier.

Karo

The Syrup of Purity and Wholesomeness

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

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

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



CORN PRODUCTS
REFINING COMPANY

New York

Klingman's

Summer and Cottage Furniture: An Inviting Exposition

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

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

Klingman's Sample Furniture Co.

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

WILLS

Making your will is often delayed.

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

Executor
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee
Guardian

BEHIND THE COUNTER

EDDIE'S "GO" BUMP.

Qualities Which Brought a Young Clerk Success.

Written for the Tradesman.

Two qualities one must possess in order to get into the business game early in life and on the winning side:

He must be able to know a good thing when he sees it, and that without a formal introduction, and he must have the "Go" bump.

It is ordinarily all right to be cautious, to insist on careful investigation before taking a jump into commercial life, but, again, there are times when one must decide quickly or lose a fine opportunity.

It may be all right to proceed slowly, to "feel the ground under your feet," but you've got to have the "Go" bump when once you reach a decision. The really desirable things are not for those who require plenty of time to think them over, and who get into action awkwardly and without the necessary impetus.

There was Howard. He was a good clerk, and was next to himself most of the time, but from his youth up he had had dinned into his understanding the one word "caution." He prided himself on the fact that he always backed up when a new proposition was presented to him and observed, with a superior air, "Now, let us look at this thing in a plain, business way."

Howard's "plain, business way" was a slow way. His methods made one think of a court of record getting a jury in a murder case. Still, he was a faithful, thrifty fellow, and by the time he was twenty-eight he had enough money to go into a small business for himself. When this history opens he had been looking for a suitable opening for two years.

On the morning of the day I am telling you about he stood by the furnishing goods counter when the book-keeper came in.

"I see," said the book-keeper, "that Jennings is going out of business. There's a fine opening for some one with money."

Howard swelled up a little because he had money, and he knew the book-keeper meant him. Young Eddie Bennett, the red-headed clerk, strolled up to the counter and looked inquiringly at the book-keeper.

"Jennings," added the book-keeper, "has a fine stock of clothing, and a good trade. The location is good, and there is no reason why a new man couldn't coin money there."

"Who told you about it?" asked Bennett.

"Why, it is in the morning paper," replied the book-keeper, his eyes still on the man with money.

"I noticed the advertisement," said Howard, slowly.

"Why don't you look it up?" asked the book-keeper.

"One can't do it in a minute," replied Howard.

"It wouldn't take me long to get over there," said the book-keeper, "if I had a little money."

"First," said Howard, "I want to know why Jennings is giving it up. If it is such a gold mine he wouldn't be leaving it."

"That is immaterial," said the other. "Men are leaving good things every day in the year, but you might ask him."

"A fellow must be very cautious in investing his money," ventured Howard. "He must look into every detail and be sure he is on the right track. This thing may be all right. I'll look it up when I have time."

The book-keeper went to his desk and Bennett followed him.

"Say," he said, "that is a corking good chance down there, eh?"

"Sure."

The book-keeper wasn't very communicative because there was no use talking to a dead one. Howard was the one who had the money.

"How much would it take?" persisted Bennett. "Little Eddie would like to take a throw at that."

"Don't bother me now," said the book-keeper, crossly, "I've got a lot of work to do this morning."

Little Eddie walked away and stood looking out of the door, trade being dull that morning. Howard came over to him.

"This may be just the chance I've been looking for," he said.

"Then why don't you get a move on?" demanded Bennett.

"Oh, there's time enough. I'll wait until the four-flushers get done bothering Jennings, and then I'll go down and ask him to show me. There's some reason for his wanting to get out."

"Some of the four-flushers may get the business," suggested Bennett.

"Well, a man owes it to himself to be cautious."

"Geel!" cried the red-headed clerk, "if you should see a twenty-dollar gold piece lying in the street you'd walk around it to see if it wasn't nailed down until some other fellow got it."

Howard smiled superiorly.

"It's always the fellows who haven't got any money to risk who see chances for the men with the cash to make fortunes," he said.

"Go chase yourself!" said Bennett. About an hour later Samuel Denton whirled around in his swivel chair to see Eddie Bennett standing by his side. Samuel operated the only big manufacturing plant in the city, and was a believer in the "Go" bump.

"Look here, Uncle," said the red-headed clerk, "how much money have I risked losing by chucking it into your big safe?"

"You've got about a thousand, Eddie. Are you thinking of buying out a bank or a trunk line railroad?"

"I'm going into the clothing business," replied Eddie.

"Well," grinned Samuel, "you've got just about enough to pay for putting in the store fixtures. Where are you going to get your stock?"

"I'm going to give you permission to write your name across the back of my paper at the First National," replied Eddie. "Now, don't you go telling me to hold on a little, and wait until I've got whiskers. This is a case where one sees good game in sight and jumps for it. I feel my 'Go' bump wiggling to-day."

"Perhaps that wiggling feeling is caused by the sensation of your money getting away from you," suggested Samuel, "but you may as well confide your hallucination to your uncle. What is it?"

"Well," replied Bennett, "I haven't got much time to lose. You put on your cady and come down to Jennings' with me. I know a good thing when I see it, and you've got the money. Don't be so everlastingly slow."

"What's Jennings going out of business for?" asked Samuel.

"That's what I'm going to find out—why he wants to quit, and how much stock he has on hand, and how new it is, and how much he wants for it, and how much money he took in last year, and how much his expenses were, and whether he wants cash or will take your paper, and a lot of other things."

"Young man," said Uncle Samuel, with a grin, "are you sure the family

'Go' bump isn't putting you up against a gold brick?"

"Never you mind," said Eddie. "I want my name over that door in the morning."

Eddie's questions must have found satisfactory answers, for early the next morning he took his seat at the desk, and Jennings stood out in front waiting to close up some minor matters before leaving the city. The transfer had been made so quickly and so quietly that it had not even

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 BANKERS

Municipal 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.

DUDLEY E. WATERS, Pres.
CHAS. E. HAZELTINE, V. Pres.
JOHN E. PECK, V. Pres.

F. M. DAVIS, Cashier
JOHN L. BENJAMIN, Asst. Cashier
A. T. SLAGHT, Asst. Cashier

DIRECTORS

Geo. H. Long
John Mowat
J. B. Pantlind
John E. Peck
Chas. A. Phelps
Chas. H. Bender
Melvin J. Clark
Samuel S. Corl
Claude Hamilton
Chas. S. Hazeltine
Wm. G. Herpolsheimer
Chas. R. Sligh
Justus S. Stearns
Dudley E. Waters
Wm. Widdicomb
Wm. S. Winegar

We Solicit Accounts of Banks and Individuals

found its way into the morning newspaper, which still carried the Jennings advertisement. Eddie had been so busy that he had not even informed his employer, having merely asked for a couple of days off when he left the store to look into the matter.

To Jennings that morning came Howard, looking the part of a man with money to invest if he found everything to his liking. He looked around the store with the air of proprietorship before addressing Jennings. Then:

"Thought I'd look into this," he said. "Why are you going away?"

"That," said Jennings, "is some more of my business. If you want to buy out the store, there is the proprietor at the desk."

And Howard walked back with a chesty swing and found red-headed little Eddie Bennett busy with his letters.

"Hello, Howard!" said that young man. "Looking into it, eh?"

"Sure," said Howard. "What are you doing here?"

"Bought it yesterday," was the short reply. "If you want to invest I'll sell out for a bonus of \$2,000."

"What do you mean," flamed Howard, "by coming down here and taking my chance away from me? You heard me talking of buying the store and sneaked in ahead of me. I'd like to know where you got any money!"

"Now," said Eddie, "you run along and sell your papers! There is no opportunity in the world that belongs to one man. When you see a business chance you've got to jump for it if you want it."

"I'll gamble," said Howard, "that you bought a pig in the poke."

"Never you mind me," replied Eddie. "I looked into the matter fully as much as you would have done, only I went at it without stopping to tell myself what a Solomon I was and how cautious I was going to be. This is the business bargain you have waited two years for, and which you lost by being too chesty and too slow."

I was thinking of Howard and Eddie when I said at the beginning that one must know a good thing at sight, and must have the "Go" bump in order to succeed.

Alfred B. Tozer.

One Woman's Way To Make Money.

When the crash came that meant the husband's breakdown and need of complete rest, there was just enough in the bank to send him to the sanitarium for six months, with nothing over for the mother and the two children.

True, there was the home on which the last cent had been paid, but one must eat, and two healthy boys can just eat into a small allowance.

Two extra bedrooms in the tiny house were rented to two women who worked all day and were delighted to have such dainty rooms to come to at night.

Still there was a wide gap before those "two ends would meet." No amount of pulling availed. It looked for a time as if a mortgage on the home must come.

Then a chance complaint of one of the lodgers soived the problem.

"I can't stand my lunches another day!" she said one evening. "These cheap hash houses will drive me to marry Bob Brown yet just to get something decent to eat in the middle of the day."

"Lunching downtown is bad enough when you can go to decent places, but when you can afford just 25 cents a day, and were built with a lobster-farci-biscuit-Tortoni taste it is plain torment."

"I've never been so situated that I could take my lunch with me. Anyhow, it is too much bother in the morning rush. Why doesn't some philanthropic soul put up nice home lunches for women who are unlucky enough not to have homes to get them in?"

The same thought struck the three of them instantaneously!

"It's just the thing!" exclaimed both the girls at once. "You are such a delicious cook, Mrs. Temple, I am sure you will make your fortune. Let us plan it now. Once get the thing into running order and we'll get you all the lunchers you want."

After several evenings of excited yet careful counting of cost, it was found that the young housekeeper with her own kitchen and within easy reach of the markets could get up wholesome and attractive lunches and deliver them to twenty-five girls every day for a week at a nice profit.

The lunches were not to be cut and dried affairs, but varied each day. "Surprise boxes" the girls called them. They cost 15 and 25 cents each, and if extra dainties were wanted sometimes they could be had at minimum charges.

The menus for several weeks were carefully planned. They included two sandwiches, big enough to amount to something, yet not repulsive looking, for they were daintily shaped and the crusts cut off. Occasionally there were plain bread and cold sliced meat, and the sandwich fillings were changed each day.

Then there could be a bit of fruit, a piece of homemade cake, and sometimes a cup custard or cup of chocolate blanc mange. Often a few pieces of fudge or molasses candy were tucked in, or perhaps there would be a deviled egg or a little potato salad.

Mrs. Temple was a good manager. She knew where to get bread that cut without waste and did not get stale quickly when there was not time for the usual home made baking. Often there were fresh rolls or delicious crullers.

After her trade was well started she got supplies by wholesale, reducing the cost. Dainty paper napkins were bought by the gross, so were lunch boxes, two sizes. It cost a little more to get self-fastening boxes, but it saved time and wrapping paper.

There were labels that the girls helped address and paste on the different boxes in the evening, so there was no time lost in directions for the delivery boy. Enough could be prepared at one time to last several weeks.

Another purchase made after the plan had developed somewhat was a supply of paper entree cups in which puddings, custards or a little salad could be safely and easily packed. Paraffine paper was bought by the wholesale, as it played a great part in the dainty packing which made half the success of the lunches. A supply of elastics was also laid in, as they took less time than tying separate articles.

A small neighbor of Mrs. Temple, who was kept out of school by his health, was engaged by the half day to deliver the lunches. He could be hired for much less than the ordinary messenger boy. As most of the orders were in business offices in the central part of the city near which was the tiny home, there was not the additional cost of carfare. The boy could make several trips. This made it possible on cold days to have hot sandwiches or hot gingerbread or even a hot pudding in the surprise box.

The woman did not make her fortune, but she more than cleared her

expenses both of her lunches and her own living and had a little to put by. It meant hard work, early rising and much time in the kitchen, but it was so successful that it is a wonder more women who must make money do not try a similar plan.

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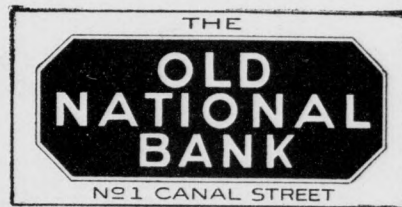
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Packed 40 five cent packages in carton. Price \$1.00.

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TWO ISLAND FORTS.

Isolated Sentinels Which Guard Tampa Bay.

Written for the Tradesman.

At the entrance to Tampa Bay are two small islands, Egmont Key and Mullet Key, which Nature seems thoughtfully to have designed as points of defense. The only channel through which any vessel drawing twenty-five feet of water can enter the Bay at all lies in the half mile of water that separates these two keys, Egmont on the south and Mullet on the north.

On a good-sized map the reader can readily locate these islands and will, doubtless, note the stretch of several miles of water lying to the east between them and the mainland, through which it might seem that the navies of the world could enter; but this water on the east is all too shallow for large vessels. Even the channel between the islands will not admit battleships of the Dreadnaught class.

The fortification of these two keys is considered necessary because of the importance of the shipping and railway connections of Tampa and because of the harbor as a possible base for naval operations.

Tampa came into prominence in 1898 as the point selected for mobilizing the troops we were sending to the Spanish-American war. But before this, in 1882, a fort had been established on Egmont Key named Fort Dade, in honor of Major Dade, of Seminole war fame. The con-

struction of Fort De Soto on Mullet Key was begun in 1898.

As our steamer neared the wharf of Egmont the shallow waters about the shores showed most beautiful tints of emerald, the white sand beach glistened and the little island seemed to simmer in the midday sun, which, although it was on a March day, beat down fiercely. The spot seemed like a bit of fairyland rather than a place where war or even a rumor of war could ever come.

Egmont Key is half a mile wide and three and a half miles long. Like other Florida keys its elevation above the sea is only a few feet. It is fortified with five batteries carrying disappearing rifles and fifteen pounders and is further equipped with submarine mines for mining the adjacent waters.

The company stationed here is No. 111 of Coast Artillery Corps and comprises the Commander, Harry L. Steele, two lieutenants, one physician, seven non-commissioned staff sergeants, ten company sergeants, twelve corporals, two mechanics, two cooks, two musicians and seventy-nine privates. There are also a sergeant and four privates in the hospital corps.

The company barracks, quarters for officers, post exchange, gymnasium and other Government buildings are of wood, well painted and trim and neat, as may always be expected where Uncle Sam is owner and manager. There are long walks of excellent cement work and a fine paved driveway. Along these rows of the

native palmetto trees have been planted. The fortifications on which the disappearing rifles are mounted are built of grout.

Of things not military Egmont can boast of a pilot station having six pilots licensed by the State of Florida; an ice plant that supplies 5,000 pounds of ice daily for the use of the post at thirty-five cents per hundredweight; a pumping system having a capacity of 70,000 gallons daily and a fine tall lighthouse. There are about fifty civilians living on the island, including the wives and families of officers.

Fort De Soto, on Mullet Key, is also a one-company post, No. 39 of Coast Artillery Corps being stationed here, of which H. M. Bunn is the Commander. The number of officers and men is about the same as at Fort Dade and the buildings are quite similar. The strategic position of Dade is better and that is considered the more important post.

Commander Bunn draws some humorous comparisons: "There are more mosquitoes and more rattlesnakes at Fort De Soto, more civilians at Dade." This is simply the genial officer's way of stating in what respects the two posts differ, and is not to be taken as conveying a hint that while mosquitoes and rattlers are bad, an increase in the number of civilians would be worse. "There are more buildings at Dade. There is a bayou adjacent to Mullet Key, which during the winter is a delightful place, where crabs, scallops, etc., are to be found. Several soldiers own

rowboats and get much pleasure out of the bayou; there is no bayou at Fort Dade."

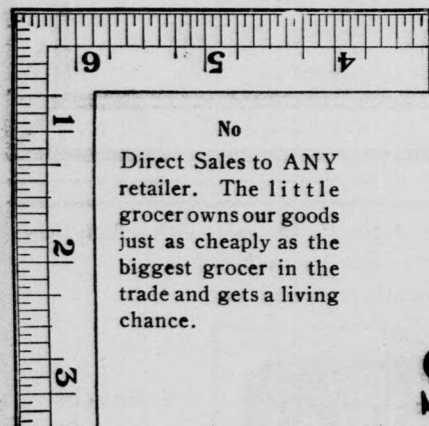
Fishing is the chief amusement at Fort De Soto. Tarpon, kingfish, jewfish, sharks, devilfish, groupers, mullet, sea trout and other kinds are caught. Commander Bunn estimates that there probably are more talking machines in proportion to the population on Mullet Key than anywhere else in the world. "There is one in almost every house and there are three in the company barracks, and Caruso, Melba and the Victor Orchestra are never silent."

Besides the military reservation there is a quarantine station on Mullet Key.

Each post boasts one horse and several mules. Fort Dade has five cows also.

Palmettos flourish in large numbers on both islands. Originally there was little else except a scanty growth of bunch grass, briars and spurs, wild vines, and the like. Mulberries, rubber trees and other ornamental trees and shrubs have been planted. On Mullet mangroves grow near the water's edge.

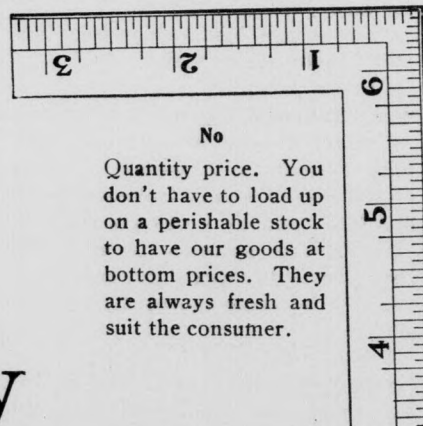
On Egmont there were gophers and on Mullet raccoons. A gopher in Florida means a kind of land tortoise that burrows in the sand. These were the only wild animals except that both islands had the diamond-back rattlesnakes previously mentioned, lizards and such reptiles. Of birds there was greater variety, since the feathered inhabitants included pelicans, baldhead eagles, mocking



Four Points

of the

Square Deal Policy



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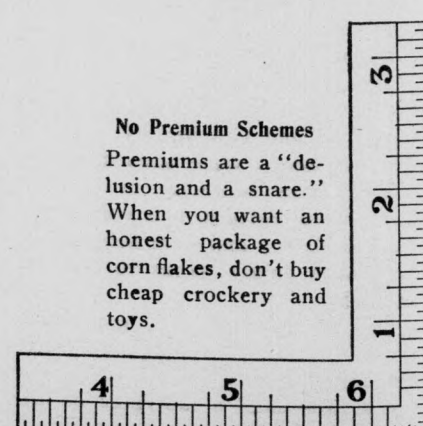
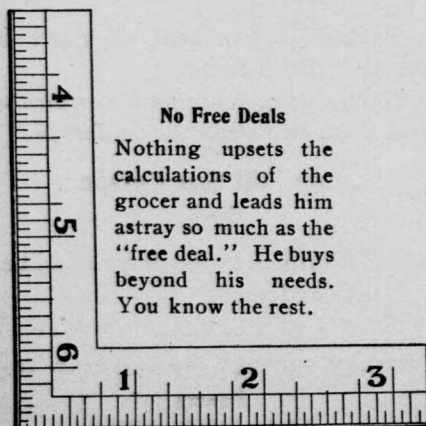


PROFITS SURE AND CONTINUOUS

W. K. Kellogg

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.



birds, sparrows, sandpipers, wrens and turtledoves.

The climate of these islands is quite healthful and the winters are delightful. There is no frost, 36 degrees being about the lowest temperature known. The summers are tiresomely long and hot. The mercury rarely rises above 98 degrees, but the heat is steady, begins early and lasts until late in the fall.

Mosquitoes and some other insects are quite troublesome. Along the western coast of Florida this seems to be the case on the islands more than on the mainland. The Government buildings are well equipped with wire screening.

On both islands abundant water is obtained from wells ten or a dozen feet deep. While this will answer for many household purposes it is all salty and wholly unfit to drink. Accordingly, numerous large cisterns have been built for storing rain water, which is filtered before drinking.

As long a time as eight months without rain has been known on these islands, but when it does rain it pours down very hard, so that the cisterns fill rapidly. I did not learn that they ever run out of drinking water at the Forts. As to beverages other than water, the strongest to be had on the islands, the strongest Uncle Sam will stand for, lager beer.

A submarine telephone connects the two posts. Another telephone runs to Palmetto, a town on the Manatee River, and here connects with the Western Union. A Government boat, the General Timothy Pickering, makes frequent trips to Tampa. Other connections with the outer world than those just men-

tioned these posts have none, except as occasionally a steamer from Tampa or St. Petersburg goes down there, usually with a load of excursionists, who stop off a few hours and do the Forts.

At the time we made our visit two men, kept under guard and each having a large letter "P" sewed on the front of their coats, were to be seen at Fort Dade. By enquiries we learned that these were enlisted men who a short time previously had attempted desertion. They had slipped past a sentinel in the dark and got away in a rowboat. Being in uniform and having no money they soon were captured by civil authorities and returned to the Post. They were tried, found guilty and sentenced to imprisonment at Fort Leavenworth, Kansas, where they were to be taken.

The question naturally arises in the mind of the visitor, How do all these young men in khaki uniforms put in their time and what aspects does life present to them? Do they find it almost unbearably monotonous at these little island forts, and would they all welcome a transfer to some other locality or a speedy ending of their term of enlistment?

The privates have each day one hour artillery drill and one-half hour infantry drill, although from June to September inclusive the drills are suspended more or less on account of the heat. About half the men are generally on extra or special duty, for which they receive additional pay, and those who are not so employed are liable to fatigue duty whenever needed.

After all these things are done I take it there is considerable leisure

time which must be put in in one way or another. Fishing has been spoken of. Baseball is popular here as elsewhere. Dade plays against De Soto and both play against outside teams.

From time to time passes are granted the men to go to Tampa, a trip over there making a pleasing change from the daily routine. One of the soldiers at Dade told us of the grass planting contests they were having about once a week. The men divide into squads and then they see which squad can plant out the most grass in a given length of time. They are trying to get the spaces in front of the buildings and along the walks sodded over with Bermuda grass. They plant the sods in rows, leaving spaces between the rows. The grass will spread and cover the whole ground.

I do not wish to convey the impression that the officers and men at these posts are unhappy and dissatisfied. I think that, like good soldiers everywhere, they expect to stand the situation, whatever it is, without grumbling; but that the heat and the unusual isolation and monotony are irksome to many is undeniable. The men are young and are not supposed to be in need of a rest cure nor to be exactly the sort to appreciate the opportunities for deep study and abstract thought which residence on a lonely island offers.

When an imaginative boy pictures to himself the glories of a military career it certainly never enters his mind that it may be his lot to spend a considerable part of his life on a little island fighting mosquitoes and drinking rain water.

The sea is the great compensation at the forts. Nowhere can it be more beautiful nor its charm greater. To real lovers of salt water the constant presence of the ocean more than offsets all minor disadvantages and hardships. To such the days that close with the firing of the sunset gun at Egmont are stored with happy memories.

Quillo.

My Dear Old Home.

There's a charm, I freely grant you,
In the city's stirring life,
In its hurry and confusion,
In its commerce and its strife,
And there's many a truth fought lesson
Learned in busy street and mart
That may make a spirit stronger,
That may touch a hardened heart.

But the sorrow of the city
Dims the luster of its charm
And my soul cries out in secret
For the solace of the farm—
For its springtime gift of blossom,
For its winter's wealth of snow,
For its summer's golden harvest
And its autumn's purple glow.

True, the city has its snowflakes,
But their whiteness can not stay,
While the farm's fair fields are spotless
All the tranquil winter day;
And I've seen the city's blossoms—
Seen its splendid flower "shows"—
But my heart still craves the fragrance
Of a sweet old fashioned rose!

There are riches in the city—
Wealth unreckoned and untold—
But my fancy leads me ever
To a field of living gold!
There's a palace in the city
Where they serve the ruby wine,
But my mind still holds the picture
Of a purple clustered vine!

Ah, there is a charm, I grant you,
In the busy urban life,
In its hurry and confusion,
In its commerce and its strife,
But I push the city from me,
With its jewel laden arm,
To embrace the purer pleasures
Of my dear old home—the farm.

Comes By It Naturally.

He—There's one thing, I will say,
you make quite as well as your mother
used to make it.

She—What's that?

He—Trouble.

Tradesman Company

Engravers

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GRAND RAPIDS, MICH.

WOO & PHO

TELEPHONE NO. 5095



Informal Retail Fall Openings Bring Trade.

Early in the fortnight and perhaps a little ahead of former seasons retailers were announcing informally openings of fall clothing for youths and boys. This initial showing of the new goods was perhaps influenced by an early bid for the school trade, and it is a very inviting and attractive display of the new styles, made possible by the early deliveries which retailers have been getting since July. There were more of these August fall displays than have been made in a number of years, and a still more general showing of the new goods followed with the opening of the new month. With shipments arriving seasonably ahead, and at a time when they could be put on show to get the advance trade of strangers passing through on returning home after their summer trips, there was opportunity for business with buyers seeking outfits for the young people who this month began the fall school term. And some business was done with the advance buyers, for reports have been received that indicate retailers found the strangers within the gates as well as some of the home trade interested purchasers of the new styles. The best of this early fall selling was reported from the Middle West, from which section wholesalers say that in August they were getting their first fall duplicates. Yet on the coast and in the East fall clothing was out and selling late last month, the people buying at this time calling for the heavy goods, although, in making enquiries, dubious of finding the new stuffs on the tables thus soon. But the lightweight stocks have been run down so small in many places that even before the new deliveries arrived the stores brought out their carried-overs to cover up bare tables, over which the little remaining summer stock could not be spread enough to keep any sort of a stock appearance.

Although this advance fall retailing has not yet been of sufficient volume to indicate absolutely what will run best, it gives intimation of mixed fabrics in both worsted and wool being favored in juvenile suits, boys' knickerbocker and youths' suits, with the grays most in favor, while the dark green, medium green and brownish mixtures show little development thus early. In worsteds black and white mixtures, slate shades and a few of the color mixtures the order in which the choice seems to run. The staple blue serges, like the very fancy goods, as yet

bear no indication of how they are going to sell.

There has been a good enquiry for the London slip-on style of raincoats of rubbered cloth and gabardine fabrics for boys and youths, with prospects of a good fall season on these garments.

The consensus of buyers' views on what will sell for fall in juvenile suits inclines to both Russian and sailor suits in the fancy mixed wool and worsted fabrics, in all the shades brought out excepting the browns and lightest greens. They say there are so much more style and neatness in these mixtures that they do not for a moment question but that they will sell so well as to materially help the novelty end of the children's trade. The models are plainly made and rely solely upon the fabric patterns and colorings to attract buyers, the little added embellishments being chevrons and some slight collar decorations, with silk scarf and belt matching in color. Buyers' confidence is also centered in this same character of suitings as best for spring, and as sure to be the better selling merchandise, since serges are so high and so lacking in wearing quality that they will appeal less than ever before, as they will not possess the value for the money that was possible on a lower market. There is therefore some talk among buyers of shying at serges as much as possible for spring. There are manufacturers, too, who declare they will not force serges. They state that the qualities around a dollar are little better than mosquito netting and what they would formerly have rejected as unfit even for cheap lining. Hence the greater determination to sell more woolens in attractive patterns and mixtures in juvenile, boys' and youths' suits.

Buyers also lean partially to fancy reefers for the new season, believing that they will take much better than the staple monotone colors which have had big runs before, the fancy goods possessing more life and snap, and therefore being better attractions as sellers. In boys' overcoats the fancy mixed cloths and patterns are picked for winning trade and the fancy overcoatings predominate all the different models from the staple to the automobile or protector neck model.

The fortnight brought a continuation of the previous good market attendance that has kept wholesalers augmenting the business taken on the road. Latterly, however, there have been fewer virgin orders, the buying being of a filling-in sort,

with some very satisfactory supplementary amounts going on the sellers' books. As these late transactions have been confined to lengthening out orders previously placed on goods already bought rather sparingly before, there is little in them to indicate any change on styles, but according to the information obtained they do show more buying of woolens, where there appeared to be doubt whether to buy woolens or worsteds.

Manufacturers are now getting their spring lines in shape for their travelers and having the garment models completed so that the men to get away first will be enabled to start the latter part of the month, although many figure that October will be plenty early enough to get out.

Some of the spring wash lines opened in August and business thereon was reported to have been placed by visiting merchants. Men will get out with the new lines beginning about the middle of this month.—Apparel Gazette.

Your Reputation.

It is one of your biggest assets—your reputation. It is your capital, your credit. You should protect it at every cost. It is better to lose a dollar here and a dollar there—yes, even better to lose a formidable sum—than to have a spot on the escutcheon of your fair reputation. The business man who forgets this when the opportunity comes for a bit of perfectly legal "getting the best" of somebody is taking a big chance. He is betting his business against a few dollars.

You can gain a bad reputation in a week; a good one may come after many years only; but as long as there is no black mark set opposite your record your good reputation is surely coming. A store's reputation is as important as a woman's; it must not only be honest, it must appear honest.

Your credit is based more upon your reputation than on your ready cash. Credit men know you can cover up your assets and beat them out of your bills if you are dishonest. They know that if you are square and straight you probably will succeed, and even if you fail you'll pay them sooner or later. They will invest in your reputation.

Becker, Mayer & Co.

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LITTLE FELLOWS'

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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

**Plain Black
Two-tone Effects
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Write us for samples.

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We have ready in stock for immediate shipment:

**16 oz. Stark
16 oz. Atlantic
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12 oz. Dover**

Would be pleased to quote prices on request

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

INTEREST AND SYMPATHY.

Clerks Should Sedulously Cultivate These Virtues.

Written for the Tradesman.

As a general proposition that clerk who displays the most interest in and sympathy for her customer is the one who is going to succeed best in her chosen vocation.

Of course there are many exceptions to this general rule. These a clerk can learn only by experience in handling customers.

There is the haughty dowager who regards it as an unwarranted impertinence, not to say positive insult, for a clerk to evince even the slightest concern in anything that pertains to her purchases. A ten foot pole is none too long a distance to stand from this variety of customer, figuratively speaking. Reserve must be studied with the haughty dowager.

But most women like a clerk to be something more than a selling automaton. They like to have a clerk warm up a little—get thawed out somewhat—when attending to their purchasing needs.

The other day I wanted some white pearl buttons, quite plain, good quality, and I wished the place where they sewed through to be a depressed oval in shape. I carried a sample with me answering exactly to this description. I had to go to a number of stores before I ran across one having just what I sought. In several they had the pattern, but the size was incorrect.

The first establishment I entered the girl snapped out that they "didn't have 'em, never kep' 'em, my sample was an odd size and out-of-date design." As a matter of fact, my sample was a much-used size and popular design, as was proved by the observation of the clerk in the last store I visited, where there was a large, deep pasteboard box standing on the counter at the button department and in which were hundreds of cards of small size buttons and they were of scores of different patterns. These the girl who waited on me had to handle over a dozen times at the very least until she found even one card like my sample and then it took another two dozen diggings in the box to unearth from the mix-up one more card, for I had to have twenty-four buttons in all.

Well, if that girl had been delving for those buttons for herself she could not have appeared more enthusiastic in the search, and she gave a little cry of joy each time when the wished-for cards turned up at last. And her sale added only twenty cents to her list of sales! Think of so much zeal to please a customer whom the girl had never set eyes on before.

Just on account of this great amount of interest exhibited in an utter stranger's requirements, and, too, when the clerk wasn't sure of adding a sou to her sales, I shall always go to her for buttons after this. She has gained one permanent customer if she should never win another. But the probabilities are that she displays a proper degree of concern with all her patrons, new as well as old.

I was going to state that she said that my sample "was the size that there is the most call for and that the design is so neat that a great many ask for it who want something prettier than the ordinary"—a flat contradiction to the gratuitous asseveration of the first girl that my sample was an odd size and out-of-style pattern!

At the intermediate stores two of the girl clerks scarcely exerted themselves enough to turn over the piles of button cards once, giving them merely a careless flip that could not possibly result in bringing to view any particular sort called for except by the veriest chance. Another of the five or six clerks didn't even do that much—just looked out the window and "guessed they didn't keep 'em."

Yes, I know that this was a very small matter, this about the assiduous pursuit of the buttons for me, but when you take into account the future years of more and larger transactions those are what will count.

To be an A1 clerk a girl—or man either—must every time be as careful about each customer's trade as if the amount to be expended were known to compass a hundred dollar bill. And the clerk should exhibit a degree of camaraderie commensurate with good breeding.

Also, the perfect clerk should, in a nice way, ingratiate herself or himself in the good graces of every customer who approaches, so that there shall come to be something of personal regard felt by the latter.

Such clerks as this are the ones who make themselves valuable to those who reach way down in their blue jeans—or put their hand to the safe, same thing—for the weekly wage.

Beatrix Beaumont.

Giving Publicity To the Mail Order Business.

There are retail dealers who hold to the opinion that the less said about the catalogue houses the better, which is surely an erroneous view to take of it. With as much propriety it might be said that if small-pox should break out in a town the best way would be to keep all knowledge of it away from the public. The mail order houses menace the business prosperity of every merchant in the small towns. An evil is not generally stamped out by suppressing knowledge of it, but by giving it the widest possible publicity that the conscience of the people may be awakened. The dealers of the country may as well decide first as last that to sustain their business will mean a fight on their part. They must take up arms personally and strike back with all the might they have and, further than this, seek to educate their customers up to the standard that the good citizen has a high regard for the welfare of his own town.

It is encouraging to know that so many dealers have buckled on the armor and are doing good service. In many sections of the country dealers are advertising in the local papers and by circulars that they will meet any mail house competition, and at the same time it is their aim to

instruct the people of the community regarding the quality of goods they are liable to receive when they buy blindly, knowing nothing about the quality until the package containing the goods is opened at their own town, their money having gone in advance of the receipt of the goods.

How many farmers are there who would buy goods of a reputable retail dealer in their town and pay him in advance? Very few, indeed; probably not one. And if the dealer had the reputation of substituting lower grades for specified higher grades of lower value than were specified the farmer would cry out for the prosecution of a business man who would thus secure money by false pretense. He would have no more regard for him than he would for the man who would short-change him, or secure his name to a note for which the term "value received" was a misnomer.

It is a hopeful sign that so many retail dealers are learning that, grade for grade, the prices of the mail order houses must be met. There are people who are thoroughly selfish, having no interest in the prosperity of their neighbors or towns, and these people are deaf to any appeal except when their pocketbooks do the talking. These same people comprise the great majority of catalogue house customers, and they should be told privately and as publicly as advertising will do it that if they expect to swap a hundred of their pennies for a hundred and one of the mail order merchants, whose expenses in

large cities are heavy and who, notwithstanding this, have accumulated millions, their good sense ought to tell them they will be mistaken. They should be told that in the mercantile world lowest prices and highest quality are not associated, and that any merchant who so advertises is a fraud of the first water, as such a business method would invite disaster that would come swiftly.

For the reason stated, and for numerous others which could be cited, publicity, as an educational feature, should be given to the practices of those catalogue houses that thrive by deceiving.

New One.

Kind Lady—What was your last occupation, my poor man?

Gritty George—I was valet in a sawmill, mum.

Kind Lady—Valet in a sawmill! Gracious, what were your duties?

Gritty George—I had to dress undressed lumber, mum.

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.



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.

GROWING IN POWER.

Men Who Are the Masters of Circumstances.

Written for the Tradesman.

The desire to be beautiful in thought, to be happy, to be wise and successful is the universal language of crying out for expression.

the Creative Force known as God This being the case it is not at all out of place, in the least wrong nor anything to be ashamed of that the truth is sought through our own minds instead of looking for it from the minds of others. The present state of our understanding and, of course, the present condition of our personal affairs and the condition of our business are the unfoldment of the mind according to our own experience.

We are all more or less troubled about many things that come up in our daily lives, but we should not allow the opposite of truth concerning our past experience to control us.

The prevention and the cure of all of our trouble are in the power to determinedly put out of our minds thoughts that we know have led us in the wrong light of things. We all have had such experiences and a good rule is, Don't make the same mistake again.

There is no mistake about it. The expression of the truth in all things concerning ourselves is crying out from within our own mind. Everything would have been and would be right now an impossibility if the above is not true. Then, if it is true, why do we go along in life and not try to answer this beautiful expression from within?

The assurance that one positively knows something worth knowing proves that there is something else to be learned by and through the same channel whereby we received what we have.

There is no secret about this creative principle. Some people seem born to lead and others to follow. There are those who are laws unto themselves. They find out that they are right and they go out and do the things they are told to do, but remember the teaching comes from within their minds and is not suggested from without.

It would indeed please me very much if I could make every mind believe that it is just as great as any other mind.

What an indescribable torture it must be to the person who has worked year in and year out for almost a lifetime and then failed.

It is these poor men and women I would like to reach. I would be pleased indeed to whisper in their ears and say, Your God is within you, listen to Him.

"Cast thy burden upon the Lord." What does this mean? It does not mean anything but that we must give up to the Creative Force that is forever crying out for expression from within. We must not for one second allow our minds to get away from that most intelligent part of ourselves which Jesus called "Your Father within."

There are no strings attached to us by Nature. We are free to do just as we please and we all get just what we most desire. If we desire truth and will work towards this end we will get it, and so it is with everything else. Nature works both ways in this light, just as she makes beautiful trees and then makes lightning to destroy some of them. If you don't want to be cut down get out of the darkness into the light. There is only one obstacle in our way and that is ignorance.

There is no way of deceiving the Elect, but we are very much deceived when we do not recognize that the Elect is within us.

A little experimenting will prove to any man, woman or child that all the power there is in the heavens or on earth is in the mind of man, and this experimenting will bring some success and success begets enthusiasm. Keep up your enthusiasm and you will have still more success.

Spend your forces for something better and higher and nobler than in the endeavor to make a beautiful mansion built on the sand.

When we begin to attract the beauty of Nature, which is health, strength, power and Eternal Life, we come into possession of everything else we need. The reason that some of us do not possess as much as others do is that we have been too ignorant to claim our right to all there is in Nature.

Sometimes we say failure is due to poor judgment. There is no such thing as poor judgment, but it is ignorance of the law that governs. The law that governs all things selects the right man or the right woman to whom to say the right word. All these things are quickly understood by the wise ones, but wisdom is rare and so we go on making mistakes. The fact is it is simply our ignorant way of doing things.

The mind that is engaged in the work of progress, in new ideas and in trying to renew itself is open to light and wisdom which flow in from every quarter. The willing soul, desirous of the truth, has only to keep still and listen. This willing mind realizes first of all that it has its own work to do and it has no time to spare troubling itself about other people's business.

It takes wisdom to discover what responsibilities to assume and what to disregard. If we are willing to be possessed by love and guided by wisdom we shall make easy work of things that at first sight seem very disagreeable. Whatever we make a task of and sigh and cry because we have it to do those things we are bound to fail in.

As long as we are going to believe the following, which we hear at every funeral we attend, we are not going to have much hope for our usefulness on this earth: "Man is of few days and full of trouble." There is no reason why each and every one of us can not live longer and happier. Why should we have any trouble? Let us stop teaching the people that it is expected of them to have just a few days "here below"

and they are to be filled with trouble.

Within each one lies the cause of whatever comes to him. Each has it in his own hands to determine what comes. Everything in the visible, material world has its origin in the unseen, the thought world. It is the man or the woman of faith, and hence of courage, who is the master of circumstances and who makes his or her power left in the world. Let us grow in power instead of weakness.

Edward Miller, Jr.

Mary's Little Hen.

Mary had a little hen
Upon her little farm;
Against the wolf before the door
It proved to be a charm.

Each day it laid a little egg,
Which Mary sold at town,
And thus she bought her groceries
And now and then a gown.

eYars passed by and Mary paid
The little mortgage due
And sent her girl to boarding school,
Her boy to college, too.

She has a nest egg in the bank
And even keeps a cook,
And everything about her has
A thrifty, well-kept look.

Says she to those who daily fail
With needle, brush and pen:
"If you would do as well as I
Just keep a little hen."

Daisy Field.

The Cynic on Surgery.

"Father," said little Rollo, "what is appendicitis?"

"My son," answered the cynical parent, "appendicitis is something that enables a good doctor to open up a man's anatomy and remove his entire bank account."

The worst fools are those who worship a God in the hope of fooling him.

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

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

Quality sells them in Quantity

“WILLIAMS”

SWEET PICKLES

IN AIR-TIGHT GLASS TOP BOTTLES

SELL better than others, simply because they **ARE** better—**BETTER FLAVOR, BETTER QUALITY, BETTER APPEARANCE.** When you handle goods that have such advantage over others, **YOU** have an advantage over **OTHER DEALERS,** because the more you can please your customers the more customers you will have coming to you to be pleased

**All Our Products Conform to the Federal
Pure Food Law**

Our Sweet and Sour Spiced Pickles, Jellies, Preserves, Fruit Butters, Vinegar and Table Condiments are all prepared under the most cleanly conditions in our sanitary modern factory and kitchens. We use only

Fresh, Sound Raw Materials

which we select and wash carefully. Our pickles are brought to us the same day they are picked. We pack them in the air-tight, glass-top bottles to insure them against leakage, rust or spoilage. You can be **SURE** of a **SUCCESSFUL** and **PROFITABLE** pickle department if you sell **“WILLIAMS” SWEET PICKLES,** because they always win wherever introduced, and will win customers for you as they have for others.

The Williams Brothers Company

Picklers and Preservers

DETROIT

MICHIGAN

BARGAIN SALES.**How Conducted By Stores in Various Lines.***Written for the Tradesman.*

The bargain sale is conducted for either one of two reasons: First, the common purpose of a special low price sale is to clear out a line of goods which is out of season and unprofitable to carry over until the next season. Second, the bargain sale may be designed for the purpose of merely drawing people to a store on off days or out of season.

When the sale is a clearing up sale the bargains may be extensive and conducted with very little regard to big profits. On the other hand, when the purpose of the sale is just to draw customers the sale is usually of small extent, only one article or a few lines being marked down—just enough to induce people to come to a store.

On these special trade-drawing sales the marked down articles are usually staple articles, because a good bargain in an article that almost everybody needs and can use any time will attract all classes of buyers. But should the bargain be made on a special article? The sale will only attract a special class of people and class bargain sales are seldom profitable.

What Is Necessary for a Bargain Sale?

The first essential in a successful bargain sale is to have low prices on goods with a real value. Fictitious or exaggerated values are soon discovered and after that not even the lowest priced bargains will attract the people who have been fooled once.

While low prices are always necessary the actual value must be in the goods. It is true that bargain seekers are always influenced by a low price, but the slightest trace of misrepresentation of values will kill future sales and damage a business.

In announcing a bargain sale the main, the most important thing is to tell the public the why of the sale. A buyer is much more likely to think he is getting a bargain if he is given a good reason why the goods are being marked down to cost or below cost; if he is told how the goods can be sold at a profit or how the profit works out.

How a Bargain Sale Affects the Regular Trade.

A properly conducted bargain sale is a wonderful trade boomer. Occasional good bargains to the buyer strengthen the bond of relationship between the customers and a store. A sale which gives good values naturally makes more people acquainted with a store and brings in new customers who may never have been brought into a store in any other way.

But any special sale must be handled conservatively, because if one price arguments are heralded all the time a bargain sale will look like a departure from a store's policy unless the reason for the bargain sale is given openly and in a way to inspire confidence.

A seasonable bargain sale never hurts regular trade. In fact, an occasional sale pleases the old customers and the new customers soon get the habit of buying regularly at a store which offers low prices at times.

The only way a bargain sale can hurt regular trade or any trade is when some cheap article is given a high value at a low price, when the real value can easily be determined. A special sale is a benefit when it is real and contains good values.

The best results to be obtained from a bargain sale depend largely upon the line of business and the size, policy and personal tone of a store. Different conditions regulate every sale and no rules can be laid down that will be adaptable to every line of business.

Bargain sales are an important factor in modern retailing, but different kinds of sales are used for various kinds of business. For the convenience of presenting facts governing the bargain sale for various lines the stores prominent in modern retailing which resort to bargain sales will be outlined as follows:

1. The big department store.
2. The city dry goods store selling a standard value of goods along conservative lines.
3. The large store in a small town.
4. The small store in a small town.
5. The store with a single line.
6. Grocery stores.
7. Specialty stores.

The big department store's method of handling a bargain sale is naturally the broadest subject under any of the heads mentioned. Dealing in so

many lines of merchandise and appealing to so many classes of people they can conduct bargain sales almost any day in the year. They use pages of newspaper space to tell their story and have ample display space to show their goods. In fact, the immense scale upon which a department store's business is conducted makes it necessary to conduct special sales very frequently, if not every day, to draw people continually. The total of a year's sales must reach a certain point; expenses go on the same every day whether the buying is heavy or light; naturally the tendency is to boom sales every day in the year.

Department stores usually conduct bargain sales on a large number of articles. Each day certain departments advertise a "leader," but only one article in a department is selected to be sold at a bargain. These big stores arrange bargain sales principally to draw trade. The profit in the "leaders" may be small, but they depend on regular sales to make it up. Invariably department stores advertise some one staple article at a low price, because there is a constant demand for staple articles.

The reason the average department store can conduct a bargain sale every day is because they carry so many lines of merchandise they can vary the class of goods offered at the low price from day to day. Then, again, by buying in large quantities or perhaps some factory's entire output they are enabled to conduct low price sales, which the average retail store can not afford to do.

The large stores which carry all kinds of merchandise are enabled to conduct bargain sales continually because they buy at bargain prices rather than at the regular market prices. Because of their possibilities in making cleaning-up sales they can go to a manufacturer, wholesaler or jobber at the end of a season, buy up a left-over stock and clean it out in a day or so at a bargain sale without having had to carry the stock an entire season as does the small store. But like any other store the final success of a department store's special sale depends on giving real values, which their methods of buying and handling enable them to do.

The city dry goods stores selling a standard value of goods along more conservative lines than a department

store conduct bargain sales somewhat similar in character to this gigantic competitor. Competition between stores in a city usually regulates the number and kinds of trade-drawing sales. The conservative dry goods store conducts its largest bargain sales at the end of a season. They are usually cleaning up sales and are advertised as such. These clearance sales, usually on a whole line, are for the purpose of drawing new trade as well as cleaning out old stock to make room for a new one. Dry goods houses generally arrange for a sale on a whole line because it can be easily handled and it is always more profitable than a one article sale.

Exclusive dry goods stores conduct a great many opening season sales or arrival of new styles and fashion sales. These bargain sales are on the actual value of the goods, rather than in low prices. In announcing the sale the people are told that there are seasonable bargains to be obtained at this store which are not to be had elsewhere. It is not so much the giving of an extremely low price as it is the best values of a season.

For the large store in the small town the bargain days are considerably fewer in number. Some one day, like Monday, is selected because the merchant believes the greater number of people can be reached by means of newspaper advertising between Saturday night and Monday morning. In the small town the bargain day is usually the day which the merchants of that town have educated the people to look forward to as a bargain day. If a merchant holds Monday or Tuesday sales the people get in the habit of going to his store on that day.

General bargain sales are not the success in small cities that they are in the larger ones. The most successful special sales in the small city are those on one special article. This low priced article is displayed in windows and on bargain tables, where a sign or printed card tells plainly what value is offered and names the special price. Newspaper advertising does not have the effect in drawing people as it does in the large cities. Small stores may have many different bargain counters but few bargain days. The large store in a small town may safely conduct a sale on at least one

It's a Bread Flour



"CERESOTA"

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

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

article each week without danger to its reputation as a high class store.

When it comes to managing a special sale for a small store and in a small town a cleaning-up sale is usually the best idea for drawing trade. A profitable cleaning-up sale on ordinary lines of merchandise can not be made in a few days as it can in a city store. It requires a week or ten days to advertise in the weekly papers and draw the country trade as well as the town trade.

Special sales are not usually profitable for the small store. Handling a line on small margins and buying in small quantities will not permit big reductions to clear out a stock completely.

The trade in a small town is not nearly so exacting as city trade, and naturally the merchant in a small town does not need to keep his eye on changing styles and ideas so closely. His stocks do not go out of date as quickly as do the city man's stocks.

A mark down sale is always logical in a small town when there is a rearrangement of stock or change in policy and management. In the small town store fictitious values are more quickly scented than in a large store. Almost every customer knows the regular price of almost everything for sale in that store. If he is attending a mark-down sale the chances are he knows someone who bought the article early in the season at the regular price and therefore he knows in an instant whether he is getting a bargain at the closing out price. The city customers have not the chance to learn values in the big store as have the small town customers. Country customers have to be shown why, and if there are any fictitious values fixed up in a small store it will leak out in some way.

In a store handling a single line bargain sales are generally arranged to draw people on off days. Special days are selected for the convenience of drawing the class of customers desired. With a single line the special sale is on the entire stock rather than on a single article. And in the single line, where values are pretty well known, the bargain sale to be a genuine success must be on real values. The single line stores depend largely upon special sales to draw new customers. Seasonable sales are about the same as in other stores.

Grocery store special sales are best conducted on Monday. In the retail grocery business a sale can best be advertised immediately following the usual Saturday buying. On Saturday the householder is busy; she wants at once a good many articles and she buys only those for which she has immediate need. Naturally side sales are large on Saturday, many lines are broken, and many lines are only partly sold out. Monday's sales enable a store to get rid of odds and ends, while they strike the buyer at a time when she is not in a hurry and can think about bargains. She has leisure to investigate what is offered and is influenced to buy and lay in a stock for the future.

But a grocery also advertises specials on the day previous to market

days just as regularly as a weekly clearance sale. A few specials are selected for leaders and advertised at bargain prices to draw trade. Then the profits are made on other articles at regular prices.

In the grocery business the bargain sales are on one article—for instance, a special brand of canned corn or peaches. It is always just one article that people look for at a sale. Of course, large groceries in a city run twenty or more specials in various lines, bulk goods, canned goods, meats and home supplies.

A special grocery sale must be made up of genuine values to help regular trade. If the values are not real the damage that is done, especially in the food line, can never be repaired.

The specialty store's bargain sale closely resembles that of a single line. A bargain sale is only conducted at seasonable intervals, usually spring or fall, for instance, if the specialty line is gentlemen's furnishings, which will be considered as an example. At any season the sale should cover several articles or the whole special line. A general sale is always advisable, but a special article should be advertised as a leader.

Several days are always devoted to bargains. In the handling of specialties it is not a question of any special day, but the success depends on the timeliness of the period and the adaptability of the sale to the time and season.

In any kind of a bargain sale the profitable results depend on low prices, quality of goods and conditions. The aim should be to unite attractive prices, real value articles, good publicity and effective display, and the combination of these essential elements will make the bargain sale a distinct boom to the trade.

H. Franklin Thomas.

Those Who Sing In the Shadows.

It is remarkable that those people who have strengthened the world's store of optimism have been those who were educated in the school of suffering, while those who have left only a memory of pessimistic complaining have usually had least of which to complain; their lives have seemed sad because of habitual self-absorption.

Job in his losses, David in his exile, Jesus as the man of sorrows, Bunyan in his prison, Milton in his blindness, Robert Louis Stevenson in his thralldom of disease, all have taught us to look up, to hope, to have faith in the Eternal Goodness, to catch the blessing in the guise of pain and loss and to earn for ourselves the crown of a joy that blooms through sorrow.

The problem of pain is always greater to those who must stand by and see others suffer, perhaps unable to help them by any means, than it is for those who themselves must bear the pain. It is true there is no wholly satisfactory solution of the mystery of suffering, none that satisfies us in its real presence, but in its effects, in its result on those who face it in high courage, we may see some suggestions of its meaning in our universe.

This is the world's great school, the place where the affections and the higher attributes are educated. Here we learn patience, fortitude, faith, sympathy, strength to serve and to lead. None of the lessons are such that we would seek them of ourselves; none are such that we would lose them afterward if we could.

It is the pain that enters the home that binds the family together. Never are the ties stronger than when all gather by the couch of suffering or when they stand together straining their eyes across the Great Void. Only those who know realize how homes are hallowed by the fact of belonging to two worlds.

Out of suffering rise our great songs. The poetry that reaches our heart has been written by eyes blinded by tears. It opens its riches to us when we read it in the same way. Just as liberty has been born in prison walls, so have joy and the confidence of final victory over disease and pain come out of the hours of anguish and broken spirit.

Perhaps if we could probe the mystery of suffering we might be tempted to administer its curriculum ourselves. We can only for ourselves determine that it shall not conquer us, that we shall not be like dull schoolboys who weep over their lessons instead of learning them, that that this world shall lose all unnecessary suffering and gain all the good out of all that remains.

So when the night comes it is for us to determine whether it shall inspire us to song or lead us with com-

plaining to make it yet darker. Here is the time to sing—when it is hardest of all to raise the voice in cheer and encouragement. When it is our night there are always others who would be aided by our song. Blessed are those who sing in the shadows.

Somehow, to believe that love is over all, that the Infinite Goodness is greater than all the evil, to know with the old man Job that, though affliction may rob me of all that men call my possessions, the abiding and unchanging values remain, that suffering after all only pricks the surface—this is to find a song in the darkest hour.

And these experiences make tender our hearts to one another; my need reminds me of my neighbor. We would soon be calloused, utterly indifferent, but for these blows that break up the surface of the life. The poor and those who know need are tenderest in heart to one another. Just to acquire the grace of sympathy were worth the course in sorrow.

We may not solve the mystery of suffering, but we can face it and sing through it; we can take all the good there is in it to ourselves and make our own lives sweet and refreshing through it. We can sing songs in the night; we can learn patience with one another. We can keep our own hearts open in sympathy; we can turn the dreary hours to song in some other life, for to think of the sorrows of others is to find the joy that lies hidden in every sorrow for us.

Henry F. Cope.

YOU, Mr. Retailer,

are not in business for your health.

You doubtless want to "get yours" out of every sale.

You also without doubt want to make **more** sales to your trade.

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: Become a Sealship Agent.

Write us today and we will tell you how it's done.

**The Sealship
Oyster System, Inc.**

South Norwalk

Connecticut



A GOOD SCHOOL.

The Public School as a Desirable School.

Second Paper.

By a public school we usually mean a mixed school in which the education of boys and girls is carried forward at public expense. Schools of this sort are also thought of by many as very much alike in form and excellence; as extremely inelastic and impervious to influence and as constituting a world by themselves quite apart from the outside world. And over against this sort of school, the popular fancy sets another kind of institution, the private or preparatory or ecclesiastical or endowed school, which seems more open to influence, more elastic and far more variable in purpose and character. The private school is not always a mixed school; it recognizes class distinctions and home life and family traditions and is of every grade of excellence and degree of advancement.

As we are to have to do in future solely with State-aided education we must here part company with the accomplished ladies and gentlemen who have these schools in charge; but before taking leave of them I wish to recognize their great service to education and speak of some important relations which these schools bear to the public schools.

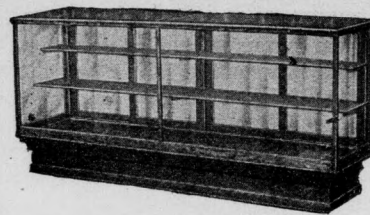
The church school, the private school and the endowed school were earliest in the field. Then came the district school with a rate bill; then the district school without a rate bill and finally the free public school as we know it. When I came to Grand Rapids in 1858 there were three districts in the city supported by a rate operating under the general school law and reporting as District No. 1, No. 2 and No. 3. Thus public education derives from private education and aims to secure to all by State aid what private initiative had already furnished to a smaller number. How it came about that a people jealous of State interference and, above all, of the power of taxation did not dare continue to trust the education of the people to private initiative we will enquire further on, and will here assume that they were justified in supposing that universal and hence state-controlled and state-aided education is an indispensable support of our institutions and form of government. But thus established as a great public necessity these schools did not supplant private schools but grew up and developed freely beside them in relations usually harmonious and mutually helpful.

And yet there were tensions. The situation was neither a simple nor an easy one, but demanded on one side a sense of justice, a degree of sympathy and a largeness of view and on the other a patriotism and devotion to National ideals rarely found among any people. As the public schools became more prosperous and finally even dominating and imperious the wise and strong men who founded them began to relax their vigilance. And as wealth increased and social ideals became more varied; as immigration brought in mul-

titudes unschooled in patriotism education began to be viewed more from a personal or family than from a National standpoint. For many the old common school education was too extended; for some it was far too limited. Private schools, quick to feel every change in public opinion, expanded to meet the new call and public education responded to the challenge and improved in like measure. Discussion began to be heard. On one side it was asserted that private schools afford no guarantees of excellence; that they do not submit to state inspection; that they are not in favor with educational experts; that they are temporary and changing, often mere commercial enterprises; that they tend to become showy and fashionable; that they foster in young people a roving and unsettled habit, and, above all, that they are un-American. It is easy to reply to these charges: The public schools also afford no adequate guarantees. A father who sends his son to a public school has no means of knowing how that school compares with the best schools of the world of that grade. And what public school has state inspection? The tests are all local and not general. Practically each teacher examines and reports upon his own work. Then a man may engage in private education for some other or some additional reason to gain-getting. He may feel that the public schools are overorganized and given up to educational routine so that it has become impossible to do what one ought to do and would like to do for the youth of our land. Or he may want a freer hand; may wish to establish an educational experiment station to test certain notions of his own or of his class; may wish to see education connected more completely with morality or religion, or with a certain form of religion; may wish to see language, manners and habits receive more attention than is possible in a public school—but why continue the enumeration? It suffices to say that both parties have long acknowledged the substantial soundness of many of the criticisms made by their opponents and have found them suggestive and helpful. It is from these expert criticisms that public education has been now toned and inspired and now enriched and sweetened.

But it is not the question of endowed or private schools on the one hand versus public schools on the other, considered as an academic question, which interests people, but the ever insistent personal or family question of the best school, all things considered, for the children. Indeed, many would consider any discussion of the matter outside the home as an impertinence. What right more sacred than the right to control the education of one's own children? Nor is it important to show that there are limitations to this right, since the parent usually desires to exercise it in going beyond the state, often at great trouble and expense, in securing the very ends for which public schools were established, along with others which appeal to him still more strongly. Even with the highest re-

spect for the public schools as a whole how many excellent reasons a parent may find for not sending his children to them. Especially the mother looks with dread upon the great building that is so soon to swallow up her timid growing boy and in a few years make him all over, often in ways little to her liking, and thinks with longing of the school home of her childhood. Her boding may be ill advised, but who that sees a mother part with her children on their first morning of school, to enter, without her guidance, upon that great and rather inconclusive experiment that we call life, does not echo her prayer that the formidable laboratory before her may greatly assist in bringing the experiment to a successful issue. As the boy grows older the father's interest in the matter quickens and he, too, may fear the public school. Not to speak of a possible broken home; unfortunate associates who are known to him (he is likely to forget that associates not known are still more to be dreaded); residence in a district where school attendance for his boy seems to him impossible, he may have as his ideal a very different figure from the commonplace school boys whom he sees around him. His sense of social values may be lower than that of his wife, but he desires for his son a career of some distinction and wishes to introduce him early to larger experiences and a wider circle of friends. One can hardly expect him to take to heart the effect upon the school and upon local education of the permanent withdrawal from the public school of his boy and of those of his class. And yet I am so convinced that it is absolutely essential to the highest utility of our public schools that no class should habitually, from generation to generation, desert them that I venture to make a



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THE CASE WITH A CONSCIENCE

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Baker's Cocoa & CHOCOLATE



Registered,
U. S. Pat. Off.

52
HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

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



plea to all citizens to reconsider this subject in the light of public service and a lofty patriotism.

The private school forms a large factor in our rich and varied modern life. Its effect upon the public schools is in many ways, to which I have not even alluded, highly beneficial. Gratitude is due those who maintain and those who, for special temporary reasons, patronize these schools. They enrich our civilization; they add greatly to the educational opportunities of our land; they remove an enormous burden of taxation from our shoulders; they express devotion to high social ideals, and for our foreign-born population love of fatherland, the mother tongue and the ancestral faith; and yet they are not, like the public schools, vital to the success of our institutions. I might fortify this statement by reference to the expressed opinions of a large number of our fellow citizens of wealth, position, cultivation and a critical habit of mind who have loved our public schools too much not to use them and so to know and endeavor to improve them. It is only in this way that the public schools may be made good enough—in certain narrow lines and up to a certain definite measure—for the best, and indispensable to our National life.

Edwin A. Strong.

Success As It Is Now Preached.

It seems to me that as a people that tremendously literal work, "Success," has taken an abnormally insidious hold on all the nation. As a people we are overlooking the quiet man and wife who, after patient work and serious thought, kept in balance by breeding and sanity, are bringing up a quiet family of gently-bred children who in times to come may be needed in preservation of the nation itself.

The temptation, always, is to point out Smith or Jones as the one central figure of a whole city or state or nation that has achieved all that can be achieved in a certain line. He is at the top of it all. His is "Success." We no longer ask as a people, "How did he get to it?" Indeed, the remark is more or less current and everyday in application to the question: "Oh, well, he got there, didn't he?"

But this treatment of "Success," as we have grown to talk it and write it and worship it, may be regarded safe enough even to the average adult who has learned to observe and think. Its vicious influences are exerted most strongly on the young man who is beginning his career.

In the first place his young mind is poisoned against recognition of a success that doesn't mean the top of it all. In the next twenty-four years we may count upon having only four more Presidents of the United States, to say nothing of the probabilities of re-elections. If the presidency, alone of all things, suddenly were to be made the prime measure of "Success," wouldn't it be worse than folly if every 21-year-old boy now living in the United States should start in to train for the chances of such a position? For at 21 years old the

average newly franchised voter is a boy; his physical brain does not complete its physical formation until he is 25 years old; it is physically incapable of its full functioning until then, after which its experience and its training determine its after powers.

Perhaps it was not through the same processes as that which the modern psychiatrist used to determine this fact, yet the founders of the Government made the wise provision that no person was eligible to the presidency until he was 35 years old. But, just as readily observation of men by thinkers advanced the idea that the young man had not reached an age of wisdom sufficient to balance him in such a position until after 35 years.

To-day it is a question whether 80 per cent. of the young men entering a chosen line of business are competent to make a choice. That great mass of young humanity to-day grasps at opportunities such as it can reach and which seem to be moving in a direction pointing to their nebulous aims.

But in all this while tens of thousands of them are having preached to them the doctrine of individual success as represented by that individual only who has attained that sacred, worshipful peak of "Success."

"Try for it, at least!" preaches the doctrinaire of "Success." "Don't say you can't do it. Some men have reached the goal. Why can't you? Go in and win."

How shall the young man know—after a consultation with the ablest commission of personal advisers that might be assembled—whether he wouldn't be a fool to start, even if by unanimous vote such a commission were to tell him to start at once?

Many a man on the pinnacles of the most showy "Success" has paid such a price for the place that only he, in his hardened shell of conscience, knows how low and full of shame has been his means to that end. Or, many a man on such a pinnacle, working under the hot spur of ambition to the place of marked "Success," has learned the bitter lesson that after all it was not worth while.

His worshipers of material "Success" won't believe him if he should say so. With millions of money, social and business prestige, ability to come and go when and where he will—is this not success?

By no means, as thousands have had to testify. It is not success—it is "Success," merely, as the praters prate of it.

These preachers of that "Success" which must have a halo around it—either quantitative or qualitative—are blind to discriminations. Tennyson—criticised as a stylist because of the trinkets among his profound philosophies—knew.

"For not to desire or admire, if a man could learn it, were more Than to walk all day, like the sultan of old, in a garden of spice."

I know a man who has been a world "Success." I have his confi-

dences. He calls me friend—"calls" me friend, for it may require twenty years for me to prove it, so many times has his "Success" killed—through mean, self-seeking patronages—that essential spirit out of which all friendship must spring without questionings. But in all his broad measure of "Success" he has my profoundest sympathies!

His riches and his business exactions jar upon me. They are inimical to friendship, always, whether between his rich friend or his poor friend. He can buy nothing for either of them in proof of his friendship, while exactions of wealth interfere always. To-day, in reminiscences, his fondest talk is of the time when in a rugged country life in the Far West he played the part of a poor man—but a Man!

But having his millions—having his "Success"—having all that most ambitious men worshiping "Success" would have—I've been forced to wonder how large a check he might be glad to write if only a loved member of his family—crippled for life by the surgeon's knife, which so narrowly saved that life to him—could be restored to him as she was. But millions will not buy the one chief thing he desires. Billions will not buy love! Rather, this word "Success" stands a barrier to all that is best in life to any man!

But "Success" is preached to you, young man, as a sacred gospel spurring you on to accomplishment! Accomplishment of what?

John A. Howland.

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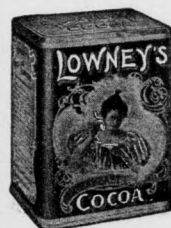
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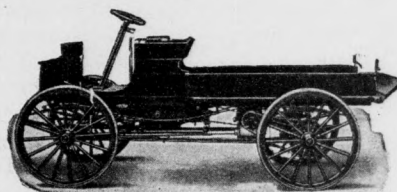
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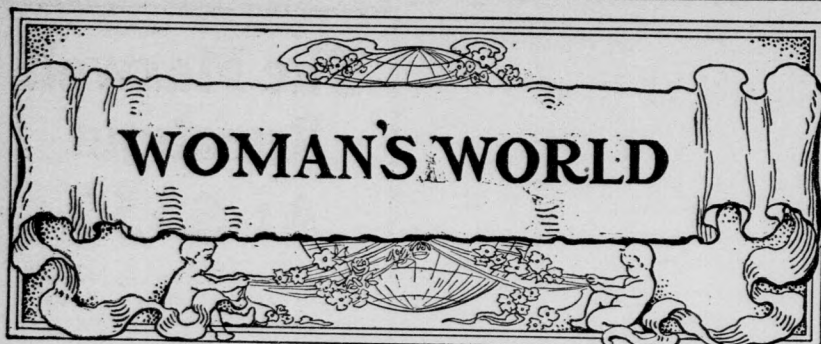
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Man's Love Drinks At Many Springs.

No woman need waste time perplexing herself with the question, "Can a man love twice?" Undoubtedly he can. The men who "Love but one love and love on till they die" are as scarce as white crows, maybe scarcer.

Most men not only can love twice but twice twice, and as many more, given time and opportunity. It was a wise and a practical woman who said that she cared not at all how many first loves her husband might have had so long as she was certain of being his last.

It has well been said that the heart of the average man resembles the pigeonholes of his office desk in that it is filled with memories of past love affairs, some tender, some otherwise; some forgotten, some faintly remembered; some which, when recalled, bring a sigh of regret, some a feeling of thankfulness at a lucky escape. Yet each one while it lasted was a love of a sort and believed to be genuine and lasting. And with all these memories tucked away he still is ready for another and fresh love.

Indeed, there are cases a-plenty on record to prove that many men not only are able to love one woman after another, sooner or later, as the case may be, but that some, at least apparently, find no difficulty in loving two women at once with what, if not love, is a fairly good imitation thereof.

Most people have a more or less dual nature, and when it falls to the lot of a man to meet two women who severally appeal to the two sides of his character he is likely to be in a decided quandary as to which of the two, both of whom he loves, after a fashion, is the one whom he prefers.

There is nothing in which men and women more radically differ than in this ability to love more than one person at once. A woman may be "a very weathercock," as Shakspeare put it; she may change her mind with the rapidity and fickleness of the wind, but, like the weathercock, she points to but one point at once.

It, indeed, is very rare that she has any doubt which of two men she prefers, always providing she is in love with either of them. Like the servant in scripture, she is unable to serve two masters without hating the one and cleaving to the other. No woman was ever truly in love with one man yet fancied herself in love with another.

Still, a woman may be equally attracted by two men, not loving either, and so not be able to tell which she likes better. In such case, when one

is devoted in his attention and the other merely ordinarily courteous, gratified vanity at open admiration on the one hand and pique at indifference on the other easily persuades her that the lover who has spoken is he whom she really loves. All women love to be loved and few care much for dilatory suitors.

In spite of the old saying that "Absence makes the heart grow fonder," there is another and truer about "Out of sight, out of mind." And the lover who is present to urge his suit has a great advantage over the one who is away.

If love is of the genuine, permanent variety, strong enough to stand the wear and tear of a lifetime absence will but cause the heart fondly to long for him whose presence is as the sunshine of day. If, on the contrary, it be a passing fancy, new faces, new scenes soon will efface it. Nothing but a trial can decide.

It is only a clever coquette who successfully can play one man against another and keep fact hold of them both. Sometimes it happens that she who tries to play this difficult game ends by losing the man for whom she cares more; she even may lose both. It must be a strong love which conquers pride, and any man objects to sharing his sweetheart with another man.

As for the man, when he plays the double game, he regards it in quite a different light. His heart is not so small that he only can find room in it for one object of love. He needs sympathy and companionship, and if these are not given him in sufficient quantity by one woman he rarely hesitates to seek them from another or others.

His heart is large enough and warm enough for more than one, and since there are many things which appeal to his fancy, also to his vanity, the woman who triumphs is she who studies him and acts accordingly. The masculine point of view seems to be that as love only is a state of mind, there is no good reason why that state should not exist for two when the two are not in the same place.

Dorothy Dix.

A Sad Case.

"It was a sad case—a sad case," said the drummer, as he leaned back in his chair and heaved a sigh. "His name is Harper and he was one of my oldest customers."

"And what about Harper?" was asked.

"Hard luck—hard luck. Wife sick—children sick—old customers dying off—new store started right across the street. Two weeks ago, when I

dropped in on him I found him in the dumps. I tried to cheer him up, but it was no go. He asks me to stop in the store while he goes over to see the insurance man. I look around and find the stock all run down and signs of gone to seed everywhere."

"And then?"

"Then I got to thinking what a good feller Joe was, and how long he had been on our books, and how he wasn't to blame for his misfortunes, and I determined to help him out. He came back and we talked for awhile, and then he locked up. Just as we went out I threw my cigarette among the rolls of cotton batting."

"And there was a fire?"

"For sure!"

"Store burned down and nothing saved?"

"Just so."

"And the insurance money put Joe on his feet again, with a new stock at the lowest prices."

"Nixey. That's where I came in."

"But how?"

"Why, his insurance expired at noon that day and he had gone over, while I waited, to tell the insurance man to let 'er go to Texas. Sad case, sir—sad case. Joe is now digging holes for fence posts at 15 cents a hole and I don't think he likes the job."

The Proper Form of Invitation.

Mrs. Subbs—Did you invite Mr. Highflyer to call sometime when he was passing over in his airship?

Mr. Subbs—Yes, I told him to drop in on us occasionally.

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

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Put up under these brands
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ARTICLES	Weight Per Case	Tins Per Case
Goldfish Brand		
Ravigote Style 1/4s. Keys	58 lbs	100
Sunset Brand		
Le Croix Style 1/4s. Keys	58 lbs	100
La Rouchelle		
Style 1/4s. Keys	58 lbs	100
Senorita		
1/4s. Keys	48 lbs	100
"C. P." large 1/2s. no Keys	75 lbs	100
Mission Brand		
Boneless 1/4s. Keys	44 lbs	50
Sunset Brand		
Le Croix Style 1/4s. Keys	44 lbs	50
"C. P." large 1/2s. no Keys	64 lbs	50
Blue Sea		
Tuna no Keys	48 lbs	50
Sunset Brand in Spices		
Soused 1 Oval	60 lbs	48
Tomato 1 Oval	60 lbs	48
Mayonnaise 1 Oval	60 lbs	48

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

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EDISON'S NEW PROJECT.

Bury East River and Build a New One.

Written for the Tradesman.

That wondrous modern municipal territory known as Greater New York includes a total of approximately 250,000 acres, of which practically one-sixth is covered by water. Of this grand total an area of 14,000 acres is embodied in Manhattan Island. New York City proper, one of the most densely populated bits of earth in existence, has just across a third of a mile-wide river on the east an island area aggregating considerably over a million acres, which, if readily available for business and residence purposes, would solve the dominant problem of the greatest city on this continent, the problem of rapid transit in all directions for commerce and inhabitants.

"As things stands now New York has spent \$60,000,000 for four bridges that connect Manhattan with Long Island and they don't begin to take the place of solid earth. Every east and west street in Manhattan should run right through to Brooklyn," says Thomas A. Edison, who continues by not only advising that East River should be filled up but that the proposition is entirely feasible; would be only a third rate engineering feat and would involve the creation of another and a new river channel from Flushing Bay across the plains of the Borough of Queens to Jamaica Bay and so into the Atlantic. Moreover, Mr. Edison predicts that in due time it will become necessary to carry out the idea.

And there are people who, reading this forecast, call Mr. Edison a dreamer and anything but a practical man. They did the same thing barely a generation ago when one of these dreamers proposed putting a tunnel under the Hudson. They are doing the same thing as to the proposition to improve the inland waterways of the country and in their estimates as to the navigation of the air.

As to Mr. Edison's proposition it is estimated that approximately 600 acres of land surface would be acquired by the filling in of the river, land which would be virtually in the heart of the great city that would result; also that while the change would wipe out fifteen or twenty miles of present dock lines, it would create forty or fifty miles on each side of the new river and would by the necessary improvement of Jamaica Bay develop a second New York Harbor.

Of course the question is one which must be put up to the people of New York, Connecticut, Rhode Island and Massachusetts and which could not be settled except by permission of the Federal Government, even although the people of all New England, New York and New Jersey were in its favor. Therefore, it is not at all likely that the filling in of East River and the excavating for the river to take its place will begin next year or during the next decade or two; but it is extremely short sighted and oracular to declare that the thing is impossible.

Then, too, the New York, New Haven & Hartford Railway and the Fall River Steamship Co., in fact, the entire system which controls all maritime privileges on Long Island Sound and its tributaries must needs be consulted so that no present resident of New York may expect ever to walk dry shod and on terra firma all the way from the Hudson to the Borough of Queens.

About Next Year.

"John Smith, farmer, arrived in town yesterday in his aeroplane loaded with Early Rose potatoes and reports that farm produce of all kinds is looking well. Mr. Smith uses his acre to pump water, saw wood, pull the plow and various other things, and says he wonders how the farmer ever got along without it."

"Mr. H. Johnson, the well-known cobbler, is constructing an alighting place for flying machines in his back yard, which will be free to all customers of his emporium. We understand that it will take at least twenty-five feather beds, but Mr. Johnson is a man who does not count the cost."

"We understand that Mr. Henry Livermore had a narrow escape from collision with the planet Mars while in his dirigible the other day looking for a lost cow. Mars was within a hundred rods of him, and coming with terrific velocity, when Mr. Livermore, who never loses his presence of mind under any circumstances, caused his machine to take a sudden dive and thus escape. He says that Mars is surely inhabited. As the planet passed him a Marsonian plainly called out: 'What in thunder is a cow doing on the track?'"

"For the purpose of encouraging the aviator Mr. Hoke Brown, the well-known and enterprising grocer, will hereafter give out coupons with every sale made to the owners of such machines."

"Just as the editor of the Bugle was about to retire to his couch a night or two since he glanced out into the night and caught sight of Mr. Jonas Williams, the village cooper. Mr. Williams was poised at a height of about 1,000 feet and was filling a number of kegs and barrels with pure ozone to supply his customers next day. 'The Nancy Jane,' as he has named his airship, was floating as steadily as a crow over a cornfield."

"We learn on good authority that the crows are leaving this part of the State in such numbers that the sight of one will soon be a rarity. They have come to realize that they stand no show whatever against the flying machines. No hard feelings, but we can do without the bird, and the gander wants to come down off his high horse or take a skate."

How the Salmon Finds Its Way.

Salmon are hatched miles from the sea, from eggs laid on the gravels at the headwaters of the large rivers. They come downstream with the current and live in the sea until adult. Thereupon they ascend the rivers once more, rush the rapids, jump the falls and finally, in their turn, depos-

it their eggs in the shallows of the smaller streams.

The problem, then, is: How does salmon find its way back to its birthplace? It has been maintained that the fish remembers. Unfortunately, there is no evidence that the fish has any such conscious memory, while there is abundant evidence for thinking it has not.

True explanation turns out to be somewhat complex. In the first place fishes in moving water tend to head upstream. This is not an instinct but a so-called tropism, an impulse below the level of instinct, common at once to salmon and to green peas. A like tropism causes the house plant to grow toward the window.

So the tropism heads the salmon upstream, while, with the ripening of the eggs in its body, comes the instinct to swim strongly. Between the two the fish tends to swim upstream. But the salmon is not a wide-ranging fish and seldom gets beyond the sphere of influence of the great river in which it was born. With all the shift of tides and eddies, therefore, the river current is the constant factor. Gradually, then, in considerable numbers fish swimming up-stream work their way into the river mouth.—F. T. Brewster in McClure's Magazine.

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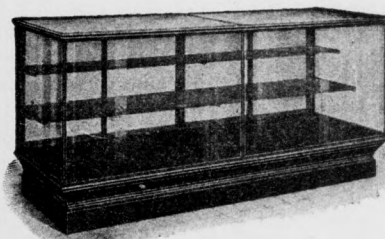
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Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

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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.

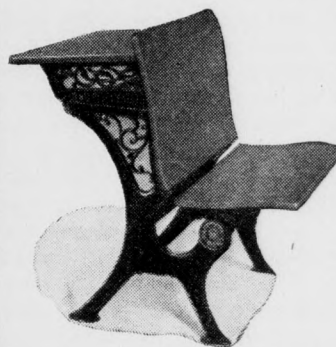
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More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

Teachers' Desks and Chairs

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Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

If you need the goods, why not write us for prices and descriptive catalogues—Series G-10. Mention this journal.

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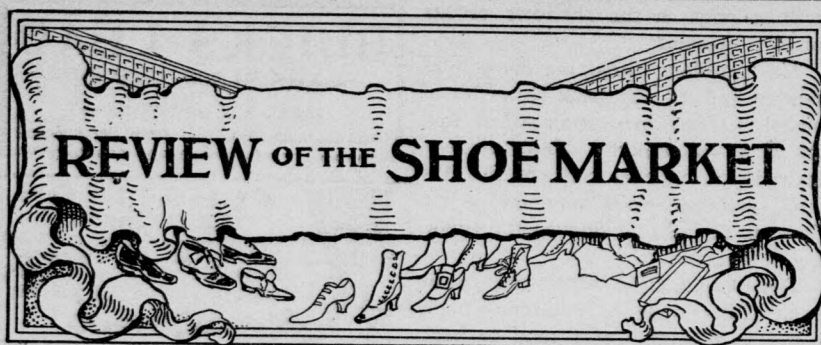
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GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



Growing a Crop of Efficient Shoe Clerks.

Written for the Tradesman.

We have had a good deal of talk recently on "grading-up" in various departments of footwear and the slogan has been, "Better shoes for men, better shoes for women, better shoes for children."

And this is all right. You can not get 'em too good—provided always the people are willing to pay the price; and that shoe merchant or shoe clerk who sells a five dollar pair of shoes to the man or woman who called for a three dollar pair has done a stunt in shoe salesmanship that squares with the very best present-day ideas of shoe merchandising.

Much also has been written about "pure shoe laws, and the idea stated, elaborated and vindicated that what we need in our business is good, solid, dependable material plus good, solid, dependable workmanship thereupon; so that the resulting product, whether it be designed and built for man, woman or child, shall be a shoe with intrinsic goodness; in other words, a shoe that will give the maximum of comfort and service for the money.

And all of this is well enough. It is built on a solid business principle, namely, the desire to give full equivalent in actual value for the price stipulated. And that is not only good business but it is also good ethics, and in the last analysis you can not divorce business and ethics.

But my contention is that this "grading-up process" ought to be carried beyond the province of leather into the selling methods of the shoe store itself and into the realm of salesmanship. There ought to be a corresponding grading-up process among shoe clerks. Give us "pure shoe laws" by all means; but, oh, ye givers of gifts innumerable and full of consolation, give us retail shoe salesmen and saleswomen with shoe-knowledge, tact, courtesy, interest, capacity and selling ability commensurate with all of the various and sundry good qualities implicit in and characteristic of this marvelously "graded-up" and "purified-by-legislation" footwear!

An Actual Occurrence — Some Comments.

My brother (we'll call him William) is not what you would call "finicky" about his shoes, but he does know when a shoe fits, and he generally has a tolerably well defined idea of the kind of a shoe he wants when he is actively in the market for a new pair of shoes. Certain interests in the shoe and leather business through a long series of years

have also enabled him to acquire a good deal of technical knowledge of leather, shoemaking and the shoe business generally. But William has no pedantic nor ostentatious traits; so when he drops in a retail shoe store to buy a pair of shoes he is, to all intents and purposes, a "rank outsider."

A while ago he and I were walking down the street when he happened to remember that he wanted a pair of shoes. His shoe needs were suggested to him by a very fetching window card announcing the progress of an "end-of-the-sale" in the basement. This sale comprised chiefly popular-priced shoes; but among them were certain broken lots of a certain high grade line, a line which usually retailed at from six to ten dollars a pair. As William takes a very narrow shoe he not unfrequently gets a good fit where a man with average shoe requirements would search in vain; and then, of course, William is not averse to saving a couple of dollars if he can do so without any particular inconvenience.

So, with present shoe needs somewhat insistent and at the urgent invitation of the window card set up by our shoe merchant for the allurements of economical customers, we walked in and took the lift to the "low-priced basement," where prices drop *pari passu* with the descent of the elevator.

The basement was pretty well filled with eager shoppers of all ages, classes and conditions; for they sell in this subterranean shoe emporium footwear for men, women and children, and the money-saving facilities of it are exploited in a most aggressive manner.

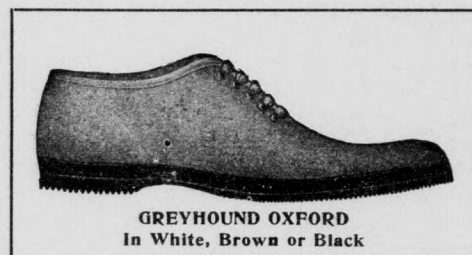
He told the clerk—a young man of some three and twenty years—precisely what he wanted: the name of the line, kind of leather, size, last and style. The description was brief, clear-cut and ample; and one can hardly understand the subsequent efforts of that young clerk to comply (if I may so put it) with my brother's request.

The first shoe he brought was a leather-lined blucher of the proper line, leather, last, and so forth; but my brother William had previously named the style of a shoe he wanted, and that was not a blucher. So he said: "I don't want a blucher; and I don't want a leather-lined shoe for this time of year." So the young man made a second search. This time he varied the style somewhat and even got into popular-priced lines; but he still stuck to bluchers and leather-lined shoes, just as if he were determined, on the principle of contrariness

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



Greater Value Shoes

Is What Our Trade-mark Always Means

That is, the kind of shoes that hold their shape, fit better and wear longer. This applies equally to everything we make from fine welts to everyday shoes worn in the shop or on the farm.

We make quite a number of styles and kinds, and they all sell at a profit, and each is a greater value shoe.

Think what it means to your business to sell goods of this character.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

to foist upon him two features that he particularly did not care for. When my brother William again protested (and somewhat emphatically this time) that he did not care for bluchers and that he did not want leather-lined shoes, that uninspired young clerk suggested that he had better try the regular men's department upstairs.

So we went upstairs, where my brother stated in the same clearcut and definite manner his shoe needs. And now what do you think happened? They brought him leather-lined bluchers. He protested and the search was repeated; but always it was bluchers. A second clerk came to wait on him; but he, too, had a penchant, a fascination, an obsession for bluchers. After squandering full thirty minutes in that store, upstairs and down, vainly trying to make known his shoe wants, but with signal unsuccess, my brother finally left in disgust without a purchase.

To me the experience was illuminating, for it revealed a degree of incompetence and indifference which I had thought impossible in our times. If I had read such an incident in the newspaper or trade journal I should have pronounced it the crudest and crassest exaggeration; but this incident actually happened under my own observation.

Eliminating Bad Qualities.

It is evident the clerks of the shoe store in which this incident occurred need some strenuous attention. They need to be separated from some of their bad qualities.

If one were inclined to be more charitable than exacting in dealing with a case like the one above sampled he might urge that it was an exceptional instance—one of those rare, unpropitious cases in which the clerks did not do themselves justice. But any such attempts to excuse or pardon by reciting these or any other extenuating circumstances so called are absolutely futile. You lose confidence in a watch if it has a way of deceiving you periodically. A horse that gets on a kicking spree semi-occasionally isn't considered trustworthy at any time. And even occasional dulness, indifference and incompetency are inexcusable in salespeople. They must be uniformly up to the mark.

Now there are some bad qualities that you and I have seen from time to time in shoe clerks that ought to be eliminated. In reciting these traits I am not to be understood as claiming that they all exist in any one clerk that anybody ever saw or heard about. If they did he would be so notoriously bad as to disqualify him for any position anywhere. But the qualities I shall call attention to do exist separately or in certain combinations; and wherever they exist they operate injuriously.

For the sake of convenience let us call these bad qualities the four I's—Impudence, Indolence, Indifference and Incompetency.

You know the impudent chap and his ways. You've seen that lofty, disdainful, nonchalant look. You know how he poses and attitudinizes and patronizes "the common people." He

is your smart Aleck who likes to make facetious remarks about oddly dressed customers. He is outwardly and prodigiously tickled over the mistakes people make in stating their wants or imparting their ideas of shoes and shoe-comfort. He surrounds himself with an atmosphere of fancied superiority. He goes about his task of fitting customers' feet as though he were conferring a benefit instead of embracing an opportunity.

The head and front of his offending lies in the fact that he has a wrong idea of himself and of his relation to the patrons of the store. He has an inflated idea of his own importance. He thinks he is about the biggest thing on the horizon. At times he almost pities the boss—the boss is so non-appreciative, so utterly unmindful of the actual worth of his wonderful clerk whose chief asset is impudence.

Poor little pig-headed, egotistical clerklet! As the doctor said to the patient who had taken seltzer, bromo-quinine and calomel, "You'll be worse before you are better," so the impudent clerk will wax more and more impudent and pig-headed and conservative with respect to his valuable services until, by and by, the boss will grow wise. Then he'll grow hot under the collar. Then there'll either be a wiser little clerklet thereabout or there'll be a good opening for some sane young fellow who wants to learn the retail shoe trade.

Another bad quality, and one more prevalent than it ought to be, is indolence. For the most part we associate the word indolence with a lazy, lolling attitude and other visible and well-known ear-marks. But that sort of thing would hardly be tolerated. The indolence of which I speak is a subtler sort. It is generally concealed behind a show of industry and interest; for the born shirker makes a fine art of his shirking.

Indolence is the outgrowth of indifference; for it is evident that if one has a vital interest in his work he will not go about in any half-hearted manner. For the sake of his own interests, leaving out of account the interests of his employer, the shoe clerk ought to be wide awake. If his daily work seems too small for his real (or fancied) ability; if for any reason it is uncongenial; if he goes at it with protest—then he owes it both to himself and to his boss to find another job. No man can do his best, or be his best, attempting to do something which he cordially dislikes. Good work is invariably conditioned upon a real interest in the work. If a man has not such an interest he can hardly hope to succeed.

The qualities above enumerated, and many others of a similar nature, are all really summed up in the one word, "incompetence." Whether it is a result of oversight upon the part of shoe store owners and managers, whether it is the inevitable result of low wages, the fact remains that incompetent salespeople are still met with in retail shoe stores.

From all of which it appears that the grading-up process as applied to the selling force of our retail shoe stores is eminently in order. It is

COMING

The Rouge Rex Man

With a full line of Spring samples of the Red King Shoes, Men's fine Welts, and also Women's, Misses' and Children's High Shoes and Oxfords, all in smart, snappy styles and quality unsurpassed.

Wait for Him

And be sure to carefully examine the line of **Elkskins** for men and boys.

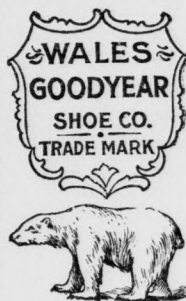
We are not satisfied with having pleased you heretofore. We want to more highly please you, and are in position to do so if you will defer placing your order until you have seen our line.

Wait for the Rouge Rex Man

HIRTH-KRAUSE COMPANY

Shoe Manufacturers and Jobbers

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.

perhaps the weakest spot in the shoe industry of our country.

In saying this I am not to be understood as arraigning in a broad and foolish way the shoe clerks of the country. As a class they are, I really believe, equal to, if not superior to, the salespeople of other lines, and in the ranks are many gifted and capable and enthusiastic clerks; but, as you and I know by observation, there are exceptions. Cid McKay.

Profits Which the Shoe Dealer Must Make.

Chicago, Sept. 15.—In your issue of Sept. 8 a correspondent gives his views of profit to be asked on shoes, that are so diametrically opposed to those which experience has taught me to be correct that I take the liberty of arguing the point with him.

First of all, does he know his exact cost of doing business? Dollars to doughnuts, he does not figure it correctly within 10 per cent. The well-known features of rent, light, heat, clerk hire and advertising are not the only expense by a long shot.

The interest on the investment is one of the items usually omitted; also the rock "Deterioration," on which so many mercantile crafts have gone down. You say, "It is the one thing I do not have in my stock." Well, brother, maybe not, but how about the remnants of lines from last season? "They are just as good as the day I bought them." But face the situation fairly and squarely—would you buy the same shoes from a traveling man to-day? "No." Well, then, what would you give him for them? Don't cough; put the figures in dollars and dimes. You "don't need them because you have these?" Well, that is about the strongest argument you can make and but acknowledges the fact that they have depreciated in value. If you will take the actual value—what the job lot man will give you—and put them in the inventory at this figure, the books will foot differently.

Then why not make your profits when you can. The days of the "sear and yellow leaf" are sure to come to every dealer and when he has put his loss behind him he is safe.

Merchandise of seasonable and fashionable kind has the arbitrary value of timely fashion. When this is gone, the intrinsic value is comparatively little, and in just the degree that your shoes are fashionable, in the same ratio your profits should be realized. The trade on plow shoes and staple work shoes has in the last few years gone from bad to worse and if there be no staples (as these were always classed), how will you class other lines? He said: "A profit of 60 per cent. on a man's shoe that will sell for \$4 is not excessive when the risk is considered. In a store where 10,000 pairs of such men's shoes can be handled, or where, as in the average shoe store, but 1,000 pairs can be sold, in the big store the expenses of doing business may be relatively less, but we are talking about an average store."

The volume is the only feature that guarantees a profit—therefore, seek volume. Seek to give values and take

a good, stiff profit at the beginning of the season and be brave enough to cut the price to the selling point at the end of your season.

The average \$4 popular make of shoe is not too high at the price, nor has there ever been a better value given. True, when we wore kid shoes, they lasted longer, but they are not in keeping with the present day's demand and requirements.

Profits are due the dealer for the risk he assumes in showing new styles, for the risk he takes in carrying the stock and for the risk he assumes in paying out money from day to day in the running expenses of his business.

The courage to ask a profit comes with a thorough knowledge of the values, relative and intrinsic, of the merchandise you have to sell.

Joseph Carew.

How Women Buy Shoes.

"Do you sell shoes here?" was asked of the shoe man who had just bowed a woman outdoors after spending an hour's time with her and failing to hit her case.

"Oh, yes—oh, yes," he genially replied. "I have known my staff of five clerks and myself to sell as many as four pairs of women's shoes in a day. I believe two pairs came back to be changed next day, but we called it a record."

"And a woman has got to do just so much fussing around, has she?"

"Lands, yes. You have to get used to it and put up with it. I bought this building here inside of two days, but I'm not expecting any woman to hustle things along like that. There's a programme to be followed, sir."

"Firstly, a woman must come to the conclusion that she needs a pair of shoes. It takes her from a week to a month to do this."

"Then she has to decide whether she will call at Brown's, Smith's or Jones's. Another week is gone."

"Then she gives the three the go-by and calls on Pepper, who is me. Enter the woman and advance Mr. Pepper."

"The woman has a corn on her toe. I hear its history. She has an ingrowing toenail. I hear the history of that. No choking her off. History occupies forty minutes in the telling."

"Then she gets along to say that she just dropped in to see and maybe will buy. What are the latest styles? I show her forty. She can't make up her mind whether to take a low heel or a high one. Thirty minutes spent in discussing the heels."

"She gets to the point where she thinks she will try on a pair. She tries on fourteen pairs. She walks in them; she stamps on them; she wants a history of every pair."

"And then she goes out?" I said.

"Yes, after talking for half an hour more about her hired girl, her sick baby and the felon she thought she was going to have on her thumb, but didn't. Another woman comes in and bears her away to look at the sweetest thing in hats."

If we would all learn how to buy then the selling problems would settle themselves.

When We Were Boys.

A teacher had talked to her class some time about the various races of men, and then told the children to write a list of the various races they had seen. One boy brought her this list: "Bicycle race, fat men's race, tub race, potato race, horse race, peanut race, three-egged race, etc., races of men."

One boy described the spine as "a bone running from the skull to the heels with a hinge in the middle so you can sit down." Another one named as the vital organs of the body the "heart, lungs and gizzard." Still another boy said that "D. D." meant "Doctor of vanity."

A teacher in one of the Boston schools read Whittier's "Maud Muller" to her class and then asked for written opinions of the poem. These opinions were expressed with all the frankness of youth and were amusing enough. One boy said:

"The piece is well written but too sollum. I would of put some snap in it by having the judge elope with Maud, and her father, the farmer, come ripping after them with a pitchfork and a bull dog or two, or something of that sort to make the poem more lively. The poem is weak in spots and one of them is where it makes out that the judge wishes that the wine in his glass was water. This seems to me to be unnatural in a judge. If I had of wrote the poem I would of made it more true to life in a great many respects, but I suppose that the author done the best he could."

Another boy wrote with rather ambiguous meaning: "Whittier was never married. He did not believe in slavery."

A mother in a small village sent a teacher a note in which she objected to her daughter studying "fizziology" on the ground that only doctors should know about "folkses insides" and she objected to her daughter "talking about her bones before the boys!"

An opportunity of "urning ten cents" kept one Boston boy away from school one day, and his mother explained the circumstance in the following note sent to the teacher:

"Frend Teecher, excooze absints of my sun yistirday. The lady in the tennymint below me offered him ten cents to wheel her Baby out while she attind the phuneral of a Lady Frend, an as she don't offen git out or have much Injoymint, bein' sickly, I let my sun oblidge her an at the same time urn ten cents, so he was not There yistiday an' please excooze."

Not Stiff.

Doctor—Why do you hold your head so far to one side; got a stiff neck?

Patient—No; force of habit merely. My wife wears a Merry Widow.

It Pays to Handle
MAYER SHOES

A Superior Photo-Engraving Service

The success of our large and increasing business is due to the fact that we make plates superior to the general average. * * * * *

We want the patronage of particular people—those whose requirements call for the best in designing and illustrating, and who realize that the better grades of work cannot be bought for the price of the commonplace. * * * * *

The scope of our work is unlimited. It embraces all branches of commercial illustrating for typographical purposes. * * * * *

If you are not obtaining engravings equal to the standard of your requirements in printing quality and illustrative value, we would suggest that you permit us to demonstrate the value of a really intelligent service in combination with a high-class product. * * *

Tradesman Company

Grand Rapids

Entirely New Show Window Backgrounds.

Almost every material known to man has been tried for show window backgrounds. The result has always been the same—six months and the newness all gone.

When the windows have lost their selling power, and to freshen them up, they would have to be refinished at their initial expense.

The accompanying drawing shows the windows of the Progress Clothing Co., of Wansville, Ind., one of the representative stores of the country. The drawing is very deceptive, as the entire window seems to be made of selected wood grain stock, while only the mouldings surrounding the panels are made of wood.

beautiful colored tints of cork finished mat paper.

It can be readily seen the wisdom of this concern is installing a window background than can be changed every few months at an expense of \$6 or \$8.

By carefully noting this window the right window proportions for furnishing and clothing stores can be easily figured out.

The upper three feet of these windows are made of a light green cathedral art glass which usually costs about 40c the square foot. This gives a rich coloring to the usually dark part of the show window. It also gives a rich coloring from the inside of the store and can be recommended as both artistic and useful.

One Woman's Experience With Office Work.

Tampa, Florida, Sept. 6—I am an office woman in a city of 100,000, commanding a salary of \$600. The desk where I accomplish my stenographic work and book-keeping is in the general reception room for a coterie of doctors, composed of a dentist, an oculist and two regular practicing physicians; also connected with this is a small hospital for special surgical work.

It is no small part of my duties to greet pleasantly every man, woman and child and direct them to the proper rooms. My experience with human nature is, of necessity, wide and varied.

pencil behind her ear. My social life is utterly a thing apart from my business career. It is hard to keep one's personality above the monotonous drudgery of poverty and not to be the part you act, of stenographer and office woman.

It is not right that women should expect more than business courtesy from their men employers, or competitors, during business hours, because chivalry is a profession which demands a personal sacrifice and in business men and women meet on the level.

Most business men treat the women in their offices with polite deference. There is something fundamentally wrong with the woman who expects more than business courtesy from her employer. The girl who throws herself at a man's head because she believes him to be a good "catch" should remember office men are used to dodging. Such behavior is likely to return, like a boomerang, in most unpleasant and insinuating remarks.

I had been working only a month when one morning as I was waiting for my car a married man, only a slight acquaintance, stopped his automobile and offered to drive me to business—a familiarity he would never have dared had I not been a business woman.

Several men, really of charming, attractive personality, coming to the office, frequently while waiting misunderstood my business cordiality and courtesy. They asked me to dine, attend the theater and accept other attentions. The quiet dignity in which I instantly incase myself puts an unfathomable gulf between us and wards off other similar remarks. All men bow to the good manners of superiority.

The great highway of human happiness lies along the old highroad of steadfast well doing. Many girls do not believe this. Occasionally I am socially introduced to some of these men whose business has brought them often to my office. Then—"I look behind me to find my past, and, lo, it had gone before." I found it in their greater courtesy.

As a brief summary, a girl or woman should not go into office work except to escape a strenuous alternative. Their natural heritage and greatest happiness is a home. A business woman may demand and receive every courtesy due her, although, through this dignity, she loses the graceful freedom of manner that is the charm of the girl who has the protection of a home.

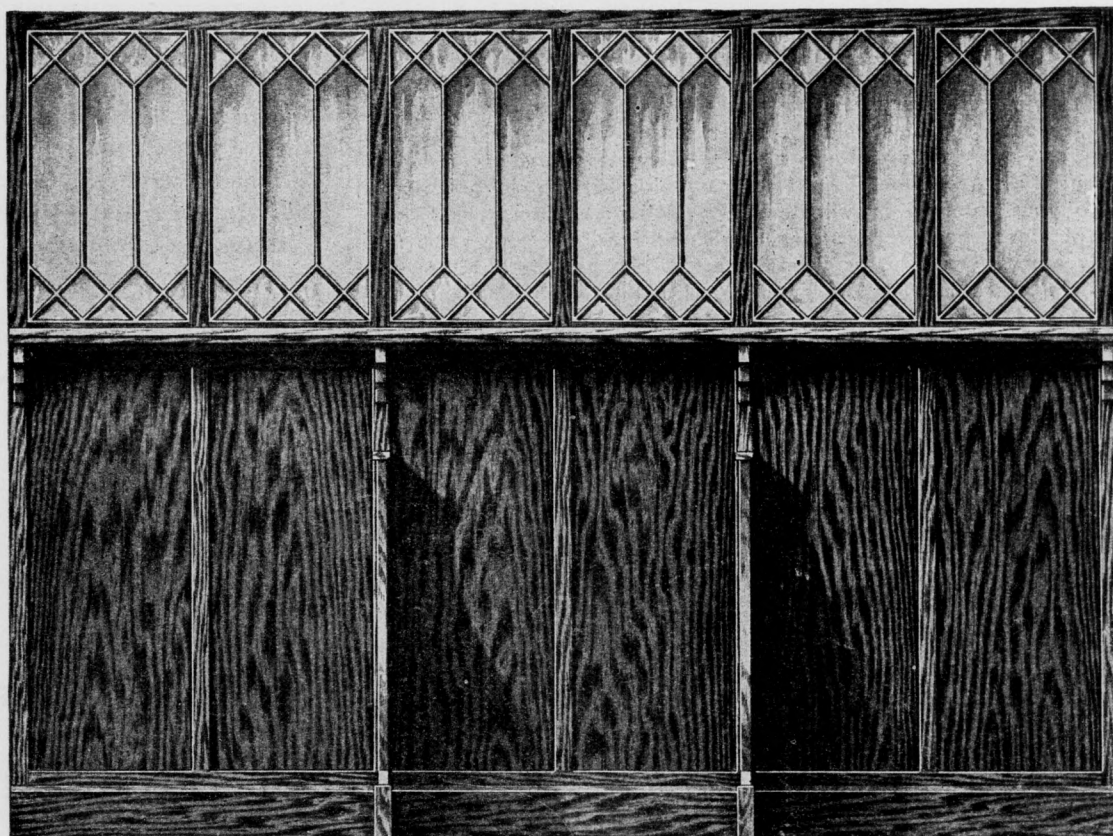
On the other hand, to be loved is good indeed; but love must be paid for in toil, endurance and sacrifice.

The salary that provides good clothes, wholesome food, comfortable fires, some fun, and an ever increasing nest egg, is not to be despised.

In the ultimate equation I have found office work both something more and something less than I expected.

Lloyd Logan.

Many a man thinks he is selling the garments of truth when he is only endeavoring to induce others to adopt his style of clothes.



This window is furnished and equipped by the V-Near Wood Co., of Chicago. All the background and ceiling panels are made of quarter sawed oak stock. Panels are of the V-Near Wood compo, lined inside and out with rich Unision wood grained papers that are handled by this company. The flooring is treated in a like manner, that is large sheets of V-Near Wood are laid upon the floor, upon which the wood grain paper is pasted, making back, top and sides of a most harmonious color.

Window dividers are used, made of the same material, the center one being lined with the wood grained paper.

The object of installing this window in such a manner is that every few months, the window background floor and ceiling may be changed to a new color at a very light expense.

The V-Near Wood papers come in brown, green, black and light oak in quarter sawed or plain grained; also mahogany, birch bark silver gray and

Below the art glass are set shelves of 15 inches in width that are recoverable whenever one wishes. The customary shelf is usually two to three feet broad and hung with massive chains, giving an ornate and overpowering effect, killing the sale of the merchandise placed upon them.

The window lights are placed close to the glass and concealed by a border board of ten inches in width, giving it at all time a concealed light throwing all the radiance and illumination on the merchandise. This is as it should be as every store has goods to sell and not fixtures.

This seems to be the correct solution of modern high class clothing windows as it has been throughout and installed by one of the most noted window trimmers in the country in conjunction with one of the leading store architects.

The folks who are always practicing "Nothing in my hand I bring" are always ready to call the church a failure.

My salary provides good clothes, an occasional vacation trip, frequently the theater and a little dinner. Although my money is fleeting, like a bird of passage, it comes and is gone, mostly to lay to rest forever the ghosts of horses long since dead; a bit of it is put to my ever increasing bank account, which diffuses a sense of serene comfort.

Since the days of the beginning of things, every little boy who "swaps" his worthless penknife for a more alluring marble responds to the innate money making instinct.

"Hearts do not change at all, women are but girls grown tall." Do you not see in the child, who tenderly watches her dolls, and plays "come to see," the maternal and housewifely instincts?

It is an undeniable fact that office women are not as attractive to men as those who have never been subjected to practical business details. The feminine grace, the esprit, is gone from the woman with a lead



Selling Stoves and Ranges at a Profit.

Stoves are essentially a specialty line, and should be and to obtain maximum results, must be sold as such.

A specialty is, under certain conditions, a business accelerator and "boomer" of unquestioned importance. Comparatively few merchants, however, appreciate this fact as fully as they should. The possibilities of developing their stove sales by consistent and loyal effort in popularizing and exploiting the goods represented are imperfectly understood and appreciated by most hardware dealers. They fail, therefore, to achieve the results they otherwise easily could.

A trade-marked, well established and favorably known line of stoves carries with it into the merchant's store a certain well-defined and tangible amount of sales-compelling reputation and prestige. This is largely due to the national popularity and vogue of the line. It represents, even in the incipency of the agency, an asset of importance that can be greatly and steadily increased by concentrated effort upon the part of the merchant in advertising and exploiting it to his trade.

To sell stoves successfully requires a certain brand of salesmanship that has for its basis a foundation of full confidence of the salesmen in the goods offered. Moreover, the details of construction and many advantages of the goods must be carefully and fully explained, in order to interest, to a buying point, a prospective customer. Hence, it is obviously essential that a merchant should only attempt to represent a line of such specialties which he himself regards as the most complete and best in existence. He may thus be able to impart to his trade that degree of personal confidence in the advantages of the goods offered which, as has been stated, is requisite to success, and without which he can not accomplish anything of importance.

Stove sales, in a measure, must be developed. It will not do to wait until a customer actually calls for a stove; you must attract the attention, constantly, of all of your customers to your line of stove specialties, and, if permitted to do so, go into the subject rather deeply by explaining the points of construction and advantages. All your advertising—newspaper, circular and otherwise—should carry your stove trade mark, and reference be made to the agency. You will often be surprised at the business that can be developed in this manner.

Every trade-marked stove sold which gives perfect satisfaction (as all first-class stoves do) will become a perpetual advertisement for you, and, in a great many more instances than you may probably be aware of, bring you customers for others of the same kind.

A stove department, aggressively conducted in the manner suggested, possesses an added value that is not always understood nor appreciated, but which is, nevertheless, tangible and unquestioned, and should be conserved and fairly estimated. For illustration: if a person should be attracted to your store to investigate the line of stoves you represent, as frequently occurs, you may, by good salesmanship, succeed in selling him not only goods from other departments as well, but not infrequently make him a permanent and profitable customer of your establishment for all time.

Any line of specialties which attracts people to your store in this manner may be made to serve such purpose and made profitable to handle.

To revert to the original statement made at the beginning: it is undoubtedly a fact that stoves, especially trade-marked and nationally advertised stoves, are specialties. They must be represented and handled as such to compel that degree of success that is satisfactory in, and demanded by you of, any department of your establishment. Special, modern advertising methods must therefore be employed in exploiting and developing such a department, and making it as profitable and valuable in many ways as it is possible to do.

H. B. Gillespie.

The Profitable Side of Retailing Stoves.

It is still within the recollection of the young hardware merchant when the retailing of stoves was confined entirely to the hardware trade. In those good old days the customer who wanted a kitchen outfit, pots, pans, stoves, etc., had no other place to go than the local hardware merchant. Then it didn't matter much if the stoves, etc., were covered with dust and dirt. Stove tops were used as a receptacle for harness, saddles, clothes wringers and any of the possible goods handled in the store. The stove ovens and high closets offered especially attractive receptacles for advertising matter, stove polishes and other small articles. It was of no concern if the nickel trimmings of the stove had a "five-year-ago" look upon them—more or less rust on the nickel was

really a condition to be expected. Every stove on the dealer's floor had a shop-worn appearance predominating.

A customer who requested to look at a stove was allowed such inspection as the "debris" would permit. A price of thirty dollars was asked for an article whose appearance did not warrant a price equal to any money consideration beyond a possible thirty cents—it was not to be wondered at that people felt they were being overcharged.

It was about this time that the "dollar-a-week merchant" was born. While he had to ask a profit on his stoves just three times greater than asked by the hardware merchant, due to the accommodation and risks assumed, he got it. His goods looked better, cleaner, etc., and to the prospective customer fully made up the difference between thirty cents and thirty dollars. Such sales are still being made every day, in the face of the statements that people won't buy anything but the cheapest goods.

The "dollar-a-week merchant" also taught the furniture trade some new "stunts." This got the furniture man figuring and resulted in his adding carpets, stoves, etc. Here was the introduction of a real merchant into the stove business; his education had always been along the lines of "finish" on the goods and his stock was always set up and kept in a very attractive manner. When he added stoves to his stock he bought as he was accustomed to do in the furniture lines—a full and attractive line—and placed them in his store in an attractive manner. This permitted him to demand a good profit on stoves because he could get it, and then easily undersell the "dollar-a-week merchant." The hardware merchant got no consideration because he did not count as a competitor, with nothing on sale except thirty-cent goods.

This allowed the furniture merchant to do a very satisfactory stove business along with the "dollar-a-week merchant." The annual sales of these two factors were taken from the regular hardware merchant, to say nothing of the catalogue houses whose flowery-worded descriptions of their goods were arguments beyond those attempted by the hardware

H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Gate Bars, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids, Mich. Citizens' Phone 5329.

General Investment Co.

Stocks, Bonds, Real Estate and Loans

Citiz. 5275. 225-6 Houseman Bldg. GRAND RAPIDS



Brilliant Gas Lamp Co.

Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T.

42 State St. Chicago, Ill.

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating Iron Pipe

Fittings and Brass Goods Electrical and Gas Fixtures Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.



"Sun-Beam" Brand

When you buy

Horse Collars

See that they

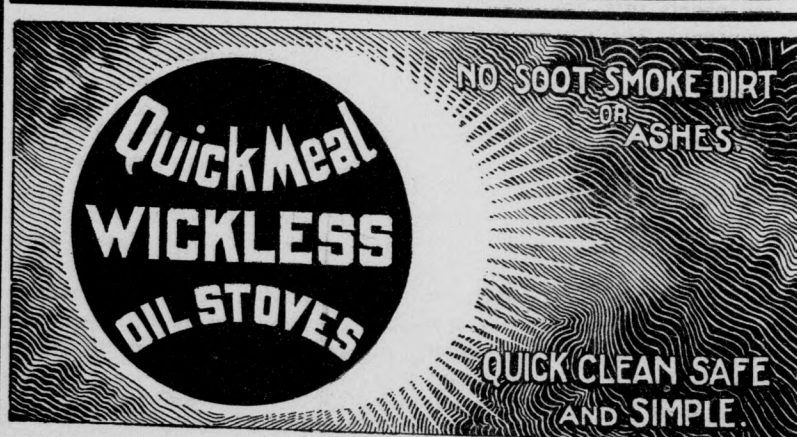
Have the "Sun-Beam" label "They are made to wear"

M'F'D ONLY BY

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY



FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

merchant. If these conditions are admitted as facts, it would then fully explain the depreciation of stove sales by the regular hardware trade.

We sincerely believe that the stove trade rightfully belongs to the hardware merchant, since he is best fitted to do the necessary labor in setting up, repairing stoves, etc. A large per cent. of the trade can unquestionably be brought back, if the hardware merchant will outstrip all competitors through a large and diversified stock and above all maintain his stock in a strictly clean and attractive condition. This latter feature alone will suffice to permit the demand for a legitimate and satisfactory profit.

Anton Ohnemus.

Burbank and the Watermelon.

Luther Burbank, the plant wizard of California, is now doing things to the watermelon. He thinks he will be able to produce a seedless variety of excellent flavor and large size, but how the melon is to reproduce itself is a problem that is proving rather puzzling. In the matter of seedless oranges, apples, grapes and plums the reproduction can be brought about from cuttings, sprouts and roots, but the melon vine does not lend itself to that sort of propagation, since both the vine and the root die at the end of the season, and the next season's crop must come from the seed. However, since Burbank has solved problems as hard as this one, we may reasonably expect that he will get what he goes after.

A report says he also purposes to grow the melon with a crooked neck, like that of a gourd or squash, so that it may be used as a handle. We doubt if the melon really needs a handle. In general transportation the handle would be in the way. But if there must be handled melons, why not have two handles, one at each end? Assuming one to be desirable, two would certainly be better.

While Burbank is about it, could he not fix it so the melon would tell when it was ripe, as the peach, the apple and the plum do? The melon as we know it now gives no indication of its "innards" by its outward appearance. It may be as red and sweet and juicy inside as the hungriest and thirtieth darky could desire, or it may be as green as a gourd and full of colic; there is no sure way to tell, except to "plug" it; and the plugging spoils the melon if it is not quite ripe. We thump and thump it with our fingers and make a guess as to what is within; but there is no "plunk" that is perfectly reliable. The "plunk" that sounds good may be a false note that will bring sorrow and chagrin to the purchaser when the test of putting the knife into it comes. If Burbank would fix it so that the melon will change the color of its coat upon coming to perfection of ripeness he will earn the gratitude of a whole nationful of watermelon lovers.—Savannah News.

A Matrimonial Bargain.

He—Why did you marry me?

She—Well, honey, you looked so cheap when you proposed that I couldn't resist the bargain.

It Pays To Be a Business Diplomat.

The manager of every up-to-date cafe is a diplomat. He has to be. Otherwise he could not fill the position satisfactorily. He has to know people and how to deal with all classes, including his waiters. He must never forget the face of any one to whom he has spoken; but because he does not forget he must not think—nor does he—that all of those whom he remembers care to have him speak. Here is where his diplomacy comes mostly into play.

There is the man fond of display who comes into the restaurant with a party of friends. He enters with the air of nothing less than a proprietor, addresses the waiter condescendingly by what may or may not happen to be his Christian name, and looks around with an inflated and "Well - well - I'm - here - and - it's - time - for - somebody - else - to-notice-me" expression.

The manager, if he is the man for the place, comes up just at this juncture. He bows at just the correct angle and murmurs a respectful greeting, followed by earnest remarks on the following order:

"Is everything all right? The waiter is attending properly to you, I trust? How's the steak? I'm glad. If there is any difficulty about anything or you are not perfectly suited, Mr. So-and-So, I will esteem it a favor if you will send for me."

Another man comes in who, while not a particular friend of the manager, still is well known to him. This man is with a woman the manager never has seen before. Slowly the manager passes the table, his mobile face a blank but ready to break into pleased recognition at a moment's notice. His practiced eye moves, without seeming to move, over the faces of the two at the table, and he continues his walk, his face still a blank, for he has seen that the man, for some reason or other, does not care to be recognized.

The urbane and carefully groomed man who treads his allotted aisles in the department stores also is a diplomat. His manner runs the gamut from boss to society man. With the employes his manner is terse and businesslike to the extreme, yet, if he be wise, modified by kindness, for it never pays to be unpopular, and no one knows this better than the floor-walker.

With the patrons of the store he is obsequious, noncommittal, or quietly helpful—it all depends on whom he is dealing with. He remembers faces and names—for he must. In other words, he is all things to all people during the eight hours he paces back and forth. There never was a more accomplished diplomat, and yet there are few people who ever think of him as such.

The loan shark is a diplomat. Meeting him in his office for the first time, one wonders how in the world anybody could have been so unkind as to have applied the word "shark" to him. The impression one gets is of a kindly gentleman, greatly wronged. He tells you that he has been. He says:

"We are greatly maligned. We are assaulted by those who have not played square with us. We have entered into bargains with people who have had no intention of keeping their compact with us. When we insist then they raise their cry of 'Shark! Shark!' never taking into consideration the fact that they knew what they were doing, that they were of sane mind and clear understanding when they walked into our office the first time and begged us to aid them."

He looks at you with sad eyes. You only meant to borrow \$10, but he is such a reliable appearing individual, and you really need more. Besides, you want to show him that you believe in him, and so you borrow fifty. The chances are you are still paying for it, though the principal and legitimate interest were given back long ago.

There have been times when you could not meet your payments promptly, and on such occasions you have had reason to meet the maligned individual, who somehow seemed to have gone through a rapid transformation since the day when you borrowed the money.

All successful newspaper men are diplomats. Usually every story in your daily paper represents a stroke of diplomacy. Otherwise the news could not have been procured. The story that appears in cold, black print is a story within a story, and oftentimes the story of how the story was procured is of much more interest than the article in the paper.

The newspaper man is detective, brother, father, friend—anything or everything—because he is a diplomat in the most subtle meaning of the word.

Frances Barnes.

Love on a Big Scale.

Dr. Pierce Underhill recently delivered a lecture on divorce in a fashionable church in Indianapolis. "Extravagance," he began, "is one of the big causes of divorce. My cousin, a bank clerk, married a pretty girl and took her to a nice little flat. But she frowned and bit her lip.

"'Oh, Jack,' she cried, 'I can't live in a tiny flat like this'."

"'You don't love me when you say that, darling,' said my cousin.

"'Oh, yes, I do,' said she, 'but not on such a small scale.'"

The Doctor's Bottles.

A physician, prescribing quinine for a German patient, gave it to him in capsules. In a few days the man returned and handing the doctor the empty capsules, said: "Here are your little bottles, Doctor. I took all the medicine."

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WIDOW WRIGHT'S THEORY.

Gentility, Thoughtfulness, Accuracy and Industry Always Win.

Written for the Tradesman.

After a variety of disappointments and money losses through the payment of cash and land bonuses to prospective industrial enterprises, the Business Men's Club formally resolved that in future no alien industry seeking gratuitous benefits to be bestowed upon condition of the removal of such industry to their town would be considered.

"If there is any local industry needing assistance and if such industry will permit this Club to go thoroughly into every detail of its history and prospects, we will, if the revelations thus obtained warrant such action, assist in raising the necessary capital to extend the business," said the President of the Business Men's Club to Mrs. Alvira Wright, widow.

And the reason that he made this explanation was that Mrs. Wright, a woman of wealth, public spirited and loyal to the interests of the town, had been the heaviest subscriber to the various bonus donations that had proved disastrous.

"On the other hand," continued the President as he sat erect and, broadly smiling, faced the widow squarely, "if you know of any industry, or if you know anyone who knows of any industry that is all right and beyond question, and which it is desired to move to our town because our town is the best location for that industry, why there isn't a man in our club that will fail to do everything in his power to induce such removal and to prove that the faith thus put upon us is wisely placed."

"Naturally," was the quiet response of Widow Wright as she drew a small memorandum book from her handbag. Turning a page or two of her book deliberately, while the President made a speedy, admiring, mental review of the widow's attractive personality, Mrs. Wright, with her eyes fastened upon the pages, continued: "I find here, that during the past three years, I have subscribed and paid a total of \$6,200 toward bonus funds we have raised and, also, through the courtesy of your club, that as a result of these subscriptions, I hold a title to all of the realty, machinery and other assets of the Woodleigh Canning Co."

"Worth a couple of thousand dollars perhaps," interpolated the President.

"Perhaps," repeated the widow, "but whether or not, it is something; and that is more than any of the other bonus subscribers have realized," she continued.

"Yes," said the President, "but you were by far the heaviest subscriber and we were unanimous in awarding to you whatever of assets there were in existence."

"Even if they are cats and dogs," smilingly observed the lady. "But that isn't why I called. After your presentation of the future policy of the club, I desire to add that, if, at any time, I can be of assistance in promoting the purposes of your or-

ganization you may call upon me, moderately."

As Mrs. Wright left his office, the President stood looking at her erect, graceful and distingue figure and carriage and remarked: "Gee, I wish we had half a dozen such women in town." And then, after a brief pause, "If she were 40 years old instead of 65, bachelor though I am, I would try to win her for a wife."

Alvira Wright, widow and 65, was a native of Woodleigh, although, when 14 years old she had, with her parents and others, made the overland trip to California, had been married then to Dr. Luke Wright, a "49-er", had lost parents, a brother, two sisters and a husband there, and, after an absence of nearly 35 years, had returned to Woodleigh childless and the possessor of a considerable fortune, to pass her declining years on her grandfather's old homestead.

Although frankly confessing to 65 years, perhaps in a spirit of pride that she was still strong, active, attractive and good either as a horse-woman or a pedestrian, Mrs. Wright was a woman who did not live in the past. She was keenly alive to current affairs and viewed everything from that broad standpoint developed by years of living among the large things of nature.

* * *

During the three years since she returned to Woodleigh, Mrs. Wright had, even although she kept two servants, personally conducted her handsome home, even to the selection and purchase of all supplies, from tea, sugar, coffee, meats and green groceries for her table to the hay and grains for the horses and other live stock. And she was known at the Central Grocery & Market Co.'s stores as a close and exacting buyer who paid cash and so was worth the while. Also, it was noticeable, and regretted by others, that whenever she could do so, she telephoned her orders to Glenn Barkley, a clerk perhaps 25 years old, who had been with the store about five years; and that when she called in person, she invariably sought out Barkley to wait upon her.

"Why is it?" asked a member of the company one day, "that you have picked out Mr. Barkley as our best clerk?"

The widow looked the enquirer in the face, half indignant and half amused, and responded: "Because he is always genteel, thoughtful and accurate, and because he never asks impudent questions."

* * *

After two days' consideration of what had been told her by the President of the Business Men's Club, Mrs. Wright at last decided that there was genuine value in her "cats and dogs"—the Woodleigh Canning Co.; also that Glenn Barkley, if he should have ample cash resources, with such advice and recommendations as she felt she could offer, would succeed in making out of it what the Business Men's Club had hoped it would be. Having reached this idea she called at the office of the Central Grocery & Market Co. and told them what she

had decided as to their clerk, Barkley, and asked if they had any objection to her putting the proposition up to the young gentleman.

Of course they did not object, could not afford to do so and of course, when on the following day Barkley tendered his resignation to take effect within two weeks, they allowed that if he wished and if it would be any advantage to either Mrs. Wright or himself, it could take effect at once.

Barkley remained on duty during the two weeks, however, but every evening he was at Widow Wright's house attending to correspondence and co-operating with his friend in the formulation of a plan to put the Woodleigh Canning Co. on its feet.

And so, within thirty days, the entire plant of the canning company was overhauled, useless machinery went to the scrap heap, up-to-date apparatus took its place, changes were made toward the consecutive order of handling raw materials, space was economized and every market gardener, fruit grower and general farmer within a radius of fifteen miles was made acquainted with the fact that things were doing at the Woodleigh factory and that it was on a solid basis as to management and capital.

Three months later, when green peas, cucumbers, asparagus, and other early stuff began to come in, the factory was in full blast, while cherries, berries and other fruits were being put up to the limit of the ability of something over 100 employees. Meanwhile, with Mrs. Wright personally managing the operation of the establishment, Glenn Barkley was "on the road" keeping tab on the efforts of four traveling salesmen and looking after the advertising campaign in behalf of the "Woodleigh-Goods-to-Eat Which Are Eaten Everywhere and Are Good to Eat."

The details, here merely outlined, passed into history not quite ten years ago, but the establishment described employs over 300 persons all the year around at present and during the fall months its working force is doubled. Moreover the "cats and dogs" of the 90's are to-day worth practically \$100,000 and Mrs. Wright, nearly an octogenarian, still strong, active and public spirited, observes: "I never knew it to fail. Gentility, accuracy, thoughtfulness of others and industry will win, invariably."

L. F. Rand.

The Problem of Rising Prices.

In a time like the present of rising prices conjecture is always busy with the causes of such a movement. A Chicago bank has recently sent out a circular to a number of business firms soliciting their opinions. The replies attribute the phenomenon to the growing scarcity of raw materials and to increases in wages. As might be expected business men are not inclined to ascribe to the enlarged gold supply any considerable influence in moving prices upward. Another explanation that is very plausible is that monopoly control over supply is a prime factor in the movement. In many individual instances this can be proved. It is notable, however, that the statistics of the Bureau of Labor do not afford any very considerable confirmation of the view that monopoly control is the main factor in the upward swing of prices. Thus farm products since 1899 have risen by 33 per cent. Most of these products are unquestionably marketed under competitive conditions. Fuel and light in the same period have risen by less than 25 per cent., although here monopoly influence is considerable. Metals and implements have risen from 114.7 in 1899 to 125.4 in 1908, which again seems to discredit the explanation that sees in monopolized control the efficient factor in the general rising tide of prices. It is hard to avoid the idea that psychological impulses in times of prosperity acting through agencies of credit are largely responsible for the recurrence of this well-known phenomenon. Whatever the cause the consumer can but feel depressed at the rise in the level of all commodities, measured by the Labor Bureau at 122.8 for 1908 as compared with 101.7 for 1899, and measured by Bradstreet's as 8,5039 for August 1, 1909, as compared with 5,7019 for July 1, 1896. —New York Evening Post.

During the Cross-Examination.

Lawyer (keenly)—There are times when you can not see anything?

Witness—Oh, yes.

Lawyer (triumphantly) — That proves the incompetency of this woman for eye-witness testimony. Will you tell the court of some of these occasions?

Witness—I'm always that way in the dark.

It's all right to look out for number one, but not at the expense of number two.

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Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

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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

THE COMING BEVERAGE.

Buttermilk Rapidly Superseding Intoxicants.

Written for the Tradesman.

That extremes, sometimes violent ones, follow each other is receiving ample exemplification. The fierce determination to fight down the drink-fiend the world over is attended, marvelously so, by an equally fierce determination to supply and to satisfy the alcoholic craving with the mildest, most invigorating and most wholesome drink that mankind has so far hit upon. Once the subject of derision, laughed at and consigned to the pigs and poultry that ate it and drank it and grew fat, it has gradually bided its time and is now doing its best to displace the intoxicating liquid that has never failed to harm, if not to kill, the drinker. Humanity, weary at last of furnishing its children as victims to the fell destroyer, has "roused itself as a strong man from sleep," fully determined to put an end to the plague that has for time untold held its carnival of death.

With the passing of alcohol has appeared the coming beverage and buttermilk is superseding the use of the destroyer. With no heralding it has gradually made its way into popular favor and has become a favorite drink at the leading barrooms of New York. If the report be true, one of the principal hotels there sells nearly a thousand drinks of buttermilk daily at its bar, another disposes of an average of fifty quarts a day, and a number of cafes sell as many as three or four hundred glasses of it in the course of a day's business. This is from New York City, but a report just as cheering comes from every direction, showing, if it shows anything, that the day of strong drink is over, that mankind has at last "found it out," that its claims as a benefit are unfounded, that the days of the Pass-over have come back again and that the home-lintels, sprinkled now not with blood but with buttermilk shall be the token for the Death Angel to see and pass over.

To most people it is a wonder that the coming beverage with healing in its wings has been so long delayed. It is generally admitted that it is an agreeable drink. It is better than "the cup that cheers but not inebriates." It satisfies thirst more effectually than any of the popular drinks of the day and since its existence began the country-born and bred have liked it and gone back to it after the fiery and poisonous concoctions of the town have done their best to destroy them. More than one deluded boy, not necessarily a prodigal son, has found to his unbounded delight that, when the beverages of the city bar had done their destructive work and the time came, as come it had to, for the work to stop, it was the buttermilk, the health-giving drink of his boyhood, that would quiet the quivering nerves and strengthen the weakened sinews and, with the help of sun and balm-breathing wind and the concern which only the homecare gives, that would make him again the

man he was when he went away from home.

Decades ago—two will answer—the farmer had no demand for his buttermilk outside the circle of his home table. The rest went to the hogs and the hens. Occasionally in harvesttime his men acknowledged it a good quencher of thirst and welcomed it on their bill of fare, but the older hands had not lost their belief that whisky was the only drink to quench the intolerable thirst of the harvestfield. Now, however, alcohol in any form is not looked upon with favor and buttermilk is regarded more and more as an essential on the farm menu. Better than that the city is making frequent and extensive calls for it. The time there has long gone by when it was a sign of effeminacy for a business man to call for a glass of buttermilk and today physicians with their fingers on the public pulse are recommending it in the treatment of many ills which flesh is heir to.

With the tide thus turned in its favor the scientist has a good word to say for the coming beverage. It is bountifully supplied with lacteal bacilli, which while harmless to the human system are deadly enemies to other forms of bacteria. They are aggressive and combative to a marked degree, and when they meet other microbes attack them savagely. They are the house cleaners of the human system, and absolutely refuse to dwell in peace with any sort of bacteria that are not members of their own immediate family. To their fistic proclivities is assigned one of the main reasons why buttermilk has come to be considered by physicians as an important curative agent.

With these strong qualities, every one of them in its favor, buttermilk can be and has been made the agent of gross intemperance. While wanting in properties that intoxicate or tend in any way towards intoxication the man born with the buttermilk-longing in his soul is as truly the sufferer of inordinate habit as the victim of the beer mug or the whisky barrel. They are "the fiends" of the beverage and neither time nor place nor occasion can restrain them. Over them propriety and personal regard have no control, and there are instances where even civility and the rites of hospitality have been disregarded that the buttermilk fiend may try to satisfy his insatiate appetite. A few instances have been already recorded:

It was the month when roses bloom and all the air was balm. Would I with other friends care for a car ride that afternoon out among the orchards of Western Michigan, where the green grass was getting ready for the hay harvest and the reluctant corn was waiting for a warmer sun to coax it from its retirement with promises, to be early redeemed, of silks and tassels? I would; and that same afternoon the buttermilk fiend and the automobile he owned and chauffeured were rolling over the roads, not any too smooth, that find their way over that part of the Lower Peninsula. How the blue sky

bent to greet us as we rode from horizon's rim to horizon's rim! How the apple trees waved their leafclad arms to us as we wafted them our greeting and farewell and when after many a goodly mile we rolled into a farm dooryard where our host and chauffeur, the two in one, disappeared from view how like a benediction the rose-censured—if there isn't such a word there ought to be—air enfolded us! After a time the fiend returned, followed by the cheery farmer's wife, burdened with a bulging pitcher of buttermilk; but the fiend drank none of the wholesome beverage and there was hardly enough to go around!

That same summer when the quiet of a Sunday evening had laid its gentle hand upon the forehead of the departing day and a generous hospitality had promised that the coming beverage should form a part of the evening meal, the fiend rushed in and, urged on by a thirst he could not control, found his way unbidden to the icechest.

But when he got there

The cupboard was bare;

Of buttermilk he had none,

for—it is always so—his unrestrained appetite had found him out and once a weakness of this sort is known it is easy to provide for or against it as the case may be.

With these instances to illustrate an extreme, the joy—the world's joy—is that the coming beverage never kills. It cools and strengthens when the sun is hot, it cheers and sustains whenever and wherever the refreshing draught is allowed to do its work. Unlike the fiery stuff it supersedes it stimulates the brain without prostrating it and the system built up by the coming beverage will always be ready for its task without whip or spur.

It has been my good fortune to have recently become the resident of a prosperous university town. For a year or more the city has been "dry," and the beneficial results are incalculable even for that limited period. Scholarship has advanced; student life has been lifted to a higher level, thought has widened and deepened and the student world has been gaining earlier and better glimpses of what real manhood means. And the folks at home? There is anxiety still—there can be no parental love without it—but the song, "Where is my wandering boy to-night?" has lost its force and so its meaning, for the city has put an end to the saloon and the bar, in nine cases out of ten the beginning of the disease that ends in death and of the revel that vice and shame alone delight in. Under these conditions the college and the university are no longer considered the hotbed of dissipation. The boy comes home no longer with those dreadful marks upon him which tell the same sad story of ruin and disgrace. The freshman sparkle in his eye remains undimmed; true to tradition the sophomore still swaggers, as it is hoped he always will; the junior, like Shakespeare's judge, will come home "full of wise saws and modern instances," and the "grave and rever-

end senior," bowed down by his diploma and his learning, more, believe me, than in his own estimation he will ever have again, will go back to his old home with his head up, his clear and well trained mind and a body vigorous and ready for the world's work, a credit to himself, to his family, to his university and, above all, to the town which by its ordinances had done its important part in fitting the young life for the best citizenship that God's footstool knows.

A long time has the coming beverage waited for its own. Laughed at and despised, it has simply waited. The ages as far back as history can remember have been blighted with the want and woe, with the suffering and the shame and with the unnumbered graves of those whom alcohol has killed; and now, at this late day, the world, awake to all that has been, stands at the festal board and the drinking place, and from lifted goblet, brimming with the beverage, not coming but already here, drinks to the health and the happiness of humanity, cursed no longer by the demon of the still but blessed hereafter and forevermore by the health-giving, life-giving liquid that has been and will be a never ending blessing to all mankind.

Richard Malcolm Strong.

In a Tight Place.

For many years old Colonel Lee resided in Ninth street, New York, near the Hotel St. Denis. He is still remembered by hundreds of New Yorkers for his bright manner and happy, apt remarks.

When the project for erecting an equestrian statue to General Washington in Union Square was proposed Colonel Lee was entrusted with one of the subscription papers for circulation. Shortly after receiving it he approached a well known citizen and asked for a subscription. But the citizen declined to subscribe, stating in a rather pompous manner:

"I do not consider, sir, that there is a necessity for a monument to Mr. Washington. His fame is undying; it is enshrined in the hearts of his countrymen."

"Is he enshrined in your heart?" softly enquired the Colonel.

"He is, sir."

"Well, all I have to say," retorted Colonel Lee, "is that he is in a tight place."

The bells call people to church and they never go themselves.

It is more blessed to do things than to get things.

Want to See It?

Do you know there is a fixture ready for market that will do more to keep your stock free from stickers than anything ever invented? This same fixture can be put to more substantial uses than any fixture on the market; it is all metal except top, folds up completely, sets up in three minutes. Will carry half a ton weight.

Send your address for descriptive circular, then, if interested, will send you the fixture on 30 days' trial.

HUNT MFG. CO., Garrett, Ind.



LET HIM FAIL.

He Will Not Learn Any Other Way.

Commerce is a science and some men have an inborn talent for it.

It asserts itself in unexpected quarters, just as we often hear of a child over in a poor district with an inherent talent for music or drawing.

Here is a story told by a man from the credit department of one of the St. Louis hardware jobbing houses and which illustrates the point:

"We had extended a rather liberal line of credit to a young man who had opened a retail hardware store in one of the cities further west. He had always bought in large lots, taking advantage of the quantity prices. As time went on he became further and further apart in his settlements and finally began giving notes. We were not particularly concerned, for our traveler in that territory learned that he was backed by an uncle, a large real estate owner in that city. But failing to meet one of his notes, I thought it time to act, jumped on a train and went out there.

"I found a frank, ambitious young fellow with large ideas and also a large stock that he had failed to move. He made a clear statement of his condition, that he had urged his uncle to advance the cash to tide him over, but had met with steady refusal, and finally suggested that I see the uncle in his behalf.

"I found the uncle, a native born Italian, a little, stocky man, kindly, but unexpressive of emotion.

"I explained my mission.

"No!" was the only word of response, and I never remembered of hearing a more decisive 'No,' and he made it still more effective by a long silence which followed under the glare of his steady black eyes. He finally broke silence with these words and a defiant little nod between each: "Let him fail."

"I tried to make clear to him the frightful cost of bankruptcy, but at the end of each of my statements came the same words, like a minor keyed refrain:

"Let him fail."

"Then there was another long silence. I was convinced the nephew was honest, likewise the uncle, and I couldn't quite see his move. The Italian caught the puzzled expression, smiled, dropped his head, fixed his eyes in one spot on the floor and, in a voice with a peculiar lowering inflection at the end of each sentence which was almost dirge-like in its effect, he explained by telling this story:

"When I land in New York I have just five dollar. I buy a basket, some fruit, I peddle the fruit, I make little

more. Then I have two, three bad day—I don't sell any fruit—it spoil. I have to go to the man where I buy my fruit and ask him for credit. I don't get as good fruit as when I pay cash. I pay up, I sell all the peanut. But I don't make as much money as when I pay two dollar a sack for my peanut. I think about that. The feller he come around for another order for 50 sack, but I don't buy any more that way—I get 'em one sack at a time."

"At this point the Italian looked up. He felt that I understood.

"Have you told your nephew that story?" I asked.



THE DOG FIGHT—AND OTHER INTERRUPTIONS.

It is human nature to hate to persevere.

We're willing to start things—but don't ask us to finish them.

We'll begin anything you say—but don't ask us to keep it up—for more than a limited period.

We'll work for three hours, but if a dog fight starts down the street—just excuse us—we've got to go and see it.

We hate to persevere.

There's nothing in this weathercock business. You've got to point in one direction for a long time if you want to get anywhere. You've got to splice one day's work on to the next—dovetail all your efforts together—build the whole structure of your work into one continuous whole.

You've got to have momentum. And the only way to work up momentum is to keep a-shoving and a-pushing.

Even your success will be only a place where you are to encamp for the night. After you attain it, you will still move on.

Life and success are a continuous performance.

Keep a-going!—Eleventh Ginger Talk.

money. I keep this up 'til I have money to buy me little stand. I sell more fruit, I make more money. Then I buy me peanut roaster and a sack of peanut. I buy 'em for two dollar a sack. I sell 'em so I make dollar on every sack—I sell sack every week.

"One day a feller he come along, and he say: 'Tony, you sell lot of peanut, let me sell 'em to you—I sell 'em cheaper. The feller where you buy 'em, he buy 'em from me—I ship 'em up from the South. I sell 'em to you for dollar and a half a sack, but you can't buy just one sack, you got to buy 50 sack at a time."

"Ail right,' I say, 'I got the money.' I get the 50 sack and put 'em in my house—I make 50 cent a sack

"Yes, but he think he know it all—let him fail. He don't buy just ten keg of nail—he buy whole car load. He don't have any money to make money—he can't pay his bills

"Let him fail, it cost money to have him fail, but he won't learn any other way—it worth all it cost. After he fail, I start him up again."

"This story and this trip," continued the credit man, "has been worth many thousands of dollars in policy to our house and our patrons. Most of the merchandise failures are the result of over-buying, and over-buying is the result of over-selling on the part of over-zealous salesmen.

"To sell all you can just because you can is often a superficial policy. This is what I learned on that

trip. On my return to St. Louis I told the peanut story to our people. I put it up to them and, as a result, we started a campaign of education against over-buying. We have been telling our trade to buy often and buy light; to let us carry the stock, which is our function as jobbers.

"Money in hand is worth more than stock on the floor."

"As a result of this policy we have had but few failures, and collections are usually better with us than is generally recognized as being normal in our line.

"Education of a trade to light and often buying is mutually profitable; it not only enables the merchant to turn his money quicker, but it protects the jobber against the manufacturer's salesman who make bi-annual trips and offer the retailer price inducements for quantity buying. With our large force of salesmen who make frequent trips over a territory we have the natural advantage over the occasional trip of the manufacturer's salesman—light and frequent buying is not a disadvantage from the standpoint of either the jobber or merchant.

"And it all came from the parable of the peanut." David Gibson.

A Fair Request.

A Detroit shoe dealer, something of a philosopher, posted this notice beside the broken window in his store:

"Notice—If the midnight visitor who helped himself to several pairs of shoes through the opening he made in this window should find the shoes comfortable and satisfactory, a small testimonial will oblige. Name and address should be supplied, not for publication, but as a guarantee of good faith."

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.

It may be a little out of your way to

Hotel Livingston

Grand Rapids

but we go a little out of our way to make our Sunday dinners the meals "par excellence."

To Visit Cadillac and Traverse City.

Thirty representatives of the jobbing trade of Grand Rapids will leave the city at 7:20 to-morrow morning for Cadillac, where they will spend the day and remain until late in the evening, when they go on to Traverse City. They will remain in Traverse City until 4:30 Friday afternoon, when they will board the limited train for Grand Rapids, arriving home at 9:15. The personnel of the party is as follows:

John Sehler, Brown & Sehler.

Sanford W. Todd, Central Michigan Paper Co.

Chas. E. Tarte, Citizens Telephone Co.

Heber A. Knott, Corl-Knott Co., Ltd.

Arthur T. Slaght, Grand Rapids National Bank.

Clarence A. Cotton, Board of Trade.

Robt. B. Kellogg, Grand Rapids Supply Co.

Lee M. Hutchins, Hazeltine & Perkins Drug Co.

Samuel Krause, Hirth-Krause Co.

F. E. Fox, Hot Blast Feather Co.

John Dietrick, G. J. Johnson Cigar Co.

Wm. F. Blake, Judson Grocer Co.

Wm. S. Canfield, Judson Grocer Co.

A. B. Knowlson, A. B. Knowlson.

Richard B. Prendergast, Lemon & Wheeler Co.

Cris J. Litcher, C. J. Litcher Electric Co.

Arthur C. Chapman, Michigan Hearse & Carriage Co.

Frederick D. Vos, Jr., Musselman Grocer Co.

Walter K. Plumb, National Biscuit Co.

Lester J. Rindge, Rindge, Kalmbach, Logie Co.

Chas. A. Donaldson, Toledo Plate & Window Glass Co.

Ernest A. Stowe, Tradesman Company.

Albert B. Merritt, Valley City Milling Co.

Henry J. Vinkemulder, The Vinkemulder Co.

Frank A. Voigt, Voigt Milling Co.

Wm. C. Mounteer, Watson & Frost Co.

Peter C. Payette, Woodhouse Co.

Frank W. Orsinger, National Candy Co.

Guy W. Rouse, Worden Grocer Co.

Millard F. Yuille, Yuille-Miller Co.

Gripsack Brigade.

A Soo correspondent writes: Wilton White has resigned his position with Neil McKenzie and accepted another as traveling salesman with the Ash, Noyes, Smith Co., a shoe manufacturing house of Auburn, N. Y., and is now waiting for orders as to territory.

Frank M. Gardner (Hirth-Krause Co.) has formed a copartnership with Luther V. Barker, of Honor, to engage in the banking business at Stanwood under the style of the Stanwood Commercial Bank. Mr. Gardner is a gentleman of sterling character and exceptional business capacity.

The traveling salesman and office force of the Worden Grocer Co. gave a farewell dinner to George Monroe

at the Pantlind Hotel last Wednesday noon. They also presented him with a gold ring in token of the esteem in which he is held by the "boys." The presentation speech was made by Guy W. Rouse in his usually felicitous manner.

A Kalamazoo correspondent writes: I. A. Mills, known all over Southern Michigan as "Gus Mills," has decided to make this city his future home. Mr. Mills has always lived in Detroit, where they say, "Life is worth living," and has traveled in Michigan for nineteen continuous years for Standart Bros., jobbers of hardware. But the Edwards & Chamberlin Hardware Co., expanding rapidly as it is and extending its circle of trade further north in Michigan and further south in Indiana, needed the services of "Gus Mills." Therefore Mr. Mills has rented a house of John M. Reidsma on Walnut court and says, "Kalamazoo for me and mine." The fact that Mr. Mills has associated himself with the Six Story Store in the "heart of Kalamazoo" will interest the hardware trade throughout this section where he is so well and favorably known.

Movements of Working Gideons.

Detroit, Sept. 20—The Griswold House meeting was led by C. H. Joslin, who read the first chapter of Galatians. J. M. Paterson, who was the first State Vice-President of Michigan Gideons, gave the main address. He began by relating an experience he had the day before with a young man who desired to rent one of his houses. The young man seemed very attractive and had a constant smile on his face, so much so that Brother Paterson drew out the cause: He had been living in sin and was very unhappy and several years ago at a Gideon meeting he found a better way and since then his life has been full of joy and peace. He desired a house where he could have Bible readings and where others could find what he had found.

At the beginning of the service the Hudson Avenue Baptist Male Quartette stopped when passing by and sang.

W. R. Barron will lead the next meeting and the River Rogue Baptist Male Quartette will sing.

Detroit Camp of Gideons will meet at noon every first Saturday of each month at Y. M. C. A.

Aaron B. Gates.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Sept. 22—Creamery, fresh, 27@30½c; dairy, fresh, 22@28c; poor to common, 20@22c.

Eggs—Strictly fresh, 26@27c.

Live Poultry—Fowls, 14@15c; ducks, 13@14c; geese, 11c; old cox, 10@11c; springs, 14@16c; turkeys, 12@15c.

Dressed Poultry—Fowls, 15@16c; old cox, 12c.

Beans—Marrow, hand-picked, \$2.60; medium, hand-picked, \$2.40; pea, hand-picked, \$2.35; red kidney, hand-picked, \$2; white kidney, hand-picked, \$2.40@2.50.

Potatoes—New, \$1.75 per bbl.

Rea & Witzig.

TRADE PAPER EFFICIENCY.

How do advertisements in a trade paper—the Michigan Tradesman, for example—reach and appeal to retail merchants?

They do not unless the retail merchant is wide awake and intensely interested in his own business.

And, moreover, they do not unless the advertisements are conceived and constructed in such a way as to text, style and spirit as to deserve the attention of the retailer.

The standard, well known advertiser must advertise as well as must the new and unknown aspirant for confidence and trade.

The retailer whose chief interest in life is the rectitude and continued growth of his business knows all of the standard advertisers and their goods, of course; but in spite of his enthusiasm and devotion to business he sometimes forgets. In thousands of instances such oversights are made null and void by the catching of a firm name or a trademark as he turns the pages of his trade paper.

On the other hand, the new advertisement—if the copy be correct—catches the eye of that same merchant more often than otherwise.

But it must do more than merely catch the eye. It must have holding qualities. While the age-old trademark or corporate name tells its entire story in a flash, the announcement that is new needs consideration, must produce an instant desire to know more, a wish to investigate.

As Hugh J. Chalmers puts it, "Advertising is a process of salesmanship, a method of making the other fellow feel as you do about the goods you have to sell."

This rule applies to all advertisers, veteran or novice. Advertisements in trade papers are certain to go directly into the hands of the very individuals who are interested in what you have to sell, so that whatever of ammunition you send out there is no wild firing, no waste. It all counts if it is good advertising.

So far as the Michigan Tradesman is concerned we do not justify the use of poorly constructed, slow-results advertising; wherever it is possible to do so we use our best endeavor toward securing the most direct, most simple and most effective phraseology in the construction of advertising which appears in our columns. Because of these facts the Michigan Tradesman appeals to retailers and also because of these facts it produces results for advertisers.

Ten New Members Added To List.

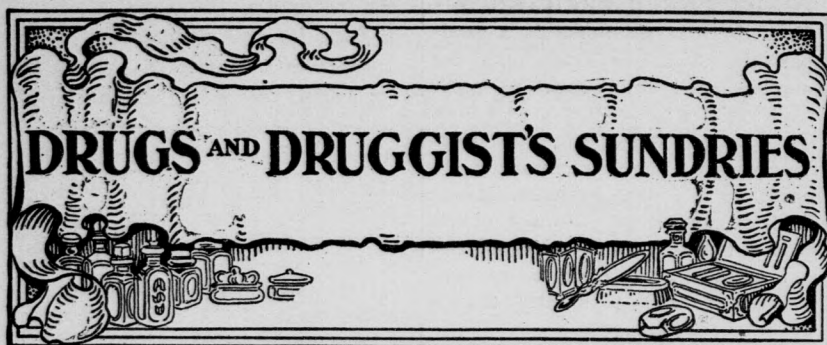
Detroit, Sept. 20—Recognition of the work being done by the Detroit Wholesalers and Manufacturers' Association for the business interests of the city was evidenced at the last meeting of the board of directors of the organization, when ten of the most prominent business firms of the city made application for membership. They are: Home Telephone Co., Rotschilf Bros., Peter Smith & Sons, Morgan & Wright, Rathbone, Sard & Co., Michigan State Telephone Co., American Can Co., Burroughs Adding Machine Co., Michigan Stove Co., Detroit Savings Bank.

An incident of the good work being done for the membership by the transportation department was given in a report submitted by Sidney S. Renshaw, transportation manager of a trip to Cleveland, through which twenty-five carloads of freight for Detroit in carload lots and less than carload lots were disentangled from the Erie and other docks in Cleveland and forwarded to Detroit. Although some of the freight belonged to firms not members of the Association, it was sorted out and pushed ahead with the other Detroit goods, thereby benefiting Detroit shippers generally. As a result of Mr. Renshaw's trip, through the kindly cooperation of the D. & C. officials, and those of the Erie Railway, the congestion has been permanently relieved, and arrangements have been made to forward promptly all goods consigned to Detroit.

Grand Marais—The LeVeque stave factory has been taken over by the Grand Marais Mill Co. and the following officers were elected: President, William Leighton; Vice-President and Manager, G. E. LeVeque; Secretary and Treasurer, R. E. Schneider. The stock is owned equally by the above mentioned officers. The new organization is a strong one and it is the intention to operate the plant to its full capacity the year round, a sufficient supply of timber having already been secured for a long run. It is also planned to enlarge the plant when future business demands it. The Grand Marais Mill Co. was originally organized under the laws of Michigan in 1894 and its charter has recently been amended to include the manufacture and sale of staves. The industry will employ in the neighborhood of one hundred men and will largely add to the material prosperity of the town.

Newberry—Instructions have been received at the Newberry office of the Lake Superior Iron & Chemical Co. from the head office in Detroit to the effect that the Newberry furnace be put in operation as soon as the necessary repairs can be made. Orders have been placed for material and as soon as this is on the ground a full crew of men will be put at work. The stack is to be re-lined, new ovens built and other improvements made. It is expected to have the furnace ready to be blown in soon after Nov. 1. The company has a large amount of wood at its camps north of Newberry and has had a crew of men cutting wood at McMillan all summer. There is enough wood in the stockpiles to keep the furnace in operation for nearly a year without cutting a single stick.

Bay City—The M. Lamont Co., operating a planing mill and factory at Twelfth street, last spring bought a site adjacent to the plant of the Mershon-Bacon Company and is preparing to erect a large planing mill, box factory and house finishing plant. The company expects to have all the material on the ground and has everything in readiness to begin building early in the spring.



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.

Organization of Michigan Retail Druggists' Association.

Pursuant to call, about fifty retail druggists, mostly from Western and Northern Michigan, assembled at the auditorium of the Grand Rapids Board of Trade last Wednesday afternoon for the purpose of considering the organization of an association that would take up the legislative and commercial sides of the drug trade.

The meeting was called to order by C. A. Bugbee, of Traverse City, who was selected to act as chairman pro tem. W. H. Tibbs was selected to act as temporary secretary, but was obliged to leave before the meeting was over and W. C. Kirchgessner took his place.

D. D. Alton, of Fremont, enquired as to the objects of the proposed association. He called attention to the fact that Michigan has 4,500 druggists, only 300 of whom belonged to the Michigan State Pharmaceutical Association and argued therefrom that something was wrong or the membership of the old organization would be much larger than it is. He did not want to do anything that would antagonize the old Association, but wished to co-operate in any movement that would tend to strengthen it.

J. D. Gilleo, of Pompeii, moved that those present proceed to organize under the name of the Michigan Retail Druggists' Association, which was adopted.

On motion, the chairman appointed a committee on by-laws, composed of C. H. Jongejan, of Grand Rapids, Milo Bolender, of Sparta, and Fred Brundage, of Muskegon. These gentlemen retired for ten minutes, at the end of which time they returned with the following preliminary draft and moved its adoption:

Recognizing the need for more thorough co-operation among the retail druggists of Michigan along commercial and legislative lines, and not wishing in any way to antagonize any existing organization, but rather to place ourselves in a position where we can be more helpful to all concerned and supplement the work of

similar organizations, we hereby form ourselves into an association to be known as the Michigan Retail Druggists' Association.

Any retail druggist or clerk actively engaged in the business in the State of Michigan may become a member of the Association upon the payment of \$3 membership fee and \$2 annual dues. Wholesale druggists and manufacturers of pharmaceuticals and their representatives may become honorary members of this Association on the payment of the same fee and dues.

The officers of this Association shall consist of a President, two Vice-Presidents, Secretary and Treasurer; an executive committee of five members; a legislative committee of seven members; a trade interest committee of five members, a membership committee of five members. The officers and executive committee shall be elected by the Association. The other committees shall be appointed by the President.

It is hereby understood and agreed that this preliminary draft of by-laws shall govern until the next regular meeting of the Association, at which time a special committee on constitution and by-laws will bring in a report for consideration and action.

Following this an opportunity was given to those present to signify their intention to become members. The following gentlemen thereupon signed the membership roll:

C. A. Bugbee, Traverse City.
 C. H. Jongejan, Grand Rapids.
 Milo Bolender, Sparta.
 Fred Brundage, Muskegon.
 H. R. McDonald, Traverse City.
 Wesley B. Covey, Honor.
 Geo. L. Olsson, Boyne City.
 A. G. Clark, White Cloud.
 W. I. Benedict, Belding.
 Geo. L. Davis, Hamilton.
 E. E. Nelson, Coopersville.
 H. Van Allen, Ionia.
 H. M. Gibbs, Howard City.
 Chas. M. Johnson, Buckley.
 J. D. Gilleo, Pompeii.
 Gilleo & Son, Ashley.
 Fred G. Lauster, Jr., Ionia.
 Archie M. Stinchcomb, Sunfield.
 Nels T. Eckberg, Grand Rapids.
 Edward Fox, Grand Rapids.
 Von W. Furniss, Nashville.
 R. A. Abbott, Muskegon.
 H. M. Rouse, Muskegon.
 S. T. Collins, Hart.
 Jno. G. Steketee, Grand Rapids.
 F. G. Neumeister, Muskegon.
 D. H. Meeker, Alba.
 A. Eckerman, Muskegon.
 L. O. Loveland, Muskegon.
 A. DeKruif, Zeeland.
 W. C. Kirchgessner, Grand Rapids.

Henry Riechel, Grand Rapids.
 Peter Wurzburg, Northport.
 L. W. Loveland, Vermontville.
 G. Van Arkel, Muskegon Heights.
 O. A. Franckboner, Grand Rapids.
 Chas. G. Walker, Chicago.
 F. E. Chappell, Grand Ledge.
 The election of officers resulted as follows:

President—C. A. Bugbee, Traverse City.

First Vice-President—Fred Brundage, Muskegon.

Second Vice-President—C. H. Jongejan, Grand Rapids.

Secretary—H. R. McDonald, Traverse City.

Treasurer—Henry Riechel, Grand Rapids.

On motion of Henry Riechel, the special committee on by-laws was continued in office to prepare a full report to be presented at the next regular meeting.

Geo. L. Davis, of Hamilton, moved that the designation of the place and time of the next meeting be left with the President, which was adopted.

Henry Riechel moved that the Secretary be instructed to send out an application blank and prospectus to every druggist in Michigan, which was adopted.

It was decided to ask the Treasurer to give a bond, which was fixed at \$500.

The chairman announced that H. Van Allen, of Ionia, would be made chairman of the Legislative Committee.

There being no further business, the meeting then adjourned.

Substitute Recommended for Tea.

Prominent physicians recommend the following substitute for those not allowed tea: It is made by taking dried apples, figs, prunes and rose haws in equal quantities, cutting them into the thinnest of slices and toasting them in a moderate oven. Let them cool and then steep them in boiling water for a good half hour; strain and serve the liquid thus obtained from a well heated teapot. By increasing the proportion of dried apples the "tea" is correspondingly tarter; by adding more figs it becomes sweeter.

The Drug Market.

Opium—Has advanced 30c per pound and is tending higher.

Morphine—Is as yet unchanged.

Quinine—Is steady.

Russian Cantharides—Are scarce and have advanced.

Haarlem Oil—Has advanced.

Lycopodium—New crop is reported damaged by the rain and prices are tending higher.

Menthol—Is very firm, and advancing.

Canada Balsam Fir—Has declined.

Oil Lemon—Is lower.

Oil Peppermint—Is very firm and is tending higher.

Oil Spearmint—Has declined.

Oil Tansy—Is lower.

Cut Rhubarb—Has advanced.

Oxalic Acid—Is very firm and advancing.

Cocaine—Has advanced.

The impress of your life depends on what you are trying to express.

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

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GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Cheese
Provisions

DECLINED

Flour and Feed
Corn and Oats

Index to Markets

By Columns

A	
Ammonia	1
Axle Grease	1
B	
Baked Beans	1
Bath Brick	1
Bluing	1
Brooms	1
Brushes	1
Butter Color	1
C	
Candies	1
Canned Goods	1
Carbon Oils	2
Catsup	2
Cereals	2
Cheese	3
Chewing Gum	3
Chicory	3
Chocolate	3
Clothes Lines	3
Cocoa	3
Cocoaanut	3
Cocoa Shells	3
Coffee	3
Confections	11
Crackers	3
Cream Tartar	4
D	
Dried Fruits	4
F	
Farinaceous Goods	5
Feed	6
Fish and Oysters	10
Fishing Tackle	5
Flavoring Extracts	5
Flour	5
Fresh Meats	
G	
Gelatine	
Grain Bags	5
Grains	5
H	
Herbs	6
Hides and Pelts	10
J	
Jelly	6
L	
Licorice	6
M	
Matches	6
Meat Extracts	6
Mince Meat	6
Molasses	6
Mustard	6
N	
Nuts	11
O	
Olives	6
P	
Pipes	6
Pickles	6
Playing Cards	6
Potash	6
Provisions	6
R	
Rice	7
Salad Dressing	7
Saleratus	7
Sal Soda	7
Salt	7
Salt Fish	7
Seeds	7
Shoe Blacking	7
Snuff	8
Soap	8
Soda	8
Soups	9
Spices	8
Starch	8
Syrups	8
T	
Tea	8
Tobacco	9
Twine	9
V	
Vinegar	9
W	
Wicking	9
Woodenware	9
Wrapping Paper	10
Y	
Yeast Cake	10

1	2
ARCTIC AMMONIA 12 oz. ovals 2 doz. box. 75 AXLE GREASE Frazer's 1 lb. wood boxes, 4 doz. 3 00 1 lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 doz. 4 25 10 lb. pails, per doz. 6 00 15 lb. pails, per doz. 7 20 25 lb. pails, per doz. 12 00 BAKED BEANS 1 lb. can, per doz. 90 2 lb. can, per doz. 1 40 3 lb. can, per doz. 1 80 BATH BRICK American 75 English 85 BLUING Arctic 6 oz. ovals 3 doz. box \$ 40 16 oz. round 2 doz. box 75 Sawyer's Pepper Box Per Gross No. 3, 3 doz. wood bxs 4 00 No. 5, 3 doz. wood bxs 7 00 Sawyer Crystal Bag Blue 4 00 BROOMS No. 1 Carpet, 4 sew 2 75 No. 2 Carpet, 4 sew 2 40 No. 3 Carpet, 3 sew 2 25 No. 4 Carpet, 3 sew 2 10 Parlor Gem 2 40 Common Whisk 90 Fancy Whisk 1 25 Warehouse 3 00 BRUSHES Scrub Solid Back, 8 in. 75 Solid Back, 11 in. 95 Pointed Ends 85 Stove No. 3 90 No. 2 1 25 No. 1 1 75 Shoe No. 8 1 00 No. 7 1 30 No. 4 1 70 No. 3 1 90 BUTTER COLOR W. R. & Co.'s 25c size 2 00 W. R. & Co.'s 50c size 4 00 CANDLES Paraffine, 6s 10 Paraffine, 12s 10 Wicking 20 CANNED GOODS Apples 3 lb. Standards 1 00 Gallon 2 75 Blackberries 2 lb. 1 25 Standards gallons 5 50 Beans Baked 85 Red Kidney 85 String 70 Wax 75 Blueberries Standard 1 35 Gallon 6 25 Brook Trout 2 lb. cans, spiced 1 90 Clams Little Neck, 1 lb. 1 00 Little Neck, 2 lb. 1 50 Clam Bouillon Burnham's 1/2 pt. 1 90 Burnham's pts. 3 60 Burnham's qts. 7 20 Cherries Red Standards 1 40 White 1 40 Corn Fair 75 Good 1 00 Fancy 1 45 French Peas Sur Extra Fine 22 Extra Fine 19 Fine 15 Moyen 11 Gooseberries Standard 1 75 Hominy Standard 85 Lobster 1/2 lb. 2 25 1 lb. 4 25 Picnic Tails 2 75 Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 80 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80 Mushrooms Hotels 24 Buttons 28	Oysters Cove, 1 lb. 85 Cove, 2 lb. 1 60 Cove, 1 lb., oval 1 20 Plums Plums 1 00 Peas Marrowfat 90 Early June 95 Early June Sifted 1 15 Peaches Pie 90 No. 10 size can pie 3 00 Pineapple Grated 1 85 Sliced 95 Pumpkin Fair 85 Good 90 Fancy 1 00 Gallon 2 50 Raspberries Standard @ Salmon Col'a River, talls 1 95 Col'a River, flats 2 25 Red Alaska 1 35 Pink Alaska 90 Sardines Domestic, 1/4s 3 1/4 Domestic, 1/2s @ 5 Domestic, 3/4 Mus. 6 1/2 California, 1/4s 11 California, 1/2s 17 French, 1/4s 7 French, 1/2s 18 Shrimps Standard 90 Succotash Fair 85 Good 1 00 Fancy 1 25 Strawberries Standard 90 Fancy 1 40 Tomatoes Good 95 Fair 85 Fancy 1 40 Gallons 2 50 CARBON OILS Barrels Perfection @ 10 1/2 Water White @ 10 D. S. Gasoline @ 13 1/2 Gas Machine @ 24 Deodor'd Nap'a @ 12 1/2 Cylinder 29 Engine 16 Black, winter 8 1/4 CEREALS Breakfast Foods Bordeau Flakes, 36 lb. 2 50 Cream of Wheat, 36 lb. 4 50 Egg-O-See, 36 pkgs. 2 85 Excella Flakes, 36 lb. 4 50 Excella, large pkgs. 4 50 Force, 36 lb. 4 50 Grape Nuts, 2 doz. 2 70 Malta Ceres, 24 lb. 2 40 Malta Vita, 36 lb. 2 85 Mapl-Flake, 36 lb. 4 05 Pillsbury's Vitos, 3 dz. 4 25 Ralston Health Food 36 lb. 4 50 Sunlight Flakes, 36 lb. 2 85 Sunlight Flakes, 20 lb. 4 00 Kellogg's Toasted Corn Flakes, 36 pkgs in cs. 2 80 Vigor, 36 pkgs. 2 75 Voigt Cream Flakes 4 50 Zest, 20 lb. 4 10 Zest, 36 small pkgs. 2 75 Rolled Oats Rolled Avena, bbls. 6 75 Steel Cut, 100 lb. sks. 3 30 Monarch, bbl. 6 05 Monarch, 90 lb. sacks 3 10 Quaker, 18 Regular 1 50 Quaker, 20 Family 4 60 Cracked Wheat Bulk 24 lb. packages 3 1/2 24 lb. packages 3 50 CATSUP Columbia, 25 pts. 4 15 Snider's pints 2 35 Snider's 1/2 pints 1 35 CHEESE Acme @ 16 1/2 Gem @ 17 Jersey @ 17 Riverside @ 13 1/2 Springdale 16 Warner's @ 16 1/2 Brick @ 17 Leiden @ 18 Limburger @ 18 Pineapple 40 Sap Sago @ 20 Swiss, domestic @ 18

3

CHEWING GUM

American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Long Tom	55
Yucatan	55
Hop to it	65
Spearmint	55

CHICORY

Bulk	5
Red	7
Eagle	5
Franck's	7
Schener's	6

CHOCOLATE

Walter Baker & Co.'s	24
German Sweet	35
Premium	31
Caracas	31
Walter M. Lowney Co.	32
Premium	32

COCOA

Baker's	39
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Huylar	45
Lowney, 1/4s	38
Lowney, 1/2s	36
Lowney, 3/4s	40
Lowney, 1s	40
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 3/4s	40
Van Houten, 1s	72
Webb	30
Wilbur, 1/4s	39
Wilbur, 1/2s	40

COCOANUT

Dunham's 1/4s & 1/2s	26 1/2
Dunham's 3/4s	27
Dunham's 1s	28
Bulk	12

COFFEE

Common	10@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
Common Santos	12@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19
Fair Maracaibo	16
Choice	19
Choice Mexican	16 1/2
Fancy	19
Choice Guatemala	15
African Java	12
Fancy African	17
O. G.	25
P. G.	31
Arabian Mocha	21
New York Basis	17 50
Arbuckle	14 75
Dilworth	15 00
Jersey	15 00
Lion	14 50

McLaughlin's XXXX	17 50
to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CRACKERS.	
National Biscuit Company	
Brand	
Butter	
Seymour, Round	6 1/2
N. B. C.	6 1/2
Soda	
Select Soda	6
Saratoga Flakes	8 1/2
Zephyrette	13
Oyster	
N. B. C., Round	6
Gem	6
Faust, Shell	7 1/2
Sweet Goods.	
Animals	10
Atlantic, Assorted	10
Arrowroot Biscuit	16
Brittle	11
Cadet	8
Cartwheels Assorted	8
Cavalier Cake	14
Circle Honey Cookie	12
Current Fruit Biscuit	10
Cracknels	16
Coffee Cake, pl. or iced	10
Cocoanut Taffy Bar	12
Cocoanut Bar	10
Cocoanut Drops	12
Cocoanut Honey Cake	12
Cocoanut Hon. Fingers	12
Cocoanut Hon. Jumbles	12
Cocoanut Macaroons	18
Current Cookies Iced	10
Dandelion	10
Dinner Biscuit	20
Dixie Sugar Cookie	9
Family Snaps	8

4

Family Cookie

Fig Cake Assorted	12
Frosted Cream	8
Frosted Ginger Cookie	8
Floral Cake	12 1/2
Frosted Honey Cake	12
Fluted Cocoanut Bar	10
Fruit Honey Cake	14
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Gimcracks Cake	12
Ginger Nuts	10
Ginger Snaps N. B. C.	7
Ginger Snaps N. B. C.	8
Square	8
Hippodrome Bar	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12 1/2
Honey Flake	12 1/2
Honey Lassies	10
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	8
Jersey Lunch	8
Jubilee Mixed	10
Kream Klips	22
Ladle	8
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Fruit Square	12 1/2
Lemon Wafer	16
Lemona	8
Mary Ann	8
Marshallmallow Walnuts	16
Molasses Cakes	8
Molasses Cakes, Iced	9
Mottled Square	10
Newton	12
Nabob Jumbles	14
Oatmeal Crackers	8
Orange Gems	8
Penny Cakes, Assorted	8
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzellettes, Hand Md.	9
Pretzellettes, Mac. Md.	8
Raisin Cookies	10
Reverse, Assorted	14
Rosalie	8
Rube	8
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	16
Sunside Jumbles	10
Spiced Gingers	9
Spiced Gingers Iced	10
Sugar Cakes	8
Sugar Squares, large or small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Vanilla Wafers	16
Victors	12
Waverly	10

In-er Seal Goods

Albert Biscuit	1 00
Animals	1 00
Arrowroot Biscuit	1 00
Baronet Biscuit	1 00
Butter Wafers	1 00
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Cocoanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers	1 00
Lemon Snap	50
Marshmallow Dainties	1 00
Oatmeal Crackers	1 00
Old Time Sugar Cook.	1 00
Val Salt Biscuit	1 00
Oysterettes	50
Peanut Wafers	1 00
Pretzellettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda, N. B. C.	1 00
Soda, Select	1 00
Sugar Clusters	1 00
Sultana Fruit Biscuit	1 50
Uneeda Biscuit	50
Uneeda Jinjer Wafers	1 00
Uneeda Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

In Special Tin Packages.	
Festino	2 50
Nabisco	2 50
Nabisco	1 00
Champagne Wafer	2 50
Per tin in bulk.	
Sorbetto	1 00
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40

Holland Ruak	
36 packages	2 90
40 packages	3 20
60 packages	4 75
CREAM TARTAR	
Barrels or drums	29
Boxes	30
Square cans	32
Fancy caddies	35

5

DRIED FRUITS

Sundried Apples	7
Evaporated	7 1/2
California Apricots	10@12
Corsican Citron	17
Imp'd 1 lb. pkg.	8
Imported bulk	7 1/2
Peel	
Lemon American	12
Orange American	12
Raisins	
Cluster, 5 crown	1 75
Loose Muscatels 1 cr.	5 1/2
Loose Muscatels 4 cr.	6 1/2
L. M. Seeded 1 lb. 6 1/2	7
California Prunes	
100-125 25lb. boxes	4
90-100 25lb. boxes	4 1/2
80-90 25lb. boxes	5
70-80 25lb. boxes	6
60-70 25lb. boxes	6 1/2
50-60 25lb. boxes	7
40-50 25lb. boxes	7 1/2
30-40 25lb. boxes	8 1/2
1/2c less in 50lb. cases	

FARINACEOUS GOODS

Dried Lima Beans	5 1/2
Med. Hand Pk'd	2 50
Brown Holland	
Farina	
24 1 lb. packages	1 50
Bulk, per 100 lbs.	2 50
Hominy	
Flake, 50 lb. sack	1 00
Pearl, 100 lb. sack	2 45
Pearl, 200 lb. sack	4 40
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50
Pearl Barley	
Common	2 00
Chester	2 00
Empire	2 65

PEAS

Green, Wisconsin, bu.	2 30
Green, Scotch, bu.	2 30
Split, lb.	64
Sago	
East India	5
German, sacks	5
German, broken pkg.	
Tapoca	
Flake, 110 lb. sacks	6
Pearl, 130 lb. sacks	4
Pearl, 24 lb. pkgs.	7 1/2

FLAVORING EXTRACTS

Foots & Jenks	
Coleman Brand	
Lemon	
No. 2 Terpeneless	75
No. 3 Terpeneless	1 75
No. 8 Terpeneless	3 00
Vanilla	
No. 2 High Class	1 20
No. 4 High Class	2 00
No. 8 High Class	4 00
Jaxon Brand	
Vanilla	
2 oz. Full Measure	2 10
4 oz. Full Measure	4 00
8 oz. Full Measure	8 00
Lemon	
2 oz. Full Measure	1 25
4 oz. Full Measure	2 40
8 oz. Full Measure	4 50
Jennings D. C. Brand	
Terpeneless Ext. Lemon	

GRAIN BAGS

Amoskeag, 100 in bale 19	
Amoskeag, less than bl 19 1/2	
GRAIN AND FLOUR	
Wheat	
Red	1 05
White	1 03
Winter Wheat Flour	
Local Brands	
Patents	6 10
Seconds Patents	5 60
Straight	5 10
Clear	4 00
Flour in barrels, 25c per barrel additional.	
Worden Grocer Co.'s Brand	
Quaker, paper	5 30
Quaker, cloth	5 50
Wykes & Co.	
Eclipse	5 20
Kansas Hard Wheat Flour	
Judson Grocer Co.	
Fanchon, 1/2s cloth	6 90
Grand Rapids Grain	
Milling Co. Brands	
Purity Patent	5 30
Wizard, Flour	5 10
Wizard, Graham	5 10
Wizard, Corn Meal	3 70
Wizard, Buckwheat	5 70
Rye	4 30

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family...6 00 Golden Horn, bakers...5 90 Duluth Imperial...6 00 Wisconsin Rye...4 10 Judson Grocer Co.'s Brand Ceresota, 1/2s...6 20 Ceresota, 1/4s...6 10 Ceresota, 1/8s...6 00 Leon & Wheeler's Brand Wingold, 1/2s...6 00 Wingold, 1/4s...5 90 Wingold, 1/8s...5 80 Worden Grocer Co.'s Brand Laurel, 1/2s cloth...6 60 Laurel, 1/4s cloth...6 40 Laurel, 1/8s cloth...6 40 Laurel, 1/2s paper...5 75 Laurel, 1/4s paper...5 75 Voigt's Flouring Co.'s Brand Voigt's Flour...5 70 Voigt's Flour...5 70 Voigt's Hygienic Graham...5 10 Voigt's Royal...6 20 Wykes & Co. Sleepy Eye, 1/2s cloth...95 Sleepy Eye, 1/4s cloth...5 85 Sleepy Eye, 1/8s cloth...5 75 Sleepy Eye, 1/2s paper...5 75 Sleepy Eye, 1/4s paper...5 75 Meal Bolted...3 90 Golden Granulated...4 00 St. Car Feed screened...29 00 No. 1 Corn and Oats...29 00 Corn, cracked...29 00 Corn Meal, coarse...29 00 Winter Wheat Bran...29 00 Middlings...26 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...42 Less than carlots...44 Corn Carlots...74 Less than carlots...76 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 1/2 lb. 6 lb. box...18 OLIVES Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 4 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz...75 Queen, pints...2 50 Queen, 19 oz...4 50 Queen, 28 oz...7 00 Stuffed, 5 oz...90 Stuffed, 3 oz...1 45 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. 9 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...21 00 Clear Family...21 00 Dry Salt Meats S. P. Bellies...12 Bellies...10 Extra Shorts Clear...11%	Lard Pure in tierces...12% Compound Lard...8% 80 lb. tubs...advance 1/2 30 lb. tubs...advance 1/4 50 lb. tins...advance 1/4 20 lb. pails...advance 1/4 10 lb. pails...advance 1/4 5 lb. pails...advance 1/4 8 lb. pails...advance 1 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 Minc'd Ham...11 Bacon...15 1/2 Sausages Bologna...8 Liver...5 Frankfort...10 Pork...11 Veal...11 Fougue...11 Headcheese...9 Beef Boneless...14 00 Rump, new...14 00 Pig's Feet 1/2 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 1/2 bbls., 40 lbs...1 60 1/2 bbls., 80 lbs...3 00 Casings Hogs, per lb...32 Beef, rounds, set...25 Beef, middles, set...80 Sheep, per bundle...90 Uncolored Butterine Solid dairy...10 @12 Country Rolls...10 1/2 @16 1/2 Canned Meats Corned beef, 2 lb...2 75 Corned beef, 1 lb...1 60 Roast beef, 2 lb...2 75 Roast beef, 1 lb...1 60 Potted ham, 1/2s...50 Potted ham, 1/4s...85 Deviled ham, 1/2s...50 Deviled ham, 1/4s...85 Potted tongue, 1/2s...50 Potted tongue, 1/4s...85 RICE Fancy...7 @ 7 1/2 Japan...5 1/2 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint...2 25 Columbia, 1 pint...4 00 Durkee's, large, 1 doz...4 50 Durkee's, small, 2 doz...5 25 Snider's, large, 1 doz...2 35 Snider's, small, 2 doz...1 35 SALERATUS Packed 60 lbs. in box...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...90 SALT Common Grades 100 3 lb. sacks...2 25 60 5 lb. sacks...2 10 28 10 1/2 lb. sacks...2 05 56 lb. sacks...32 28 lb. sacks...17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks...24 Common Granulated, fine...80 Medium, fine...85 SALT FISH Cod Large whole...@ 7 Small whole...@ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock...@ 5 Halibut Strips...14 Chunks...15 Holland Herring Pollock...@ 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2 bbls 4 50@5 25 White Hp. mch. 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 Canary, Smyrna...4 1/2 Caraway...10 Cardamom, Malabar 1 00 Celery...15 Hemp, Russian...4 1/2 Mixed Bird...4 Mustard, white...10 Ropey...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 Kapple in jars...40 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 toil 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer...4 00 Old Country...3 40 Soap Powders Lautz Bros. & Co. Snow Boy...4 00 Gold Dust, 24 large...4 50 Gold Dust, 100-5c...4 00 Kirkoline, 24 4lb...3 80 Pearline...3 75 Soapine...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. Sapallo, gross lots...9 00 Sapallo, half gro. lots 4 50 Sapallo, single boxes...2 25 Sapallo, hand...2 25 Scourine Manufacturing Co Scourine, 50 cakes...1 80 Scourine, 100 cakes...3 50 SODA Boxes...5 1/2 Kegs, English...4 1/4 SPICES Whole Spices Allspice...10 Cassia, China in mats...16 Cassia, Canton...16 Cassia, Batavia, bund...21 Cassia, Saigon, broken...40 Cassia, Saigon, in rolls...55 Cloves, Amboyana...22 Cloves, Zanzibar...17 Mace...33 Nutmegs, 75-80...33 Nutmegs, 105-10...25 Nutmegs, 115-20...20 Pepper, Singapore, blk...15 Pepper, Singp. white...25 Pepper, shot...17 Pure Ground in Bulk Allspice...14 Cassia, Batavia...28 Cassia, Saigon...55 Cloves, Zanzibar...24 Ginger, African...15 Ginger, Cochon...18 Ginger, Jamaica...25 Mace...65 Mustard, Singapore, blk...17 Pepper, Singp. white...28 Pepper, Cayenne...20 Sage...20 STARCH Corn Kingsford, 40 lbs...7 1/2 Muzzy, 20 1lb. pkgs...5 1/4 Muzzy, 40 1lb. pkgs...5 Gloss Kingsford Silver Gloss, 40 lbs...7 1/2 Silver Gloss, 16 3lbs...7 3/4 Silver Gloss, 12 6lbs...8 1/4 Muzzy 48 1lb. packages...5 16 5lb. packages...4 1/4 12 6lb. packages...6 50lb. boxes...4 SYRUPS Corn Barrels...31 Half barrels...33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans, 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 10 2 1/2lb. cans 3 dz. in cs. 2 15	Pure Cane Fair...16 Good...20 Choice...25 TEA Japan Sundried, medium...24@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...32 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, 14 1/2 oz...44 Nobby Twist...55 Jolly Tar...39 Old Honesty...43 Toddy...34 J. T...33 Piper Heidsieck...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, 5lb...27 I X L, 16 oz. pails...31 Honey Dew...40 Gold Block...40 Flagman...40 Chips...33 Kiln Dried...21 Duke's Mixture...40 Duke's Cameo...43 Myrtle Navy...44 Yum Yum, 1 1/2 oz...39 Yum, Yum, 1lb. pails 40 Cream...38 Corn Cake, 2 1/2 oz...26 Corn Cake, 1lb...22 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...36 Cant Hook...30 Country Club...32-34 Forex-XXXX...30 Good Indian...25 Self Binder, 16oz. box. 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, wide band...1 10 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 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 dz. 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, line, 8 in...70 Cork lined, 9 in...80 Cork lined, 10 in...90 Mop Sticks Trojan spring...90 Eclipse patent spring...85 No. 1 common...80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7...85 Pails 2-hoop Standard...2 15 3-hoop Standard...2 35 2-wire, Cable...2 25 3-wire, Cable...2 45 Cedar, all red, brass...1 25 Paper, Eureka...2 25 Fibre...2 70 Toothpicks Hardwood...2 50 Softwood...2 75 Banquet...1 50 Ideal...1 50 Traps Mouse, wood, 2 holes...22 Mouse, wood, 4 holes...45 Mouse, wood, 6 holes...70 Mouse, tin, 5 holes...65 Rat, wood...80 Rat, spring...75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1...9 25 18-in. Cable, No. 2...8 25 16-in. Cable, No. 3...7 25 No. 1 Fibre...10 25 No. 2 Fibre...9 25 No. 3 Fibre...8 25 Washboards Bronze Globe...2 50 Dewey...1 75 Louble Acme...2 75 Single Acme...2 25 Double Peerless...4 25 Single Peerless...3 60 Northern Queen...3 50 Double Duplex...3 00 Good Luck...2 75 Universal...3 65 Window Cleaners 12 in...1 65 14 in...1 85 16 in...2 20 Wood Bowls 13 in. Butter...1 25 15 in. Butter...2 25 1 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% Fibre Manila, white...2% Fibre Manila, colored...4 No. 1 Manila...4 Cream Manila...3 Butcher's Manila...2% Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls...19 YEAST CAKE Magic, 3 doz...1 15 Sunlight, 3 doz...1 00 Sunlight, 1 1/2 doz...1 15 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...11 1/2 Halibut...10 Herring...7 Bluefish...14 1/2 Live Lobster...29 Boiled Lobster...29 Cod...10 Haddock...8 Pickrel...12 Pike...9 Perch...8 Smoked, White...12 1/2 Chinook Salmon...15 Mackerel... Pinnan 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...13 Big stick, 30 lb. case 8 Mixed Candy Grocers...6 1/2 Competition...7 Special...7 Conserve...8 1/2 Royal...13 Ribbon...10 Broken...8 Cut Leaf...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...13 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 30 Orange Jellies...50 Lemon Sours...60 Old Fashioned Horehound drops...60 Peppermint Drops...60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12...1 10 Bitter Sweets, as'td. 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops...90 Lozenges, plain...60 Lozenges, printed...65 Imperial...60 Mottos...65 Cream Bar...60 G. M. Peanut Bar...60 Hand Made Crms 80@90 Cream Wafers...65 String Rock...60 Wintergreen Berries 60 Old Time Assorted 3 75 Buster Brown Good 3 50 Up-to-date Ass'tmt 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, 50 pkg. cs 3 50 Pop Corn Balls 200s 1 35 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... Brazilis...12@13 Albion...12@13 Cal. No. 1... Walnuts, soft shell 15@16 Walnuts, Marbot...@13 Table nuts, fancy 13@13 1/2 Pecans, Med...@13 Pecans, ex. large...@14 Pecans, Jumbos...@16 Hickory Nuts per bu. Ohio, new... Cocoanuts... Chestnuts, New York State, per bu... Shelled Spanish Peanuts 8 @8 1/2 Pecan Halves...@58 Walnut Halves...30@32 Filbert Meats...@27 Alicante Almonds...@42 Jordan Almonds...@47 Peanuts Fancy H. P. Suns 1/2@ 6 Roasted...6 1/2@ 7 Choice, H. P. Jumbo...@ 6 1/4	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 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
Plates@ 5
Livers@ 5

Pork

Loins@ 14 1/2
Dressed@ 11
Boston Butts@ 13 1/2
Shoulders@ 12 1/2
Leaf Lard@ 13
Pork Trimmings@ 10

Mutton

Carcass@ 10
Lambs@ 14
Spring Lambs@ 14

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 80
80ft.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, 1 lb.
White House, 2 lb.
Excelstor, M & J, 1 lb.
Excelstor, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; 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

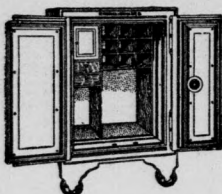
Poles

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 90

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

**FIRE AND
BURGLAR
PROOF**

SAFES

Grand Rapids

Safe Co.

Tradesman Building

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our 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

COUPON BOOKS

SUPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS
We make four grades of book:
in the different denominations.

TRADESMAN COMPANY,
GRAND RAPIDS, MICH.

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.

Bakery and Restaurant—Good town in Michigan fruit belt. Sell or trade for farm. E. Fall, South Frankfort, Mich. 37

For Sale—Stock drugs, medicines, paints and oils in best farming section in Michigan. Reason for selling, poor health. Address W. L. Robson, Williams-son, Mich. 35

For Sale—General stock nice goods, light competition. Southern Michigan. Address D., care Tradesman. 34

Good business proposition in Hart, Mich. A large stock of new and second-hand furniture, stoves, household effects, etc., occupying two floors 22x60; good paying business established in a thriving town, for sale. Address Comstock & Simpson, Hart, Mich. 33

Do you want a good paying business in this city? It will pay you to look into this. Fine business corner, general merchandise stock, all staple. Will sell building, stock and fixtures, double store, two suites of rooms above, cottage in rear. Old age reason for selling. Citizens 5707, L. Townsend, City. 32

First-class bakery and property for sale. Address Henry Kahey, Greensburg, Ind. 30

Wanted To Exchange—Interest bearing modern, nearly new, well-located residence property, two houses in city, for a clean stock of merchandise \$7,000 to \$10,000. Located in a good farming territory in Southern Michigan town 700 to 1500. Dry goods and shoes preferred. Might take general stock. Address No. 29, care Tradesman. 29

For Sale—Small new stock shoes, groceries, fixtures and building. Only one other general store. Drug store, hardware, hotel, elevator, foundry and bank. Good chance for another store. Will sell cheap. Best reasons for selling. Address 27, care Tradesman. 27

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

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

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—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

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—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

Drug and grocery stock for sale in hustling Southern Michigan town of 2,000. Good fixtures, gas lights, rent cheap, dry territory. Invoices about \$3,000. Daily sales \$80. Address No. 899, care Tradesman. 899

For Sale—A good candy business on main street, Pontiac. Box 471, Pontiac, Mich. 979

IF SPOT CASH

and quick action appeals to you, we will buy and take off your hands at once all the Shoes, Clothing, Dry Goods, Furnishings, etc., or we will buy your entire Shoe, Clothing, Dry Goods and Furnishing stocks. We buy anything any man or woman wants money for. Write us to-day and we will be there to-morrow.

Paul L. Feyreisen & Co.,
184 Franklin St., Chicago, Ill.

Coffee roasting plant for sale; one 5-foot cylinder Knickerbocker roaster; one Fraser milling machine; one stoner; one cooling box; one exhaust fan; will sell the whole or any portion at any reasonable offer. Address Robson Bros., Lansing, Mich. 966

For Sale—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 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

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

Dry batteries renewed cheaply, last long as new. Correct scientific method. Send 25c for instructions. Fairmount Telephone Co., Leighton's Corners, N. H. 978

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—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. 80

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

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—Agricultural and buggy business. Size building, 22x90; lot, 120x156. Good location, none better. W. W. Harrington, North Branch, Lapeer County, Mich. 967

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. Kauffer, Milwaukee, Wis. 771

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L., care Tradesman. 609

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

HELP WANTED.

Wanted—Middle-aged married man to clerk in a general store who understands dry goods and groceries and has had experience in both lines. Good steady job for the right man. References required. Must be sober. Address No. 28, care Michigan Tradesman. 28

Wanted—Registered pharmacist take charge of drug store, town 1,500. All references required. When answering state references, age, salary expected, etc. Address Blue Mass, care Tradesman. 31

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

Wanted—Salesman visiting stove and hardware trade to handle household specialties 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—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

SITUATIONS WANTED.

Situation Wanted—Shoe salesman in exclusive or general store. Nine years' experience. Address No. 36, care Tradesman. 36

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.

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

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.

Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

BEAUTY OF THE COMMON.

Some years ago when the gods were kind and chance, equally propitious, had seated at a London dinner table an American, the first object that greeted his astonished eyes was the floral decoration in the center of the table—three or four spinning spears of common Indian corn. The hostess, easily mistaking his astonishment for unfeigned delight, took occasion to remark upon the rarity of the plant with them; upon its delicate shades of green; its large, linear-lanceolate leaves; its panicle of dioecious flowers, called the tassel; its spike, the ear, its rachis, the cob, its pistils, the silk, and the bracts of its spathe, the husks. He was also informed that the kernels are in 8, 10, 12, etc., rows—always some even number—yellow, white, red or splendidly purple. It was said to be a native of South America and widely cultivated. Had he ever seen it or species of it in the United States? The guest, a Rhode Island yankee, with a very much reduced laugh upon his face, was positive that he had. He was not familiar with the morphology of the plant—the only word of his long forgotten botany he could remember—but it was largely cultivated throughout America and in the great Northwest it was in many states the leading cereal, amounting in many instances to millions of bushels. He recalled a summer in Nebraska where upon one occasion he rode all day through what seemed to be a single cornfield, a vast expanse of waving green, bounded alone in every direction by the distant rim of sky. Of course the talk drifted to other topics; but the American left that hospitable table convinced, as he had never been before, that the common object is not necessarily the homely one and that, if he had relieved the well remembered weariness due to his work in the cornfield by even a little study of the structure of the plant he hated, the wondrous beauty he would have found there might have alleviated, if it could not have prevented the weariness that was his when with his hoe he had passed the day in the cornfield.

This same beauty in common things is by no means confined to the maize-blossom. A month ago the New England woods were brightened by the wind-waved wands of the goldenrod. By and by as the days went on, the plant crept from the tree-shadows into the sunshine on the edge of the woods and from there the species varied and, advancing into the fields and along the roadsides, clustered their countless blooms into a single head, where they are standing even now like so many sentinels with flaming torches, making the shortening days brighter and longer with the intensity of their golden blooms. Nor are they satisfied to lighten the fence corners, the lanes and the roadsides. In solid phalanxes they have taken possession of the pastures and neglected fields where now, as the wind blows, their serried columns appear like marching soldiers, with burnished helmets ris-

ing and sinking as they tread the uneven plain.

While the banners and the fires of the goldenrod proclaim the location and the extent of its yellow-tented field, the sunflower has marshalled its hosts upon the Western plains and with file upon file of stalwart soldiery is protecting the corn-burdened acres of the continent with its shining shields. To-day and for a week past the sunflower has been holding high carnival. From sky to sky it has pitched its flaming tent, adding acre to acre and field to field, until its camping ground has covered the limitless plains for miles and miles, and the sun in all its glory looks daily down upon a splendor as bright as its own dazzling disk.

Too gorgeous and too big to be beautiful? They who stand in the presence of this splendor do not find it so. The stocks are stout and the leaves are coarse, but the flowers are delicacy itself. They have little fragrance; but one does not think of that whether he gazes upon the limitless billows of bloom or with the most powerful microscope examines the wonders the most diminutive blossom reveals. It is the manifestation of the Divine, and whether we find it in the tassels of Indian corn, in the glory of the goldenrod or in the flame-rimmed disk of the sunflower, it will be found to be the same living beauty which Solomon in all his glory could not surpass.

PRETTY PLAIN TALK.

A paper that has come several hundred miles to the westward has been musing while the fire burned and has at last spoken with its editorial pen. Here are the first two sentences of an article: "Two girls in this city, neither of whom is over fifteen, are going to the devil. That's plain, but it's true." "City" in the Western sense means all the way from three hundred up with a strong leaning towards the idea that the smaller the town in the opinion of the inhabitants thereof the greater the city; but the thought to be distinctly brought out is, that, small or large, this country is thickly dotted with towns and that in every one of them there are at least that number of girls that are going where the two are that have been mentioned in the article. These two girls are about fifteen years old and if any age calls for a mother's affection and tender care it is that, and if that mother-love should ever be buttressed by a father's solicitude it is now; and what that mother and that father can be thinking with those young girls walking the streets unattended at the unseasonable and unreasonable hours remains to be stated.

It is hardly the time with the feminine 15-year old racing up and down the devil's highway alone after dark to discuss the "rights" of the sexes. It is conceded without contention that the "rights" for the girl and the boy are the same, that the boy should be as carefully guarded from evil influences as the girl and that the man side of the house instead of shirking his duty should manfully and strenuously and constantly be on

the lookout for his boy; but just now it is a condition, not a theory that the social world is after and the consensus of public opinion is that both boy and girl should be kept off the streets after nightfall, that while the being there then is bad for both it is infinitely worse for the girl and that she should, therefore, be correspondingly cared for.

This leads inevitably to but one conclusion: the woman, the mother, the maker and the keeper of the home, is the first one to blame for the 15-year-old's street gadding and not until she has done her best and failed should the man, the husband, the father, the home-provider, be censured. The two, anyway, are responsible for the coming womanhood of the maiden

"Standing with reluctant feet

Where the brook and river meet,"

and when those feet at that age are allowed to wander at large without hindrance and without limit of time and place the result is what fatherhood and motherhood are appalled even to think of.

It has been said with considerable earnestness that this street-running is after all only a result. It is said, and every community affirms it, that the girl street-haunter is the same child whose mother began years ago to deck her "in rings and things and bright array," to talk to her about her "little beau," to fill her infantile ears with society nonsense, to have a party of little beaux and belles attended with all the formality of the "smart set" grown-ups with every hint and suggestion of childish innocence crushed out; in a word to make a young woman of the six-year-old ten years before her time and to encourage in every possible way in the little "tots" the airs, the language, the fashions and the nonsensical everything that grace—unless disgrace be the better word—and that transpose the innocence of childhood into the shameless womanly wickedness of later years.

"What would you have?" Not "you;" but the dear, sincere, child-loving, old-fashioned world wants and, may it be said, is determined to have just one thing, an earnest, affectionate, Christian motherhood. It is a want that is getting to be a crying need and with that supplied the babies will go to bed at bedtime, the boys and the girls will go to school and be just boys and girls until they become sturdy men and graceful women, ready to take up the labors of life that fall to them and so bring back earlier that Golden Age long promised but not yet realized.

A SYCOPHANT REFORMED.

If there is anything which is repulsive to the average merchant it is to have a clerk who assumes that he may gain favor and advancement by sycophantic practices and so loses sight of the fact that he is employed to produce results in handling lines of goods, taking care of a certain department of goods or in selling and attending to all kinds of merchandise offered for sale by his employer.

"Of course it is quite well known all over town that I am not a de-

clared religionist," said a prosperous merchant, "that is to say, while I am fond of attending religious services and do attend quite frequently, I have never identified myself with any church. It is not so widely known that I very gladly contribute of my means and in accord therewith to any object sought by any church which meets my approval."

And then the gentleman told how, after attending a morning service at a certain church, he was effusively greeted in the church lobby by one of his clerks, who expressed the deepest gratitude because his employer had become "acquainted with our church" and urged him to stay over for "Bible class, to which I belong," and added that he was being urged to take the teachership of a class of boys.

"Of course that was all right," continued the merchant, "and I believe the man was sincere; but I knew all the facts he presented some time before he told me and gave him credit for his faith and devotion. And he was a fairly good clerk, too, so that I had him marked for advancement. But for three months after meeting me at church he was a fawning, condescending, omnipresent lickspittle nuisance, or would have been had I not 'called him.' I took him into my private office and told him I was glad he was a church goer and a member of a Sunday school; I also acknowledged that he was a courteous clerk and a pretty good salesman and might be a better one."

Of course the clerk appreciated his employer's frankness and began impressing the fact upon him by indulging in an elaborately tedious outburst of flattery, when the merchant said: "Cut it out. That's what ails you, it's your chief fault. Everybody does not comprehend the cant phrases you indulge in and, as a rule, an employer does not care to be exalted to his face."

The sudden check and the unqualified frankness of the employer wrought a revolution in the employee, and to-day, while still a church goer and a Sunday school member, he is one of the most competent salesmen in his friend's service.

A little human affection is worth a lot of argument about the divine love.

BUSINESS CHANCES.

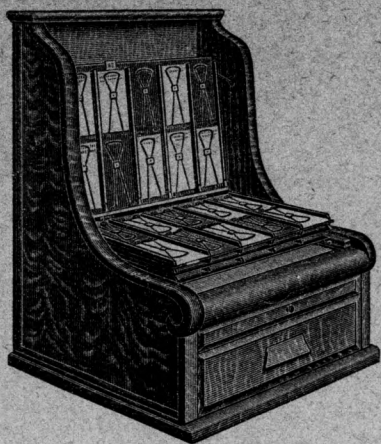
For Sale—Hardware business in Hart, Mich., at cost price, inventory about \$4,500; a snap if taken at once. East Shore Land Co., Hart, Mich. 40

For Exchange—Farms and timber lands in Sunny Tennessee, to exchange for farms, stock of merchandise or anything valuable. J. W. Sherrill, Hillsboro, Tenn. 39

Well-equipped and thorough going sheep company in Wyoming will take in a proper party with \$15,000 capital; purpose, increasing business to invest in another band of sheep; investment will net on the average of 40%; business stands full investigation. References exchanged. 33-Mile Sheep & Land Co., Shrap. Wyo., Natrona Co. 38

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—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



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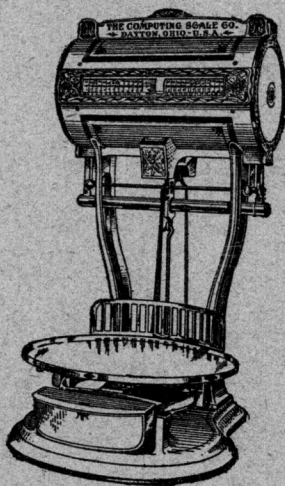
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years.

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neither does paint and gold stripes
make a computing scale. It is the
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R. M. Wheeler, Mgr., 35 N. Loula St., Grand Rapids, Citz. 1283, Bell 2270

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BECAUSE we want the best trade
and the most of it, we do printing
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such thing as temporary success. A result
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body is not success, although it may be
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Grand Rapids, Michigan

The Only Reason Someone Doesn't

Make as good a ketchup as Blue Label is because they can't.



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As long as we have the finest ketchup on the market we are satisfied. As long as we create an enormous demand for it by our advertising and keep your customers buying it on account of its quality and give you a good profit, we believe you will be satisfied.

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