

How Did You Die?



Did you tackle the trouble that came your way
With a resolute heart and cheerful
Or hide your face from the light of day
With a craven soul and fearful?
Oh, a trouble's a ton or a trouble's an ounce
Or a trouble is what you make it,
And it isn't the fact that you're hurt that counts,
But only how did you take it?

You are beaten to earth? Well, well, what's that?
Come up with a smiling face;
It's nothing against you to fall down flat,
But to lie there—that's disgrace.
The harder you're thrown, why, the higher you bounce—
Be proud of your blackened eye.
It isn't the fact that you're licked that counts,
It's how did you fight and why?

And though you be done to the death, what then?
If you battled the best you could,
If you played your part in the world of men,
Why, the Critic will call it good.
Death comes with a crawl or comes with a pounce,
And whether he's slow or spry
It isn't the fact that you're dead that counts,
But only how did you die?

Edmund Vance Cooke.



"State Seal" Brand Vinegar

Just a word about its quality, it is par-excellence. For Pickling and Preserving it will do anything that Cider Vinegar will do, and its excellent flavor makes it superior for the Table. Mr. Grocer, it will

pay you to investigate. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Are You In Earnest

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

Michigan Tradesman

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

Grand Rapids, Michigan

Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 29, 1909

Number 1358

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OUR ANNUAL FAIR.

Now that the West Michigan Fair for 1909 is a matter of history—and from the gatekeeper's standpoint a matter of pleasant history—the question arises as to whether or not it may be possible to at once take steps to begin a campaign and to carry it to a successful issue which shall result in pronounced betterments for next year.

As an initial idea the Tradesman suggests the possibility of securing for the Fair an adequate, worthy representation of the industries of Grand Rapids and Western Michigan. As the metropolis of this portion of our State, Grand Rapids should make a showing of her products adequate to her splendid standing as an industrial center and, moreover, Grand Rapids should welcome as worthy and loyal coworkers the manufacturers in Kalamazoo, Battle Creek, St. Joseph, Benton Harbor, Holland, Grand Haven, Muskegon, Newaygo, Big Rapids, Cadillac, Greenville, Belding, Ionia, Grand Ledge, Lansing, Hastings and so on all through the western portion of the State.

Such an exhibition will be possible only through a splendid co-operative example of public spirit with the officials of the West Michigan Fair as the inspiration and guiding force. Under such leadership such an exhibition is quite possible.

As a good first step the Fair officials might arrange for a conference between the managers of the leading industries in the city and themselves for the purpose of formulating and adopting a plan whereby the competitive phase of the Fair may be based more upon the greatest benefit to the greatest number than upon the petty foundation of insignificant cash awards.

This status being reached, the next problem would be one of ways and means, which can be solved only upon a basis of public spirit and generous co-operation.

No cash award, no medal nor diploma would counterbalance the expense of making an exhibit such, for example, as it is possible to make by the Furniture Manufacturers' Association, the O. & W. Thum Co., the Bissell Carpet Sweeper Co., the Wallin Leather Co., the Excelsior Wrapper Co., the Alabastine Co., the House of York or any of our shoe manufacturers, our brass and iron founders, our toolmakers and machinists, our engravers, printers and binders, our box manufacturers, our pharmaceutical chemists and dozens of other great producers of standard articles made on a large scale in Grand Rapids and about which, outside of furniture, the people of West Michigan have little or no understanding.

Capital aggregating more than a million dollars is invested in gardening under glass inside or just beyond our city's limits, and under judicious and fair conditions it would be possible to arrange such an exhibition of such gardening products and processes as would astonish the entire State. There would not be directly any benefit accruing to the exhibitors beyond the immediate widespread knowledge and appreciation in the State of Michigan of the magnitude and importance of that feature of Grand Rapids' resources.

It is possible to raise the ways and means, it is possible to formulate the policy and plans, it is possible to develop the public spirit and civic pride necessary for such a West Michigan Fair next year. And with the making of such a revelation successfully carried out the officers of the West Michigan Fair would achieve a triumph not only unique but of inestimable value to the State at large and the country in general.

A WISE CONCLUSION.

Some summers ago—the number is not a matter of importance—a Wyoming ranch extended its hospitality to a tenderfoot and the tenderfoot accepted. The stay, covering a number of days, was a continued surprise and delight. The wild and the woolly may have been there, but they did not show themselves. The conveniences of gentle living had been brought in and from bathtub to piano it was evident that civilization had found its way into Wyoming and had come to stay. One evening at dinner while there was a tarrying over the walnuts and the wine and the cigars had come in to give a finishing touch to the repast, the master of the ranch after satisfying himself as to quality of the brand passed the box along with the remark that he had not smoked for over twenty-five years. There was a look of wondering surprise on the face of the

tenderfoot which the ranchman readily interpreted and he said:

"When I first moved on to this ranch tobacco was my constant solace. From my youth up it never was away from me. On the round-up my pipe indicated my whereabouts and from supper to bedtime I was the center of a dense smoke-sphere. After a while I began to feel a little the worse for wear and, vainly trying to live it down, the next time I was in Omaha I hunted up a doctor and began to pour out my list of woes. I had hardly begun when he broke in: 'Same old story; you needn't go on with it. Same old treatment and here it is: You have come to that place where you're going to stop using tobacco or give the undertaker a job. It all depends on yourself.' So I paid his bill and left him. When it comes down to a question of live or die, it doesn't take long to decide, and I said 'live' with considerable earnestness. For the next three months I thought I was going to die and, like the man who was seasick, I was afraid I shouldn't! After that I got over the craving for the stuff and one after another my troubles left me. I haven't been sick for years and nothing now will change my belief that the conclusion the Omaha doctor forced me to was a wise one."

Every man at the table removed his cigar from his mouth long enough to remark, "There is no doubt about that;" and with that for a text it was easy to assert and illustrate its truth in other lines of life. "The man who will can, and that's all there is to it."

"Hustead over here on the next ranch can't save his money. For ten years with the best grass there is on the creek and his stock always increasing he makes trip after trip to the stock yards with bunch after bunch, but he always manages to come home with empty pockets. Ask him what the matter is and with a shame-faced look he'll say he can't. As if that were a reason! The fact is he can if he wants to, but men of that makeup don't want to and the whole question centers right there. Let it be brought down to a question of your money or your life and in less than five years Jim Hustead would be a rich man."

This will business from every viewpoint is something to be carefully looked after and its consideration can hardly begin too early. The school boy comes home from school in tears at the teacher's injustice. The lessons are long and hard and he "can't git 'em." He's "tried and tried;" but the sympathizing mother finds that the poor record and the poor lesson it stands for mean not

inability but an overfondness for fun in the schoolroom, and that the hardship complained of is due entirely to the exercise—the lack of it rather—or that will power which it is the purpose of home and school together to generate and foster.

It would be easy to go on with this: The tramp at this moment begging at the back door could earn his living if he would and the story he tells, be it long or short, would only confirm the ranchman's, that whether it is a matter of nicotine or anything else at the bottom it depends upon the power of the will, and he is wise who makes an early application of it.

AN APPEALING STATEMENT.

The other day a lady was riding through the country and saw this sign prominently exhibited by the roadside near a village: "Autos please go slowly. School house 300 yards distant." The lady making the report says that the sign struck her fancy as being novel and unique and she wondered what effect it would have upon tourists, many of whom were hourly passing this particular point. So she took her stand within plain sight of the sign and made a minute of what she saw. While she stood there several whiz wagons whirled by and each seeing the sign slowed down and took a pace with which the most cautious could not possibly complain. There is a suggestion in this to women's clubs who might be interested in safeguarding the school yards and playgrounds in cities and villages.

There are other suggestions in it, too. It is a common thing to find on the outskirts of villages great signs setting forth that automobiles which do not slow down to ten miles an hour are running the risk of paying the penalty of \$25 which would be imposed upon offenders. Despite these warnings scores and scores of chauffeurs, amateur and professional, rush along and take the chances and the pedestrians left in the way must hustle; but in the case referred to there was no threat of any fine or arrest or any punishment of any kind. All there was of it was the suggestion that little children might be in the way and the request made in their behalf was observed and heeded, not only every time but cheerfully. That tells the story of how every man has in his heart a place for little children, a fondness and a tenderness for them, a willingness and indeed a determination to protect them. There are few things in this world so successfully appealing as a little child.

The way to meet some doubts is to look them squarely in the face and then blow them away.

SUCCESSFUL SALESMEN.

John W. Symons, Jr., Representing
C. Hoffman & Son Milling Co.

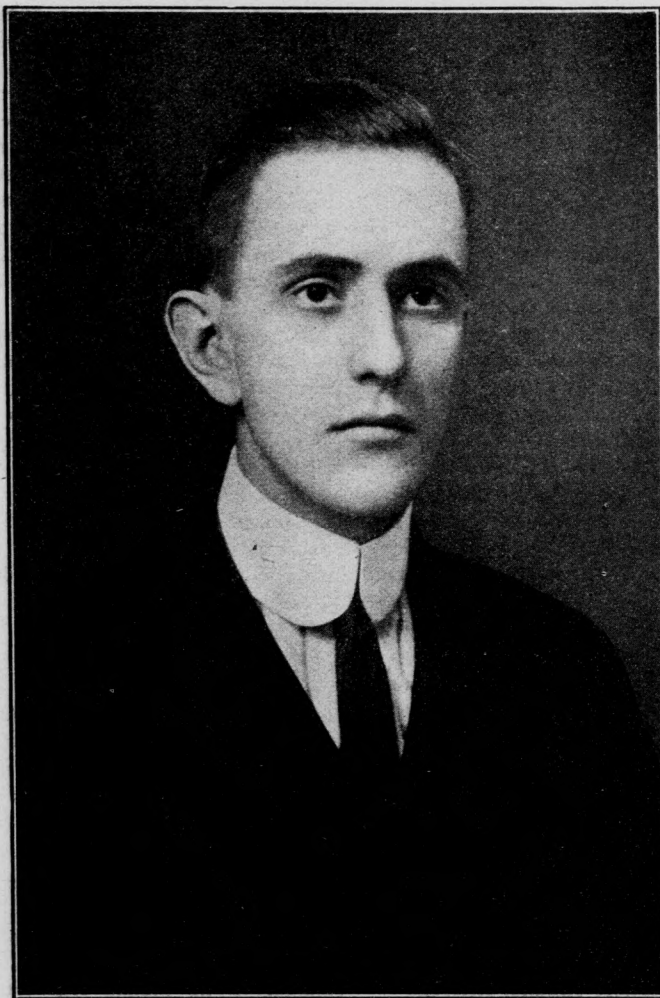
It has been said truly that this is the age of young men and that those who are now actively engaged in making the commercial history of this country are well below the half-century mark. It is interesting to consider why so many young men are being pushed to the front and why such a large proportion of them succeed in carrying heavy responsibilities.

The answer may almost invariably be found in the training that such young men receive. Their education generally embraces two great fundamentals which ordinarily have existed separately. In the makeup of a successful salesman it no longer is considered sufficient that a man shall have a complete academic training or sufficient that he shall have had intimate experience in the business in which he is engaged. The commercial world now demands that he shall have both qualifications—that his general education shall be well grounded and complete, and that it shall be supplemented by a close study of the particular business in which he is engaged. For this reason we find young men completing their college courses at an early age and then plunging immediately into the most minute details of the enterprise which is to have their future care and attention. As a result they emerge fortified and equipped in every way for the business in hand.

The practical man without an education or the impractical man with it is each seriously handicapped in the struggle for commercial supremacy. The former finds himself brought into competition with keen minds familiar with the latest methods for applying successfully academic knowledge to serious business. A man equipped with as complete an education as the books can give him finds himself less able to solve daily problems than the man of less academic training but more experience. It is only with a foundation of the securest kind and a training of the severest type that a young man is equipped to meet problems as they arise in the swift competition of this day and generation.

John W. Symons, Jr., was born in Saginaw, January 15, 1887, being the third of five children. His father was of English descent and his mother was a Smart of Scotch descent. He attended the public school until he had finished the grammar grade, when he spent four years at the Dr. Holbrook School at Ossining, New York. He then entered the law department of the University of Michigan, where he remained two and a half years. During his first summer vacation after entering the University he took the Michigan agency of the New Prague Milling Co., New Prague, Minn. He liked the work so well that when he was offered the State agency of the C. Hoffman & Son Milling Co. he gave up the thought of entering law for the present to take up the work of exploiting

the sale of Fanchon flour. He has been very successful in introducing this brand, having recently brought an entire trainload into the State, which was the largest shipment ever recorded in the flour trade of Michigan. His ambition is not yet satisfied and he looks forward to making up another trainload within a short time. His business is to establish wholesale agencies for the sale of flour, dealing exclusively with the jobbing trade. He is located in Saginaw and undertakes to see his customers about once a month. In addition to his regular business he made a trip to the South last spring, establishing brokers in the States of Mississippi, Alabama, Georgia, Florida and South Carolina.



John W. Symons, Jr.

Mr. Symons is a member of the First Presbyterian church of Saginaw, but has no fraternal affiliations except the college fraternities he joined at Ann Arbor. He is an enthusiastic automobilist and a base ball crank of the first water. He does not play ball, but he never permits an opportunity to witness a game escape him. When the question of selecting a name for a new park recently came up before the people of Saginaw he was put on the committee on the theory that he was the craziest fan in town.

Habitual regret simply puts the headlight on the tail end.

If you are a saint you will want to be something.

What Other Live Cities Are About.

Written for the Tradesman.

Zanesville, Ohio, will have purer water and has practically decided on a slow sand filtration system, which it is estimated can be installed for \$100,000.

For years gambling has been conducted openly in connection with the saloons of Wheeling, W. Va., but the decent element in the city's affairs is gaining the upper hand now and the proprietors of gambling dens have been ordered to close up shop.

Wheeling is having all sorts of trouble in finding a location for its garbage incinerator. It was decided to install a reduction plant similar to the one in Zanesville, Ohio, and a site was picked out, but the people

es of 500 to 1,000 tons may reach the city.

The Supervisor of the Street Cleaning Department of Washington asks for \$576,277.02 to keep the city clean during the coming fiscal year. This sum is considerably larger than the requisitions of former years, but this official aims to make Washington a model city as respects cleanliness.

St. Paul is paying \$1.65 a square yard for repairing asphalt pavement, \$2.10 for resurfacing and from \$2.25 to \$2.35 for laying new asphalt pavement. These prices, so it is claimed in St. Paul, are much higher than obtain in Detroit, Pittsburg, Indianapolis, Toronto, Winnipeg and many other cities, and a municipal asphalt plant is proposed.

Baltimore taxpayers have formed a league to secure for the city a better representation in the State Legislature. The city has a population that is nearly one-half of the total population of the State and pays taxes on 60 per cent. of the total assessed property of the State, but has only twenty-eight members in the House against 100 for the outside counties. This gives the State absolute control of the city from a legislative standpoint, even the Police Department of the city being a State organization.

The cornerstone of the George N. Clayton College, in the outskirts of Denver, was laid last week. Mr. Clayton has founded a college for homeless boys, which is to be operated in connection with the tilling of irrigated lands to teach the homeless boys, orphans and cripples some handicraft whereby they may make their way in the world. It will be conducted on much the same plan as Girard College, Philadelphia, and will care for more than 400 unfortunate children.

Toronto is busily at work on its big sand filtration plant at the Island, whereby Lake Ontario water is to be made fit for all purposes in the city. The plant will not be completed this year.

Four citizens of Pueblo, Col., have applied to the City Council for permission to use the sewage for irrigation. They agree to pay the city \$100 annually for five years and plan that with certain water rights which they own and with the sewage from the city they will be able to place under irrigation 3,000 acres of land adjoining Pueblo which are now not producing anything.

Lansing will oil Pennsylvania avenue to lay the dust. The work will be done by boys of the State Industrial School.

Ft. Wayne will entertain a waterway convention Nov. 10 and 11 to advance the cause of the projected canal between Lake Erie and Lake Michigan via the Maumee River and Ft. Wayne. Almond Griffen.

Enact a reform in a private business and save the time and money of men and you are an economist; just even propose a like reform for the city hall or the court house and you are at once a socialist, an anarchist and a blatherskite.

oi the ward did not want it and they had no trouble in securing the affidavits of Zanesville people that the crematory was a nuisance, smelling to heaven. People of the other faction obtained signed affidavits just as easily to the effect that no bad odors come from the burner. So there the matter stands in deadlock and the Board of Control can do nothing.

An enthusiastic meeting to discuss the improvement of inland waterways in general and the Tennessee River in particular was held last week at Knoxville under the auspices of the Manufacturers and Producers' Association. Knoxville wants to do her share and has appointed a committee of six men to solicit funds for deepening the river so that barg-



Thousands Know Its Value==Do You?

A few years ago the AMERICAN was unheard of—today it is being used by thousands of the brightest, brainiest, busiest merchants of the country.

Why? Because it is actually doing for its users just what is claimed for it. Because it turns losses into profits. Because it both makes and saves money. Because it strengthens and retains old trade and makes every credit customer a "good as cash customer." Because it helps to attract good paying new trade.

The American is not the result of one man's thought, experiments or ideas. Men with many years of successful merchandising experience, who knew the needs of the merchant

for something that would effectually stop the many little leaks and losses and turn them to profit—who studied the many other "systems" devised for that purpose and overcame their deficiencies—were the inventors and are today manufacturing and selling the American.

The many valuable and superior features of the American have forced competitors to improve the standard and efficiency of their product. They did it, in some cases, by imitating. But withal the American still stands out alone, in a class by itself, unequalled and its superiority is recognized on merit alone.

The American Account Register System

was designed to save the merchant valuable time, labor, worry and money, and at the same time make actual money for him in his business, thereby reducing the operating expense of the business and increasing his profits. The American is doing this and more for its thousands of users, as you will learn by communicating with any of them. (If you do not know of any users in your vicinity write us for their names and address.)

The American System does away with all book-keeping and saves time, expensive labor, worry and money thereby. It prevents errors which cost money. It handles any kind of a business transaction with only one writing. It keeps each and every account posted to the minute ready for settlement at a moment's notice. It does away with forgotten charges, disputed accounts, and prevents loss in handling petty charge sales and C. O. D. sales. It collects accounts and would reduce the amount of money you now have outstanding in unpaid accounts. The American will keep you in touch with your business at all times so that you can ascertain the actual net profits or losses for any year, month, week or day, down to the hour. **It gives you the details of your business without requiring you to do detail work.** It makes satisfied customers and draws new trade.

The American is the only system in the world that both saves and makes money for its users. We have pointed out above some of the ways in which the American will save money and increase profits—some of the ways by which it will pay for itself in a few months of use—there are many more which we want to explain to you personally.

The advertising feature which is a part of every complete American Account Register, which is shown at the top of the register illustration to the left, is a real money maker. It will increase your sales, make real salesmen of your clerks, and works automatically without any expense. When our representative is in your city and calls to see you, be sure to have him explain this money making feature to you in detail.

We make over 300 different sizes and styles of Account Registers ranging in price from \$50.00 up

We guarantee to furnish you with a more complete system and better Account Register for less money than any other concern in the world

Send your name and address for full information.

The American Case & Register Co.
Salem, Ohio., U. S. A.

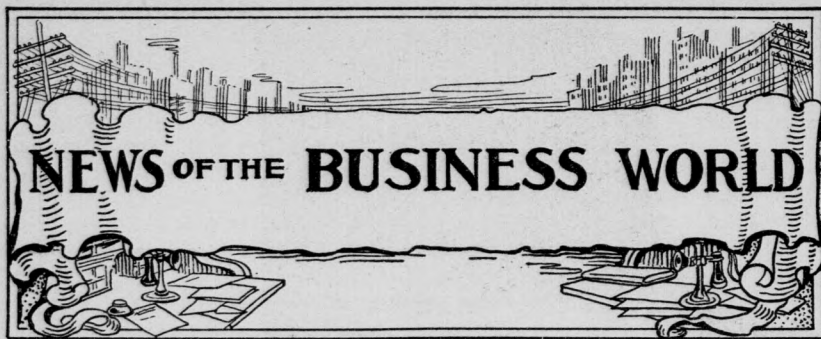
Kindly give me more information on the American System as it would be used in my own business.

Name _____
Street and No. _____
City _____ State _____
Business _____ No. Accts. _____

We want you to investigate the American Account Register System. We want you to give us the opportunity to prove the statements we have made. Let us show you how the American will save and make money for you in your own business. Cut off the coupon and mail it today.

The American Case & Register Co.
Salem, Ohio, U. S. A.

District Sales Offices } 42 So. Ionia St., Grand Rapids, Mich., J. A. Plank, Mgr.
401 Second Ave., Detroit, Mich., R. C. McLeod, Sales Agent
134 So. Boom St., Saginaw, Mich., C. H. and H. P. Smith, Sales Agents



Movements of Merchants.

Jackson—Jacob Walz has opened a bakery on Bridge street.

Mancelona—Joseph Cole has opened a general store at this place.

White Cloud—Albert Schurger, of Monroeville, Ind., will open a bakery here.

Portland—Floyd Merrill, of Lansing, will open a flour and feed store here.

Hillsdale—Charles Chilson has sold his jewelry stock to M. F. Lagassee, of Newaygo.

Cheboygan—C. H. DeGowin & Co. are succeeded in business by the W. A. Lenz Drug Co.

Belding—M. B. Wetmore, of Palo, has purchased the meat market on North Bridge street.

St. Johns—Lewis Seigel has opened a Five and Ten Cent store in the Opera House block.

Standish—Keller & Amsbury, dealers in groceries and crockery, have dissolved partnership.

Ionia—A new meat market has been opened here by William Payne, a veteran in the business.

Caledonia—B. F. Washburne has purchased the flouring mill at this place from K. H. Pursel.

Lansing—Eugene Parker, a former resident of St. Johns, will open a jewelry store on Washington avenue.

Colon—Robert Adamson, dry goods dealer at North Adams, has opened a new dry goods store at this place.

Cadillac—S. Curtis has purchased the hay and feed business of Mrs. Robert Johnson at 217 North Mitchell street.

Fenton—Henry Adams has sold his stock of hardware to Oscar H. Wilcox, of Ada, and Edward Ward, of Standish.

Lowell—Troub & Ives is succeeded in the grocery business by Guy H. Troub, who will continue it at its present location.

Shepherd—The elevator run by M. E. Walker & Son, which was destroyed by fire the first of the year, is being rebuilt.

Adrian—Ed. J. Fox and William Stencell have purchased the Bowerfind Bakery and will conduct the business in the future.

Muskegon Heights—DeWitt & Vanderstelt, dealers in hardware, have dissolved partnership, Mr. DeWitt assuming full control.

Dailey—C. J. Howard has sold his stock of general merchandise to Wm. Forbes, of West Pullman, Ill., who took immediate possession.

Weston—G. N. Negus has sold his stock of general merchandise to W. K. Nelson, who will continue the business at its present location.

Morrice—Jasper Cady has sold his stock of hardware to Charles Speerbrecker, formerly in the employ of the Dunham Hardware Co., of Lansing.

Vicksburg—Charles Goostrey has sold a one-half interest in his undertaking business to F. L. Critz, Assistant Cashier of the Farmers State Bank.

Owosso—Meier Bros. have sold their stock of hardware to Thayne Neal, of Byron, and Elmer Shadbolt, of this place, who took immediate possession.

Sturgis—H. C. Reed has purchased the interest of N. I. Rice in the grocery and meat business of Rice & Reed, the firm hereafter being known as Reed Bros.

Ludington—David Gibbs has purchased the interest of his partner, M. Larsen, in the grocery firm of Gibbs & Larsen and will continue the business at its present location.

Lansing—The Cadillac cigar store of the McKinley estate has been sold to W. W. Tucker and Alex McEwan, of Bay City, who will continue the business at its present location.

Tecumseh—The Webster-Anderson Dry Goods Co. has consolidated with S. W. Anderson & Son and will conduct the dry goods business under the style of the Anderson Dry Goods Co.

Scottville—John N. Mack, for more than twenty years one of our leading merchants, will retire from business Jan. 1, turning over the active management to Malcolm H. Coburn, of Pentwater.

Ford City (Wyandotte)—P. H. Aber, who has conducted a general store here for many years, has disposed of his grocery stock and will devote his entire attention to his dry goods business.

Luther—Grant Baker has purchased an interest in the meat business of Montgomery & Smith, of this place, Reed City and Cadillac. His work will be at the latter city and he will be assisted by Miss Mona Baker.

Berlamont—A new company has been organized to handle produce under the style of the Fox Farm Produce Co., with an authorized capital stock of \$2,500, of which amount \$2,500 has been subscribed and \$2,500 paid in in cash.

Wexford—D. W. Connine & Son suffered a loss of \$32,000 by the destruction of their general stock and store building last Wednesday. The firm had \$22,000 insurance. The Economy Mercantile Co. suffered a loss of \$7,500, with \$6,700 insurance.

Menominee—A new company has been incorporated under the style of the Central West Coal Co. for the

purpose of buying and selling coal, coke and other fuel, with an authorized capital stock of \$25,000, of which \$1,500 has been subscribed and paid in in cash.

Detroit—A new company has been organized under the style of La Marie Antoinette Co. to engage in the general confectionery business, with an authorized capital stock of \$15,000 common and \$10,000 preferred, of which \$15,000 has been subscribed and paid in in property.

Saginaw—Nathan Nathan, a resident of this city for more than half a century and one of the pioneer merchants, died recently, after an illness of six years. During war times Nathan conducted a large clothing establishment on the west side and for many years was one of its best known merchants. He was a leading Mason and was 82 years old.

Flint—Walter J. Bastedo, a young tinsmith employed at the Buick plant, has been granted a patent on a unique attachment for a fire alarm booth. It is so arranged that after a person enters the booth and uses the alarm box key, the booth door locks automatically, holding the person prisoner until the department arrives. It is aimed to prevent false alarms being turned in.

Detroit—Fire originating in an accumulation of rubbish in an upper room of the building occupied by the American Butter & Cheese Co., 31 and 35 Griswold street, caused a property loss of about \$1,000 Tuesday. Owing to the presence of a heavy wind and the density of the smoke the firemen were handicapped and some time elapsed before access to the building could be gained.

Bay City—George P. Whitehouse, for a number of years a prominent resident of this city and of late manager of the Robert Beutel Fish Co.'s branch house in Chicago, will return from that city to take an active part in the affairs of the Defoe Boat & Motor Works, of which he has been Treasurer since its organization. He will devote his entire time to the duties of his position in the company.

Kalkaska—Shepley & Campbell, grocers, have closed their store and business here on account of the affliction of the former, who will go to Ann Arbor to have an operation performed for some sort of trouble in his head, thought by some to be a cancer, but this is not fully known. The stock in the store has been sold to Cole Bros., for Mr. Shepley will probably be away for from four to six weeks.

Charlevoix—A. B. Fleischer, proprietor of the Ivy drug store, and his brother-in-law, H. A. Starr, of Ludington, have bought an old-established drug store in Santa Barbara, Calif. Mr. Fleischer has made two trips to California within the past year investigating the opportunity. He will not be entirely lost to Charlevoix, however, as he will retain his store here and give it his attention in the summer. Winters he will spend in California, leaving the Charlevoix

store in charge of Mr. Frank Metcalf.

Manufacturing Matters.

Clare—The Clare Knitting Mills has increased its capital stock from \$15,000 to \$50,000.

Lansing—The Olds Motor Works has increased its capital stock from \$2,000,000 to \$4,000,000.

Detroit—The Herreshoff Motor Co. has increased its capital stock from \$90,000 to \$140,000.

Kalamazoo—The Michigan Buggy Co. has increased its capital stock from \$300,000 to \$500,000.

Frankfort—E. E. Smith, of Coatsville, Penn., has started a brass and iron foundry in connection with the Markham machine shop.

Gaylord—The Olds & Hixson handle factory has finished operations for the year, having converted 1,500,000 feet of timber into the finished product.

Hillsdale—The Watkins Paint Co. has engaged in business with an authorized capital stock of \$2,000, all of which has been subscribed and \$400 paid in in cash.

Lapeer—The Lapeer Land & Timber Co. has engaged in business, with an authorized capital stock of \$30,000, of which \$23,500 has been subscribed and paid in in cash.

Owosso—The Owosso Culvert & Bridge Co. has been incorporated, with an authorized capital stock of \$10,000, of which \$7,150 has been subscribed and \$5,425 paid in in cash.

Detroit—The Stenuis Basket Manufacturing Co. has engaged in business, with an authorized capital stock of \$1,000, of which \$1,000 has been subscribed and \$1,000 paid in in property.

Capac—The Capac Paper Co. has engaged in business with an authorized capital stock of \$100,000, all of which has been subscribed, \$30,000 being paid in in cash and \$70,000 in property.

Detroit—The Detroit Roller Bearing Co. has been organized with an authorized capital stock of \$50,000, of which \$26,160 has been subscribed, \$3,000 being paid in in cash and \$23,000 in property.

Detroit—A new company has been organized under the style of the Vincent Steel Process Co., with an authorized capital stock of \$100,000, of which \$85,000 has been subscribed and \$12,000 paid in in cash.

Blissfield—The Blissfield Creamery Co. has engaged in business to manufacture butter, cheese and dairy products, with an authorized capital stock of \$7,210, all of which has been subscribed and paid in in cash.

Grand Haven—A new company has been organized under the style of the Superior Mill & Manufacturing Co., with an authorized capital stock of \$50,000, of which \$44,000 has been subscribed and paid in in cash.

Newberry—The Hunter & Love Lumber Co. has engaged in business, with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,400 paid in in property. Operations will be carried on at Chicago.

GROCERY AND PRODUCE MARKET

The Produce Market.

Apples — \$2.75@3 per bbl. for Wealthy, Maiden Blush, Sweet Bough, King and Wagner.

Beets—75c per bu.

Butter—There is an active demand for all grades of butter. The outlook for the coming week is continued good consumptive demand at unchanged prices. Local dealers hold factory creamery at 30½c for tubs and 31c for prints. Dairy ranges from 18@19c for packing stock to 25c for No. 1. Process, 27c. Oleo, 10@20c.

Cabbage—Home grown, 40c per doz.

Cantaloupes—Michigan Osage, 60c per doz.

Carrots—60c per bu.

Cauliflower—\$2 per doz.

Celery — Home grown, 18c per bunch.

Crabapples—\$1 per bu.

Cranberries—\$7 per bbl. for Early Blacks from Cape Cod.

Cucumbers—75c per bu. for garden grown.

Eggs—The market has not scored any advance, but the general tone is very firm and a higher range is quite likely. Since fairly cool weather set in they have been more largely used for table use, as shown by the heavier buying on the part of retailers, who are taking double the amount of a week ago. There will be a good demand for fresh stock for some time, and as storage goods will not be withdrawn for at least six weeks, the price on newlaid is bound to hold firm or advance; at the same time it will pay to market steadily in order to keep stock fresh, as advances are not likely to be greater than the loss entailed by shrinkage in holdings. 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; 12c 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 \$1.50 per crate.

Oranges—Late Valencias command \$3.35@3.65.

Parsley—25c per doz. bunches.

Peaches—Late Crawford, \$2@2.25; Snacks, \$1.65@1.85; Chilis, \$1.50@1.75. The season has been an ideal one in nearly every respect. The crop was generally fine, the weather favorable with the markets hungry for good stock.

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.

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—\$3.25 per bbl. for genuine Jerseys and \$2.25 per bbl. for Virginias.

Tomatoes—65c per bu. for ripe and 50c for green.

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—Home grown are in fair demand at \$1.50 per bbl.

The Grocery Market.

Sugar—The refined sugar market is weaker, but only by reason of competitive conditions. Nominally the market is 5.05 cents, but sales have been constantly made at 4.95 cents. During the week the Federal has offered sugar for shipment anywhere, in bags only, however, at 5 points less, and in some localities at 10 points less, or 4.85 cents. The latter offer was to meet the competition of the new domestic beet sugar, which will be ready for delivery in October. As yet the other refiners have not followed, but the feeling is weak. The demand for refined sugar is fair.

Tea—Reports just received from Japan state that weather conditions have not been favorable for a good, well-developed crop and that, in consequence, the second and third crops have been lower, both in quantity and quality, than the previous year. On grades of 22c and lower there is a big shortage and nothing to be had, which is an extraordinary condition at this time of the year. The estimated crop is fully as large as last year, but of the higher grades. The first purchases of Formosas were the cheapest and best. Later teas show marked decrease in quality with higher prices prevailing. The crop will probably run a million pounds short of last year. Latest cable advices quote the Ceylon and India markets very strong for all kinds of tea.

Coffee—The market has been fairly steady for Rio and Santos coffee dur-

ing the past week, notwithstanding the large crop movement. The consumptive demand is very fair. Mild coffees are steady and in fair demand. Java and Mocha are in moderate demand at unchanged prices.

Canned Goods — Tomato packers report that the glut of raw stock is about over and that the necessity to sell in order to prevent overcrowding of warehouses or to secure ready money has been removed. Not much demand is noted at present for corn, but, on the other hand, there is no pressure to sell. The tone of the market for Southern Maine style is particularly strong, as there seems now to be little doubt that the pack will be a very short one. Peas are unchanged. Nothing of fresh interest has come to the surface in the canned fruit market during the week. Trade in California fruits has been slow, but there is a firm feeling, particularly in apricots and pears. Gallon apples remain strong under the conditions previously reported. Small fruits are in limited supply and firm, but at present the market is inactive. The market for domestic sardines is still unsettled, but there is a firmer undertone which, according to some accounts, is based on efforts to bull the market. The upward tendency of prices seems to have had a stimulating effect upon the demand. Nothing new is reported in salmon. The market is quiet but firm.

Dried Fruits—Apricots are moderately active and steady to firm. Raisins are exceedingly dull and weak. Currants are seasonably active and unchanged. Apples are unchanged and quiet. Other dried fruits are dull and unchanged. Prunes are firmer, the minimum basis price being 23½c f. o. b. The demand is light except for foreign shipment, which is large. Peaches are firm and wanted. The market is about 1c per pound above the lowest price reached a few weeks ago.

Cheese—The market is in a healthy condition at unchanged prices. The make is light for this season of the year and consumption is very good. There is not likely to be any change in the market or prices this coming week.

Spices—The market is very active. Higher prices are in order. The demand is steadily increasing and it is now likely that better values will be realized over the winter months.

Rice—Owing to the damage to the rice crop by the recent Gulf storm prices in the South have sharply advanced. Reports have been received that conservative estimates place the damage to the Japan crop at full 50 per cent. of the total of that crop. Rough rice has advanced to 40c per barrel. Duplicate orders sent to Southern mills for cleaned rice were turned down, higher prices being demanded. The situation is strong and, with prospects for active buying, indications point to further rises in prices pending a detailed report as to the damage to the rice crops in the rice belt.

Syrups and Molasses—Manufacturers of glucose have advanced 10 points and compound syrup has been

marked up 1c per gallon with it. Tinned syrup has advanced correspondingly. The demand for compound syrup is fair. Sugar syrup is dull and unchanged. Molasses on spot is not wanted just now, and prices are unchanged. The outlook is for a large crop of molasses, of which the greater part, however, will be low and medium grades.

Provisions — Everything in the smoked meat line is strong and advancing. There is a good consumptive demand for all cuts. There has been no change in prices the past week. Pure lard is very scarce and meets with ready sale at the top of the market. Compound is very firm at 1c per pound advance over one week ago. There has been no change in prices of barreled pork, dried beef and canned meats. There is a good consumptive demand.

Fish—Cod, hake and haddock are languishing on account of the warm weather. Prices are unchanged and the demand is dull. Domestic sardines have taken another peculiar turn, in that most holders have withdrawn prices on quarter oils. Some authorities say there are thousands of unsold cases of quarter oils in Eastport, while others declare that stocks are low with the situation firm. Imported sardines are unchanged and steady. Salmon on spot is in good demand at firm prices. New salmon is fairly active yet at steady to firm figures. The new Norway mackerel are now offered for future delivery, but sales have been light owing to the high prices. The new prices are a shade lower than last year's opening, but almost \$2 per barrel above the present spot prices. There is some expectation that new prices will decline, but if not Irish mackerel will be afforded a much better opportunity than they would otherwise have. Shore mackerel are scarce and dull.

Bessemer—Fred J. Carr, General Manager for the Mosher Lumber Co., of Toledo, was here last week and reported that the work at the mouth of the Carp River is being pushed and that by next summer a new town, which will rival Ashland or Marquette, will be on the map. The construction of a \$50,000 dock is under way. The timber in the Carp River country is said to be of the very best to be found on the shores of Lake Superior. It is mostly hemlock, elm, birch, maple, bass and cedar. The electric tramway for logging and supply purposes, which will be built by this company, is an entirely new venture.

The Tomlinson Lumber Co. has opened a grocery department in connection with its business at Hastings. The Lemon & Wheeler Company furnished the stock.

The next annual convention of the Retail Grocers and General Merchants Association of Michigan will be held in Detroit, May 23, 24 and 25, 1910.

The Rice Veneer and Lumber Co. has increased its capital stock from \$10,000 to \$40,000.

OUT AROUND.

Grand Rapids Jobbers Visit Two Busy Cities.

About twenty representative wholesale dealers, members of the Grand Rapids Board of Trade, boarded the northbound G. R. & I. train last Thursday morning for a trip to Cadillac and Traverse City. When the party arrived at Cadillac they were met at the train by representatives of the Cadillac Board of Trade and escorted to the Hotel McKinnon for luncheon. At the same time the visitors were handed printed folders, extending a cordial welcome to the city and bearing the programme for the day's proceedings, as follows:

11:30 to 1—Luncheon at Hotel McKinnon.

1 to 3:30—Visits to merchants and factories.

3:30 to 5—Automobile ride.

5 to 6—Visit to lumber offices, Y. M. C. A. and public buildings.

6 to 7:30—Dinner at Hotel McKinnon.

7:30—Informal reception at K. P. Club rooms.

Reception Programme.

Solo by W. A. Merrill.

Address of welcome by Henry Knowlton, President Cadillac Board of Trade.

Response by Heber A. Knott, President Grand Rapids Board of Trade.

Addresses by representatives of Cadillac.

Responses by representatives of Grand Rapids.

Solo by Howard Baker.

Address by a representative of Cadillac.

The day was an ideal one so far as weather was concerned and the visitors enjoyed their trip to Cadillac greatly. The reception in the evening was a very pleasant feature of the day and the speeches and informal talks all breathed a spirit of fellowship and good comradeship. Referring to the visit the Cadillac Evening News made the following editorial expression:

"The City of Quality extends a hearty greeting and a very cordial welcome to-day to our honored guests, the business representatives of Grand Rapids, the City That Knows How.

"We are quite inclined up here in Cadillac to regard ourselves as somewhat self-sufficient and to talk of the things we can do and can be through our own exertions. But such expressions are usually made more in a spirit of mutual encouragement than through serious reflection, and we well know the limited extent to which they are true.

"Those who know much or little of the practical and theoretic movements and relations of individual and communities know that Cadillac is more than a little dependent upon Grand Rapids, just as our larger neighbors farther down on the Grand Rapids & Indiana Railroad are to some extent dependent upon Cadillac.

"One important line of our growth and development as members of families and of communities and sections in these latter days comes through the better recognition of our relation

to each other and our responsibility for each other. The well-doing of Grand Rapids, the contentment of the people of Grand Rapids and the upbuilding of Grand Rapids are matters of direct interest and importance to Cadillac.

Mutual progress and all the elements that create contentment can not exist in one community without proving of direct value to all the other communities to which it is related. The progress of Grand Rapids through recent years has been in many ways helpful to Cadillac, and we believe it to be true that every additional industry gained by our city, every new farm cleared in this vicinity and every new home established in Cadillac add something to the material and business value of property in Grand Rapids. And the elements that make for contentment and happiness in Cadillac are practically effective in reproducing their kind in Grand Rapids.

"It is because we believe these things to be true that as a representative of Cadillac the Evening News is cordial and sincere in its greeting to our Grand Rapids visitors to-day, the representatives of the wholesale dealers of that city. We approve of the purpose of their visit and hope it will be in every respect satisfactory and successful."

The late train Thursday evening bore the wholesalers to Traverse City, where they were pleasantly entertained at the Park Place Hotel and devoted nearly the entire day Friday to viewing the city, calling on their customers and making the acquaintance of prospective customers. Some of the guests were taken to Old Mission and others made an automobile trip to Wexford, interviewing the merchants who were deprived of their buildings and stocks by fire the day before. The feeling here was also very cordial and many pleasant hours were spent by the visitors, who left Traverse City at 4:30 and arrived in Grand Rapids at 9:15.

Referring to the visit the Traverse City Eagle contained the following:

"Slipping into the city in their private car, quietly and unostentatiously, twenty-three of the prominent wholesale merchants of Grand Rapids arrived here at 11:15 Thursday evening over the G. R. & I. from Cadillac. It is a visit of considerable importance from many standpoints, and presages an era of commercial advancement which will have its effect on this city and the surrounding country. It is for the purpose of securing a more firm union between the wholesalers of the Furniture City and the retailers of the Queen City that this trip was planned, and while it has been attended by little pomp and ceremony the results will be as sure as if the band of visitors were accompanied by the blare of trumpets.

"Viewed from the angle of importance this visit is of considerable moment as securing for Traverse City its rightful place in the respect of the middlemen. Such an undertaking as these representatives of the Furniture City have planned is not entirely for their own personal benefit,

but it is the outcome of a determination to cement more firmly than ever the business relations between the two cities which are geographically in the same district where conditions are common and where a union can not but be beneficial.

"When the visitors arrived here it was to find a committee from the Board of Trade ready to take them to the hotels to remain for the night. They asked not for a grand reception, but to be shown merely the courtesy which the city would extend to any visitor, and which they received in ample measure. Bright and early this morning automobiles were put at their service, and during the day they had but to suggest their wants to the Entertainment Committee to receive any favor which could possibly be shown them.

"Their visit about the city included not only the individual stores in which the wholesaler is of course vitally interested, but also the beauties with which the city is possessed, including the handsome drives in and about the business center. Many were the remarks made by the visitors which prompted a spirit of harmony which prevailed throughout the day.

"After they had looked their fill and met the merchants about the city they left at 4:30 over the G. R. & I. for their home, but it was with a feeling of intense gratitude for their entertainment, coupled with a desire to receive at any and all times any representatives of this city who might happen in Grand Rapids. Cadillac and Traverse City were the only cities visited on this trip, but it may be the forerunner of many more of these profitable excursions."

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 25—For a few days business has been secondary to the celebration. There must be very many buyers among the crowd and these will, doubtless, leave a good deal of money with the jobbers. Markets generally are well sustained and Brazil coffee is selling more freely than last week, but buyers are not purchasing much ahead of current requirements. In store and afloat there are 3,678,000 bags against 3,237,883 bags at the same time last year. Most of the jobbing houses here will close this afternoon and on the afternoons of Tuesday and Thursday. At the close Rio No. 7 is quoted in an invoice way at 7¼@7½c. Mild coffees show steady improvement and orders have come in freely from almost all parts of the country.

Teas keep up the recently-acquired spurt of activity, much to the delight of sellers, and the outlook is most encouraging. Cables are strong and everything points to advancing quotations. It is a good time to make purchases of tea because the supplies are almost certain to be short.

Sugar is steady. Refineries are making an effort to catch up on orders and within a week the market will be running along in good shape,

but just now the trade is making a great howl for promptness in delivery. Prices are well sustained.

Rice is firm and every day sees a firmer feeling among the trade. The big storms have played havoc with the crops and the milling properties and the outlook is anything but cheerful. Offers have been turned down on the basis of present rates and large sales made at a pronounced advance.

In spices pepper has occupied the center of interest. Some large sales have been made and it is reported that London is a buyer here. Black Singapore is 7½c and on this basis parcels have changed hands freely. The whole list of spices seems to be moving with greater freedom and quotations are firm in every instance.

Molasses is quiet, but with a firm undertone, owing to the reports from the South regarding the damage done to crops. Prices as yet show no change whatever. Syrups are firm.

Canned goods sell in about the usual manner. The tomato pack is ended and at this writing there seems to be a more confident feeling among packers. Stock can still be bought at 62½c, but holders are not urging sales at this. There is no question of a dearth of canned tomatoes, but at the same time there will not be the tremendous pack that has been put up in some former years. There is said to be a pack of peas half a million cases less than last season and quotations are pretty well sustained. Desirable corn is also short and quotations are firm. Other goods are unchanged.

Butter is steady for the top grades and the whole range is firm. Creamery specials, 31c; extras, 30c; firsts, 28@29c; creamery, 30@31c; imitation creamery, 24½@25½c; Western factory, 23½@24c.

Cheese is steady at 15½@16½c and in good demand.

Eggs have arrived more freely and the market is somewhat lower. Western extras, 28@30c; extra firsts, 26@27c; firsts, 24½@25½c.

Pleasure and Sacrifice.

An alert little 5-year-old was visiting a city park with her mother for the first time. She had noticed the beautiful red and white swan boats, as they passed through in the morning, and her mother had promised they should come back after the shopping was done and have a ride.

Shortly after dinner they stood on the bridge over the lagoon, watching the boats below and listening to the cry of the barker as he tried to induce the passing crowds to patronize his swan boats.

But when her mother started toward the boat landing, little Elsie declared very vigorously that she did not want to go at all, and as her mother urged her, broke forth in tears.

This sudden fear was so different from her former eagerness that her mother could not understand it until she noticed the boatman's call.

He was crying: "Come along, come along—ride clear around the pond—only 5 cents for ladies and gents—children thrown in!"

SUCCESSFUL SALESMEN.

F. M. Gardner, Representing Hirth-Krause Co.

Mr. Gardner's father, S. Albert Gardner, was born January 17, 1843, in Cuyahoga county, Ohio, to which place his father, Warren Gardner, came direct from the Mohawk Valley, New York. His grandmother was Dutch. His father enlisted Aug. 14, 1862, and was mustered out May 13, 1865. On Aug. 2, 1865, he married Miss Mary A. Downing, a schoolmate of his boyhood days. She was a direct descendant of old English stock, her people coming from New York. May 13, 1866, his father and mother landed at Traverse City and went to occupy a farm previously purchased by his grandfather for them. This farm is located in Blair township, Grand Traverse county, about one and one-quarter miles from the present village of Grawn. The farm was then solid timber and they began keeping house in a board slanty built of green pine lumber. June 23, 1867, a daughter, Elsie B., was born. She is married and lives in Traverse City. Sept. 1, 1872, Frank M. was born. His childhood was a happy one, both father and mother giving him all the advantages possible. He had to go one mile to school, but in bad weather his father took and came for his children. When 10 years old his father gave him a pair of steer calves, which he broke and used as playfellows for the next three years, by which time they were well developed, and he sold them for \$105, the first money of any considerable amount he ever had. He can remember distinctly the day he sold them and how he cried when they were driven away, but the family were beginning to need money at that time and had no particular need of the yoke of young oxen, his father having died Oct. 31, 1883, when Frank was 11 years of age.

At the age of 15 his desire for better school facilities induced his mother to remove to Traverse City for the winter. They returned to the farm the next spring and he took the lead in the cultivation of the one hundred acres of cleared land owned by the family. He had to do a man's work, for the hired men would do no more than he did. He bruised his thumb in cradling grain, causing a felon, which interrupted his work considerably.

The next fall the family rented the farm and removed to Traverse City, the mother buying a house on West Ninth street, in which she still lives. During vacations he did such work as he could find. He helped dig a ditch for a water main, worked in a sawmill, worked a farm for others, did odd jobs of painting and splitting wood—in fact, everything he could find, for times were hard with the family.

His first work as salesman was done at holiday time in a bazaar store and his first road work was taking orders for enlarged pictures. He did the work himself and made good money and sold a good many articles, but the profit was so large he felt guilty, so he took up the sale

of an odorless frying pan and met with very good success until he struck an old couple who used a gas-oil stove altogether and it was a tough nut to crack and convince them that a frying pan could be odorless when used on such a stove, but he put up good enough talk so he made the sale, for the old gentleman said he "guessed they could use one anyway, as it was a good pan."

He graduated from the Traverse City high school in June, 1892, and took a position as night clerk in the Baptist resort hotel, on the west shore of Grand Traverse Bay. He did not care for this work and accepted a position in August with H. F. Gill, at that time the largest merchant at Northport. He asked H.



Frank M. Gardner

Montague, General Manager of the Hannah & Lay Mercantile Co., at Traverse City, for a position in the shoe department, and as an opening occurred in October he accepted the same, beginning work at \$25 per month and boarding at home with his mother, paying her for same in the regular way. When they thought he was worth more they gave it. In July, 1895, his services were solicited by A. B. Hirth, then a member of Hirth, Krause & Co., to go on the road for that house, and after consulting his mother he accepted the position and went to Grand Rapids for headquarters.

December 31, 1895, he married Miss Katherine Loudon, daughter of Wm. Loudon, of Traverse City. They made their home in Grand Rapids on James street for one year, then moved to South College avenue, where, on July 2, 1897, a daughter was born, Margaret by name. In 1900 they returned to Traverse City, his territory having been condensed and Traverse City being a better point to work from. In 1905 he began building a home at 809 Sixth street, Traverse City, and moved into it in March, 1906.

Mr. Gardner still owns a part of the old farm and cherishes it far above its real money value. He also holds \$10,000 of the capital stock of the Hirth-Krause Co. and has other investments of a substantial and profitable character. He has lately

formed a copartnership with Luther V. Barker, Honor, Dr. O. E. Chase, Traverse City, James M. Loudon, Grand Rapids, and Fred C. Rice, Traverse City, to engage in the banking business at Stanwood under the style of the Stanwood Commercial Bank, which will probably be merged into a stock institution later on.

Movements of Working Gideons.

Detroit, Sept. 28—The Griswold House meeting was favored with song and praise from the River Rouge Male Quartette, composed of E. P. Bates, R. Mackeldy, Robert Morris and Rev. J. E. Littell, all of the River Rouge Baptist church. They sang first at the head of the stairs, then three pieces in the parlor, then at the close near the foot of the stairs. W. R. Barron was leader of the meeting and in his forceful way gave us some of his experiences. He said when he was a young man and joined the church he remembered a man coming to him and saying, "Do you belong to that church? Do you know the kind of people who belong there? They are a crooked bunch. You better steer clear of them." What the man said had such an influence that he determined that he would take his Bible and be a Christian all alone. He went out to his uncle's at Grape Harbor and as he looked up he could see straight and crooked vines and they all had fruit on when the branch was attached to the vine. Some of the branches were crooked and some straight. Some of the crooked branches had more than those that were straight. It was not the shape of the branch that determined the fruit. It was its attachment to the vine. He said he remembered seeing a very crooked log cut into lumber. When the saw had passed through the log a few times it was straight. There was but little lumber in the log, but what there was was straight, and those very crooks and knarls in the log made the best and highest priced lumber. We are all in the hands of our Master and we are being perfected. It is not what we now are. It is what we are to be. We are now in the hands of the potter. "It does not yet appear what we shall be, but we know when He comes we shall be like Him." The One who is now moulding us and shaping us will finally be our judge. We can not judge each other as we are being shaped and formed. We must wait until the Master's hand has finished the work. He has begun in us and on us and through us.

Rev. J. E. Littell gave the main address and he used a little man for his subject. He read the first part of the nineteenth chapter of Luke and then he came back to the fourth and fifth verses, and then we knew he was after Zaccheus, and we had a picture drawn of a little dwarf Jew. He was rich, yet he wanted to see Jesus. "Where there is a will there is a way." This rich Jew dropped all dignity and all false pride, because he wanted truly to see Jesus and took the first and best chance he could. He saw a tree and he climbed it and

he forgot all about his money and position. He wanted to see Jesus. When Jesus came along Jesus wanted to see him and He said, "Come down and make haste, Zaccheus, for I must abide at your house." The little Jew made haste and got out of the tree and the multitude found fault with Jesus because he was going to be the guest of a sinner. When the little man and big sinner was face to face with Jesus he began to confess his sin, and when he confessed all Jesus forgave not only his but his whole family's. No one ever sought Christ sincerely who did not find Him. Zaccheus knew a place where he could see Jesus and he was little and sinful and every man knows of places where he can put himself in the way to see Jesus. It took courage for the rich Zaccheus to leave dignity and climb the tree and it took courage for Christ to abide in the home of a man so despised, contrary to a strong popular prejudice; yet Jesus came "to seek and to save that which was lost." We are all sinners but some of us lack the proof of conversion which Zaccheus had—repentance, confession, restitution and benevolence. We must make good the wrong practiced.

State President Gordon Z. Gage and wife, Mr. and Mrs. C. L. Mitchell, Miss Green, Mr. and Mrs. F. E. Chapman, Fowlerville, A. T. Jones, Boston, the writer and all enjoyed a meeting of unusual interest. The next meeting will be led by W. D. VanSchaack, aided by Gordon Z. Gage, with Sister Gage presiding at the piano.

The Michigan Gideon State Rally will be held Saturday and Sunday, October 9 and 10, at Kalamazoo. Since the last National convention the states do not receive the 50 cent rebates, and this will mean freewill offering from every member for State expenses. This call is now being made by State officers.

John Adams Sherick, of Grand Rapids, is now confined to his bed on account of an accident. The trade and the brothers have missed him on his trips of late.

Flint Camp of Gideons have arranged a Bible fund service for Sunday, October 3, and Wheaton Smith, of Detroit Camp, will address the meeting. This is one of many services to be held in the State for this cause in the near future. "A Bible in every guest room in every first class hotel in the United States" is our call. Aaron B. Gates.

A Thoughtful Tramp.

"This morning I gave a tramp a hot breakfast, after which I led him out to the wood pile and handed him the axe," imparted the wife, "but he laid the axe down with such a thoughtful and commiserating remark that I gave him a dime and let him go."

"What was his thoughtful and commiserating remark?" enquired her husband.

"He sighed and said he couldn't bear to take work away from his fellow men."



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

Subscription Price.

Two dollars per year, payable in advance.

Five dollars for three years, payable in advance.

Canadian subscriptions, \$3.04 per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.

Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

September 29, 1909

A BLESSED CURSE.

Ever since Adam left Paradise he and his descendants have been finding fault with their hard lot. The ground was cursed for his sake and from that day to this "In the sweat of thy face shalt thou eat bread till thou return unto the ground." So from life's end to life's end mankind has taken up his burden with its thorns and its thistles and has eaten of the herb of the field just in proportion as he has been successful with subduing the impediments that have hindered its growth. What that success has been requires at this late day no detailed account, but right around home here there are pretty fair signs that he whose career was blighted with a curse has found that curse the greatest blessing that could have come to him and his posterity.

It will be considered no revealing of the family secrets if it be said openly and without reserve that Adam was lazy, and after all these generations it is generally conceded that in this respect in Eve he met his match. There was nothing, however, to work for. Food and shelter had been lavishly provided and in that climate clothing was not a matter of concern, so that when Raphael came unexpectedly to dinner the "mother of mankind"

—"fruit of all kinds, in coat
She gathers, tribute large, and on the board

Heaps with unsparing hand; for drink
the grape

She crushes, inoffensive must, and
meaths

From many a berry, and from sweet
kernels pressed

She tempers dulcet creams."

Without exertion they entertained their Heaven-sent guest and Milton, who describes the feast, says nothing about clearing up the table and washing the dishes after the banquet was over. There was literally nothing to do—a condition that would have continued from that day to this had there been no curse.

History illustrates the same idea. The enervated races are always the underlings. Wherever the sun is warm and the ground is fertile the

man born there has little or no incentive to exertion. He is in a land flowing with milk and honey, both provided by no effort or forethought of his own. So he eats and sleeps and like other animals finds eating and sleeping to be the end and the aim of existence, and like his fellow animals, too, is content to have it so. That, however, is not the world's work as humanity considers it. There are worthy deeds to be done, there are splendid prizes to win, there are heights to be gained and kept and even with both Poles found there are other problems to be solved and other mysteries to be explained. Will the glutton and the sluggard explain them?

A man has just gone out of here who in a single sentence has expressed a thought very common in the United States: "I began the world, you might say, with nothing. My two hands were all the capital I left home with when I was 12 years old. I couldn't read and I couldn't write my name; but, you know, I didn't let that stagger me. I soon got a place where I could earn my living and started in. Tough? Well, I don't know. I believe it was the making of me. I had to earn what I got and in getting I found out that saving was a good deal more than the earning and I saved. The cents and the nickels when they got into my hands stayed there, now I tell you, and today I can—well, you come to the town where I live and ask all the questions you want to. I'm afraid, though, I overdid it. I never had any fun except what I could get in pinching; but I'm making up for that by letting the children have a loose rein. They're never going to work as I had to and it does me lots o' good to have them go for a dollar and a half where I couldn't go for ten cents!"

The man is the son of Adam, there is no doubt about that. Like his father he received the curse and like his father, too, by the sweat of his brow he grappled with the thorns and the thistles and subdued them, until the herb they tried to choke brought forth more than a hundred and made the curse a blessing.

THE LAW'S DELAYS.

There has at one time or another been an infinite amount of talking about the law's delays, but the requisite reform has not been accomplished. Agitation and discussion are valued as public educators anyhow. They instruct and stir up public opinion and public opinion is strong enough to achieve anything it undertakes when once earnestly aroused. Legislators are guided by it eventually. It seems strange that so little reform has been brought to pass in this particular, because no good purpose is served by a continuance of the present system and nobody in particular profits financially by it. The lawyers would have just as much and more business if civil and criminal cases were disposed of more promptly. Many people hesitate to sue a just claim and sometimes refrain from doing it because they know the defendant will keep it lagging in

the courts so long that the time and annoyance involved are worth almost as much as the claim, and the claimant lets it go rather than bring suit, with its attendant bother and expense.

The law's delays in criminal cases are even worse and more dangerous. In his recent speech in Chicago President Taft referred to that particularly. He declared in so many words that it is not too much to say that the administration of criminal law in this country is a disgrace to our civilization and that the prevalence of crime and fraud, which is here greatly in excess of that in the European countries, is due largely to the failure of the law and its administrators to bring criminals to justice. As to the truthfulness of this assertion there can be no question. Especially is it obvious if the prisoner has a little money. Then he can hire a lawyer who will make dilatory motions, postpone the trial, take appeal and resort to a dozen devious methods for delays, until some of the witnesses die or move away and perhaps thus defeat the ends of justice altogether. The certainty of punishment is the greatest deterrent of crime. Every time a criminal escapes it encourages others to take criminal chances and commit misdeeds with the hope that they, too, may be equally fortunate and suffer no penalty for their offenses. The President pointed out how in his judgment some reforms could be accomplished. The matter is one deserving the attention and the support of all the people in every state, for the state as well as the Federal courts suffer in this way. The reform will come when there is an earnest, united public opinion demanding it, an opinion which is emphatically voiced and persistently urged.

KEEPING TRACK.

One day last week, very early in the morning, a representative of the Tradesman rode toward his home from the city market upon one of the delivery wagons operated by one of the leading retail grocers of Grand Rapids, and the merchant himself was driving the horse. Curious over the fact that the merchant, a gentleman in easy circumstances, should be on the wagon, the question was asked, "Do you visit the market every morning?"

"Almost without exception," was the reply, and then he told how he had found that not only the easiest but the most reliable way to "keep track."

"Keep track of what?" was asked.

"Of the most difficult and biggest end of our business through the fruit season," was the answer. He told how the market, not only for fruits but for vegetables, fluctuates and sometimes from seemingly no cause whatever. It may be light deliveries or poor ones or exactly the opposite; it may arise through some campaign for an hour or two on the part of market farmers or it may come from similar action by the commission men. Rarely is it that a man can put his finger on the exact cause.

"And then," continued the merchant, "even if this were not the fact, it is worth any man's while—that is if he cares to meet the demands of his trade—to be on the spot so that he can pick out as to quality and price just what will give the best satisfaction to that trade. Every good merchant knows to a dot almost what will be called for and how much will be required."

"What percentage of loss through buying too much or too little of green stuff and fruits comes to the average retailer?" was asked.

And the merchant observed that that enquiry was but another form of the original question, "Keep track of what?" The percentage of loss varies in almost exact ratio to the regularity and comprehensiveness with which a retailer keeps track of the daily local market. Those who rarely visit the market but depend upon proxy representatives lose more through poor and ill judged selection and because they do not keep in intimate touch with the daily idiosyncrasies of the market than do those whose habit is "keeping track."

A PITIABLE SPECTACLE.

Two decades and more of experience in the isolated and nearly inaccessible Arctic regions have given Commander Peary cause and ample time to review his work from every conceivable angle, and it is equally certain that as the result of such contemplations any intelligent, broad-minded member of the United States Navy, such as Mr. Peary is believed to be, would intuitively come to a keen realization of the fact that high-minded manliness counts equally with the most perfect of scientific data in support of such records.

Indeed, the ideal manliness which the entire world has built up around the personalities of all great explorers constitutes the chief factor in the character of those individuals. Naturally, the man who voluntarily submits himself to privations, disappointments and sufferings almost inconceivable to the average man, and for the sake of a most laudible ambition to render a distinct service to the world at large, becomes a hero physically, mentally and from the standpoint of all ethics.

Such a man, in the universal opinion, will face death unflinchingly in behalf of his cause and face it as often as may be necessary to carry that cause to a successful outcome. Such a man must necessarily be a stranger to every impulse that does not tell of the highest type of manhood.

In the present demonstration of his possession of these qualities Commander Peary has failed miserably and stands a pitiable spectacle by the side of Dr. Cook, who, whether his instruments are irretrievably lost or not, is admired and believed in by a vast majority of the world's population.

Many people who take time to learn to make doilies believe that character comes by accident.

The faith that can be hidden never stays healthy.

NOT A GOOD SIGN.

A New England bank official has taken the public so far into his confidence as to say to it that his bank alone holds mortgages on seventy residences of people who have purchased automobiles. This does not mean that seventy houses have been mortgaged to buy automobiles, but that the paying off of mortgages has been delayed in seventy cases by the desire to indulge in the pleasure which this sort of amusement gives.

If any comfort can be extracted from the information it can be stated without much danger of being disputed that the number is not only seventy but much larger than seventy times seven. East and West and in the vast between large stories are told of the mortgaging of homes for this purpose, and if one cared to indulge his curiosity in this direction one would find the stories to be founded on fact. During the summer in the East, a part of the country which was intended to include Grand Rapids; in the West, which claims Denver as a city pretty well-to-do and in more than one "city of the plains" between these two the dust of the rapidly driven motor has more than once brought out the remark that it was not the dust that was choking us but the mortgage-interest kicked up by the for-the-time-being owner of the car.

Be it true or untrue; be it the result of envy, hatred and malice and all uncharitableness, there is a feeling, a conviction, abroad in almost every community that this mortgage-making is only another name for home-breaking, that the end of the first is the beginning of the last and that the inevitable smashup is not far off. In plain Anglo-Saxon an automobile means money. The average man can not afford to own and to keep even the average machine—a fact nobody can be found to deny—and for the sake of conveying the idea that he can afford it, for the sake of making a shortlived splurge, the would-be-considered master of finance mortgages his comfortable home and goes steaming at a terrific rate along the street, laughed at alike by those not knowing him and especially by those who do! "Last scene of all, that ends this strange eventful history:" no automobile, no home and only the recollection of a shortlived pleasure, burdened with the regret that he is only an up-to-date Dogberry who insisted on being written down an ass!

Of course, the deriding world is ready with its comment. He pays his money and he takes his choice. He knew what he was doing and he did it. It is no business of ours, and if now in summer heat and in winter storm the memory of his car comes to him in his walks abroad he is welcome to whatever small comfort it gives him. "He assumed a virtue when he had it not." He staked his home and happiness on a game of bluff and lost, and it will be years, if ever, before he is again firm upon his feet—a passing opinion good enough when applied to a passing condition, but an opinion not at all

to the point when the condition has become an evil, widespread and bringing disaster and ruin in its train.

Admitting that, what of it? This: We are a people numbering, we believe the coming census will tell us, some ninety million souls, and too many of these millions are so imbued with the spirit of the make-believe, so eager to be counted among the well-to-do, that they are plunging into debt for the sake of keeping up appearances, however shortlived their good sense tells them it is going to be. Grant that the home-mortgaging is as widespread as rumor and observation both declare it to be and we have just that number living beyond their means—not a few, but many—and when many do that, be it said of a community or of a nation, neither can be called a prosperous one. The pen of the pessimist is not needed to write it down; but the result of such debt, brought about by such extravagance, can end only in panic and the more broadcast the seeds of such disaster are sown the more dreadful will be the harvest which the country is sure to reap.

"BACK TO THE FARM."

According to the Western vernacular, "Jim Hill says the Americans have got to go to farming or they're going to the dogs." The farm or disaster is before the American nation and if the sentiment expressed is at all reliable an early decision is necessary.

It is unnecessary to repeat here what the papers have long been full of and the readers of them have been talking about for a good while longer; but when we pass from the abstract to the concrete there is a general agreement as to the single fact presented—the desirability if not the need of making agriculture the chief business of the country—but always with the expressed or implied idea that it is the "other fellow" who is to furnish food for the millions. One writer with an opinion as candid as it is refreshing wants to know, "Where is Jim going to locate and when he is going to start in?" the idea being, of course, that a man so thoroughly sure that he is right is just as sure to be the one to go ahead.

Without following up what "Jim" and those like him think it will be found that human nature does not change much as the years go by. Aside from the fact that men are naturally lazy, so far at least as physical exertion is concerned, there is behind that another human characteristic which must be reckoned with: the human race of all sorts and under all conditions is determined to have a good time. Under the old New England regime the boy who wanted to play ball after he had been working in the fields from dawn to dark did not have work enough and the next day's task supplied the deficiency, a limit reached when the boy with his work done was ready to go to bed. A life, however, made up of working and sleeping for the purpose of getting ready for another day's work is neither life nor living. The ball-playing, the good time, has

been cut out and the deserted farms of New England furnish the result.

There is nothing strange in this. It is the good time that men and women work for and live for. Take it away in one place and the humanity craving it will find it somewhere else. A boy who works all day and goes to bed is overworked and the man overworking him is driving him from the farm, if he be a farmer, or training up a runaway whatever his business may be. The fun, the good time, must come in somewhere or else the workman will have to be counted out when he is needed most. A "bunch" of college boys have just been in here. They have been at home all summer. With little to do they are neither tired nor by any means overworked. Their very first evenings in town have been spent at the shows. Some of these boys' fathers have come to the city with them and every one of them took in the show with their sons. Why? The question is not worth answering, because it has been answered already. They want to be entertained, which is only another way of saying that they are after a good time.

Is there a limit to this? There certainly is and the trouble with the old-time farmer and the hosts that are like him to-day lies squarely in the fact that they are trying to work the workman, young or old, until he is so tired when night comes that all he is fit for is simply to go to bed. That sort of existence soon becomes monotonous and if "Jim Hill" and his disciples desire to prevent the disaster which they see ahead of the American people they will find some way to provide a good time for the workman wherever he is and whatever his calling and they will see to it, too, that having that good time does not cost too much to prevent frequent repetitions of it.

That done there will be no going back to the farm and its hard work, because there will be no leaving it. The game of ball and the dance are incentives to the spirit that has been doing good work all day in the harvest field, and those same muscles will do all the better work next day as a result of the good time at the delightful dance of the night before and the equally delightful recollections of it.

FOR PURE FOOD.

Probably there are a great many people who do not know the aims and objects of the Society of the White Cross of Geneva. For all that it is a very worthy and honorable association and one under whose auspices much good may be accomplished. Under its direction the second international food congress is to be held at Paris from the 17th to the 24th of this month. The first was held at Geneva in 1908 and attracted widespread attention. The society determined upon holding four congresses, the two remaining to be, one at The Hague in 1910 and the other at London in 1911. That of next month is especially for the consideration of operations permissible in connection with the handling of food

and alimentary substances; that of next year to consider the chemistry and hygiene, and that of 1911 to consider legislation in connection with the subjects discussed, which ought to be presented to the several countries represented for adoption. The first was a success at Geneva and the second at Paris gives promise of being likewise.

When the Society of the White Cross of Geneva was organized one of its primary objects was the grouping together by means of international organization the efforts put forth in various countries for the amelioration of social conditions. The effort to prevent the adulteration of food is one of the principal efforts under this general heading. It is difficult to overestimate the danger to public health which comes from the adulteration of food and whenever and wherever it can be stopped a substantial gain has been made. At the Geneva conference last year, attended by about 600 delegates, it was determined that it is necessary, by means of international consultation, to determine upon a definition of what constitutes commercially pure products, to be followed by codification and unification of laws by the several countries to render these efforts actually effective. Measures of repression and methods of analysis ought also to be as nearly uniform as possible in the several countries interested in this important movement. Scientists and sociologists from all countries are expected to be present in Paris this month and there is already an assurance of a large attendance which shall be internationally representative. If the association can accomplish what it undertakes it will be a public benefactor of worldwide influence and value.

One of the questions which is attracting a great deal of attention these days and which has been much in the public eye for some time is with reference to wood pulp used in papermaking. It is of interest to those who have to buy print paper in large quantities, because it affects the price. It interests the public generally because if the forests are all cut down to make pulp, serious damage is inflicted. The importance of preserving the forests is understood nowadays better than it used to be and their destruction will be no longer permitted. There is plenty of pulp timber in Canada and there are American paper mills in that country to utilize it. Now the Canadians are beginning to realize that they have a splendid source of revenue if they wish to take the proper procedure and that they can collect something on every ton of wood pulp or paper that crosses the border. No one can seriously blame the Canadian authorities for passing laws and fixing rates which will assure them of a goodly revenue in this way. It is their right and privilege and the money thus secured will not come out of the Canadians. Such action would undoubtedly raise the price of white paper in the United States, but that is not a matter in which our northern neighbors are especially interested.

OBSERVE MEMORY DAY.

It May Make You Less Selfish and Egotistical.

Written for the Tradesman.

To-morrow, Thursday, September 30, will be "Memory Day."

The last Legislature set the day apart from the other days of the year as a sort of autumn memorial day.

The intention of the lawmakers doubtless was to do what lay in their power to cause the living to give one day in the year to the dead.

Memorial Day, the 30th of May, was already on the statute books, but "Decoration Day" has long been given over to picnics, family excursions, base ball and bicycle races.

People drop a few blossoms on the graves of their kin and depart for a holiday.

The new Memorial Day, September 30, is not to be a day of amusement. So far as expressed at the time of the passage of the law, the idea of the Legislature was that the day should be occupied in caring for the cemeteries of the land.

There are many neglected cemeteries in the State of Michigan. One may see them on every country road.

It was of these neglected burial places, doubtless, that J. T. Daniels, of Clinton county, was thinking when he set on foot the movement which brought about the new Memorial Day.

He interested the State Association of Farmers' Clubs and the State Grange, and the bill was introduced by Senator A. B. Cook. The two houses found time to take a vote on the bill and the Governor signed it.

Now that the day is one of the holidays, or half-holidays, of the year, it is to be hoped that those who go to the cemeteries will go with rakes, and spades, and shrubs, and flower seeds, and not with picture hats, gold lace and brass bands. The strut of the parade looks out of place in a cemetery, anyway.

There is benefit in a day spent in a graveyard. You may go there on a run, drop a few blossoms on a neglected mound and hustle away to witness an exhibition of speed, or endurance, or skill, or graft, but the visit will do you little good.

There are a great many people in the world who might profit by a visit to a graveyard—a leisurely visit ending in sitting near a grave and a couple of hours of remembering. The men who brought about "Memory Day" probably considered this feature of the matter.

People are selfish, and uncharitable, and egotistical, and inclined to believe that they are of course of supreme importance in the world, and a few hours spent above the dust of a man who had at last brought all his hopes, and ambitions, and dreams to that unlovely spot might give a new point of view.

It will be a fine thing if the new law causes the cemeteries of the State to put on more becoming apparel, but it will be a better thing if it brings a lot of swell-heads and tight-wads to the graveyards to think things over.

The average human mind is something like an old chest which has been packed off in the garret for a long time.

You are always putting things into that chest. You don't know that you will ever need the things you tuck away, but they seem to be too good to burn, and so you carry them up to the chest.

Some day when it rains and the fires won't burn because of the heavy air in the chimneys and everything is going wrong you stroll up to the garret and open the closet, wondering what makes it so heavy.

There is a ball which Johnny bought for the Homerville league game. He worked in Old Pierce's garden three days to get the money. The other boys were going to pay him back part of the money, but they never did.

That was a hot game of ball, and all the people of the village saw it and rooted. Mighty good ball, that! Your share of the price was a quarter. Did you pay that? Not that you remember. That was tough on Johnny, for he trusted the "gang," and they didn't make good.

Yes, you should have paid the boy your share, and if you knew where he was now you might send him a box of cigars or a new pipe. Then you'll remember.

Johnny died a long time ago, and you went to his funeral and rode in a hack, and went swimming in the afternoon.

There is an account book in the chest. That was kept when you were doing business with Holton for partner. Holton was a good fellow, but no more fit for business than a cow. You couldn't trust him to make a bargain, so you had to let him go. Then you think what kind of a bargain he made when he sold out to you, and smile at the mess of junk you bought him out with.

He never got on in the world. You had to cut him cold because he kept hanging on to you so. Well, the book shows that you didn't lose anything in the deal.

There are other things in the chest that you haven't thought anything about for ten years or more. When you go to the graveyard on "Memory Day" you will find just as many things packed away in your memory, if you will sit down and remember.

The grave next to the one where you sit is that of Jim Stillman. Everybody knew Old Jim. He left the store and studied law. When he came back home he stuck up a sign over Fenton's store and began the practice of law. One spring he was chosen Village Attorney and that made him ambitious. He ran for State Attorney and was elected. Then he wanted a place on the State ticket and didn't get it.

He spent seven years of his life working up to a congressional nomination before he got it. During those seven years he neglected his family and his sons went to the devil bare-back. When he got the nomination he owned everybody in town.

He hadn't a cent to pay campaign

expenses, and he bargained with Dalton about the postoffice, and with Vinton about the United States Collectorship, and with Sawyer about the coming census job. If they would put up the money and see him through he would land them, all right.

They put up the money and saw him through, and he wanted to keep his promises, but Shelton was out to beat him for a second term, and—

Shelton got the nomination anyway, and the Honorable James Stillman became "Old Jim," a man without character or credit in town. If Stillman had been a square man he would have been alive yet, and possibly in Congress.

Talk about your sermons! No preacher in any pulpit, no editor in any newspaper, no lecturer on any rostrum ever gave out such sermons as may be absorbed in a cemetery in an hour. It is not unlikely that the legislators thought of this when the law was passed. Let us give them credit for thinking of it.

Just sit down and think of the lives of the people who lie around you. The monument over there was erected to mark the last resting place of Richard Antrim. He was a thrifty soul. He had mortgages on about half the farms in the county and on numerous business buildings. He haggled over paying out a cent and fought every collector who came to his door. He shivered through winters without an overcoat and never had enough to eat. He starved his wife and children. His boys had no books to study, no clothes to give them admittance to society.

• He died hated by every living being who knew of his existence, and his wife married his worst enemy and kept him in plenty on her share of the estate. His sons, born boors and boors from choice, threw their share of the estate up against the side of a house like drunken soldiers and became tramps.

What's the use?

Over there is the vault owned by the Gilbertsen family. Every stone in it represents a tear from a widow or a deserted wife. If Gilbertsen had sold a good brand of liquor he might not have done so much harm. When he was shot in one of the places one night it was the drugs in the whisky his customer drank which brought forth the gun, and not the sweet spirit of the corn.

The purpose of this new Memorial Day is to get people to go to the cemeteries and remember. Memory is instruction and experience rolled into one. The chest of your mind is packed full of things which you didn't know were there. Pull them out and run them over.

There was Deacon Smith. He did a small business in the grocery line and brought up a large family. He had more debtors and more friends than any man in town. He took care of his own and also of a good many who were not his own. He clothed boys and sent them to school. He gave honest weight and died poor. It was his ambition to be well thought of, and he gained it.

Close your store to-morrow and go to the cemetery with your wife. Pull open the hidden cells of your brain and take stock of yourself. If you have a swelled head, just think how soon it will be when some one will be sitting on top of your mound and passing judgment on the life you led, and saying whether you made good or not.

If you are trying to acquire all the money there is in the world, just stop and think whether you want it for what it will buy, or just because you want to have more than any one else. It is a mean little quality to want to be envied.

Dig the weeds away from the graves on your lot. Rake over the ground and plant flowers. While you are doing it count yourself. You are not so much. The world does not care what you do or say except as you do or say something for the common good. What you do for yourself never counts.

Go to the cemetery to-morrow and give your memory a little rope. Think of all the buried one about you did and think how little it all counted. If you are so cheap that you have to cheat, and lie, and betray your friends in order to keep your carcass fat and clothed, you are not much of a man and may go home without remembering.

If you mean to do the right thing, stop and consider, while you are leveling down your grave-lot, and you will see how small an atom you are. The only way you can make yourself look big to the ones who are to follow you is to do something for the common good. People will not reverence your memory because you got rich any more than they will reverence the memory of the hog who got fatter than any of the other hogs because he was stronger and drove them away from the swill.

Go to the cemetery and remember. It may make you feel cheap, but you will be a better citizen for it.

Alfred B. Tozer.

More Meat in Sausages.

Dairy and Food Commissioner Foust, of Pennsylvania, has started a State-wide crusade against adulterated sausages. Already fifty arrests have been made and others are to follow. In discussing the matter recently the Commissioner said: "Some sausage contains only about 60 per cent. of meat, the remainder being 15 per cent. potato flour and 25 per cent. water, which the flour absorbs. When such a sausage is cooked it shrivels up to about half size. We do not intend that the people shall pay 15 cents a pound for sausage and get part potato flour, which costs the maker 3 cents a pound, and water, which costs him nothing."

That is socially a dangerous education which gives financial proficiency without moral sufficiency.

MAYER Honorbilt
Shoes Are Popular

We Don't Bleach Our Flour

But you'll find it makes whiter bread than many of the flours which are bleached.

Lily White is guaranteed under the food laws of the U. S. and the State of Michigan.

It is 100 per cent. pure.

And it is not bleached.

We have always made white flour and we do not favor bleaching. Some millers who cannot make white flour without bleachers are anxious to have the right to use them.

The government was right.

The decision should stand.

Millers should not be allowed to use bleachers of any kind and those who are doing it now in defiance of the law should be stopped.

If you buy

LILY WHITE FLOUR

"The Flour the Best Cooks Use"

You may be absolutely certain that you are getting the pure product of the best wheat, ground under the most sanitary conditions modern science is able to establish.

You will have white, light, wholesome, digestible bread; the flakiest and tenderest piecrust, fine grained, delicious cake and cookies that melt in the mouth.

Be one of the best cooks—use Lily White.

Don't be careless or indifferent about the flour you use.

A little carelessness, a little indecision, a little lack of firmness when buying flour make a big difference in the baking results.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICH.

BEE CULTURE.**How It Is Conducted in This Vicinity.**

Written for the Tradesman.

Kent county has all sorts of farms. The most numerous are just farms raising corn and potatoes and other staples year after year and with nothing in particular to characterize them one from another. And then there are dairy farms, truck farms and fruit farms, chicken farms and stock farms, all representing to a greater or less degree efforts at specialization. One of Kent's unique rural enterprises is a bee farm. It is located out in Walker township a mile north and a mile east of Walker Station on the Muskegon Interurban. It is the L. C. Woodman farm and it is an interesting place to visit. The visit may also be productive of many thrills from the unwary.

Mr. Woodman is one of the pioneers in Western Michigan bee culture. He began more than a quarter of a century ago to study the ways of the bee. So successful has he been in what became his specialty that to-day he is regarded as high authority in all matters pertaining to the bee. And no less an authority is his son, A. G. Woodman, who deals in bee supplies in the city and sends his wares to all parts of the country and even to foreign lands. Aside from attending to his bees Mr. Woodman no longer operates his farm. He used to do so and prospered, and now lives in town and a tenant works the acres, but Mr. Woodman is a frequent visitor.

There is nothing especially picturesque in a bee farm. Mr. Woodman has 120 colonies or hives, and the little square white houses in which the bees live are arranged in rows just wide enough to walk between with ease. The yard is near the house and does not take up much room. The hives are all alike and how each bee knows its own hive is one of Nature's mysteries. But the bees do know and thereby no doubt save themselves much trouble. The farm here, while large for this section, is not large as bee farms go. Mr. Woodman has another farm in Kalkaska county of 400 colonies. Chauncey M. Nichols, of Addison, has 600 and there are several others in the State of 500 colonies or more.

The great secret in bee culture, the secret that makes all the difference between success and failure, is the know how. Books and papers will help in the acquirement of knowledge, but the only real teacher is experience. Mr. Woodman in his twenty-five years' experience has learned much, but he does not pretend to know all about bees yet and says that he would still be learning if he kept at it another twenty-five years.

One of the first essentials to bee study is a head covering of net to keep the bees off your face and out of your collar. The novice will also wear gloves no matter how high the mercury may mark. Mr. Woodman, however, does not bother with gloves except on special occasions. He has become accustomed to being stung. A nip on the finger or wrist no long-

er disturbs him seriously. He wears the head covering, however.

The house in which the bees live is a two story affair. The lower story is the hive proper, where the queen stays, where the young are hatched out and where the provisions for winter are kept. The second story is man's ingenious contrivance to rob the bee of its surplus with neatness and dispatch and without a riot. The bees hustle to fill the lower story with sweetness, and not until the last cell has been filled do they carry anything "upstairs" for the bee farmer to market. In good years the bees have much surplus honey and the farmer realizes handsomely on their industry, and other years the honey crop is small and instead of clipping coupons on his investment the farmer has to feed his swarms that they may not starve. This season has not been a good one for the bees. The early collections were fairly good, but the fall flowers have not been up to the average and Mr. Woodman is feeding his bees instead of taking away the surplus. Feeding the bee is a simple process. It is not done with a spoon. Sugar is dissolved to the consistency of their honey and poured into boxes so arranged that the bees can get at it, and yet not so easily that they can plunge into the syrup and drown. The box is placed on top of the hive and from it the bees fill their store house for the winter.

The most important individual in a hive is the queen. Without a queen a swarm will soon dwindle away and disappear. There is never more than one queen in a hive, but usually there are two or three in the incubator. The queen bee's eggs are not unlike the other eggs as studied under the microscope, but they are deposited in large cells and with room to spread they come out queens. If the swarm does not happen to be in need of a queen it is the young female's misfortune to have been born for she is doomed to early death. Emergencies may arise, however, when to have a young queen comes in very handy.

The chief mission of the queen is to obey the scriptural injunction that the bee tribe may increase. And her devotion to duty is a wonder. When the workers have built the broad cells the queen inspects them and then she begins depositing the eggs. One egg to a cell is the rule, and beginning in one spot she works around it, filling every cell with mathematical precision, never skipping one in the hurry, but making a solid block. When she has laid as many eggs on one side as she thinks are right the queen goes to the other side of the comb and fills the cells on that side, beginning at about the same spot and working around it as she did before. The queen cells are usually around the edge, where large cells can be located without disturbing the harmony of arrangement.

When a swarm grows large a second queen may be allowed to live and either the old or the young queen may lead a secession to other fields; or the cells may all be filled with two or three queen bee cells around the edges and the swarm may

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This is about the last week to buy the best canning peaches. Wire, phone or write us for prices either in local or car lots.

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Wholesale Fruits and Produce

14-16 Ottawa Street

Grand Rapids, Michigan

fly away, leaving its successors to habit and be happy in the old home. If more than one of the incubator queens come forth there is liable to be a further division. There is never room for more than one queen in a hive. In seasons of honey scarcity it is rare that bees swarm. It is rare also that they take flight when the weather is wet or a storm is pending. It is the aversion of bees to storms that leads the bee farmer to beat the tomtom and pound the tinpan when a swarm shows signs of migrating. The noise makes the bees think a thunder storm is on and they wait for another time to move, and in the meantime the knowing farmer provides larger quarters and the bees are satisfied to stay.

Late in the fall, when there is no more honey to be gathered, the hives with their contents are carried into a dry, dark, well ventilated cellar and stacked in tiers that may reach from floor to ceiling. The animal heat from the bees is considerable, but in extremely cold weather a little fire may be needed to keep the cellar at about 45. Many of the bees die during the winter and the cellar floors may be three or four inches deep with dead bees when spring comes; but enough live ones are left to care for the young bees that are coming on and to gather the first honey to feed them, and then the young bees can take care of themselves and fill the store house and gather a surplus for the farmer.

The life of the ordinary worker bee is only about forty to sixty days. The late summer bees live longer, lasting over winter. The queen bees live four or five years. The drones are short lived. Nobody wants them around after they have done their duty and they are made to die as are the superfluous queens. Bees do not often die in the hive. When they feel the end approaching they fly away and never return. Sometimes death comes too soon for them to conduct their own funeral, and in this event other bees carry the remains out and usually to some distance from the hive.

The best honey is from the white clover. A close second to clover is that which comes from the wild red raspberries. Locust and basswood yield good qualities of honey. Buckwheat honey is good but dark in color. Golden rod honey is of excellent quality but is yellow. Following the forest fires what is known as the fire weed spring up and the bees find this weed almost as productive as the red raspberry the fire has destroyed. For home use the honey is usually marketed in the neat one pound frames, but the extracted honey is favored for commercial uses. The honey is extracted in an apparatus that works on the same principle as the cream separators. The honey combs with the tops shaved off are placed in racks within a tin cylinder and then the handle is turned and the racks whirl around a few hundred times to the minute and the honey is thrown out by centrifugal force. The emptied comb, still in its frame as taken from the hive, may be

returned to the bees to fill again, or it may be thrown into the melting pot to be converted into beeswax. The bakeries use large quantities of extracted honey in the manufacture of cookies and other sweet goods. The National Biscuit Company it is said buys extracted honey by the barrel. Honey is also used by the manufacturing druggist and in several industries. The wax is prized by the housekeeper as a medium to keep her flat irons smooth. The tailor uses it to smooth his thread and so does the shoemaker. It is used in finishing hardwood floors and furniture and has various other mechanical uses. The candles in the Roman Catholic churches are all of beeswax.

Many books have been written about bees and their ways, how to raise and care for them and how to succeed in this branch of farming. This article does not purport to be a scientific treatise on bees. It is just some of the things seen in a visit to the Woodman bee farm; a visit that anybody will find interesting—if he have a gauze cover for his head and be not nervous.

Salt Lakes Found In Russia.

Salt lagoons and lakes are distributed over most parts of the Russian empire and principally in the region of the Black and the Caspian Seas. The production of salt is one of the rapidly developing industries of the country. In the salt lagoons during the dry and warm season there may be found the natural evaporation, which is so great that from the over-saturated brine great quantities of crystals of salt are precipitated. These salt lagoons, marshes, or lakes give annually as much as 1,000,000 tons, although they have been known to yield 1,500,000 tons when seasons have been particularly dry and warm.

Such work is done principally in the provinces of Taurida, Kherson, and Astrakhan. The Baskunchak lake, located within the last named province, gives in favorable seasons enormous quantities, sometimes nearly 400,000 tons. The bottom of this lake consists of thick layers of salt, and the visible supply has been computed at nearly 100,000,000 tons.

Another lake, the Elton, contains a larger reserve of solid salt along its bottom measuring forty square miles. Beginning not far from the Sea of Azof, embracing all the north and east of the Caspian Sea and extending to the east and northeast of this, is a vast territory, larger in area than France, in which every lake and standing pool of water is brackish or salt, and only running water is fresh.

Hundreds of these lakes could be profitably worked for salt if required. Many of the lakes contain besides common salt various other compounds imbedded in the brine, or imbedded in the sediments of their bottoms. These compounds under the lakes are valuable in hydropathy.

Nothing Is Certain.

"You can't tell what sort of a cook a wife will make."

"And you can't tell what sort of a wife a cook will make, and there you are."

Rabbits in His Whiskers.

Si Perkins had never been surprised in all his life. When it snowed in the latter part of April he allowed he'd sorter felt it in the air for some time; when Jedge Abbott's barn burned, Si thought it was about time, and when the town hall was struck by lightning, he merely shrugged his shoulders and said he'd told 'em that them lightnin' rods wasn't any account when they were first talkin' of puttin' 'em up. Mrs. Perkins had just about given up all hope of ever exciting her husband's wonder when a friend told her of a marvelous conjurer who was showing at a theater in Grand Rapids. She took Si.

When the conjurer called for a volunteer from the audience, Mrs. Perkins urged her husband to go up on the stage. He did. She watched expectantly as the "professor" extracted a \$5 gold piece from Si's ear, passed a watch through his back and extracted yards and yards of ticker tape from his shoes. Si looked bored. Finally the conjurer began to coax at Si's beard, and, to the amazement of the spectators, out three little white rabbits.

"Wall," said Mrs. Perkins triumphantly when Si resumed his seat, "I guess that surprised ye some, didn't it?"

Si seemed almost surprised that she should think so. "Why, no," he finally drawled. "I didn't like to say nothin' about it, but I've been sorter suspectin' that them rabbits wus thar for some time."

Rules are made for people who can not think, and they are the only ones who kick against them.

We can all take care of the shark, but God saves us from the business hog.



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Wizard Graham Flour

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

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A. J. Witzig

TAMPA CIGARS.

They Are Made in Nearly Two Hundred Factories.

Written for the Tradesman.

Personally I have an especially strong aversion to tobacco and am strenuously opposed to its use in every form; so I felt the incongruity of the situation when I set out to learn about the cigar industry in Tampa and to visit a factory. It was as if some placid old Quaker, non-resistant to the very marrow of his bones, should suddenly take it into his head to become a war correspondent. But incongruity or none, the thing must be done, for a description of Tampa that failed to include the cigar industry would be as incomplete and absurd as a write-up of Calumet, Michigan, that would omit all mention of the copper mines!

The fame of Tampa rests upon her product of clear Havana cigars. Some cigars are made here, I believe, of domestic leaf, but these are comparatively few in number and of very secondary importance. Excellent tobacco is raised in Florida, but the very finest kinds for cigars can be grown nowhere else but on the Island of Cuba, where their production constitutes an important "natural monopoly." Lovers of the weed aver that cigars made therefrom, without "sauce" or flavor, give forth the real aroma and fragrance of tobacco, while those made from other stock produce only a smell!

Tampa is the home of the optimo, the Charles the Great, the La Venga, the Principe de Gales and other equally well known brands. Indeed, any cigar made in Tampa is like any breakfast food made in Battle Creek, it carries a certain reputation with it.

The highest grades are made from the celebrated Vuelta bajo leaf and it is claimed that they are in no way inferior to the finest goods made in Havana, the only difference being that the latter have the import brand on the box.

The manufacturers exert themselves to keep their goods up to the high standards that have won public favor. Occasionally someone goes to Tampa and begins making inferior goods, attempting to palm them off as something better than they are, but life is not made especially pleasant there for that kind of person and such either go elsewhere or abandon cigarmaking.

The reason Havana cigars are made in Tampa or, indeed, any place in the United States rather than in Havana, is because our tariff rates are very much lower upon unmanufactured tobacco than upon manufactured cigars. Doubtless the more stable condition of the Government is another inducement to the manufacturers to locate in this country.

Why has the cigar industry attained such gigantic proportions in this particular spot in the State of Florida rather than at some other point nearer the great centers of distribution? One of my enquiries was, "Why can't just as good a cigar be made in New York from clear Havana tobacco as in Tampa?"

The answer given me was a careful explanation of the advantages which the peculiar climate of Tampa affords for the economical manufacture of cigars. Tobacco leaf is exactly like corn fodder in this, that when dry it is very brittle and breaks up badly if handled. Of course any waste of this expensive imported material is a serious loss.

It is not enough that the leaf be dampened beforehand, which is always done—what will be used one day being prepared the day previous—but it can be worked best where the atmosphere naturally has a certain degree of humidity, where the climate is even and not subject to sudden changes in temperature and where it is warm enough so artificial heating, which is always a drying process, is not required for the comfort of the operatives. To make the cigars where these conditions do not prevail throughout the year involves either a waste of material or else great loss of time on the part of the workers.

The climate of Tampa is said to be as well suited to the industry as that of Havana itself. The air never becomes too dry. On the few days in winter when much of any artificial heat would be required in the buildings the factories can simply "let out school" until the weather becomes warmer. Hence the large numbers of cigar workers to be seen on the streets of Tampa on a cool day.

The present tendency in most industries sets strongly toward consolidation; so in this cigar city one would naturally expect to find the factories few in number but of immense size. The visitor is surprised to learn that, on the contrary, there are a large number of concerns independent of one another and a great part of them what may be called medium-sized establishments.

Some hold the opinion that a cigar factory having 500 workmen is big enough, that practical difficulties arise in the administration of a larger force in one establishment without any corresponding gain in economy. Not all the manufacturers think so, for there are one or two which employ a much greater number. In the whole industry here there are only a few concerns where the number of employees reaches 400. The lesser establishments which employ only a fraction of this number seem to be able to make cigars profitably and to compete with their larger neighbors. Machinery is not used in most of the factories, since the clear Havanas are all hand-made.

One does not hear of strikes and lockouts in Tampa; relations between employers and workers seem to be friendly and pleasant.

Here as everywhere there are little "buckeye" shops, where if they do not "eat, sleep and make cigars all in one room," the work is carried on in a very small way, perhaps just to furnish the stock for a tiny retail store run in connection. These cut but little figure.

The factories are mostly rather plain rectangular buildings, two, three or four stories in height, vary-

ing, of course, in size and construction. Although some of the smaller ones are of wood, the greater part of them are built of brick.

Would the reader like some glimpses of the inside of a Spanish or Cuban cigar factory?

The one I first selected to visit is a very large establishment owned by a Spanish company and located in West Tampa. Seated just inside the main entrance was a tobacco stripper at his work. As I afterward learned, he is placed there to see that no one who does not belong to the regular force shall slip into the building without first going to the office and making his errand known.

Posted up conspicuously was a "No Admittance" sign printed in both English and Spanish. One of these signs is a part of the regular equipment of a cigar factory. They vary somewhat in form. One may read, "No Se Permitted Visitas," and another, "No Se Permite La Entrada"—they all mean the same. I paid no attention to the sign but addressed the stripper.

"No spik Ainglish," and he motioned me toward the office.

Here I talked with a foreign gentleman who could speak some English, but who was firm in his determination to grant no admissions. For some moments I plead my case.

"But you do admit visitors," I argued.

"No visitors," he gravely assured me, "especially on Saturday."

I felt somewhat encouraged by this naive statement, but he remained steadfast in his refusal to let me go through on that day, although he promised that if I would come again Monday, or indeed on any day but Saturday, when all the office force must work on the payroll, their inviolable rule as to visitors would be broken for my benefit.

Somewhat crestfallen, I passed out and walked along the street a short distance, when I decided to make another attempt, this time at the factory of Garcia & Vega, which name is written in Spanish Garcia y Vega.

A stripper sat on guard here also, and there was the usual sign forbidding admittance to visitors; but here I was fortunate in that the superintendent is an American, and he very kindly agreed to show me through himself.

The building is modern and commodious. Next to the office is the bathroom, which was pointed to with pride, for, in the almost tropical climate of Tampa, a shower bath for the use of the office force is considered an essential part of the equipment of an up-to-date cigar factory.

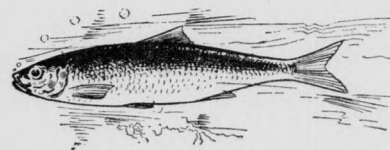
In the basement were the bales of tobacco covered with palm and then with gunny sacking, just as they come from Cuba. The different floors are used for the various processes of the work and for storing material, boxes and the made up goods.

In this factory nothing but clear Havanas are produced and cigars to retail at ten cents are the cheapest they turn out. "Ten-cents and up" their goods run, and the "up" reaches away up in quality and value, since

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Sunset Brand Le Croix Style 1/4s, Keys	58 lbs	100
La Rouchelle Style 1/4s Keys	58 lbs	100
Senorita 1/4s, Keys	48 lbs	100
"C. P." large 1/4s, no Keys	75 lbs	100
Mission Brand Boneless 1/4s, Keys	44 lbs	50
Sunset Brand Le Croix Style 1/4s, Keys	44 lbs	50
"C. P." large 1/4s, no Keys	64 lbs	50
Blue Sea Tuna no Keys	48 lbs	50
Sunset Brand in Spices Soused 1 Oval	60 lbs	48
Tomato 1 Oval	60 lbs	48
Mayonnaise 1 Oval	60 lbs	48

Very Fat and Better Flavored than the Imported Sardines

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CALIFORNIA

for their finest grades they claim the highest possible excellence.

For the "making" \$10 per thousand is the very least they pay in this factory. Fifteen dollars a thousand is a much more usual price. They run from that up to \$60 per thousand, and sometimes even higher, for making the best and largest cigars.

The reader should bear in mind that "making" does not include the whole process of manufacture, but is simply taking the wrapper and filler, which previously have been prepared, and rolling and fastening the cigar into shape.

Cigarmakers earn from \$12 a week to \$30, \$35 or even \$40, according to their skill and speed. Not many women make cigars by hand; they sometimes operate machines in the factories where these are used. They are also employed in the other processes, as stripping, selecting wrappers, etc.

Cigars that are exactly alike in size and shape must be sorted for color. This requires a good eye, for a box of fine Havanas must all run precisely the same shade of brown.

At Garcia y Vega's, most of the workers were on one floor. At the front end of the large room were women engaged in stripping and selecting wrappers. Then came the men seated at desk-like tables "making" the cigars. A number were smoking, while at their work, and this is permitted in the factories generally. I understand cigars are allowed the workers free of charge.

A pretty senorita was sitting at a little table stripping, and I noticed the smoke curling up from the cigarette which evidently she had laid down hastily upon our entering the room. We went to another floor and came back, and again she had whisked it from between her pretty lips.

Smoking is not the only diversion with which these workers vary the monotony of toil; they hire a man to read aloud to them in Spanish, not all the time, but perhaps two hours in the forenoon and as long in the afternoon. Sometimes the same reader will serve two factories in this way. He goes over the newspapers beforehand and marks what he thinks will be of interest to his hearers and he reads also from books. When ready to begin he tinkles a little bell as a signal for all to keep silent. There he sat and read, making no gesture with hands or body, but doing a great amount of elocution with his voice and using a tone which would work lasting ruin to any ordinary vocal apparatus in an hour's time. In some of the factories the reader stands in a kind of pulpit.

The Spanish language excels in furnishing expressive and euphonious names. In this factory which I visited their brand which in English would be called "Our Best" or "A No. 1" in the Spanish is "El Mas Noble." Their "Little Duchess" is "Duchessita." They have also "La Rosa De Mayo," which, being interpreted, is "The Rose of May."

I wanted to know the effect of the occupation upon the health, so while

in Tampa I asked regarding the length of life of cigar workers. The answer, given not discourteously, had in it a touch of humor:

"They live until they die, which often is a good long time. Doubtless the life insurance companies can furnish statistics."

I did not have time then to pursue this branch of the subject farther, nor have I since had opportunity for thorough investigation. From anything I have been able to learn the insurance companies do not discriminate against cigar workers.

One agent I talked with since coming to Michigan told me that from his own observations, made, of course, in the North, he considered cigar workers especially liable to consumption, not so much from the poison of the nicotine as from the dust and lack of fresh air. But the rates of his company did not reflect his opinions.

However, it does not seem that tobacco working of any kind can rightly be regarded as a healthful occupation, nor that popular prejudice against it is unfounded. Even when carried on under the best conditions possible it must in the long run tell injuriously upon some temperaments.

In concluding this article I will give a few statistics, a very brief summing up of this great industry in Tampa. There are in the city 175 cigar factories, employing about 10,500 workers. It is estimated that this year the figures will run larger, but in 1908 the amount paid the workers was over \$8,000,000; the com-

mercial value of the product was between \$17,000,000 and \$18,000,000; and more than 235,000,000 clear Havana cigars were turned out.

My readers will ponder these figures with varying emotions. Some will picture to themselves the solace, the comfort, the blissful exhilaration they find or imagine they find in one cigar, will increase this 235 times and then, by a gigantic stretch of the imagination, try to multiply the result by a million. The moralist, on the other hand, will take no such rosy view of these totals, but with sorrowful eyes will see therein the vast amount of energy and toil which if directed into worthier channels might make for human betterment, but which now is destined to go up in what he (or perhaps more often she) can regard only as worse than useless smoke! Quillo.

The fellow who thinks that his job is unimportant usually gets just that kind.

Post Toasties

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

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Battle Creek, Mich.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color,
and one that complies with the pure
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of the United States.

Manufactured by Wells & Richardson Co.
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Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors

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HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS.

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Ask Your Jobber for Hart Brands.

W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON.

Judson Grocer Co., Distributors, Grand Rapids, Mich.

THE TEA TASTER.

He Tricked Those Who Would Trick Him.

Written for the Tradesman.

In the good old days when sugars came in hogsheads instead of bags and barrels there was a retail merchant in Detroit who had a tremendous tea trade. Try as they might his competitors were not able seemingly to capture any of his customers.

Indeed, it was commonly reported that as a youngster (he was of English birth) he was apprenticed to the East India Co. and had in that service acquired a wide knowledge as to the growth, curing and packing of teas, and later had become a professional tea-taster.

Stories were told of how, when he made his spring and fall trips to New York to buy goods, he would be put to the test on teas; how he would sit down before a dozen drawings of tea and sipping one after another would name the brand and price. He would even, it was said, take samples one after another in his hands, and rubbing them between his palms, tell as to quality and price merely by the sense of smell.

Most of this was, of course, pure buncombe, in the spreading of which the local tea monopolist had a hand. This was well known by a rival retailer in Detroit, who had as a boy known all about the boyhood and youth of the tea-taster.

In the old days referred to store architecture was not so good as at present in Detroit. Foundation walls were not built so thick and partition walls were less carefully put up and looked after. And it so happened that the two English boys who had become competitors in trade in Detroit occupied stores adjoining each other. During the Civil War, when green tea was retailed at \$2 a pound and black tea at \$1.50 a pound, one of these merchants decided he would get on to the tea-taster's blend of green tea.

It had been necessary some time before to put in water and gas service pipes for the two stores and in doing this a considerable opening had been left in the partition wall separating the basements of the two stores. One of the merchants haunted that opening for days and by noting the brands on chests and recording the alternating scoops of tea taken from this and that chest to go into the third chest he got the combination.

By having three or four confederates take half-pound packages of the mixed teas, put up exactly as the tea monopolist put up his packages, into the tea-taster's store to see if some mistake had not been made the spying rival was at last satisfied that he had the real thing. Then one day in a neighborly bit of bantering the spy offered to bet the monopolist \$50 that he could take a chest of tea he had in his store and another chest from his rival's store and, emptying each lot into new chests, no person living could tell which was which.

The offer was immediately accepted and news of the bet went up and down the street like wildfire. The tea-taster was to be tested at his own

game. As it was specified that the test should be as to —'s best green tea, and that the regular chest from under the counter from which the re-tailing next day was to be done was to be used, it was a sure thing that the monopolist could not slip in any other brand.

Next day the two chests were placed side by side and the crowd of neighboring merchants tasted from each chest, while the monopolist busied himself spreading great squares of paper on the floor and seemed to take no interest in the tasting process.

"Why don't you taste of the teas?" asked the rival.

"Oh, that's no way to tell," said the tea-taster. "I've got to see the two teas in piles; see how the light strikes them; how the leaves fall together and then smell of the empty chests."

Everybody laughed, but the two chests were emptied very carefully and the monopolist squinted at the piles from various angles; he raised a handful of each and let it fall back on the pile, scrutinizing the process with closest care and then he placed his nose above one box and the other, sniffing long and deep over each and then he designated his pile of tea.

And he won the \$50.

"How did you do it?" eagerly asked his neighbors, and his reply was: "Easy enough. You saw the process; you saw me do it. The dependence upon taste, whether of the dry leaves or those which have been drawn, is amateurish—merely a blind. You have to know how the leaves act when handled, how they look in bright light and in shadow and finally the bouquet. That is the only sure test."

It was years after before the tea-taster told how he had dropped a dozen or so of bird shot into the chest that was under the counter for

the trade that day and shook them down well, and it was years before he told how, when the chests were emptied to make the two piles, he had to use both feet to cover up three or four of the shot that rolled out on the floor.

One Who Answered.

The mean man was a well-dressed and intelligent looking man. He had come out of the postoffice, and he stood on the steps and gazed fixedly across the street until he had stopped thirty pedestrians, who also gazed and inquired of each other what they were gazing at. Then the mean man took off his hat, made a bow to those around him, and began:

"Gentlemen, during the late discussion of the tariff all of you read about ad valorem in connection with it. I now ask you what the meaning of the term it is."

No one answered. Fifty more people came up and stopped, and the mean man raised his voice and asked:

"Ad valorem, gentlemen—who can tell me what ad valorem is?"

The silence was painful. Then twenty-five more men halted and whisperingly inquired who was dead, and the mean man wiped his heated brow and called out:

"Gentlemen, there are old men and young men here. There are men of erudition and intelligence. I am asking what ad valorem means."

Those men of erudition and intelligence looked at each other in a sheepish way, and took no chances. The crowd increased to 200, and again the mean man demanded to know what ad valorem meant. It was then, and while at least half the crowd were thinking of tearing him limb from limb that a newsboy held up his hand and then piped:

"I know, sir. Teddy shot one in Africa, and has sent him over to the John Smith Institute. He looks sunthin' like a hog!"

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EDWARD B. MOON,
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You have had calls for HAND SAPOLIO

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

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

Fall In With Atmosphere of the Office.

I read one of those heartrending little human interest narratives the other day which always bear the unmistakable imprint of the idealist narrator whose knowledge of business conditions has been absorbed from a purely sentimental, ethical, what-ought-to-be state of society.

The poor but pretty girl stenographer had reported for her first morning's work, and her employer had just finished dictating his letters. As she rose to leave the room he said: "May I trouble you to close the door as you pass through, Miss Martyn?"

"Sure," Miss Martyn replied, briskly.

"Sure!" exclaimed the astonished man of business. "Sure what?"

"Why, sure Mike!" replied the pretty but poor Miss Martyn—only to receive a week's salary in an envelope that evening, with notice that her services would be dispensed with, once and for all.

After which the narrator brought home the moral that no young woman in any office anywhere on earth could possibly consider for a moment anything but a distinctly drawing room deportment, as outlined by our real and best society!

This would be especially important—and distinctly wearisome—if true. But it isn't true save in comparatively rare cases. Drawing room manners dragged into a business office are about as incongruous and intolerable as business manners would be if dragged into a social, formal affair where evening clothes are indispensable.

If Mr. Bigwad's pretty stenographer had come into the room with drawing room manners of most impeccable brand Mr. Bigwad—if he were of gentle breeding—wouldn't have asked her to close the door; he would have shown her out of the room with a bow and closed the door himself! What else could he have done?

The emphatic truth which I would drive home to the young worker of either sex is: Take the atmosphere of your particular business surrounding and fall in with it—if you can. Otherwise get out, or you'll be fired out sooner or later.

If the pretty stenographer had been thoroughly competent she wouldn't have ventured "Sure" in response to the request made by her employer. She could have read in the man's manner of dictating that he was accustomed to maintaining a certain office dignity which wouldn't have tolerated flippancy. But she would have taken it for granted that he didn't want any maidenly reserve and dignity on her part such as might embarrass him in looking upon her as a young woman hired to work for him.

To-day in the larger cities there are few offices in which there are not women workers. Long ago this mingling of the sexes in the everyday work of the world brought about a certain readjustment of the former distinctive social code. Both sexes, governed by honest decency, made

concessions. Strict drawing room manners in this business relation were impossible. Woman made concessions as to social forms and speech, with the result that an easy, natural working code was established. Without this concession woman would have been impossible in business.

Woman has been criticised at large on the ground that in making these necessary concessions in business life she has lost much of the charm of her former femininity. But I don't believe it, in the main. She has ridden herself of a lot of sentimental balderdash which once depicted her in the old style novel as a superhuman being. She isn't and never was that.

The woman of gentle breeding can continue her marked gentility nowhere with more effect than in her daily work in an office; but in that atmosphere the false, insincere shams of the sex must suffer annihilation.

The decent young woman and the decent young man may work at elbows year after year as office good fellows, but under no circumstances does this infer a social acquaintance outside the office.

It is not too much to say that every office has its distinctive "office atmosphere." The traveled, seasoned employe in some specialty will be able to mark a difference in atmosphere in an instant. Whatever this atmosphere—whether free and easy, or hard and suppressed, with all the variations between these two extremes—it almost certainly will have evolved from a certain head or heads of the institution.

To have intuitions keen enough to mark this office atmosphere is a qualification which no young worker should fail to cultivate. He must "fall in line" with it, or he must fall out of the organization itself. Figuratively, he must key himself to the keynote of the office. Flippancy of manner is no more offensive in the grave, sedate organization than are solemnity and reserve in the house which is characterized by an easy good fellowship.

"What a silly fool Jones is," may be the comment in the one.

"What an ass Smith is," may be the judgment of the office of another type.

Wouldn't you be far wiser if you escaped either comment?

John A. Howland.

As Usual.

He bought a hoe, a rake, a spade,
Some little seeds to sow;
At last he got the garden made
And saw the green things grow.

He worked the rows and beds each day,
Each little plant he knew,
And as he smiled and sweat away
Oh, joy! how fast they grew.

No floods came down to wash things out,
No frosts to kill or blight;
No neighbor's chickens scratched about,
No kine strayed in at night.

Each seed he planted did its best
And not a one did rot;
No other garden, east or west,
Such vegetables begot.

But still this man did not enjoy
These vegetables so new,
For every night a neighbor's boy
Stole what the garden grew.

To envy those who rise is to cut down the steps by which we might ascend.



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BETTER MAIL FACILITIES**Between the Upper and the Lower Peninsulas.***

To obtain better mail facilities between the Upper and the Lower Peninsulas of Michigan is a problem yet to be solved. It means faster train service and better connections. This was my subject at Battle Creek four years ago and at that time I attempted to show that the Southern Michigan postmasters were sometimes at fault, but the fault lies principally with our railroads.

I believe the only way we will ever get a better train service will be through the efforts of the manufacturers and wholesalers of Lower Michigan and I am going to attempt to-day to show where our Southern Michigan brethren are at fault:

The different republics of the American continent have established a bureau for the purpose of promoting better trade relations between the different countries, and I think the commercial bodies of the Lower Peninsula would do well to establish a bureau for the promotion of better trade relations between the two Peninsulas.

That trade follows the flag may be true, and it is a very pretty sentiment, but in order to have it follow the flag you must have first class transportation service to the place where the flag is planted; and if you do not have it other people who have transportation service to the place get the business.

One of the most essential things in the promotion of trade is the rapidity and certainty of the mail service, and that is something we do not obtain between the two Peninsulas. The service between this country and the western portion of Lower Michigan, north of Grand Rapids, is very bad, particularly during the winter season. I think it was in the winter of 1907-8 that the G. R. & I. R. R. gave up its night service connecting with our trains from the Upper Peninsula for Lower Michigan. This was the result: A letter leaving Marquette at 2:45 p. m. for Traverse City reached Mackinaw City about 10 p. m. and remained there until the following morning, reaching Traverse City in the neighborhood of 1 p. m., nearly twenty-four hours. A letter mailed the same time at Marquette or New York City would be pretty close to Buffalo at the time the Traverse City letter had reached its destination.

The Southern Michigan newspapers, particularly the papers of Detroit, Grand Rapids and the Saginaw Valley, should be very much interested in, and it would be greatly to their advantage to have, a fast mail service to this great country north of the Straits. Detroit and Grand Rapids papers reach us twenty-four hours old, while the Chicago morning papers reach the entire Upper Peninsula west of Marquette between noon and supertime. We receive an edition of the Milwaukee morning paper in Marquette at 8:10 a. m. These

papers contain nearly all the news of the day before, including the base ball games and other sporting news. This is a great advantage which Milwaukee and Chicago possess over Detroit and Grand Rapids. Chicago and Milwaukee control the trade of the Upper Peninsula simply because they have a superior train service to and from this country. The Chicago & Northwestern and the Chicago, Milwaukee & St. Paul run two trains daily from the Iron Country to Chicago and two trains from Chicago northward.

You can leave Marquette at 6 p. m., have your supper on the train and you are in Chicago at 7 a. m. the following morning. There are also day trains on both roads, leaving Marquette at 8 a. m. and reaching Chicago at 9 p. m. To reach Detroit and Grand Rapids we leave Marquette at 2:45 p. m. and reach Detroit at 7:40 a. m. and Grand Rapids at 6:40 a. m. We reach Chicago, four hundred miles away, in thirteen hours; Detroit, four hundred and fifty miles away, in seventeen hours; Grand Rapids, three hundred and seventy-five miles away, in sixteen hours. Grand Rapids is twenty-five miles nearer to Marquette and it takes three hours longer to make the trip. I think the railroads are short-sighted in not giving a better train service between the two Peninsulas via the Straits of Mackinaw. The majority of the people west of Marquette, also south of Marquette, in the Upper Peninsula go to Detroit, Grand Rapids and Lansing via Chicago, making a trip of over two hundred miles farther simply because of the better train service in all respects.

The way Lower Michigan reaches the Upper Peninsula is by the two railroad lines, Michigan Central and G. R. & I., north to the Straits of Mackinaw, there connecting with the Soo Line and the South Shore, two railroads which are feeders for the Canadian Pacific and, of course, that road controls them. When the Detroit, Mackinaw & Marquette Railway was built (the South Shore) from St. Ignace to Marquette and the Michigan Central and the G. R. & I. to Mackinaw City, the Soo Line built from Sault Ste. Marie to St. Paul and the South Shore extended to Duluth along the south shore of Lake Superior it was expected that it would revolutionize trade and traffic, and for a few years there was a lot of business diverted via the Straits of Mackinaw. At that time you could take a sleeping car from Detroit to Duluth, but now it is Detroit to Mackinaw City and the sleeping car service is from Duluth to Montreal, through Canada via the South Shore and from St. Paul to Boston through Canada via the Soo Line. For a number of years a sleeping car was run between Detroit and the Soo, but that has been discontinued and Chicago now has a through sleeper and the people are naturally going to Chicago instead of Detroit.

About the time the G. R. & I. was built into Mackinaw City this railroad was one of the greatest factors

in building up Grand Rapids and its wholesale trade. The management of this road at that time worked hand in hand with the jobbers and manufacturers of that city, issuing reduced rates to the commercial men to the Upper Peninsula, and Grand Rapids obtained a fair share of the business across the Straits. They were well represented in the following lines: Groceries, drugs, flour, crackers, candies, cigars and liquors, but after getting a foothold they relinquished it and to-day the only lines Grand Rapids is strong in are shoes and furniture.

If Grand Rapids, Kalamazoo and the western portion of Lower Michigan ever expect better trade relations with the Upper Peninsula it is up to the G. R. & I. R. R. to give it to them; they have got to have a fast train service in the winter as well as in the summer, Sundays as well as weekdays, and I believe the jobbers and manufacturers of Grand Rapids will agree with me in this statement.

I believe by proper representation to the C. P. R., South Shore and Soo Line officials that the people of Lower Michigan can obtain a better train service and better connections with the railroads of Southern Michigan. The South Shore and the Soo Line would be the gainers if freight and passengers could be sent over their lines from the Straits of Mackinaw northward and westward from Southern Michigan, and I think if the commercial bodies of Detroit and Grand Rapids would send a representative body of men to Montreal to confer with the officials of the three roads heretofore mentioned that they would obtain a better train service on all the railroads, and I believe all that would be necessary would be to show the railroads that an effort is to be made by Lower Michigan to capture the trade of the North and Northwest.

Some years ago the matter of a better train service between Detroit and the Upper Peninsula was taken up with the Michigan Central Rail-

way and the advantages they would obtain were clearly shown them; and a most splendid service was thereupon placed in operation and continued summer and winter since and there can be no fault found with the Michigan Central. I feel confident that they would shorten their time still more provided the roads north of the Straits would do likewise.

The wholesalers of Lower Michigan are themselves to blame to a great extent for not having a better

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*Paper read at annual convention of Michigan Postmasters by Hon. John Mangum, Postmaster at Marquette.

trade with the Upper Peninsula. They have made a number of attempts to turn the tide of trade south and have secured a pretty good hold on the volume of business only to let go again. The Iron Country in the past has had its ups and downs and during the downs the Lower Michigan jobbers got "cold feet." Another reason is they have not kept at it. I will give you an illustration: I represented a Detroit concern north of the Straits for some years and in my first year I covered everything from St. Ignace to Tower, Minn., and as far south as Green Bay. Forty thousand dollars a year was a good trade in my line, but in the second year I sold sixty thousand dollars' worth of goods in this territory and then the house commenced to divide up the territory and had three men making this country. They were all successful, too, but the house finally let go and today I don't suppose they sell twenty thousand dollars' worth of goods in the Northwest.

Few people in Lower Michigan realize what it means to have an acquaintance and trade relations with the Upper Peninsula people. Going back to the organization of the territory of Michigan in 1805, the southern boundary was fixed at a line running due east from the southern bend of Lake Michigan. This would include a strip about forty miles wide along the northern boundary of what is now Ohio and Indiana. In 1835 a dispute arose over this strip and to settle it Congress gave what is known as the Upper Peninsula of Michigan to Michigan and left Ohio and Indiana as they are to-day.

The Straits of Mackinaw have and will be for some years to come a great barrier to the interchange of trade between the two portions of this great State.

When the Lower Peninsula was settled away back in the twenties and thirties by New England and York State people they reached Michigan by driving along the south shore of Lake Erie, this being practically before the days of boats and railroads. The Upper Peninsula was not so fortunate as to have wagon road communications with the Lower country. When you drove northward and reached the Straits of Mackinaw your wagon trip ceased there.

Long before the G. R. & I. was built north the State road from Grand Rapids and Newaygo north to Traverse City, which was founded in 1851, was settled by farmers all along and when the G. R. & I. was built there was a fairly settled country from twenty to thirty miles west of its line. The southwestern and western portions of the Upper Peninsula have been opened up as a farming country by people from Wisconsin and Minnesota; these people have no reason at present to go to Lower Michigan and they will naturally drift back to their old homes to trade and visit. This has been going on for years as it was about 1870 when the Northwestern Railroad was built into Menominee, and for a number of years it had its terminus at Green Bay, so

in wintertime in the sixties in order to get out of the Copper or Iron Country you had to walk two hundred miles to Green Bay to get a train to Chicago; in the summer Detroit and other Lower Michigan points were reached by steamboats. The Copper Country was opened up in the forties and in the fifties the first iron was discovered in Marquette county by Jackson prospectors and the mine was named "The Jackson Mine," and it is still in existence.

The Upper Peninsula has produced great men in the financial and mining world—men who were born and reared in this country: Thomas F. Cole, formerly head of the U. S. Steel Co., W. J. Olcott, his successor, John D. Ryan, President of the Amalgamated, and James McNaughton, Manager of the Calumet & Hecla Messrs. Cole, Ryan and McNaughton were all raised in Houghton county and their parents came directly from the British Isles. These three men to-day control the copper market of the world and three-fourths of the iron ore mined in the United States is under the control of Mr. Olcott. These men hardly know Lower Michigan people, and the reason why they don't is the lack of communication between the Peninsulas. There are hundreds of young men being raised and educated in this North country who will ultimately help to control the mining industries of the world; for this is the greatest nursery in the world for mining men, and the people of Lower Michigan will never make their acquaintance unless we have a better train service. It has been a very fortunate thing at times for the Republican party in the State of Michigan that it did not depend upon the train service to get the magnificent majority that it has received from the Upper Peninsula. Last fall we gave Governor Warner about thirty-six thousand votes and Mr. Hemans thirteen thousand. We never had a campaign speech in the Upper Peninsula until October 15. I had charge of the routing of the speakers which the State Central Committee would furnish us, and it was only during the last ten days of October that they furnished us speakers at all. We had Senator Smith four days, Lieutenant-Governor Kelly four days and Messrs. Weidemeyer, Wetmore and Campbell four days each and yet in Lower Michigan I noticed by the papers that there was an overflow meeting held at Parma, addressed by Congressmen Townsend and Weidemeyer. I will wager there are a lot of people in this audience who do not even know where Parma is. This is another illustration of how our Southern Michigan brethren take care of us. The Upper Peninsula pays one-sixth of the taxes of the entire State; this is one thing we are sure of, but politically we only represent one-twelfth of the State. Houghton county pays \$338,000 in taxes; Kent county \$266,000. Our people Up North are very loyal to Michigan in a great many directions. For instance, they are all "rooting" for the Detroit base ball club and they swear by the U. of M. foot ball team.

Insuring His Honesty.

A shrewd old Vermont farmer came into a lawyer's office the other day, and proceeded to relate the circumstances in a matter about which he thought it would be profitable to "go to law."

"You think I hev got a good case?" he finally asked.

"Very good indeed!" the lawyer assured him. "You should certainly bring suit."

"What would your fee be fer the whole thing?" the old farmer asked.

"Fifty dollars," was the prompt response.

The client pulled out an old wallet, extracted a roll of bills, and counted out fifty dollars.

"Now," he said, "you hev got all you would get out of this case anyhow, so s'pose you tell me honestly just what you really think my chances of winnin' a suit are?"

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A HEATHEN'S MONEY.

The Wise Men Tried To Milk Him for Fair.

Written for the Tradesman.

There was a heathen King named Augustus Halpin Sutton Reynolds Kazala, and he reigned in peace over a land flowing with Indian corn mush and breakfast bacon, fixed up in tin cans with a streak of fat and a streak of lean. At the time of his birth the kingdom wasn't much, so his Royal Nibs, his father, gave him plenty of name because it looked as if he wouldn't be able to give him much of anything else. It is recorded that her Royal Nibs, his mother, protested against the cruelty of such a string of cognomens, but Kazala carried the family meal ticket and had his brutal way.

One day when A. H. S. R. Kazala sat on his throne sipping a red lemonade and wondering how the Secretary of State had the nerve to present him with a Christmas pipe that had a frog in its throat, three wise men came to him. The three wise men were it in the kingdom, and Kazala ordered the Secretary of the Navy to dust the chairs where they were to sit down.

"Now," said Kazala, who was afraid the three wise men had come to collect a poker debt he had paid with an i. o. u. several months before, "what do you want? I consider you the resplendent brothers of the sun and the moon, and also the nephews of the royal white elephant, which is the cornerstone of the universe, but

if you've come about the mess I got into over that jack pot I'll call the Royal Executioner and have you obliterated."

The three wise men bowed to the ground and said that His Highness had been presented to the solar system by a just Being in order that all beauty and wisdom should not perish. He was the spot where the sun got its light and heat, and if he could pay something on that poker debt, why it would help three of the humblest to buy hatpins for three of the loveliest ever.

"Oh, I don't know," said His Highness, "I don't feel any heat coming from a dodo that will permit three tin-horns to put the crimps to him in a game of draw. Besides, you come in a rotten bad time. The royal treasury is empty, and the Chink who does the suds work for the royal palace has the other shirt of the light of the solar system in hock. What are you going to do about it?"

"Well," said the three wise men, "what do you mean by being a King and being flat broke? If you will hoist yourself off that throne for a brief period we'll give you an imitation of governing a people for their own good. You have shown wisdom beyond our power of expression, also beyond human comprehension, but any old King that will float about as light in the pocket as you are ought to be packed in lavender and laid away in the garret with other fond memories of childhood days."

While the King was meditating over this proposition, undecided whether to feed the three wise men to the sharks or sizzle them over a fire of green wood, the Secretary of the Treasury came into the audience chamber and laid his official nose in the dust the three wise men had kicked up.

"Oh King!" said the Secretary of the Treasury, "the weakest and most foolish of your admirers begs to inform you that the iceman is removing the Kalamazoo-Direct-to-You from the royal kitchen in satisfaction of the ice bill."

"Ha, ha!" said the King.

"That's all right," said the Secretary of the Treasury, "but that cuts no ice."

This is important as showing how dead plumb busted the King was.

"Now," said the three wise men, after the Secretary of the Treasury had been dragged forth to the royal larruping post, "you see what you're coming to. If you don't get a hustle on you soon you won't have any more kingdom than a Jack rabbit."

"What's the good of having a kingdom," said the King, "if it does not bring in the skads? I've known men to make more money than I get off a Standard Oil gasoline route."

"The Central Figure of all the Ages," said the three wise men, "gives us a pain under the belt. If you had as much sense as a cigar sign you'd know that all you need now is a wise system of finance."

"As soon as I get the price," said the Central Figure of all the Ages,

"I'll send over to the hock shop and get a second hand one."

"Oh King!" continued the three wise men, "if the Essence of all that is Lovely and Above Reproach will take a tumble to himself and roll in the sand at Ottawa Beach for about three months, we'll fix up a system of finance that will look like ready money."

"Ha, ha!" said the King, the purpose of the exclamation being to show the three wise men that he was next to their game.

"Or," resumed the three wise men, seeing that they had drawn a heart to a spade flush, "if you'll sequester yourself in the palace we'll give you the third degree in finance and also put you over the rough and rugged way. If we had a kingdom like this we'd have a yacht with brass on the bottom and niggers waving palm leaf fans every hour of the day and night. If you were living up to your opportunities, Oh King, you'd be carrying a wad in your jeans that would make you tip to port when you walked."

"What's the answer?" asked the King, winking at the Lord High Executioner to go out into the back yard after the meat axe.

"Oh Seven Colors of the Solar Spectrum," said the three wise men, "you talk like a sausage. Is there, then, no printing press in the kingdom?"

"You're just whooping!" cried the King. "If you'll watch little Gussie's motions you'll see him working over time putting his John Hancock at the

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Premiums are a "de-
lusion and a snare."
When you want an
honest package of
corn flakes, don't buy
cheap crockery and
toys.

southeast corners of ten-dollar bills. Your suggestion, lords of the world, is at the top of the column and next to pure reading matter. In about ten days anybody in need of money can go to the foreman of the royal job printing house and get it. Selah!"

"If the Substance of all the Earth had the tail end of a car to talk from," said the three wise men, "he'd make a noise like William Jennings Bryan. If you aim to put this kingdom in the Sixteen-to-One class we'll cut down the wages of our hands and raise the price of our product. What will all this printed money be based on, Your Highness?"

"Oh," replied the King, "I guess my little old signature is pretty good yet. I've got quite a little money coming in at tax time, and, besides, I've got more land than some folks have got hay."

"The argument of the Ruler of the Universe sounds like a barker at the outer portal of the six-legged hen," responded the three wise men, bowing to the ground and looking backward under the drapery of their cravenettes to see that they weren't going to get it in the neck. "Now, we've got a few scads that we've saved a cent at a time by borrowing currency of the people at 3 per and loaning it back to them at 10 per. If it please the Sum of all the Centuries, we'll dump this mazuma into the royal treasury and accept from the Favored of Heaven slips of bond paper with his face in red ink on the corner and his Kazala (his mark) on the lower left. Incidentally, these slips of bond must pay 8 per semi-annually. Is it a go, old hoss?"

"Ha, ha, ha!" said the King. "The Sitter on the Clouds of Heaven fails

to see how that will add to the circulation of mazuma in the land. As the court understands the situation, the dear pe-pull have already too long handled postage stamps and beer checks as mediums of exchange. You will have to come again."

"Oh King!" cried the three wise men, bending lower than ever, for they sought to do the King right while they were about it, "we will even replace these bonds bearing 8 per in the royal treasury, and you shall issue to us mazuma, which will make the wheels go round until we get a corner on it again."

"Now Allah be praised!" cried the King, devoutly, "that the royal palace is surrounded by armed men. Little Tommy Lawson was a baby in finance compared with these mental arithmetic toters. Baste! Is the King an editor, that his paper is foul in the market place unless endorsed by the meanest of his slaves? Go to! Is the hand that signs the mazuma weaker for pay than the hand that signs the bonds drawing 8 per? You must think the King hath a head like a pin."

"May it please the Sum and Substance of the Heavens," said the three wise men, "the system which we propose is endorsed by the financiers of all the world."

"Do we leave the care of our lambs to the hungry lions?" demanded the King, winking at the Secretary of State, who at once doubled up with laughter, as was the custom when the King winked. "Write, Secretary of the Treasury," added the King, tossing a brick at that sleepy official's nose, "write: Their outlay is 3 per, which they pay the people for use

of the money with which they buy the bonds. Their income from the bonds is 8 per, and the income from the money issued on the bonds is 10 per. How much profit for the scum of the earth, Secretary of the Treasury?"

"Fifteen per!" drawled the Secretary of the Treasury, who had been out on a Sunday school picnic the previous evening and had sticks in his eyes.

"Ha, ha, ha, ha!" said the King, and at a signal the Royal Executioner took the three wise men out into the hen house and arranged their heads on a platter, which was presented to the King with proper ceremonies.

For it is only in lands of great civilization that wise men can work a game like that on the administration. The heathen won't stand for it.

Alfred B. Tozer.

Many young men look forward to a position as a commercial traveler, when, with grips and sample trunks, they shall gad about the world, selling their wares while the "house" foots the expense account. It is a great business, and profitable to many; also frequently the stepping stone to better things. But it has its disadvantages, such as poor hotels and the necessity of getting business. Perhaps the young man who feels the lure of the road had better enter politics. There are to be found the traveling snaps—nothing to sell, nothing to do, and a liberal expense allowance from the "house," which is the treasury. Look over these national traveling men and see if commerce offers anything so fine. One group of twenty or more senators and representatives is doing Europe, cruising up and

down rivers and canals and seeing the sights, while the government pays the bill. Another bunch of legislators is going to Hawaii to look around. Perhaps they will continue the journey to the Orient. No doubt the "house" will stand for it. Another group has been touring the cool mountain states, where irrigating projects and trout are found. Lately, over the West, traveled a group of New York legislators, inquiring about primary elections, and how many others from different states and from the federal government are gadding would be hard to say. There are plenty of these berths for the politician who can deliver the votes. And the people seem unable to stop it; hence young men might as well get their share.

Romance in Real Life.

"Was your first meeting with your wife romantic?"

"Extremely so. It occurred at a picnic. I was eating a very ripe tomato and some of it squirted into her eye."

The Thoughtful Spouse.

Guest (from the Country)—This is excellent wine. I must take home a few bottles to my wife. She never drinks wine, but at any rate she'll feel that I didn't forget her.

Would Have Hit Him.

Henpeck—I held my wife's hand for over an hour last night.

Henderson—What did she hold?

Henpeck—A rolling pin and a poker.

Most of the philosophy on pain works well only in application to others.

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DRY GOODS, FANCY GOODS AND NOTIONS

Clerk Selling Embroidery Discourses on Its Merits.

Written for the Tradesman.

"The girl or lady who sidles along toward the embroidery counter—if she allows herself to pause there—is simply lost, so far as her strength of mind and the strings of her geldbeutel—as the Germans call pocket-book—are concerned," observed the popular girl at one of the popular departments of a popular store.

"If she has any money at all to jingle in said pocketbook's depths—even if, on entering the place, she was fully decided to buy with that same jingle money three pairs of warm woolen stockings 'gainst 'a nipping and an eager air' that comes with the advent of Old Jack Frost—she at once forgets all about the winter hosiery.

"The remnants of embroidery always seem to possess the most peculiar fascination for the feminines of every condition in society. Why, even the wealthiest of them will paw over—that isn't a very cultivated term, but there is no other word to express the idea quite so well—will paw over this long remnant box on my counter like a pack of wolves, so rapacious are they to pick out what they regard as the best bargains in the lot.

"My remnant box is in a state of almost inextricable confusion this afternoon," continued the pleasant young woman, laboriously working to put things to rights.

"It's a hard enough proposition to keep these folded and pinned-up pieces in any sort of order," said the girl, "hard enough as it is; but things might be worse, don't you know? It's a good deal like life in that respect," smiling, "for you know that no matter how bad off any of us think ourselves to be, our situation, either physical or mental, might be a hundred times harder to bear than it is already. Did you ever stop to think of that fact?" questioned the young lady.

"Yes," I replied. "I don't know as I ever thought of life in precisely the words you use, although I have come to a conclusion bordering on the way you express it."

"Well, it's perfectly true," continued the girl. "No matter how hard you think your lot, no matter if you judge that you've really arrived at the jumping-off locality, you might have trials and tribulations dozens of times more distressing to live through than the ones that now encompass you about and that seem ready to crush your very life out with their immense weight.

"So, although my remnant counter gets in a frightful state of disarrangement a hundred times a day, I always think how it might get into an even more lamentable condition.

"Why, in the last store where I was employed they were not in the habit of even allowing me to keep my remnants folded up and properly tagged. Every piece had to be unfolded and the whole bunch all jumbled up. That was supposed to give to the women customers an impression of the lengths being truly bargain remnants. Those boxes certainly used to give me the hypos. When a patron would get hold of an end of embroidery that pleased her fancy we would have to follow up the trail, as it were, until we got it extricated from the melee. As a matter of fact, most of those so-called remnants would not be remnants at all, but merely pieces snipped off from regular stock and marked a cent or two lower—no 'bargains' at all. But the foolish women would 'fall all over themselves' to get at the box and would claw and claw and claw. Really it was amusing to a person on the 'inside track.'

"I am not telling you the name of the store where that method prevailed—it was in a faraway town anyway—so I am violating no trust in the telling.

"Embroidery has so much to commend it for embellishment of ladies' wear that it is small wonderment that the sex are prone to be so fond of it as they are. It wears much better than does lace at the same price and besides the item of durability it comes in an infinite variety of patterns from which to choose.

"But, despite the raptures into which the women go over embroidery, there are few of them who know how properly to select it. They always take the design into first consideration, wear entering second into their thoughts. Of course, the pattern is of great importance, but the firmness should also be taken into account. Odd as it may seem, a design which is apparently 'nothing but holes with thread woven on the edges,' as one lady describes it, lasts much longer than where there is more cloth between the holes. I am still wearing a petticoat with an embroidered ruffle of this description that I got five years ago, proving that it 'wears like iron.' When I got it, never having bought any embroidery just like it, I felt skittish about it, but my fears proved unfounded. The background of embroidery should always be examined minutely to see if the cloth is tightly woven or is sleazy.

'Tis no use to purchase it if the latter be true, no matter how much the prettiness of the pattern may appeal to the buyer.

"In getting insertion the design should be scrutinized to see whether the figures of the two sides come in opposite ways of the pattern, as when this is so it 'makes up' much nicer. A waist, for example, is then symmetrical—not one leaf standing up and the opposite hanging down. Sometimes where the insertion is so handsome that the customer wants it, evenness or no evenness, and the embroidery is very closely woven the strips may be reversed on one side of the garment on which it is used. Then, in the laundering, by ironing all of the strips on the under side the deceptive turnover is never discovered.

"Deliberation must be given always to the quality of the cloth that forms the background of embroidery. It should never be coarser than what it is going to be put with as that cheapens the embroidery. And, also, the pattern of the cloth must be given attention, as too much of a mixture in that and in the embroidery makes simply a hodgepodge. For instance, when making up a shirt waist if the embroidery is elaborate it is in much better taste to have the body of the waist of plain goods, and vice versa.

"In investing in embroidery quite a good many women fancy they have to give a big price in order to get nice merchandise, but really they would be astonished if they knew how many of the swell dressmakers purchase cheap embroideries, especially insertions, goods retailing for say 8 or 10 cents a yard. Such are often closely woven and with linen or cotton make up into a handsome dress or undergarment.

"It is surprising what an enormous amount of cotton embroidery is used. It plays a part in the making of almost everything entering into ladies' wear: underclothes, dresses, cloaks, hats. And there are all sorts of ways of using it: crossways, up and down, on the bias. A little embroidery actually glorifies a garment. Where a quantity is employed caution must be exercised not to pile on too much, as that is worse than none at all. Insertion set perpendicularly in a Princess slip and repeated at the bust, armholes and top of an embroidered and tucked flounce gives touches of elegance to a Princess that are enough to transport a woman's heart to the Seventh Heaven, wherever that delectable spot may be. Double-edged beading works in well in this style of embellishment. Ribbon run in this

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makes the slip still handsomer. This should end in tiny bows wherever practicable. Bows should never be placed on shoulders, as that gives a bunched look to the waist, but be tied at the front of the arm. With such a slip there should be worn a rather plain dress, as the elaborate slip is the thing. If the dress is a mass of fluffy lace the slip should be finished with only a tucked ruffle and be quite plain at the top and armholes.

"In the high class stores they are selling, both for inside trimming and for outside adornment, exquisite Swiss embroideries displaying a white background with the work done in pale pink and also in numerous other colors. These make a nice change for the one who likes variety, but after all I think there's nothing so refined as pure white.

"Finishing braids are a small thing in themselves but add immensely to the daintiness of a garment. Another thing that is very satisfactory and, too, wears excellently well is to sew on the dust ruffle of a petticoat some of this narrow stout-edged white embroidery-like trimming that comes for ornamentation of tub dresses of white goods or gingham or chambray. It wears much better for catching the hard wear given by the heels than the ordinary embroidery.

"Lace and embroidery are frequently combined in medallions, both large and small, and these give an exquisite effect when set in shirt waists and in other clothing. Butterflies four to six inches from tip of wing to tip of wing are often used alone on a plain India linen shirt waist of fine quality. Nothing could be more charming.

"Medallions are frequently made by hand by making a 'spider' of Battemberg and gathering lace around the 'spider,' cutting out the cloth underneath. Sometimes two rows of lace are shirred on, one lying a little beyond the other. Very pretty medallions may also be made by purchasing a piece of all-over embroidery with dragon flies on it, cutting out the dragon flies and appliqueing them directly to the plain white cloth of a shirt waist, or a circle of cloth may be cut out with the dragon flies left in the center, lace being sewed around the circle as I described.

"Many girls won't allow their lovely embroidered clothes to go to the laundry to be rotted out with chemicals and too hot irons, preferring to do them up themselves or supervise their laundering in the house, well knowing that they last at least three times as long as when done out of the house.

"Wrinkles in the ribbons that run in the beading should be painstakingly pressed out—not too hot a flat—and the ribbons put back where they belong as soon as their garments are again ready to wear, ahead of time, and laid away in violet-padded and sacheted drawers against the occasion they are needed. Looking thus to the future eliminates a deal of worry. Then when an emergency arises it isn't:

"Oh, dear! My clothes are not ready. Why didn't I see to them

when I had the time and not wait until I was rushed to death in getting ready to go somewhere?"

"The woman who aims to be well dressed always has her underclothing much nicer than her outside things. She then possesses 'that feeling of conscious rectitude,' which she can not experience if she knows that she is parading around in underclothes that would not bear inspection if she fell off the roof and broke her leg.

"One time I asked a gentleman of my acquaintance what he knew about embroidery.

"Oh, I know a whole lot about it," confidently replied my literary friend.

"What?" I demanded, peremptorily of my Bohemian friend.

"Well," came musingly, 'I have seen how delightfully Old Jack Frost can embroider the window panes for us without half an effort; I've observed the vast multitude of shapes that the spangles of snow resolve themselves into, and, then again, I've heard—I've no personal knowledge of the matter, however, let me assure you—how the lover makes use of all the frills and furbelows in embroidering his speech when in the presence of his sweetheart!'

"I boxed the ears of the dilettante and let it go at that," and the girl, whose fingers had been as busy as her tongue, finished at the same time her talk and her work of bringing order out of chaos.

Beatrix Beaumont.

Lunching With Customer Cost a Position.

It was in the midst of an important talk with a customer that Mr. Busyman looked and saw his stenographer at a nearby table. She was flushed, animated and evidently enjoying as only 19 can the novelty of having her taste consulted over a long and expensive list of viands. Her host also was apparently enjoying himself hugely, but Mr. Busyman frowned a bit, and then more than a bit, for the host in question was one of his foremost customers.

"Dear me, I'm sorry for that," he exclaimed, involuntarily, with the further inward comment, "of course she means no harm, but it looks awfully bad."

His guest took in the little scene with interested eyes. He could not help noticing that they were talking low and in a confidential manner. He had noticed the girl's quick, clever ways when she had taken his dictation that morning. How she had grasped every salient point of the matter in hand—an important deal that had brought him across the continent. At one time he had liked her intelligence, but it was not a soothing reflection that she might at this moment be reviewing those cherished plans for the benefit of his competitor across the table.

Could a girl who flushed like that just at the pleasure of being taken out to luncheon have the sense to keep her firm's counsel? Or, could the man helping her bountifully to lobster Newberg pump her little mind dry with as easy a grace?

Insensibly his manner stiffened and he spoke of the projected contract with a less definite air. It might be well to wait a bit and watch the methods of this firm. Mr. Busyman felt the frost, although unable to account for it, and returned to the office with his guest, feeling that the luncheon had been a failure.

Miss Playwell returned at 2:30, her cheeks flushed with pleasure and excitement. "I must hurry back to copy that contract," she told her escort, but as it happened there was no contract to copy.

No break at all? Oh, no, indeed; simply matters never came to a head and the next week Caldwell & Co., down the street, secured the coveted contract.

Miss Playwell still holds her position, but she's now given principally routine copying to do, and there's a young man in the chief's office—a youth who never goes out to luncheon with customers. "Business life is disappointing," she has been heard to comment bitterly, and "Why don't I get ahead?" is a question often on her lips. But not being analytical, this little incident has been long since forgotten, and she has never had to figure out how expensive one plate of lobster may be. Julius Kearney.

The Joke On Carnegie.

Andrew Carnegie, at a recent dinner, told the following story:

"I was traveling Londonward on an English railway one time last year and had chosen a seat in a nonsmoking carriage. At a wayside

station a man boarded the train, sat down in my compartment, and lighted a vile clay pipe.

"This is not a smoking-carriage," said I.

"All right, governor," said the man. 'I'll just finish this pipe here.' "He finished it, then refilled it.

"See here," I said. 'I told you this wasn't a smoking-carriage. If you persist with that pipe, I shall report you at the next station to the guard.'

"I handed him my card. He looked at it, pocketed it, but lighted his pipe, nevertheless. At the next station, however, he changed to another compartment.

"Calling the guard I told him what had occurred, and demanded that the smoker's name and address be taken.

"Yes, sir," said the guard, and hurried away. In a little while he returned. He seemed rather awed. He bent over me, and said apologetically:

"Do you know, sir, if I were you I would not prosecute that gent. He has just given me his card. Here it is. He is Andrew Carnegie."

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ON THE TRAIL.

How the Store Detective Circumvents the Shoplifter.

In the capacity of floor manager for three of the largest State street stores and with similar experience in several of the big department stores in the country outside of Chicago the writer has had ample opportunity to observe the genius shoplifter at close range and under varying conditions.

The yearly loss to the big stores in State street through the practices of this "pest" will easily run into the hundreds of thousands of dollars. And this can only be estimated, for no one store could give the exact figures or even the approximate ones of its annual losses through the shoplifter. If the goods are taken and the thief gets away with his spoils undetected the only recourse left to the house is to charge the stolen articles to "profit and loss" or forget them entirely. The latter method is the usual procedure when the loss is small, and this is the general case when the theft is the work of the professional and not the "kleptomaniac"—a polite term for the amateur.

A shining example of this latter class was a woman recently detected in the act of walking out of a large department store dressed up in a magnificent sealskin sacque which she brazenly lifted off a hanger, put on and was almost out of the building before a dumbfounded cash girl who happened to notice her in the general confusion could collect her startled wits and give the alarm.

This woman, after being taken to the manager's office by the house detective, admitted on cross examination that she started her career as a shoplifter by first purloining small articles on the notion counter; then she successfully tried her hand at ribbons, handkerchiefs, hosiery, veilings, jewelry and finally came to her undoing in the sealskin sacque theft. The house recovered a lot of its goods in a search of this woman's home, and as she was well connected and the case was quietly settled without prosecution it is reasonable to surmise the firm did not suffer any great loss at her hands after all.

But she was an amateur, pure and simple, and no professional shoplifter would attempt any such foolhardy theft as she had done. The professional does his business on the same motto of the store he is sacking—"small profits and large business"—although in his case his business is all profit, be it small or large. However, he is in the game as a business and consequently has given its requirements and pitfalls thorough study and consideration.

The first and foremost of these safeguards is to acquaint himself with the house detective staff. Any house detective worthy of the name will readily admit there are shoplifters by the score who know him by sight, but he has never yet seen their faces, or, if seeing them, he had no especial reason to remember them.

The problem of handling shoplifters is a delicate business in a big store. The house would a hundred

times rather lose the value of an article taken than have a person wrongfully accused. There are three potent reasons for this choice: First and foremost is the besmirching of the good name of an innocent person; second, the liability of the house to a damage suit for false accusation; and, last, the loss of trade of the person involved and his friends.

For these reasons they instruct their employees to accuse no one openly of theft, even although they see any article taken, but immediately and quietly to point the thief out to the floorman. The latter in turn must not attempt to detain the party by force, but must phone the house detective's office, when a detective will be immediately dispatched to the department and the floorman can then point out the shoplifter to the detective, or, in case the thief has disappeared, give a minute description of him and the direction taken.

The work is now up to the detective, and his is a duty of diplomacy. The suspected one is "shadowed" from that moment; if he is not accosted then he is under surveillance every time he enters the store thereafter. The next time he "works the game" the detective has him "spotted." But even now with the "goods on him" the officer goes about his work as quietly and unostentatiously as possible. "The superintendent would like to see you in his office," is the greeting, accompanied by a tap on the shoulder, with which the shoplifter is halted as he is leaving the store. This is usually sufficient, but if any strenuous objections are raised the detective will place the suspect under arrest.

Many a shoplifter, however, has been pointed out to house detectives by employees who accuse them of taking articles and still have gone unmolested by the detectives, as some have had their arms full of packages bought in the house and the article they were accused of having taken would be inconsequential in comparison to the value of their purchases in the store, hence why lose a paying customer by accusing him of taking trifling articles? Then again the accused person's appearance is so prosperous looking that the detective hesitates to arrest him, fearing the employe might have been mistaken in his accusation.

So it is a delicate task to land shoplifters, and even after they are taken redhanded the only satisfaction the house can get is to convict them of theft in court as an example to others. However, the possibility of being watched by a house detective limits the operations of many shoplifters and keeps them on the anxious seat, so for this condition anyhow the house detective is worth his salary to his house.

The absolute brazenness which many amateur shoplifters display in their pilferings astonishes the casual observer, and he is at first sight disinclined to believe the accuracy of his own eyesight. Then when he becomes case hardened after seeing many instances of surreptitious shoplifting he feels nothing more than an indignant contempt for the thief.

As an instance I have in mind the case of a widely known Chicago lawyer who came in daily to the cigar department and purchased several high priced cigars from the boxes lying open on the case. He would always tender a bill in payment which would necessitate his waiting for change.

While the clerk's back was turned in the act of handing the money and check to the cashier this worthy barister would quietly lift one or two of the best cigars within reach and quickly slip them into his upper vest pocket.

But it would undoubtedly startle his keen, crooked mind if he were to know that he had the supreme contempt of every clerk in the department, who I learned were all aware of his little cigar depredations, but hesitated to say anything on account of the fellow's standing and the big account his family ran with the house.

In the hat department of one large State street store an average of a dozen hats and caps, valued at 25 cents to \$3, are taken weekly from the large stock which is laid out openly on counters and tables. It is in this department that the fine work of the professional shoplifter shows to best advantage, as a hat is something which can not readily be secreted on the person without detection. Your professional quietly slips in when trade is at its best and all the clerks are busily engaged fitting prospective buyers and many more would-be buyers are endeavoring to wait on themselves. The shoplifter quietly mingles with this crowd of waiting customers, nonchalantly tries on several hats until he has found his size, then slyly secretes his old hat among the stacks of new ones and leisurely strolls out the door with a new hat on his head.

The theft is not discovered until the rush is over and the clerks go about straightening out the stocks, when the old hats—"floaters" they are termed—are discovered and the discoverer laughingly announces his find to his fellow clerks. As many as five of these "floaters" have been discovered in a check up after a busy day, and on one occasion a \$15 hat was taken off a display stand in this department and an old, dilapidated derby left in its place. This theft inaugurated a custom in the department to keep all high priced hats locked up in cases. Likely as not many of these stolen hats have been refunded for in cash several days after their being taken, as the store in question has a liberal refund system in vogue and will readily refund in cash for goods bearing its own label, even although the customer has no sales check, if the party returning an article puts up a likely story of the purchase.

As a rule, however, your professional shoplifter has a choice assortment of checks to fit any article he may wish to have exchanged or refunded on, which he has accumulated by picking from off the counters or floors where customers have carelessly thrown them after receiving their purchases.

Any live house detective in a large department store can tell amusing experiences of the wiles and ways of shoplifters, and if he be broad minded and candid can tell also of many instances where he has been clearly outwitted by clever shoplifters whom he has been "shadowing" and who became aware of his identity. Your live, up to the second shoplifter knows that the best way to throw a house detective off his trail is to purchase a large bill of goods under his nose and have it sent C. O. D. to a fashionable address, frequently giving a number which does not exist.

A house detective in a large popular priced State street store has a unique method of dealing with shoplifters who become aware of his identity, yet go from counter to counter looking at goods purely to spite him. He has a large sized needle which he slyly jabs into their arms at every occasion when they stop at a counter. Of course they make a bluff at being highly indignant, but the detective is unconcernedly looking in another direction and secretly hoping they will raise a fuss with him, when he will have ample excuse to resort to his favorite pastime—he is a noted rough and tumble fighter. But the shoplifters know well of his ability as a fighter and their own shady reputations, and, realizing the futility of any resentment, they usually quietly slip out of the store through the nearest convenient doorway.

T. P. Mahoney.

He Knew Two Verses.

A teacher in a downtown Sunday school was so proud of her flock that she invited several visiting ministers and elders to attend one of her classes and be encouraged and uplifted by the observation of juvenile proficiency in scriptural studies.

The session opened auspiciously. Little girls with yellow plaits and little girls with black braids lisped their responses in a manner to gladden the heart of any teacher of "young ideas." Then came the fall which invariably follows pride.

Turning to a bullet-headed, freckle-faced little boy, whose ears seemed about to carry off his head like an aeroplane, she asked him to repeat a verse from the Scriptures, but her only answer was a vacant stare.

"Come, come," said the teacher, "do you mean to tell me that you can't repeat even one verse?"

"Naw," replied the small boy, "I know one."

"Well, then, let me have it," said the teacher, sharply.

"And Judas went out and hanged himself," repeated the young unregenerate. His teacher's lips wreathed themselves in a cynical smile as she said: "Very good, and can you give me another?" The boy nodded vigorously.

"Sure," he replied.

"Let me have it, then," responded his teacher in her softest purring tones.

To her consternation the little reprobate said, "Go thou and do likewise." He enjoyed a holiday the rest of that afternoon.

The Man of To-morrow

ADAM was the only one man who never was a boy, and he never wore clothes anyhow. He stopped at fig leaves. Every other man was a boy once, and the majority of boys to-day are going to be men some day. Get your boys' trade started right and watch it make your men's trade grow. Boys grow up and demand Young Men's styles. If you sell them "Viking" and "Viking System" clothes when they are boys, they will insist on "Viking System," "Graduate" and "Flossy" Young Men's styles when they grow up. It will work this way for you. Start in now on this theory. It's not a new one, but it's a sure one. The "Viking" line will start you right, from age 2½ to size 38. There are more good things to learn about the "Viking" line this Spring than ever before; begin by filling out the form below and mailing it at once. *Small effort—big returns.*



BECKER, MAYER & Co., Manufacturers of Young Men's and Little Fellows' Clothing, Chicago.

(Sign and Mail This at Once)

Will look the Spring "Viking" line over. If your salesman is within a reasonable distance, have him call on me, otherwise send sample swatches, charges prepaid of such goods before which I have marked X.

☐ Have salesman call with the line.

☐ The complete line Young Men's, Boys' and Children's Suits, etc.

☐ Little Fellows' Suits, ages 2½ to 8.

☐ Young Men's Suits.

☐ Little Fellows' Top Coats, ages 3 to 8.

☐ Boys' Knee Pants Suits, ages 6 to 16.

☐ Pants Line } Odd Knee Pants
Long Trousers

Kindly mark an X in square before line or lines you desire samples of.

Name _____

Town _____

State _____

Please write your name and address plainly and in proper space, so that it can be easily read.

(Michigan Tradesman)

BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
BEST MADE CLASSY CLOTHES

TRADE JOURNALISM.

Its Magnitude, Its Glories and Its Mistakes.

Written for the Tradesman.

There is a giant in the ranks of modern industrialism. He is young, vigorous, resourceful and quasi-omnipotent; and so quietly, rapidly and unostentatiously has he developed that even now the rank-and-file can hardly be said to be fully aware of his presence and his prowess.

This giant is the trade press.

And although he seems to be indigenous to the soil of American industrialism, he has elsewhere manifested his power and conferred his benefits.

I have before me some interesting statistics compiled by Frank C. Russell, Cashier United States Sub-treasury, Chicago. These statistics constitute the bone and sinew of an illuminating article entitled, "Twenty-eight Millions for Trade Journal Advertising," which appeared in the May issue of the Trade Journal Advertiser. And the editor (presumably) claims for this article that it is "the first genuine attempt ever made to determine just what the advertisers of the United States pay for space in trade journals."

Mr. Russell has evidently been solicitous to gather his information in a very painstaking and thoroughgoing manner, and anyone who studies carefully the three "tables" in which the trade mediums are classified must feel that Mr. Russell has been safely conservative; and yet his findings almost stagger one. He finds 851 trade publications, falling into thirty-three classifications, in which the total number of advertisers is computed to be 163,011. The total number of pages per issue appearing in these 851 trade mediums reaches the astounding number of 64,188; the total cost of advertising per issue is estimated at \$2,335,629 and the total cost of advertising per year reaches the grand total of \$28,027,548.

For the sake of convenience Mr. Russell reduces each publication to a basis of twelve issues per annum. Then if there are 64,188 pages of advertising in one issue, in twelve issues there will be 770,256 pages! Think of it! Try if you can to picture to your imagination the magnitude of such an advertising output—770,256 pages of printed salesmanship! Consider the

enormous amount of ganglionic activity required to produce that veritable deluge of publicity!

Where It Goes—What It Does.

This enormous volume of advertising is done by the manufacturers and jobbers of the various industries and is directed to the retail merchants of the respective lines. To be sure, Mr. Russell includes in his list of trade publications such technical and specific publications as periodicals devoted to architecture and building, automobilism, photography, printing, typography, advertising, and so forth. But, as I said, the bulk of it goes to retailers, and it is gotten out and paid for by manufacturers and jobbers.

This avowed purpose of it all is to boost the sales. It exploits the goods. It tells in an enthusiastic and tireless manner their various and sundry good qualities. It pictures the thing that "hath been made" and then proceeds to tell wherefore. It talks about the crude materials and tells whence they come. It explains in detail the process of manufacture. It pictures in many instances the interior arrangements and machinery of the shops and plants and the processes through which the varied wares pass on their long journey from the crude to the finished product.

Thus the story is incidentally of an educational nature. It brings information of a dependable character. It puts the dealer next. It gives him valuable knowledge which he, in turn, can use in his own advertising and in his salesmanship. It links the present with the past. It preserves the best traditions of the various trades and crafts and industries. It shows how the better methods of modern manufacture have been laboriously evolved from the cruder ones of other days.

And this trade journal advertising is interesting—interesting even to a rank outsider who nevertheless has an interest in the things that men do under the sun.

It is, take it all in all, high grade work. It is gotten out by men who know the science of salesmanship and have also the gift of saying the thing in a brief and terse and convincing manner.

And in the ranks of the men whose business it is to build up, year by year, this enormous mass of trade

journal advertising, their gifted artists illustrate and picture to the eye what time the copy-man is talking to reason and appealing to the imagination.

And all of this advertising done through trade mediums is getting results: \$28,027,548 per annum for trade journal advertising—and it's a good business proposition at that! It is money well spent. It is not an expense, it is an investment! If it did not pay it would be discontinued. But it pays.

Why It Is Worth While.

Trade journal advertising is the direct, logical and inevitable way as between the manufacturer and the retailer.

There have been (are now, perhaps) some who take issue with this proposition. They have tried to reach the consumer by going around the trade medium and ignoring the retailer.

Some of them possibly have been able to get results in paying quantities by so doing. But most of them have lived to see the error of their way. It's a roundabout method; and it seeks to ignore a valid factor in the industrial series.

The retailer has certain decided advantages over the man far removed. He knows the trade personally and has their confidence. He can mix personality with his salesmanship-talk, while the publicity man in his office at Chicago or New York must talk in a general and impersonal way. Moreover, the retailer has twenty opportunities for addressing Mr. Buyer where the publicity man in New York or Chicago has one. Mr. Consumer, therefore, will pay more attention to what his dealer says than he is apt to pay to what Mr. Advertising Man writes.

Therefore Mr. Dealer can swing his trade to suit himself—provided, of course, he is a capable and dependable man. Just because he is next so far as local conditions are concerned, and because he has the confidence and esteem of Bill Jones and Harry Smith, he can determine the sort of soap, baked beans and felt hats each of them will buy.

Therefore, if you are building Marie Antoinette bedroom sets, canning mock-turtle soup or manufacturing soft-soled baby slippers you had better tell your story in the trade mediums which go to retailers in

your line. Convince one retailer and you have reached a hundred consumers! Convince one consumer and maybe his dealer will unconvince him to-morrow!

Right here is the secret of the largeness of trade journal advertising. It is big because it is worth while. It is a good thing because it works. It gets results. It gets them directly. It gets them in paying quantities. Thus it has come to pass that the manufacturer or jobber who does not advertise in the trade journals devoted to the industry in which he is interested is a small potato. He may be a good man personally. May be a deacon in the church, and all right politically, and nice to his wife and children; but he is nobody in the industrial world. He has not cut his eye-teeth.

Strong Points in Trade Journalism.

When one is talking about some 850 odd trade journals he necessarily has to talk in a broad way. There will be many and wide variations from his generalizations.

But suppose now we are thinking about these publications and trying to strike an average—one that exhibits the strength and the weakness of the best and the poorest of them—what would our impression be? In the first place one must frankly acknowledge sympathy with the aim of the trade press. Its avowed purpose is to help its constituency. To that end it lives and moves and has its being. It must, to be sure, pay its way. It must yield some substantial returns to the men who give their time and talent to its production. Editors and artists and printers and blond-haired stenographers and advertising solicitors and subscription agents can not live on hot air alone. But it honestly tries to help both the manufacturers and jobbers who advertise on its pages and the retailers and salespeople who read its pages. In order to help the latter it must fill its columns with live matter. It talks about selling plans and store methods. It exploits schemes for the building up of business. It tells how Tom Jones, of Joplin, once upon a time cudged a blue pencil or a red tag or some other sort of a sale; how he did, thereupon, get business in his community advertising the aforesaid sale; how he stirred up some local interest and

It's a Bread Flour

"CERESOTA"

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

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



excitement and as a result did a most gratifying bunch of business during a certain number of days in a certain dull season.

The trade journal is not interested in religion (as such), nor in politics, nor in the Cook-Pearry discussion, nor in the spiry genesis of thought; but it is vitally concerned about trade conditions, the financial situation, merchandising methods and up-to-date salesmanship. It cuts out the unnecessary word and arrays itself against "padding" and the hosts of those who "pad." It wants the kernel of the message. It hankers after the thing-in-a-nutshell. It wants the sort of talk that stimulates the other fellow to go out and do likewise. It wants the kind of an article that tells how the thing was done and what came of it when the thing that was done had been done. It thinks highly of pictures and it believes with all of its heart and mind and soul that brevity is the soul of wit. It will overlook a grammatical slip in a contributor, but it will not stand for intellectual dry-rot.

Thus the average trade journal tries to help the man-in-the-store and the man-on-the-road. And it does help them. It is prodigiously optimistic. It fairly exudes helpfulness, and it has been of immense value in the development of the modern science of salesmanship and merchandising. It has taught the small dealer how to become a big dealer. It has shown how to stop leaks in the business, how to produce advertising that gets results, how to put snap and ginger and go into the business. It has shown how to get the salespeople keyed up and how to keep them so. It has honestly tried to give every legitimate and meritorious publicity scheme the widest scope possible.

All of this we frankly and gratefully place to the credit of the trade journal.

Weak Points in Trade Journalism.

Now let us turn to the reverse side of the shield:

From a certain well edited furniture magazine I quote the following editorial which appeared under the caption, "Rate Cards and Originality:" "The June 25 number of one of the leading furniture trade journals is before us and a careful examination of its seventy-odd reading pages reveals some startling facts, which in turn point to some deplorable conditions. There are four pages of excellent editorials and thirty pages devoted to matter which may be classified as follows:

"Uninteresting 'puffs,' 'write-ups' and 'reading notices.'"

"Commercial cuts supplied by advertisers."

"A small quantity of news matter. "Market letters from furniture centers."

"Eliminating the above we have left about thirty-five pages of genuine reading matter. Of these thirty-five pages only six are possibly original; that is, they may be presumed to be original in so far as they are not credited to other publications, although it is not specifically set

forth that they were written for the publication in question.

"What little expense that publication has gone to in getting out its 'one best' issue of the season is evidently limited to the purchase of paste and the sharpening of shears."

Now that's a right warm arraignment—and, as I happen to know, not less just than heated. It is sober truth.

G. S. Buck, in a recent article on "Trade Journalism From an Advertiser's Viewpoint," claims that the trade journal (and he, of course, is speaking generally) "has strangely failed to take advantage of the natural opportunities which general progress has brought its way." And he goes on to make the further contention (which can not be gainsaid) that this inadequacy of the trade press "is due to the fact that too much thought, energy and money have been spent upon the circulation and advertising ends of the business and not nearly enough upon the editorial end." He mentioned the Michigan Tradesman as the only trade journal he knew of which comes up to the standard in an editorial way and expressed the wish that there could be more papers as vigorously, intelligently and forcefully edited as the Tradesman.

Mr. Buck tells about one important trade journal upon which the editor is the least important and the poorest paid man on the staff, and he facetiously says that some of these trade journals coming to his desk are so dry that he feels like soaking them in aqua pura to relieve the dryness thereof.

And if I had the time I might quote specimen editorials from recent trade journals that would verify this criticism.

Some of them are not averse to buying high class copy produced by men who have something to say and know how to say it.

Some of them are ably edited and fairly alive to vital issues.

Some of them scintillate.

Some of them grip your attention and give you something to think about and something to try out in your own store.

But some of them—Heaven spare the mark!—some of them are insufferably dull, padded and worthless!

And so I venture the assertion that the principal sin of the trade press is committed in the editorial sanctum; not necessarily because the editor himself is incapable, but often because he is severely handicapped. He is not permitted to buy feature articles and contributed articles nor not permitted to buy them in sufficient quantities.

Not enough is spent on the editorial side.

Now you can judge a trade journal by the quantity and quality of its original matter. Is it one of your paste-and-scissors publications or has it contributed articles written exclusively for its own columns? Is it filled with live, helpful talks and suggestions or are its columns filled up with month-old articles clipped from newspapers, trade papers and gen-

eral literary periodicals? Is it fresh and fascinating and helpful or has it dry-rot?

Judge your trade paper according to this standard.

The men who pay yearly subscriptions for trade publications ought to demand that they be worthy—or discontinue their subscriptions.

There should be a grading-up among the trade mediums of this country. Those which will not grade up ought to be cut out. If I were an advertiser I would seriously hesitate to go into a trade journal, no matter how big and pretentious, whose editorial policy was niggardly. If there's nothing in a trade journal to interest a dealer or his clerk he will quit reading it—and then the advertising value, so far as that dealer or his clerk is concerned, is nil.

Chas. L. Garrison.

Wise Boy.

Her Father—Did you tell Jack Squeezem of my decision that the parlor gas must be turned out at 10 o'clock?

Irene—Yes, sir.

Her Father—What did he say?

Irene—He said he'd go you two hours better, and put it out at eight.

No Occasion For It.

Myrtle—Do you mean to say you weren't in church at all during the summer?

Marion—Of course I wasn't. A wedding in summer is an unheard of thing in our set.

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

Of Course It Costs More

Difference in price is more easily seen than difference in quality, but it is the difference in quality that makes the difference in price.

FANCHON

"The Flour of Quality"

costs more because it's better.
Unbleached and unexcelled.

Judson Grocer Co.
Distributors

A GOOD SCHOOL.

The Public School as a Preparatory Institution.

Third Paper.

Preparatory for college is, of course, the meaning.

In a preceding article we have spoken of some private schools which have for their special aim the preparation of students for college, perhaps for some particular college. Many of these "feeders" of colleges have considerable antiquity and a very honorable place in American education, as Phillips Exeter Academy and Phillips Andover Academy. In my boyhood all preparation for college was made either in such schools or at home under a private tutor or in the study of the nearest clergyman. President Nott, speaking to our class of seniors in 1857, urged us to take up teaching as a profession ("means of livelihood" he called it, with a grim humor), especially district school or college preparatory work—he was sure that the district school teacher had a unique opportunity to discern and encourage talent, while good preparation for college was, he thought, far more important than college teaching itself. It was characteristic of the time that he did not dream of using the public schools as preparatory schools; but about this time the beginnings of the "graded system" were made, which, although originating in the district schools, has outgrown them in a way quite unexpected by its founders. Also at this period of educational revival the great state universities began to come into existence, and what could be more natural than that these institutions for advanced public education, hindered and limited just as the colleges had been by the need of preparatory schools, should look to the public schools to supply this need? In this matter the West took the lead; and I may say in passing that our own President Angell bore a prominent—it may fairly be said, a leading—part in the recognition of the public school as a preparatory school and in guarding from abuse and making effective this new relation. And yet this recognition did not come without a struggle. As late as 1878 Professor Hinsdale wrote, "The assumption that high schools are large feeders of colleges is not true." * * * "In justifying our high schools it is hardly worth while to mention them as preparatory schools for colleges." * * * "A boy growing up in a country or village school is more likely to complete a college course than the same boy carried up through the grades of a city school." At the East there was still less hope that the public school would ever successfully prepare for college. President Eliot, for example, came slowly into the belief that public school preparation could ever become important. On the other hand in a conversation with President Porter, of Yale, in the early 70's he expressed the opinion that President Angell's position was entirely sound; and he added that he looked for the day when the public schools should be formidable rivals of the best special

preparatory schools. He instanced Springfield, Mass., as already sending men to Yale not inferior to those who came from Phillips Exeter.

To resume, the method of entering college by "certificate" from an "approved" school was worked out by President Angell and his faculty earliest and most perfectly, so that it may almost be said to be a Michigan idea; but the change from entrance to college by certificate instead of by examination has not only gone very far, but it has gone very deep into the educational life of the country. I wish I had space to indicate some of the consequences of this change; no complete account of them yet exists.

One consequence, however, is very obvious: The old special preparatory school existed solely for the college and was practically subject to college supervision. It continued to exist only as it met college "requirements." The public schools exist, on the other hand, for the communities in which they are situated, and while they welcome college advice and assistance they resist college control when it runs obviously counter to the general educational interest. Here, again, I count President Angell to be a pioneer. Speaking to public school men at an early meeting of the Schoolmasters' Club concerning some new special requirements in Latin and Greek he said substantially: "Ascertain, gentlemen, what is the best course of study to fit boys and girls for life, and twelve years of such work, well done, will always be accepted as preparation for the University. I count this to be one of the most important utterances upon education ever made in this country. This position was for a time stoutly resisted by men who said, 'Higher education should not be in bonds to secondary education.' Indeed, this voice is still heard from those who forget that the only bonds in the case are bonds of mutual interest and co-operation in the service of the state. At present there may be said to be substantial agreement that the public school is only incidentally a preparatory school. Let me quote an authoritative statement to this tenor made by a college man: 'The high school exists primarily for its own sake, and secondarily as a preparatory school for college. This means when the high school and the college interests come into conflict the college interest must yield. It means also that the function of a preparatory school must be performed only in so far as it does not interfere with the more fundamental purpose of the high school itself. It means, also, that independent dictation by colleges, either directly or indirectly, must be changed to adaptation to what the high schools can do and ought to do as determined by the high schools themselves. The high school must be regarded as an autonomous, not a subordinate, institution.'

This principle has some important consequences: First, we do not need, in speaking of a good school, to consider preparation for college since we may assume that the best prepa-

ration for the community life and the national life will also be the best preparation for college. I say this to justify my plan, in the outset of this discussion concerning a good school, to put aside all consideration of private education and preparatory education.

In my next article I wish to examine some points in this general subject a little more narrowly than popular interest will, perhaps, justify; so that any readers who may have accompanied me with waning interest up to this point are advised not to zigzag with me up this steep slope, but to take a short cut and meet me on the plain beyond. Only do not forget the appointment. For such readers I will make a summary of the entire discussion:

1. We in America are at present working on the theory that the best preparation for life is the best preparation for college.

2. Every pupil will go as far on this road as his circumstances permit. Any part is good; more is better.

3. Preparation for life is a vague term. What is life? Whose life? What sort of life? In our confusion we turn to the college for light and there we find the converse proposition asserted with some assurance, that preparation for college is the best preparation for life, even for those who do not go to college. Now, we are in bonds to the same civilization. All desire the same end and ought to be able to agree upon the details of this relation, which is being slowly expressed in a standard preparatory course.

4. It is the public school as a whole and not any department of the public school which prepares for college. The lower grades are as vitally important as the higher.

5. In the smaller towns the attempt to make a full twelve-grade school has often resulted in impoverishing the lower grades and so making the entire school work ineffective.

Edwin A. Strong.

Goods Will Not Sell Themselves.

The store was filled with many wonderful and beautiful things. There were silks of finest texture and cloths that charmed the touch by their softness. There were jewels that glowed and scintillated under the subdued lights that played upon them, and perfumes that breathed their fragrance throughout the place.

But the man who owned the store was disconsolate, for no one came to buy. They entered and looked and turned things over, while he stood by mutely, hoping that their eyes would show them that what they touched was good. And they did exclaim and enjoy, but each time they went away without buying.

The storekeeper went to a friend of his who was a man of the world and versed in many things. He said to this friend:

"Look at my store, filled with wonderful and beautiful things. Look at my plate glass windows, so beautifully adorned. Look at me. Am I not a man of honor, a civilized and respectable appearing gentleman?

Why, then, can not I succeed? Why do the people come and look and turn away and go in next door to buy their goods from my neighbor?"

The man of the world answered him:

"Friend of mine, as you say, your stuff is good and you are a gentleman, but there is one great thing which you have overlooked: You are not a salesman. You stand by mute—as you yourself have said—and so you lose your sales."

"But my goods can speak for themselves," replied the storekeeper proudly.

"That is where you are wrong," responded his friend. "You know that they are good. Remember there are those who have not had your experience and who do not know. They are mental interrogation points when they enter your store. They are met by a dash in the shape of you. See what I mean? You need an exclamation point, a semi-colon and a couple of periods to convince them that what you have is really worth having."

"You want a salesman who understands his business. One who is courteous but never effusive, and who knows how to suit his manner to his customer. Certain people are won through a little flattery judiciously applied. Others prefer a salesman who is direct and to the point. Others—there are so many kinds of people! Intuition is an asset that every successful salesman must possess."

"You need a salesman who knows as you know that the stuff he is selling is good. It will give him confidence he could not have otherwise."

"To be brief—get a man who can talk wisely and well, and who can look the customer in the eye while he is praising your goods. You will find that your business will be a success."

Did the storekeeper take his friend's advice? If he did so he was wise.

John Malcolm.

He Had a Blacklist.

A man entered a grocery store and drew a slip of paper from his pocket. A clerk, with pencil and order pad, stepped up. The man adjusted a pair of glasses and looked over the list.

"Do you keep Bopo soap powder?" he asked.

"Bopo? No, sir; we have several other soap powders, but no Bopo," answered the clerk.

"Paradise creamery butter?" enquired the man.

"No, sir; we don't carry Paradise," replied the clerk.

"Have you Silver Star baking powder?" he continued.

"Silver Star?" repeated the grocer helplessly. "No, sir; we have 'most every other kind, but no Silver Star."

"Well, how about Queen Lil sweet corn? Do you carry the Queen Lil line of goods?"

"Sorry, sir, but we don't," said the clerk.

"All right, then; I guess I'll trade here," said the man. "Those are the brands on which I've been stung."

They who go out to hit the high places land on the dump.

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 National 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

ONE MERCHANT'S WAY

And How It Won Success in Short Order.

Written for the Tradesman.

Not many days ago there was a symposium between long-separated, old-time friends in a pleasant suite at the Pantlind Hotel, the peculiar feature of which was that of the seven gentlemen present three were men who, as salesmen, have been on salaries for more than twenty years; one was an accountant who has held one position twenty-two years; two were mechanical superintendents in large industrial establishments and the seventh was an exceptionally prosperous retail merchant who has been in business for himself seventeen years and never had a partner and who, as the son of a clergyman, was raised with the ideal always before him, held then by his parents, of becoming a physician and surgeon.

After a pleasant luncheon and an hour or so of delightful reminiscence as to their boyhood days, their school teachers and classmates the accountant, addressing the merchant, asked how it was that, without any capital and in spite of the fact that as a youth he had never shown any bent toward a mercantile life, he had succeeded in establishing himself in a general retail business and had made an enviable record.

"I don't know about the enviable record," responded the clergyman's son, "but I know this much: I have succeeded as a merchant where I would have been a failure as a doctor of medicine."

Then after a bit of good natured, companionable raillery and repartee and in response to a unanimous appeal for his story the merchant told how, much to the chagrin and regret of his parents, he left school just after his 18th birthday and figuratively ran away from home, going to Chicago. "I had made up my mind to get into something on my own account because, being the son of a clergyman, a Methodist at that, I knew the percentage of risk there was in a salaried position. I knew the value of money; how hard it is to get and how embarrassing it is to be without it and resolved that I would, as soon as possible, get where if I made any money the lion's share of my earnings would not go to an employer."

The gentleman then related how he began work as porter in a large commission house in South Water street; how his salary was \$40 a month and how during the first six months he accumulated a bank account of \$90. Then his wages were raised to \$60 a month and he was made shipping clerk, a position he held for three years and at the end of the three and a half years of service he had a bank account of a trifle over a thousand dollars.

"Not only that, but I knew thoroughly as to the handling of all kinds of produce, where they came from, where they were in demand and as to buying and selling prices and their variations. I had gained a fairly

clear idea as to the cost of production and methods of harvesting and preparing for market. Incidentally, by studiously keeping tab on the market reports and through intercourse with other clerks on the street I had a pretty good notion as to prices and standards in all lines of groceries and provisions. Then, too, I made a habit of studying up on the development and general character of various sections of the country farther west; as to real estate values, crop returns and the classes of citizens in each vicinity and their needs."

"What about your parents all this time?" enquired one of the companions.

"Oh, I was in touch with them within thirty days after I left school," said the merchant, "and never while I was separated from them did I neglect to write my mother at least once a week."

"Good boy," said one of the mechanical superintendents.

"And so," resumed the narrator, "shortly after I became of age I saw a newspaper notice that a large lumbering firm had decided to begin operations on a great tract of timber land and estimated that they had enough timber standing to keep them busy for at least ten years. I knew the country referred to, knew that it was a hardwood country with a good river passing through it and had faith that the lumber operations would develop a railway. And so I located there and started in business as a merchant on my own account."

"That's all very fine," observed one of the veteran salesmen, "but where did you get your capital or the credit necessary?"

"As I said, I had over a thousand dollars in bank," said the merchant. "When my employer—the only one I ever had—heard of my intentions he said, 'Well, Tom, I'm sorry to lose you, but I wish you every success, and if at any time you get into a tight place and I can help you let me know.'"

"So you had some borrowed capital," said the clerk.

"Not a cent," quickly retorted the son of a clergyman. "The lumber company, of its own volition, offered to aid me in setting up in business, but I thanked them and said I did not need any cash assistance, at the same time suggesting that I would need a site in the new town for a store and would require lumber for the building. The result was that I was given a title to a corner lot on the two streets of the new town for \$25 and was provided with all the necessary building materials partly on credit. My new plant when finished represented an investment of \$475, and the stock of goods with which I opened up business cost me on the shelves and floor just \$850."

"So you began business less than \$500 in debt," observed the accountant.

"Yes, just exactly \$200 in debt; because I bought two lots for \$50 and before my store was completed I sold one lot for \$150."

"That's all very interesting," said one of the clerks who had remained silent all through the rehearsal, "but

to what do you attribute your remarkable success after you got started? If you knew to-day of another man situated exactly as you were when you opened your store what advice would you give him if he asked for pointers?"

"Well, excepting about \$200 worth of goods at the start, I have discounted every bill I ever bought; next I have never lost sight of the unimpeachable fact that while costs are more or less intangible, expense is the one element of costs that is real and may be controlled to a very large extent. Anybody can run any kind of a business for a time and with a great show of prosperity if expense cuts no figure."

"Is that the keynote of success, the keeping down of expense?" asked one of the mechanical superintendents.

"Not when it stands alone," replied the merchant, "but it is always a potent factor. One must have a clear and accurate knowledge as to his territory and its demands and limitations and shape his expense accordingly. This practice in combination with absolute fair dealing, industry, courtesy, courage and an expense for newspaper advertising in keeping with the territory that is available can not fail except through ill health or unexpected calamity to bring success."

"How about having a thorough knowledge of the business one undertakes?" asked one of the accountants.

"That is a very valuable factor," said the merchant, "but not always an

DAILY TO CHICAGO \$2

Graham & Morton Line

Steamers

"Puritan" and "Holland"

Holland Interurban Steamboat
Car Leaves 8 p. m.

Baggage Checked Through

Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers
Send for our large catalogue—free

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220-222 Madison St., Chicago

Our Slogan, "Quality Tells"

Grand Rapids Broom Company

Grand Rapids, Michigan

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

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

GRAND RAPIDS, MICHIGAN

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



essential. A business man of good general ability and rectitude, who is industrious, thrifty and careful, can make any business a success."

L. F. Rand.

Faith in Self Brings Out Dormant Powers.

Faith in one's self is the greatest force in human character. There is an inherent power in every man which only requires to be drawn out to demonstrate its possibilities. This power must be applied to action to bring about results.

A steam engine is a formidable looking piece of machinery and suggests great force; in reality it is but a mass of useless scrap iron without the power of steam to drive it along the rails.

In every man there is power, but when it is allowed to remain dormant and not chained to action it is worthless.

From the beginning the power of steam lay hidden and useless in water. It was left for a little Scotch laddie (Watt) to harness it and make it subservient to the use of man.

Lightning was ever in the clouds Benjamin Franklin brought it down to earth. Edison captured it and put it into cells and batteries to drive with its electric currents the iron horse, the wheel of the mill and flash the thoughts of men from continent to continent almost in the twinkling of an eye.

There is force, power in everything; in even the inert mass of matter, but it must be discovered and applied to render it of service.

There is potentiality in the makeup of every individual, but some let it lie latent, while others drag it to the front, harness it to will and determination, and make the triune steeds haul the chariot of endeavor to the twin goals of success and fame.

The philosopher is often hidden in the plowman, the scientist in the humble laborer. Many "a mute, inglorious Milton" goes down to a country graveyard, unknelt and unknown; many a Cromwell is never heard of beyond the confines of the community in which he lives and dies.

The men who forge to the front are those who implicitly believe in their own powers. Greatness consists in going beyond your fellows in some particular line of endeavor.

No man is born great, none has greatness thrust upon him. The truly great are those who achieve by their own intrinsic merits, and those are the men who believe in themselves and exert their powers to bring them to the front.

An old man has recently completed a foot journey from New York to San Francisco. Could he have done this without a belief in his capability to accomplish the task? He believed he could do it, he had faith in himself, so he called grit and determination to help the natural forces and thus succeeded in his undertaking.

What has made Edison the wizard of the twentieth century? A belief in himself. He realized that he could do and he has done.

Too many sit down by the shore and await the tide, and when it does not flow their way they commence to bemoan and rail at Fate. Fate had nothing to do with it.

Don't saddle your laziness and failure on Fate. She is the kindest of goddesses and allows herself to be wooed by anyone. You can claim her for your own and make her what you will. You can cherish her, dress her in the finest raiment and most gorgeous colors, you can twine the laurel wreaths around her brow, or you can drag her down to the mire of misery.

We can regulate our lives to be noble and useful to ourselves and to others, or we can wreck them on the sandbars and send the fragments out to float aimlessly on the sea of worthlessness until they are swallowed up by the waves of Lethe.

If you would make your life a success, if you would live as God intended you should, you must use the faculties he has given you in the right direction.

If you have faith in yourself, come out boldly and say: "I can" and "I will." Men will honor you for your grit and determination and help you to perform; but if you try to hide beneath "I can't," you will draw upon yourself the scorn of endeavor and the contempt of action.

Consider yourself as good as any man and reckon nothing too good nor too great for you to attain. Mental attitude of self-depreciation weakens the individual and causes him to lie supine while others trample over him.

Many people think they were never intended for the best things. And as a consequence they lack ambition to seek the best. If you convince yourself of your own inferiority you will be treated as an inferior.

The thought that you are not as good as others will paralyze your ability. The positive, optimistic man, who takes hold with the determination to succeed, magnetizes conditions.

How often do we hear it said of such a man that "all he touches turns to gold." The creative power of affirmative thought brings success from the most adverse circumstances.

Self poise, inward concentration and personal reliance radiate assurance and give to others confidence to trust you to encompass what you undertake.

The affirmative belief in self banishes doubt and gains victories. To succeed doubt must be completely eliminated and self faith instituted in its place.

Put backbone into your endeavor, project yourself with mighty force, fling all your being into your work. Think of the mighty deeds self faith has wrought. Fulton's self faith pushed the Clermont up the Hudson, while thousands had gathered to howl at his expected failure. His example spurred others to imitation and revolutionized water travel. To-day the steam paddle cuts the waves of old ocean and brings continents together in a few days. You can go almost anywhere if you have the will.

Swing off—and don't wait for anybody to put a preserver under you.
Dr. Madison C. Peters.

Mohammedans Travel on American Steel.

Pilgrimages to Mecca from Damascus by rail on United States steel! Some of the flat cars and the freight cars come from Belgium, while the passenger cars are from Germany. The road has been built by the Turkish government, assisted by the contributions of devoted Mohammedans. The Damascus station of the railway is situated at the extreme southern end of that part of the city called the Medan.

In viewing Damascus from the heights to the northwest the city resembles a saucepan or spoon with a round bowl, the main part being round and the quarter called the Medan corresponding to the handle. The latter is practically a single long street. The station consists of several buildings, some of which are ware and baggage houses.

He Knew.

Henderson—Why do they call the fellow who stands up with the bridegroom the best man at a wedding?

Henpeck—Easy thing. He's the one who isn't married, you know.

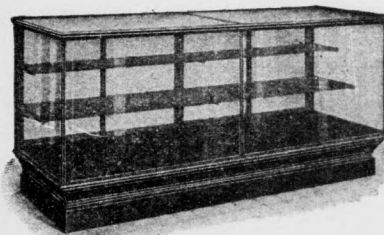
No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it

CHAMPION 70 TO 72 GRAVITY

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

Grand Rapids Oil Company

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



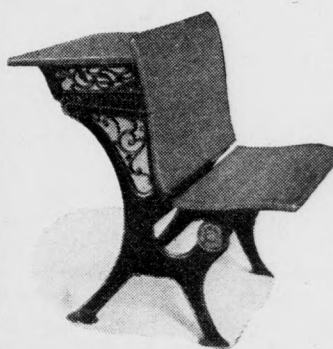
If you only knew what it means to make a joint that will not open—a door or drawer that will not bind—and a finish that will not crack or peel, you would begin to realize the importance of buying Good Fixtures. This is aside from the question of design and utility.

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

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

GRAND RAPIDS SHOW CASE CO.
Grand Rapids, Mich.

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

Office Desks and Tables

Bookcases Blackboards

Globes Maps

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.

American Seating Company

215 Wabash Ave.



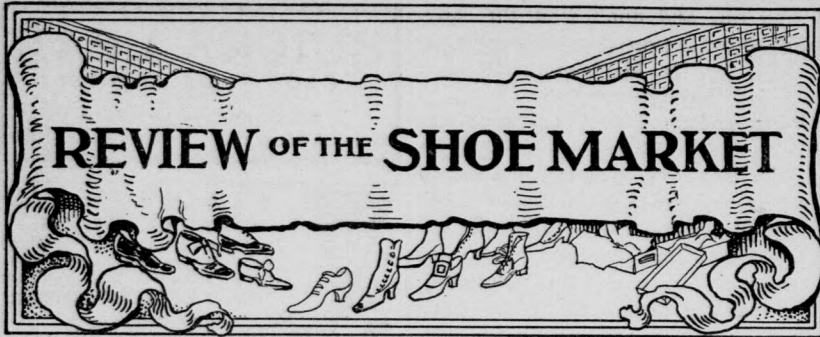
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



REVIEW OF THE SHOE MARKET

What I Would Do If I Were a Shoe Clerk.

Written for the Tradesman.

Now I suspect that some of you boys are saying to yourself as you read these head-lines: "Oh, rats! another pesky screed apropos of nothing in particular! What's the use?"

But I plead "Not guilty." This article is written from a sympathetic and appreciative point of view, although the writer is frank to confess that he is not at this time a member of that large and honorable fraternity of retail shoe salesmen.

But he knows salesmanship and the psychology thereof, and he has had a hankering for leather lo these many years. So, without undue egotism, he does contend that he is qualified to speak; and he cherishes the hope that he has something to say that is worth saying.

So, be good, and read this "pesky screed" clean through to the grand finale; and if it isn't worth the black ink and the white space consumed in the production thereof sit down at your typewriter and beat it, and the smokes are on me.

Aim High.

The position of shoe clerk is an honorable job, but it isn't the biggest job under the sun—and there's a way for you to outgrow it if you are built out of growing timber.

Did you ever stop to meditate on that?

What have you mapped out for the future, or do you believe in mapping out things?

Maybe you are one of the hand-to-mouth fellows—one of the sort that just drift along, letting each day suffice for the difficulties and the achievements thereof; never planning ahead, never aspiring.

If so, you're on a cold trail. Leave it.

As a clerk you have a magnificent opportunity to learn the retail shoe business. If you keep your eyes open you can see how the business is conducted; what schemes work and which ones do not work. You can get straight tips on buying. You can learn the goods, where they are made, by whom; and what the strength and weaknesses of various lines consist in. You can master the practical psychology of salesmanship and get a tip-top education in shoe merchandising.

All these opportunities are yours.

Still, you wouldn't care to be a shoe clerk all your life, would you? You would scarcely be content to remain in a subordinate position. Most men hanker after the leading roles in this life.

And that's what you ought to do. It is the normal feeling.

Therefore aim high.

Try to think of a day when you will become the manager of the men's department, the buyer or the proprietor of your own store.

Having pictured such a position of responsibility to your thought, try like the mischief to qualify yourself for it.

D'you know I believe in day-dreams? I like the fellow who can shut his eyes and see things. I like the chap who aspires. Nobody ever was seriously hurt by a big aim. What difference does it make to you if the other fellows get wise to your ambitions and say: "Gee! look at him! He wants to be the Main Squeeze." Let 'em indulge in their giggles and their jibes. Giggles and jibes come easy. It doesn't take much intellect to throw cold water and make a noise like the sound of a hammer. A 3-year-old baby can do that sort of a stunt. It is characteristic of immaturity and jealousy to do things of that kind. Just you keep on aiming.

And d'you know there's a whole lot of truth in the saying that the world values you at your own appraisalment?

If you are content to look upon yourself as a subordinate now-and-forevermore other people will get to thinking of you as a born underling.

On the other hand, if you get big ideas of your own value—and try to make these ideas actually valid to the other fellow—he will come to judging you by your own estimate of yourself.

I once knew a fellow who was said to be a consummate egotist.

My, oh my how the young fellows at college made fun of that chap!

He was roasted in the college papers. He was cartooned, lampooned, laughed at and ridiculed ad libitum. But that young man never paid the slightest attention to all this gratuitous advertising. Not he. He went right on thinking just as highly of himself as he had always done. He made good on every occasion. He won debates. He got topnotch grades. He carried off oratorical honors. He just compelled recognition from those whose business it was to recognize and reward merit in the student body.

By and by he went off to the university to prepare for the bar. And he made good there. His harmless egotism still got him free advertising and the knockers were continually busy. But he went right on superbly unmindful of their jibes, their ridicule and their knocking.

There Was Just One Thing Lacking

About the H. B. Hard Pan proposition and that was a line of Men's Welts for a running mate, something with Hand Process Goodyear Welt comfort and H. B. Hard Pan quality.

This deficiency has been supplied by our new line, the

Bertsch Shoe



A Bertsch Shoe, High Cut
Tan, Black or Olive
8 in., 10 in., 12 in., 16 in. or
18 in. Tops

This line will appeal to a good many customers and boom sales to a greater degree than ever before.

The Bertsch Shoe line is simply a winner. Dealer after dealer has written in saying: "Shoes that cost us 75 cents a pair more are not a bit better."

Those of you who haven't yet seen the new line, the Bertsch Shoes, should write in quick.

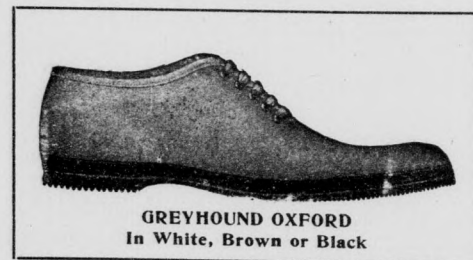
All the good old H. B. Hard Pan Quality in Goodyear Welts.

**Herold-Bertsch
Shoe Co.**

Grand Rapids, Mich.

Greyhound Tennis Shoes

Are universal favorites. They are not only stylish in appearance, but have the fit and wearing qualities necessary for the best service.



GREYHOUND OXFORD
In White, Brown or Black

We also have Greyhound Tennis Shoes in Blucher Oxford and Balmoral Shape in white, brown or black.

These shoes have been on the market for several years and the demand for them is so great that a separate factory has had to be constructed for their manufacture.

No shoe stock is complete without a full line of this shoe. It is the best seller on the market and is a BUSINESS BRINGER and TRADE PULLER.

Grand Rapids Shoe and Rubber Co., Inc.
Grand Rapids, Mich.

State Agents for HOOD RUBBER COMPANY, Boston

And to-day the world is taking him at his own valuation—which is considerable. And he is making as much money in a week as some of his self-appointed critics are making in a year.

It pays to aim high.

Back Up the Aim With Effort.

Of course you've got to back up the aim with hard work if you want to make it count for anything.

It isn't enough to sit on the ledge and blandly dream of the time when you are going to lord it over the boys and own everything in sight.

Pipe-dreaming is not to be confused with legitimate aspiration. And here's the way you can tell whether or not your aspirations are of the right sort: if they cause you to work hard, to work cheerfully, to observe carefully and to try faithfully to do your entire duty—and a little more—you can be sure you have a genuine case of promotion-fever; but if your dreams make you hanker after the shady spots and the easy jobs you are deluding yourself and letting your imagination play pranks with you.

A big aim without corresponding effort as like an aeroplane that won't fly—it's a joke.

Lofty aspirations call for high and honorable endeavors.

Therefore work up to the measure of your ambitions.

If you would be boss to-morrow work as if the store were yours to-day.

Economize time. Don't do the routine work in a dull and phlegmatic manner, nor squander fifteen minutes on a five minute job.

Put Snap and Ginger in Your Work.

Put snap and ginger in your salesmanship.

Go at it in an enthusiastic way.

Enthusiasm is one of the greatest virtues under the canopy.

Sometimes it makes all the difference between a ten thousand dollar man and a one thousand dollar man—just this thing of enthusiasm.

One is all fire and snap and energy; the other, conceivably just as well equipped in every way, is a dead one.

Therefore one is put at the head and the other is made a tail-ender. One of them—just because he has snap and energy, which is hypnotic—is made the head of the sales department and given dominion of many personalities; while the other is given a very subordinate position wherein he is told what to do, how to do it, when to do it—and then has to be personally supervised while it is being done to see that it is done right and at the proper time.

Develop Your Own Resources.

Resources are of two orders: External and material, on the one hand; on the other hand, interior and psychic. As a general proposition the average shoe clerk does not have a great deal of the former; he may be long on the latter. If the shoe clerk is wise in his day and generation he will make it a care to develop the resources with which he is invested.

"But what exactly are they and how withal can I develop them?"

Pertinent questions these and deserving of serious consideration.

To begin with let us consider the concept of personality. We are individuals, each differing from the other. We are a complex of emotions, capacities and talents. As stars differ in "glories," so individuals differ in likes and dislikes, temperaments, capacities and ways of doing things.

When you were created Nature destroyed the mold. Since the morning stars sang together and the sons of God shouted for joy the world never saw your like before, and never will again until the crack of doom. You are unique, peculiar, different. Your methods of approaching people, capacities for winning them and ties for holding them are yours and yours alone. Thus it has been said that each man has his own constituency.

Therefore you can be your best by being yourself. Let the other fellow's peculiarities alone. Dare to be true to your own nature. Thus will you find your pathway both fruitful and strewn with roses.

But coming down from this sublimated atmosphere to things practical, it is up to you to use your own methods of persuasion in selling shoes. Be natural. That does not mean that you are not to learn by observation. Indeed, the most resourceful of salesmen can learn by watching others. You should not only watch but listen, particularly when the traveling salesmen are in with their samples and the talk that goes therewith. They can give you many a practical tip for, as a rule, they are wise to the ways of salesmanship.

Your smart boy may think he is cheating the boss by easing up when the boss is off guard. But he is fooling himself far more than he is the boss. He is cheating himself out of discipline. He is retarding his own growth. He is developing habits to his own hurt.

The shoe clerk owes it to himself to do his level best at all times. Whether his work is adequately appreciated or not he ought to make his work just as thorough as he possibly can—for his own sake primarily. This is necessary in the development of one's resources; for there is no royal road to efficiency just as truly as there is no royal road to learning. We are made or marred by the manner of our work.

The history of commercialism fairly teems with illustrations of men who have attained efficiency through faithful service. And the annals of retail shoedom are not without such inspiring examples. Why is it one clerk remains all his lifetime a clerk, accumulating little, doing his work in a desultory manner and in his latter years holding the job by the skin of his teeth, ultimately to be cast off like a worn-out garment, while another clerk gets promoted from time to time and at length becomes a partner in the business or sole owner? Is it luck? Is it due to the capricious Goddess of Chance? Not on your life, sonny; it is in harmony with a law as true as gravitation. One clerk stood stock still while opportunities slipped by one by one, the



Esagos

Esago shoes are so called because they go on easy and fit all over. The uppers are cut from special high grade elkskin stock that combines glove-like softness with long-lived wear.

Made in two colors, black and tan, in both Blucher and Bal cut.

And our pentagon trade mark guarantees the wearer his full money's worth in shoe satisfaction.

**Rindge, Kalmbach,
Logie & Co., Ltd.**

Grand Rapids, Mich.



Rouge Rex Welts

A splendid line of high grade shoes for spring delivery to which we invite your special attention.

The styles are right, and as to quality—the name "Rouge Rex" tells it all.

Our salesman will call on you soon with a full line for spring. In justice to yourself don't order until you have seen his samples.

We also solicit your orders for immediate shipment.

HIRTH-KRAUSE COMPANY

Shoe Manufacturers and Jobbers

Grand Rapids, Mich.

other developed his resources and outgrew the lesser jobs.

Don't be a dead one.

Wake up! Take a new lease on life. Get a vital interest in the business.

Develop your capacities and qualify yourself for the first big opportunity that comes your way.

It may come sooner than you expect.

Cid McKay.

Prayed For Two Men Who Were Strangers.

When the two women who had not visited all night together for twelve years got ready to go to bed the older one said:

"You don't mind my saying my prayers out loud, do you? Somehow I have had a very foolish notion about praying for the last few years. I imagine God can hear better if I say things out loud."

The back parlor tenant said, "Certainly I don't mind," and there was a guilty tremor in her voice as she said it, for she remembered that it had been quite a while since she had said her prayers out loud or any other way except when in church. She listened, half in tears, half in awe, to the low voice of the older woman, but when the last sentence of the petition was reached she sat up in genuine surprise.

"And bless that man whom I saw on the Northern Pacific Railroad and the one that I met that day on Adams street, in Chicago," said the older woman.

The back parlor tenant did not say anything until the lights were turned out. Then she said:

"I don't want to appear inquisitive, but if you don't mind, I wish you'd tell me what you meant by praying for those two men. Don't tell if you would rather not, but—it really did sound queer."

The old woman lay silent for so long that the back parlor tenant feared she had offended her and began an apology, but the other interposed.

"Oh, that is all right," she said.

"I don't mind telling. You already know in a vague way that I have had a pretty hard time in the last twelve years. How hard you can never know. If I should tell you you would not be able to understand. The things that happened in the first part of that period I never talk about; I can't bear to talk about them—they hurt too much. However, I don't mind telling about those two men.

"One of them came east over the Northern Pacific Road when I did. I don't know his name. I was so worried that I didn't pay much attention to him. I paid so little attention to him, in fact, that five minutes after he had left the train I could hardly remember what he looked like. I have a faint remembrance that he was tall and slight and rather poorly dressed and that he had a very kind face. He must have had a kind face, because my little boy took such a fancy to him. The child was a little fellow then, only 8 months old, and he grew very fretful on the long trip. When people found I was traveling across the continent alone they were very kind and offered to help take

care of the child, but nobody could do much except that man, because the baby would not go to anybody but him. Hour after hour he tended him when I got tired out, but still I scarcely gave the man a second thought, although, of course, I was grateful in a tired, listless sort of way.

"I did, however, open my heart a little to an old lady, who was also kind, and told her I should strike Chicago almost penniless and that I did not know what I should do. Shortly after confiding in her the man came and said good-by. We were nearing his station, and he wished me a safe journey the rest of the way and good luck at the end. I do not even remember the name of his station, but I know it was somewhere near Fargo. We hailed each other for the last time as the train passed on, and I noticed then how worn his clothes were.

"A few minutes after we left the town the old lady visited me again. She had something better than gentle words that time—she had money, a ten dollar bill. The man had intrusted it to her to give to me. It was a little sum—only \$10—but it looked as big as the side of a house to me then, and I have no doubt that it looked equally big to the man and that it meant quite a sacrifice to part with it. I have often wished that I could thank him, but there has been no way. I don't know his address, I don't know his name, but he kept me from actual want in the kindest, most delicate way a man could devise to assist a woman, and with all my heart I bless him for it.

"The Adams street man was also a friend in need. He overtook me one day when I was going home fairly heartbroken. I had gone downtown expecting something to come my way that day, but nothing did. I had expected a letter with money in it; I got none. I had expected work; I got none. I was literally at the end of the string and things looked desperately dark. In the shadow of a big wholesale house not far from the bridge a man came up and spoke to me. I suppose he meant to strike up a flirtation, although why any man in his senses should wish to flirt with such a distressed looking creature as I was I can not imagine. I don't remember what he said, but whatever it was it set me crying. I was so miserable that it didn't take much to do that. And then presently I talked. I must have been out of my senses to talk so to a perfect stranger. I told him in an incoherent sort of way that I had been disappointed about the letter and about the work and that I was going back to the child with nothing—absolutely nothing.

"He stepped back and looked at me aghast.

"'Good God!' he said. 'Good God!'

"And then I felt him press something into my hand.

"'You poor child,' he said, 'take this for a Christmas present for the boy'—it lacked but a few days to Christmas—and may heaven help you."

"Before I could clear my eyes of tears he was gone, but he had left a five dollar bill in my hand. I never saw the man again. I wouldn't know him even if I saw him, but I bless him, too. Of course, many others have crossed my path whom I remember gratefully, for the world is running over with people who are helpful and kind, but somehow those two men seem different from all the rest. It may sound queer to hear me speak of them so—no doubt it does—but I should be a despicable ingrate if I ever forgot them, and no matter who they are or what they are or where they are, they will have somebody to pray for them as long as I live."

The back parlor tenant wiped her eyes on the pillow, and the first thing she knew she was praying for a score of people who had been kind to her.

A Treasure In Peril.

Indignant Wife—That new chauffeur has only just brought the children and me home and now he's taken the cook out for a spin.

Husband — Great Heavens! He doesn't half know how to manage a

car and she's the first decent cook we've had in a year.

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CRYSTAL
See that Top  **Blue.**



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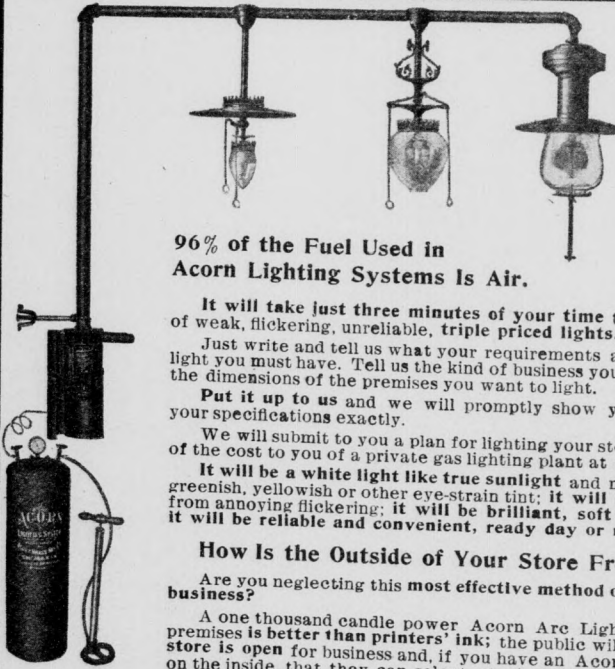
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It will take just three minutes of your time to banish the vision of weak, flickering, unreliable, triple priced lights.

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.

The Debt We Owe To Dust.

Dust is the abomination of the cleanly housewife—and the joy of the migratory microbe.

Dust to most people is something to be abjured—wetted down, wiped off, blotted out forever. Yet without dust there would be no blue firmament; the heavens would be blacker than they are on moonless nights.

On this black background the sun and moon would shine out sharply, and the same sharp contrast of light and deep shadow would characterize the surface of the earth. There would be nothing to subdue this contrast but the moon and stars, which would remain visible by day. It is due entirely to dust that we can enjoy our soft, uniformly diffused daylight, and it is the dust which contributes so much to the beauty of the landscape.

The atmosphere is at all times charged with dust particles. Dust makes the whole vault of Heaven light. Light is caused principally by short-ether waves. The finest atmospheric dust includes many particles large enough to reflect the short blue ether waves, a few large enough to reflect the green and yellow rays and still a few large enough to reflect the long red ethereal waves. The red light passes through the great majority of the dust particles unhindered; the blue rays are intercepted and diffused and so become visible. This is the reason that the finest dust—and so, too, the firmament—appears blue.

In the fall, when the days are warm and dry, the blue haze is caused by two principal factors: a large amount of vapor and the mixing of two heterogeneous masses of air—the coming together of the dust particles of two currents of air differing in electric quality or quantity. Or perhaps the mixing of currents of differing temperature may set up molecular aggregations.

The wreath that curls upward from the burning end of a cigar is blue, while the smoke drawn through and exhaled from the mouth is whitish. The particles in the latter case have united and become large enough to reflect white light.

On mountain tops the sky is intensely blue, because the rarefied atmosphere supports only the finest of the dust particles. Looking down from a great mountain height, it grows pale as the eyes are turned to the lower strata of air toward the horizon.

In the tropics—and in Italy, famous for its blue skies—the sky is a much deeper blue than elsewhere, because the dust is finer there. Not that finer dust arises there, but in other climates the dust particles are soon saturated with water vapor, which makes them coarser. In the warmer regions mentioned, however, the vapor retains its watery character and does not condense on the floating dust particles. Not until the aerial currents have borne it to higher and cooler regions will it be condensed into clouds.

And here is the most important part played by dust in the atmosphere—its influence in determining

rainfall, due to the fact that vapor fluidifies upon the dust particles and clouds are formed. It is generally accepted by scientists that of all the water evaporated by the sun from the surface of the sea or land not one drop returns which has not condensed upon a particle of dust as a nucleus.

To demonstrate: Fill a large bottle with air, which has been filtered through cotton wadding until all the original dust is driven out. Then turn in a current of steam from the tea-kettle; you will find it transparent, therefore, invisible, with no trace of the cloudy appearance that is associated with steam. The only thing noticeable is that the inner walls of the bottle begin to drip, the vapor condensing here as it begins to cool, because there is nothing else for it to condense on. Fill the bottle with ordinary dust laden air, and the vapor at once assumes the familiar cloudy appearance due to the condensation on dust particles and it begins to rain in the bottle. The steam condenses on the dust particles and freights them until they sink as rain drops.

There would be no fogs, no clouds, rain nor snow, no brilliant sunsets, no cerulean sky if it were not for the dust. The surface of the earth itself, the trees, the houses, man and beast, would be the only objects on which the vapor could condense, and these would begin to drip whenever the air cooled.

In winter everything would be covered with ice. Umbrellas would be of no avail. Clothing would become saturated with water condensing upon it. The vapor laden air would penetrate and condense upon the walls and upon the furniture. The whole world would be quite another world if there were no dust.

Since scientists have begun to understand the importance of dust measures have been taken to count the particles in a given space. In Paris, at the surface, a cubic centimeter—0.3937 of an inch—has been found to contain nearly a quarter of a million particles. In windy, dust-laden Chicago, no doubt this number would easily be eclipsed. On the top of the Washington monument there are about one-half as many, while on the high mountain peaks of Colorado there are only about 200 particles to the centimeter.

A great deal of the dust at high altitudes is cosmic dust, consisting, like the meteorites, of carbon and iron. That in the lower strata is dust due to smoke, palpable dust, and the product of volcanoes. Every one, no doubt, remembers the heavy haze that hung over the entire eastern half of the United States after the violent eruption of Mount Pelee some years ago. Often this volcanic dust is widely spread and dense. In 1783 all of Europe was for months covered by the dust ejected by an Icelandic volcano, and the Atlantic Ocean for fully 900 miles west of the north-west coast of Africa is every year subject to a haze composed of fine particles of sand from the great Desert of Sahara. Tom W. Winder.

Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT
FROM THE VERY CHOICEST SELECTED NUTS

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

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

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

Send to us for particulars regarding all our packages.

The Franklin Baker Co.

700 N. Delaware Ave.

Philadelphia, Pa.

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CO.**

GRAND RAPIDS

JACOB STEINMAN.

His Waking Up and What Waked Him.

Written for the Tradesman.

Jacob Steinman was a butcher and his shop stood in the center of the block. He had located there some twenty-five years ago when the street and the town were both unpretending, but while both, thinking a great deal of themselves, had expanded until that particular block had got to be the pride of every citizen that crowded—we'll call it that—its sidewalks, Jacob Steinman's stall remained unchanged. Each corner on each end of his side of the block tore down the low, two-storied, frame building first constructed there and with that for a suggestion and an incentive that side of the street displaced one by one the original shabby structures that were showing signs of neglect and decay; but Steinman took no heed of the improvements going on and clung to his little unpainted shack and over its uninviting counter pushed towards his customers the best meats the market afforded, his strong point.

"I've been here twenty-five years and I have given every customer exactly what he asked for and paid for. That's enough. That's my way of advertising. What difference is it going to make to the man who eats good meat whether my shop is in a \$7,000 dollar building or a \$70 dollar one. These families know I furnish them good meat at reasonable rates and they are going to stay by me as long as I swing a cleaver. The old customer will bring the new one—that's what they have done so far any way—and I don't see any good reason for tearing down and building up, for spending a lot of money in paint and paper and these modern contrivances that catch the crowd."

So the years went by, and the little unpainted frame held its own in the middle of the block, growing dingier and dirtier every day, laughed at at first, considered later as the representative of Jacob's German stubbornness and then shunned gradually but just as certainly for other stalls where good meat at reasonable prices could be bought and promptly delivered.

To the friends and well wishers of Steinman it would have been amusing had it not been provoking to watch the butcher as his best customers—they who for twenty-five years had eaten the best meat the market afforded, weighed with the same old scales and wrapped in the same coarse straw paper which invariably became soaked, then torn and then allowed the bloody juices to ooze out and besmear the clothing of the unfortunate householder who found it convenient to take home his purchase; and so one after another they fell into the habit of going home another way past other stalls and before they were aware of it the habit became fixed and Steinman lost another old customer.

Still Steinman clung tenaciously to his bump-on-a-log idea, not seeing and determined not to see how it was leaving him high and dry on the hills

of trade with no sign of a coming freshet and no chance of its flood reaching him and carrying him down stream if it should come. One day, however, when the Appleton carriage drove by without even looking in a thought seemed to hit Jacob hard and without yielding to the left-handed headscratch he was wont to indulge in when perplexed he went to his day book to find that he had sold no meat to the Appletons for a fortnight. That was a stunner and with his head on one side and looking or trying to look through the long unwashed window he asked himself what the "teufel" was the matter now?

He found out that day week on his way from Chicago: He had hardly settled himself in his seat when a couple of young fellows, both midway in the thirties, took the seat behind him and, intent upon the topic of the greatest interest to both, discussed it in all its ins and outs, trusting to the noise of the train to deaden their earnest voices.

"It seems to me to be the same old story: He's a Dutchman or German, or something like that, thick-headed and stubborn as ten ought to be, and because he settled there when the town started he's let the town—it's a growing one—drift away from him; and this man who told me about it said that it was now a mere question of time and that anybody with a little money and wit enough and push enough to keep it going was going to freeze out the Dutchman, and once started the place would soon be making money hand over fist. That's where we are coming in. We stand two to one, youth versus age, stupidity against smartness—self-respect compels us to admit that!—the old man's don't care against our determination to get there. At best it can be only a long pull and a stout one, if the proverb puts it that way, and I have an idea when we get there and look the ground over that it's going to prove only a short pull after all."

"Who is the old duffer anyway and how far from Chicago is Ridgville? That last is going to make a difference to me."

"Steinway, Steinman—Stein something anyhow and Ridgville is only four or five hours from Chicago."

"That's all right, and now if old Rip Van Winkle will go on with his twenty year nap the first thing he'll ask for when he wakes up will be a barber shop where he can get a haircut!"

Then it was that Jacob waked up. The indwelling spirit prompted him to see who occupied the seat immediately behind him. He found a brunette and a blonde—a dangerous combination—that foreboded no good. He assumed the easiest position the car seat afforded and with his hat slightly pushed back pretended to study the landscape through the opposite car windows. He saw nothing but the side of the street where his shop stood, a row of buildings three stories high except the break where his shop made an ungainly looking crevice that ought to be filled up with a building that would be an

one that knows the stock and the "reasons why" of everything he handles, and the farmers all wait for him to serve them, even to the slight extent of a paper of tacks.

Go into a city dry goods store, and the clerk at the silk counter who has women hovering around him is the man who knows the "reasons why" of every piece of goods in stock.

One of the very strong reasons for the high individual averages of the

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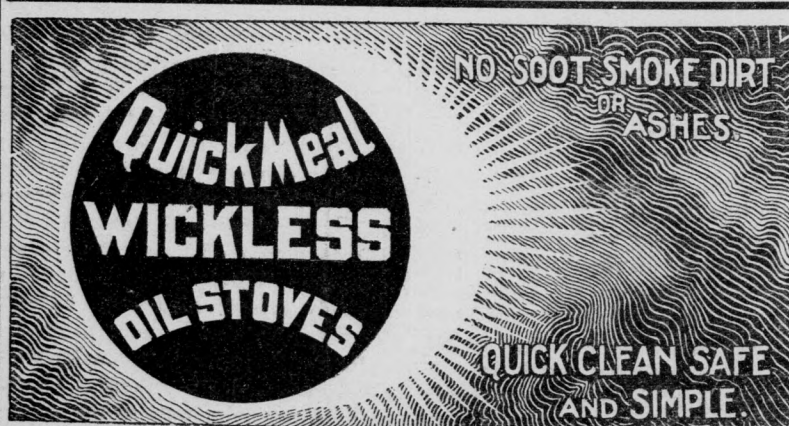
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ornament to the block and the street and—and—the city! He'd show 'em! Going to freeze him out, were they? Only a short pull was necessary if it had vim enough!" and so the rest of the ride was taken up in imagining what he wanted and how much it was going to cost, that last idea not amounting to much just now with those kids behind him plotting to do him up or undo him, because somebody in Ridgville had been planning to put him out of business.

From the station Steinman went straight to Bildham & Co.'s office and finding old man Bildham in proceeded at once to business.

"I've got ready to improve my property on Main street and I want you to do it. I want the best meat market in the State; in every way the most convenient and attractive and best equipped to be found anywhere. Can you give me an idea of what you think I want, offhand?"

Bildham laughed.

"It has been a long time coming, Jacob, but I knew you well enough to know it was coming and I have got ready for it. How does this suit?" as he spoke taking from a drawer the plans of an architect, a calling in which he had become famous.

The plans displayed were a credit to him. He had considered the block as a whole and taking Steinman's property as the central feature had changed the entire idea by a handsome tower in the middle of the block and by slightly projecting the addition so as to break up the dead

monotony that otherwise would have extended from corner to corner.

"This projection," the architect explained, "although slight ordinarily would not be allowed, but its improvement of the street is so great that it will overcome all objections;" a prediction that was amply verified. "Now when do you want this work done?"

"Start in to-morrow morning and finish it just as soon as a job well done will permit."

"All right, to-morrow morning it is and I'm glad you are coming to your senses at last."

The next day the carpenter was called in and later the painter; and with them engaged he sent for a fixture man, up in all that pertains to the requirements of a first class butcher's establishment. He had barely left when in came the brunette and the blonde. They wanted to put him out. They were ready to make it worth while if he was so inclined and if cash down was any inducement, they had brought that inducement along with them.

Then came Jacob Steinman's first moment of exultation. Taking the plans from the drawer he spread them upon the desk before them.

"This, gentlemen, is the best answer I can give to your proposition. This is my establishment as it is going to be just as soon as good workmen can put it up. Bildham & Co. are the architects and regardless of expense mine is going to be the model butcher shop in the United States of America. The business warrants

it, the street and the city demand it. I can afford to build it and am going to. I'm going to see it through in good shape. I'm thoroughly waked up and now, if you don't mind, I'm going out to have a haircut."

The next morning Main street in Ridgville was in commotion.

"What's up, Jacob?" asked Appleton, Sr., who was on his way to his office.

"Nothing just now," was the answer, "but there's going to be—the likeliest meat market on the continent if brains can plan it and money can pay for it, and I think they can."

So the eyesore in Ridgville came down and Jacob's tower—they called it Jacob's ladder—went up and not a brick in all of it was laid without somebody's wishing it good luck, so glad everybody was that Jacob Steinman was realizing what was expected of him and was willing of his own accord to come up to the expectations.

With the completion of the building the carpenter and the painter and the paperer—mind that—came in and last of all came the "fixin's" that opened wide the eyes and the mouths of all beholders not only with their fitness but their excellence and their beauty. Ridgville had never seen anything like it and had never heard of anything like it, and when opening day came and Jacob Steinman and his assistants—do you notice that plural number?—in white duck from head to foot stood ready to serve the eager crowd, a crowd made up of all his old customers long gone astray and

any number of new ones, they were ready to forgive the old stubbornness that for a long time wouldn't, displaced as it had been by a willingness as affable as it had been unexpected.

Among the many who came to see, to admire and to congratulate were the Appletons, whose passing carriage had disturbed the slumbering butcher, and when the old-time and by far the best customer asked him how it came about this was Jacob Steinman's answer: "You went by one day without even looking in. Then I looked up your account and found you were drifting away from me. Shortly afterwards I heard two fellows who wanted to buy me out put me down as a fool and I found out without much investigation that they were right. That's all there is to that. I have been trying to correct the greatest mistake I ever made and what you see is the result. Have I made good?"

She thought he had and so do I.

Richard Malcolm Strong.

Proof Positive.

Little Ted, seven years old, was sent to the bathroom for a "good scrub" before dinner, but returned so quickly that his mother declared he couldn't possibly have washed himself. He replied: "Truly, I did, mother, and if you don't believe it you can just go and look at the towel."

There may be many longing for Heaven for whom Heaven is not longing.

ANYBODY WHO WANTS

To find out can learn how to save money by buying V-NEAR WOOD DISPLAY FIXTURES. There's always one merchant in every town who knows how to make his window displays attract more attention and sell more goods at less cost than the other fellow. He's the dealer who makes every cent count—he possesses the "know how"—the something you cannot measure nor weigh nor count.

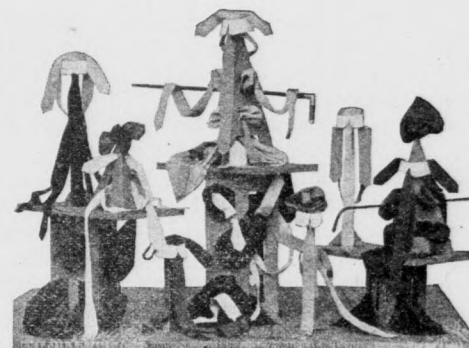


One Unit Set—six hat stands for a six-foot window, \$6.50; for a twelve-foot window, \$13.00.

Clothing is difficult merchandise to show, requires a knowledge of the goods and careful handling. To trim, first get the suits well pressed *all over* and when ready to drape have a few sheets of cheap tissue paper on hand to pad out the shoulders with, then lay the coat upon one of the easels as shown, smoothing out the wrinkles so that it will present a clean-cut appearance.

V-NEAR WOOD DISPLAY FIXTURES are so named because they look so much like mission wood that you cannot tell the difference—then they cannot warp as mission wood fixtures always do and THEY COST A GREAT DEAL LESS.

V-NEAR WOOD DISPLAY FIXTURES have no competition. They are the most substantial, the most beautiful in appearance, the most inexpensive in price, the lightest in weight—they are almost unbreakable.



The above shows how easily neckwear is handled on V-Near Wood display stands. Our Unit Set is indispensable to the proper trimming of neckwear, as the pedestals have so many openings through which the merchandise can be gracefully draped. Ties shown upon the collar are first tied with short bands and thrust under the collar; saves the collar, makes the ties show a long end. The above trim is made with a Unit Set and four collar stands.

Price \$6.00.

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

SOCIAL DISCONTENT.

It Is the Best Development for the Human Family.

Evansville, Ind., Sept. 28—Social discontent is the best development for the human family. Nature never intended us to be satisfied so long as there are some who are not developed up to the highest principles known. Discontentment is in each and every family of thought. We have arrived at this point of understanding only by the few words of discontent which bother us each and every day. We should be glad that we are made to feel dissatisfied with the present conditions and that our fathers and mothers were dissatisfied with their conditions. We should not forget the great discontentment that played within the minds of those who gave us our liberty. This same family of thought is still at work in the minds of the people and we should be glad to acknowledge this fact.

There is not a mind anywhere that is contented. We may believe that there are some minds that are fully satisfied, but they are not. No mind that has the least bit of ambition can be contented with its present conditions, for it is fed with progressive thoughts and these thoughts are not going to let that mind alone so long as they are alive.

It is a great sin against Nature to preach contentment. Those who have preached and are still preaching contentment are generally individuals who are decidedly discontented. "Be ye satisfied" is the greatest insult any one person can offer another. If every one on earth was satisfied with present conditions, this world would stop moving. We don't want a single man to be fully satisfied. We want him to keep on following the thought of discontentment.

We can not be contented any more than the infant after its mother has been taken from it. We are crying aloud for our own kind, and we will never be fully contented until we find them.

We meet out our own kind by the thousands out on the highway, but few of them recognize us. We call ourselves strangers to one another. We do not realize that we are all brothers and sisters of the same family and of the same thought. We think just because we look different that we are different. Just so long as we think this, just that long there is going to be social discontentment. I can be and I am happy with my bread and butter proposition, but I am never contented so long as I am not doing something to lift up a fallen brother. If I can make a brother discontented with his surroundings in so far as to cause him to help himself or someone else to rise to a higher point in life I feel as if I have done the work that Nature wants me to do.

Every human mind feels that there is something radically wrong with our economic and social conditions, and it seems that there are comparatively few minds that know just what the trouble is.

Merchants, manufacturers, professional men and the humble hard working men all feel that there should be something done. Yet, is there not a genius among us who can show us the way? We have men, lots of them, who claim to know how we can overcome this great social unrest, but as yet they have failed to unite their efforts. They never will unite their efforts so long as our highly educated men preach contentment. We should not be satisfied with patches. We want whole men and women. This idea of preaching contentment is trying to patch things up. That is all there is to it.

We need not feel sorry for the merchant, the manufacturer and the professional men if they are troubled with these conditions, but we should look deep down into the minds of our laboring people and try to learn just why they are so dissatisfied.

Let us try to lift the poor hard working men and women up to a higher standard. "The poor ye have with you always" is another great sin when we look at it from the economic standpoint. If Jesus Christ said this He did not mean that the people would be starved to death and would always live in want, He meant that they would be poor in spirit (poor in education, in thought.)

I will always be very discontented as long as I know there is even one little child in need. We all know there is enough for all. And he who is willing to be content with his little mind so long as his little belly is full is the man that is going to make me continue to be discontented until I can reach him. If he can not be reached through this individual, he must be reached through some other, for this thought will never be satisfied until every mind is filled to overflowing with love for all mankind.

You may say, "What a dream! This can never be." If conditions will never be as these thoughts convey, then discontentment will continue forever. So long as we try to modify things, just so long can we expect to have to prepare for war. What we need most is to do away with many of our institutions. Teach the children that the institutions can do them no good. We are spending too much money trying to save the institutions when we should use this money to save the labor of the poor.

Most of our institutions are preaching contentment when they know people are in want by the thousands.

We make our own conditions. It is I who am at fault and not my brother for the conditions I am living under at the present time. I have been here over forty-five years, but what have I done to relieve general conditions?

I have been taking all I could get my hands on in what most of us call an honest way, trading with my neighbors, and have not once thought of how "the other fellow" was living. But to-day I am thinking about the other fellow and the little babies also.

I want to help the man who can not help himself. If every able mind

in this world would think this thought for one year, discontentment as a social evil would soon begin to grow into universal pleasure for all mankind.

Let us try to make everybody happy. Discontentment and happiness are two different things. We can be happy and still be discontented.

It is true you could never, so long as you live, make some people happy nor the least bit contented, but what made them so? The conditions under which they were born. You have heard about people "being born that way." Yes, thousands of children are born into conditions that you and I ought to be ashamed of as free born American citizens. I am ashamed of myself for being so slow. I ought to have had nerve enough a few years ago to stand up for the right.

The trouble with most of us to-day is that we are cowards. We keep still for the sake of the dollar. We are letting the dollar rule us.

Please don't criticize me on this. All I ask is for you to be real quiet just a moment and think. A dollar is a mighty good thing to have. I am working for it every day, but it is a mighty bad thing if I must give all of my time working for it.

All I need is something to eat, something to wear and a place to sleep, and I am not going to be content until I see everybody else have these things also.

Edward Miller, Jr.

At the Soda Water Counter.

Soda Water Ice—Good morning; you look rather spry this morning.

Ice-cream Freezer—Yes; I just did a few turns. You look rather smart yourself.

Soda Water Ice—Yes; you see, I have just been shaved.

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



Registered,
U. S. Pat. Off.

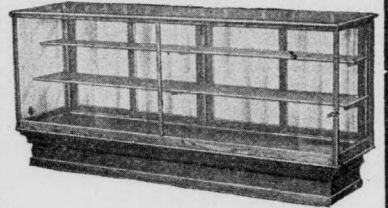
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HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.



Wilmarth
THE CASE WITH A CONSCIENCE

When your cases bear the above mark you have a good case—a dependable one. Would you like to know more about this kind? Write

WILMARTH SHOW CASE CO.

936 Jefferson Ave.
GRAND RAPIDS, MICH.

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



FALSE PRETENSES.

Make Window Shade Poorer Than the Goods Inside.

I was slumping through Baltimore one day last week, headed for Philadelphia and home. It was a measly hot day, and the fag end of a trip that had kept me out about ten weeks.

Old Philadelphia in the distance looked pretty good.

I went by a candy store on one of the streets leading to the station, sweating like a steer, and with a thirst that would have taken mackerel brine without winking, when I ran across a window display that hit me hard.

As I said, it was a candy store with a soft drink attachment, and the display showed oranges and orangeade. There was a sort of picture frame effect. On one side was a little pile of oranges and on the other a couple of glasses of orange juice in the thin glasses that make you feel so refined while you are drinking out of 'em. Straws in both—looked as if they were just waiting for your sweaty old uncle to come in and hit 'em up.

Back in the frame was a bunch of orange blossoms, and the whole thing just hit me where I live. As straight as my tired old legs could push me I went in and ordered a glass.

Then I sat back and let my mouth water while it was coming.

Gee whiz, but I was disappointed. The stuff wasn't like its picture at all. From the outside it looked like the pure juice of the orange—in your mouth it tasted like an imitation, and was one, too.

I know the difference—I've made 'em both.

I felt as if I'd been buncoed and, as a matter of fact, I had been. They had decoyed me into that store by a picture of something I wanted, and when I went in and ordered it, it turned out to be a cheap chromo instead of an oil painting.

Ain't a man foolish that makes his window offer more than he can do? Think I'll ever go there again? You can bet I won't. Of course, I'm only a transient. The loss of my trade wouldn't kill a fly. Nevertheless, if I had my leg pulled, other people not transients probably did, too.

A whole lot of storekeepers handle their window that way—just to get people in. They think, "Once they're in I can handle 'em all right." So they put out a window that's just a little too good.

I'd work hard to make my window just a shade poorer than the goods inside, seems to me. Make the window good enough to draw 'em in, of course, but once they're in treat 'em better than the window holds out hopes you'll do.

In the Baltimore case it would have been a cinch to do that to me. All they needed to do was to give me a glass of straight orange juice. That's simple enough, ain't it? I didn't go in there with only a nickel in my fist to spend—I'd a thousand times rather have spent twice that for the real stuff than the nickel they charged me for the imitation.

Anybody would.

Well, I drank three or four grouchy swallows of the made-up orange juice

and then set the glass down and got up. A fellow was figuring at a desk behind the counter, and I made up my mind to have a word with him. He seemed to me like a man that had some Dutch talk coming to him, and the taste of that stuff in my dissatisfied mouth gave me a good text.

"My friend," I said, "you've got one of the greatest displays in your window there I ever saw."

He perked right up and looked tickled.

"Think so?" he said.

"I do," I replied. "I am a traveling man and was just passing when I saw it. I get about a good bit and that display can be depended upon to sell goods, which a lot of 'em can't."

"I thought it was pretty good myself," said the confectioner.

"The only trouble with it is," I said, "that it gets people in here under false pretenses."

He thought it was a joke, and let out a polite laugh.

"That so?" he said. "How's that?"

"Well," I said, "take my case: The sight of those oranges in the case here and the looks of the stuff in the glasses made me believe I was going to get pure orange juice. Instead of that, you know what you gave me—it wasn't orange juice, that's sure. I wouldn't have drunk the imitation for real money, if I'd known."

"I can't serve orange juice for five cents," he said.

"I didn't ask you to serve it to me for that," I said. "I'd paid ten; so would most other people for the real thing. As a matter of fact," I went on, "have you ever tried to sell real stuff here?"

"No, I haven't," he replied, "but I know they wouldn't pay more than five cents for a straight drink."

"All right," I said. "It may seem cheeky in me to argue with you about your own business, but I'll bet a dollar that seven out of ten of the people that come in here would rather pay ten cents for a glass of pure orange juice than five cents for the stuff I got. They might not be able to get the ten-cent drink as often, but when they got it they'd have something. For my nickel I got nothing but a disappointed taste."

I didn't convince him, so I came out and mentally marked the store down on my list of "Never Again's." I know the man is wrong, because I've wrestled over the same problem with a lot of my friends in the retail trade.

Why, I have a mighty good friend who runs a clean little store out in Cincinnati. It took me two years to persuade that fellow he could sell mixtures for more than thirty cents a pound. Think of it! Said what the orange juice man said—his people wouldn't pay the price! To-day he sells a grade of bonbons for eighty cents, and sells lots of 'em.

Why, that man appreciates me so much to-day that he'd give me his daughter's hand in marriage if only he was married and had a daughter, and I wanted her, and wasn't married to somebody else.

So that the moral of the day's lesson, dearly beloved, is that you're

apt to be wrong if you think that people—that is, most people—won't buy the best stuff, but if you're not wrong and really can't sell it, don't use window displays that make anybody think you keep it.—The Supply World.

The only way to keep faith sweet is to keep it in service.

Dignity is not in refrigerated manners.



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



The New Flavoring

Mapleine

(BETTER THAN MAPLE)

Crescent Mfg. Co., Seattle
Sole Manufacturers

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

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



WILL POWER.

Its Use Determines the Measure of Your Success.

Will is the determinative force in man. The great works which excite the admiration of the race are the evolution of concentration of thought and determination to carry out to successful issue the impulses of the will.

The men who have done great things in the world have not been miracle workers, nor have they been gifted beyond those who have done little or nothing. The secret of their greatness lay in their assertive will power, which they put forward to push them to the front, while the others were lying prone behind, not using the talents with which they were endowed, because they would not exert their will.

Many of our brainiest and most gifted men are cast on the dump heap of uselessness because they lack the indefinable quality called grit. Many men of transcendent ability are useless to the world because they lack the will power to assert themselves. This is why so many of the cleverest fellows are left behind in the race of life.

The large numbers of really gifted men walking our streets by day, hungry and idle, and sleeping in the parks at night, fully corroborate this statement.

To get along in this world, to rise to any height of eminence, you must assert your individuality, and let others see the stuff that is in you and what you are capable of doing. You who grumble at fate and think you deserve much better treatment at the hands of the fluctuating goddess, put on your thinking cap and try to realize why you are in your present position. Dissect your own character and bring the pieces carefully under the microscope of your own criticism, and you will find that you deserve no better than what you are getting.

As a general rule, the world takes a man at his face value. He may intrinsically be worth a mint of gold, but that consideration has nothing to do with his actual worth in the world.

There are billions of dollars' worth of gold hidden in the bowels of the earth, but it is useless as long as it remains there. It only becomes valuable when it is mined, separated from the ore, and fused into ingots. In the same way, a man may have hidden in his composition the rarest qualities and faculties, but they are useless unless brought out and made to do himself and the world service.

Catherine of Russia longed to found a "professorship of decision" in all

Schiller considered a person really the schools, lest the Russian empire should dissolve into the North Sea.



SEE THE END FROM THE BEGINNING.

Every man must hew his own statue of Success out of the block of Opportunity with which life provides him. And if he's going to hew to any effect, it isn't enough for him to take a chisel and mallet and hack away in any old fashion at the rough block—he's got to have a definite vision of the "Angel in the Stone," and see that every blow contributes something definite towards bringing the figure to life. Haphazard, hit-or-miss strokes, made for the pleasure of seeing the chips fly, will never bring forth any outlines of success.

The ability to see the end from the beginning and to go straight at it is a mark of greatness. The capacity to see essentials—to cut out red tape and preliminaries—to get to the point—to do the one thing necessary and let all else go by the board—to banish delay—to hit the nail on the head without first hammering all around it—to state the vital fact without leading up to it through introduction—what a plain straightforward matter of fact ability it is! Yet how few possess it.

Drive to the point. Hew close to a straight line. Make a bee line to the object you have in view. Don't beat around the bush. Cut out preliminaries. Cut out red tape. Cut out all irrelevant or extraneous matter. Make every word and every act tell. Drive to the point.—Fifteenth Ginger Talk.

able who could "man his own heart."

Emerson declared: "Will is the only real man in us."

Tyndall, in paying tribute to the illustrious Michael Faraday, has this to say: "His nature was impulsive, but there was a force behind the impulse which did not permit it to retreat. If in his warm moments he formed a resolution, in his cool moments he made that resolution good. Thus his fire was that of a solid combustible, not that of gas which blazes suddenly and dies as suddenly away."

Opportunities are the fuel of life, ability is the match which kindles it, and will power is the fan which keeps the flames alive.

Genius lights its own fire, but it takes determination to keep it going.

Patience has been called a virtue—it is more, it is one of the greatest factors to success. Promptness and patience can accomplish wonders.

Brilliance of faculty is a splendid gift, but of more importance is the power to concentrate the thoughts into proper focus so that you can see definitely the path before you.

Tom Moore would keep a poem by his side for a week to get a single word and thought. Ten lines a day was good progress.

Joseph Cook says he spent nine consecutive days thinking out a definition of conscience.

his attention from the lines of philosophical thought to which he was devoting his faculties.

Michael Angelo declined pay for his work on St. Peter's lest money might taint his brush.

William Carey, to whom India owes more than to any other western scholar, wrote to a friend: "I am a plodder; I can persevere in any definite pursuit, and to this quality I owe everything."

Edison is looked upon as the wizard of applied science. He attributes all his success to concentration of thought, will power, and hard work. An eminent aurist volunteered to cure him of the partial deafness under which he labors. "No," said the great inventor, "I would hear too much and get distracted so that I could not concentrate all my thoughts on my work."

Will power can be made so strong as to be able to grapple with any situation. Generals on the battlefield have been known to call sleep to recuperate their strength amid the roar of cannon and shouts of conflict. It is said that Napoleon could sleep at will under any condition. Mendelssohn, the musician, could go into a room in broad daylight, throw himself on a lounge, and be fast asleep in five minutes.

Wendell Phillips was undecided of purpose when a young man. After listening to a sermon by Lyman Beecher he went home and prayed: "O, God, whatever is right, may I have the courage to do it." Afterward the great orator said: "From that day I never have found anything that impressed me as being wrong exerting any temptation over me, nor has it required courage on my part to do whatever I believed to be right."

These words should inspire young men to call will power to their aid to enable them to climb the heights of integrity and honor, where from the eminence of virtue and good works well performed they can look back with forgivable pride.

If you want to be somebody in this world you must assert your individuality and assert it in the right direction, so that it may lead to a goal of honor for yourself and be an example for others. Find out what you ought to do, say to yourself, "I must do it," then begin right away with "I will do it," and keep at it until it is done. Madison C. Peters.

Sometimes even the top dog tires of fighting.

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.

Checks For Less Than \$1 To Be Illegal.

Washington, Sept. 25—Charles D. Norton, acting Secretary of the Treasury, has asked law officers of the Government to give an opinion as to the construction to be put upon the provision in the penal code of the United States which places a ban on all checks for less than one dollar. He has considered the advisability of writing to members of the congress joint committee on revision of the new code for light as to the origin and intent of the clause.

The mail order houses throughout the country appear to be much concerned on account of this provision. The new code was approved March 4, 1909, and will go into effect January 1, 1910. The language of the proviso forbids the making, issuance, circulation or passing out of any note, check, memorandum, token or other obligation for less than one dollar. Business firms who have been interviewed as to the effect of the new enactment say it will mean the substitution of postage stamps, subsidiary coins and postoffice money orders in lieu of the bank checks for payment of accounts representing fractions of a dollar.

The number of bank checks drawn in payment of balances of less than a dollar are very few. Outside of the mail order houses the number of such checks received in the course of business is comparatively insignificant.

Treasury officers are at a loss to account for the legislation. It does not appear to have been discussed in either house. The consideration of the report of the committee to codify the penal laws was attended with very little interest in congress.

Bankers who have been interviewed on the legislation were as much surprised as the Treasury officers to account for it. One banker expressed the opinion that it was a step toward the establishment of a postal savings bank, but Senator Heyburn of Idaho, chairman of the joint committee on revision of the code, who handled the report in the senate, made a speech in opposition to the postal savings bank bill. The most rational explanation of the enactment appeared to be that it was designed to stimulate the sale of postage stamps and postal money orders.

Gripsack Brigade.

A Hastings correspondent writes: Bert Fairchild has resigned his position as traveling salesman for the Chicago Rubber Co. and has entered the employ of the Detroit Cap Co., which he will represent on the road.

An Allegan correspondent writes: Jack Martin has decided to remain in Michigan, and has accepted a position as traveling salesman for a Chicago shoe house, with this State as his territory and with headquarters at Grand Rapids. His family will go to Grand Rapids in a few weeks to make their home.

An Adrian correspondent writes as follows: John Koehn, who for many years has been associated with his father, W. C. Koehn, in the grocery

business, has engaged to travel for the J. J. Underhill Oyster Co., of Baltimore, Md. His territory will be Southern Michigan and Northern Ohio, allowing him to return to Adrian each Sunday.

A St. Louis correspondent writes: Glenn Burgess has accepted a position as traveling salesman with the National Stove Co., of Lorain, Ohio, and will enter upon his new duties about Oct. 1. Glenn has been a salesman at Humphrey & Brockway's hardware store for a long time and can sell a man something he doesn't want, doesn't need and can't use and still retain his friendship. He ought to sell stoves and plenty of them.

Ten Dollars Reward.

The Tradesman will pay \$10 for information leading to the apprehension and arrest of L. P. Hazel, formerly traveling representative for the New Prague Milling Co., New Prague, Minn. This man made Grand Rapids his headquarters from about the middle of May until the middle of July. His next stand was at Traverse City, after which he went to New York City. He frequently took advantage of the courtesy and hospitality of friends and then showed his true nature by inducing them to cash his checks on banks in which he had no balance. It is thought that he secured several hundreds of dollars in this manner. He is a member of Philadelphia Council, U. C. T., and is accompanied by a woman who is supposed to be his wife.

The Tradesman does not happen to be one of the victims, but several of its friends were on the list and, as the man is an unworthy member of the U. C. T. and a black sheep in the traveling fraternity, it deems it a duty to assist in locating him if possible, so that he may be landed behind the bars. He is a dangerous man to be at large.

Death of a Detroit Shoe Dealer.

Detroit, Sept. 28—Edward J. Conway, Secretary of the firm of Conway & Manning, shoe dealers at 243 Woodward avenue, died Sunday from malarial fever following an illness of two years.

Mr. Conway was very well known among local shoe men, having been connected with several of the larger shoe firms at various times. He contracted malarial fever while traveling in the South two years ago for the Pingree Shoe Co. Since that time the fever had given him more or less trouble, but his illness did not become serious until a few weeks ago.

Mr. Conway was born in Marshall October 16, 1873. He entered the shoe business at an early age, working up to the position of buyer for R. H. Fyfe & Co. He also had been connected with the William H. Elliott Co., now the Elliott-Taylor-Woolfenden Co. For a short time he was manager of the shoe department of the Abraham Strauss Co., in Brooklyn, N. Y.

Mr. Conway is survived by a widow, his mother and two sisters.

If we would all talk less we would hear better.

Manufacturing Matters.

St. Joseph — William J. Harper, former owner of the Columbian cigar factory but more recently of Detroit, has closed out his interests there and returned to this place. He is again the owner of the Columbian cigar factory.

Pentoga—The Iron Range Lumber & Cedar Co. has been incorporated to purchase, manufacture and sell forest products, with an authorized capital stock of \$40,000, all of which has been subscribed and \$15,000 paid in in property.

Charlotte—A company has been organized under the name of the Duplex Power Car Co., with an authorized capital stock of \$100,000, of which \$64,000 has been subscribed, \$5,700 being paid in in cash and \$50,000 in property.

Twin Lakes—Smith & Mesick, who are logging extensively near this place, have 2,000,000 feet of logs on the skids. They also have set up a large portable sawmill on a 5-acre site, cleared for the purpose, to cut ties and shingles.

Detroit—The Cleve-Rich Manufacturing Co. has been incorporated to manufacture machinery, dies, tools, etc., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$100 being paid in in cash and \$1,400 in property.

Detroit—The Baird Machine Manufacturing Co. has been incorporated to manufacture and sell iron, steel, metals and machinery of all kinds, with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Wayne Manufacturing Co. has been organized to manufacture and deal in furnaces, registers, etc., with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,000 paid in in cash. Operations will be carried on at Milan.

Flint—Although the plant doubled its capacity a few months ago, the Flint Varnish Co. is about to add still further to its business. It announces that two new additions are to be built, one 135x40 feet, the other 135x42. They will be occupied by grinding machinery.

Grand Ledge—Henry Van Houten, who has been conducting a canvas glove factory at Lake Odessa and also manufacturing shirts, has made arrangements to move his machinery to this place, where he will organize a company and engage in business on a more extensive scale.

Pellston—The Tindle & Jackson Co. is extensively advertising its cut-over lands in Emmett and Antrim counties. The foundation of the walls for the Tindle & Jackson building at this place is well under way. The building will be used for a general store and the headquarters of the company's supply department.

Trout Lake—The Kramer-Crego Lumber Co., of Gaylord, which has extensive timber interests in Upper Michigan, will erect a sawmill at this place. Work is to be started at once. The company has 1,800 acres of timber land near this station, and other tracts in the vicinity. It is expected

the mill will cut up about 6,000,000 feet of lumber in the near future. A logging camp is to be started at once.

Grand Ledge—J. E. Warner, of Ionia, has bought the Washington Fults building here and will immediately remodel the place and fit it up for installing machinery for manufacturing gloves. Mr. Warner is at present engaged in the glove manufacturing business at Ionia, and will probably continue his factory at that point, at least until he enlarges his plant in this city, which will be about December 1.

Bay City—The sawmill of W. D. Young & Co., operated in connection with the hardwood flooring plant of the firm, is running both day and night. It has been the custom of the firm to run the sawmill days and the flooring mill nights, but the increase in business has necessitated running the sawmill day and night. This gives employment to fifty more hands and doubles the output of the sawmill, which was 60,000 feet in ten hours.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Sept. 29—Creamery, fresh, 27@30½c; dairy, fresh, 22@28c; poor to common, 20@22c.

Eggs—Strictly fresh, 26@27c.

Live Poultry — Fowls, 14@16c; ducks, 13@15c; 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.

The Boys Behind the Counter.

Lapeer — William Reynolds, of Memphis, is in the grocery department of Henderson's store in place of Fred Olmstead.

Harbor Springs—C. R. Furtney, who has been in the employ of H. I. Campbell & Son for the past eighteen months, has gone to Chicago, where he has accepted a position in one of the finest drug stores in that city.

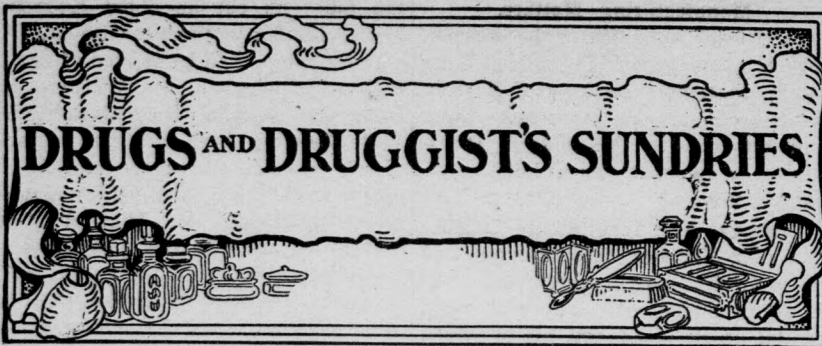
Pentwater—B. H. Meade, of Grand Rapids, takes the place vacated by M. H. Coburn in Sands & Maxwell's dry goods department.

Express an opinion, but don't give advice.

The Servant Question Solved

There is a solution you may not have thought of in the excellent menu and homelike cooking at

Hotel Livingston
Grand Rapids



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 Retail Druggists Association.
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.

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, Portia.

Greetings From President Bugbee.

Traverse City, Sept. 28—In taking up the duties of President of the Michigan Retail Druggists' Association may I speak a word through your paper to those members who honored me with the position and to the druggists throughout the State whom we expect to have with us? Why this organization? Because there is a demand for some relief from present conditions. The objects of the Association are well set forth in the preliminary draft of by-laws, on which the Association was formed:

"Recognizing the need of 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."

In an editorial in the Western Druggist for August we read: "Seventy-five per cent. of medicines, drugs, etc., consumed by the public do not pass through the druggists' hands."

H. P. Eysenbach, of Chicago, says in the September number of the Western Druggist that this statement is a conservative one. He also says: "The druggist to-day is an authority in his community on most everything except drugs, medicines, etc. The system that works this field for a rich yield assisted the druggists practically to legislate themselves out of business as apothecaries, leaving side-lines to furnish their revenue. Inasmuch as the existence of these conditions began with these laws, did these laws cause the conditions? If so, remove the cause and a cure will follow."

Are the three thousand pharmacists of Michigan, who by study, hard work and cash have earned the right to dispense drugs, willing to let such a large percentage of their legitimate business pass into other hands? Do laws that are conceived and born in a selfish or revengeful spirit benefit the people? And do you realize that the expense of the enforcement of these laws falls on us? To the question, Why not do these things through the Michigan State Pharmaceutical Association? let me quote from an editorial in the Western Druggist for September in speaking of the American Pharmaceutical Association and the N. A. R. D.: "Each association has its own distinct sphere of usefulness to the drug trade." What is true of the National associations is equally applicable to Michigan. In commenting on the late meeting of the N. A. R. D. the Western Druggist says: "It is noticeable in the resolutions adopted and in the discussions that occurred that the members are esteeming more highly each year the power of the organization in the legislative field, both in the ability to combat unwise and unjust legislation, both State and National, and in promoting the enactment of such measures as will advance the interest of the public and secure greater justice for the drug trade."

We do not expect to accomplish everything the first year, but if we do not want to be "legislated out of business" we are beginning none too soon.

Brother druggists, this is not my Association, neither is it the Association of those who met in Grand Rapids on Sept. 15. It is your Association, individually and collectively, whether from city or hamlet. Look at its possibilities with more than a thousand members—and we are going to have them. We have no axes to grind except those needed for our business and professional salvation. I have no personal interests save as those interests are linked with those of the druggists throughout the State, and I shall give all the time and energy possible to the furtherance of our mutual interests through the Michigan Retail Druggists' Association. Thirty-five years of acquaintance with the retail trade of Michigan leads me to believe that the druggists of the State are going to give the movement hearty support.

C. A. Bugbee.

It's a poor sort of a man who would do wrong if only he could be sure of a cool spring down in hell.

Standing Committees of Michigan Retail Druggists' Association.

President Bugbee has announced the following standing committees for the ensuing year:

Legislative—Herman Van Allen, Ionia; Jno. G. Steketee, Grand Rapids; W. I. Benedict, Belding; L. W. Loveland, Vermontville; J. D. Gilleo, Pompeii; R. A. Abbott, Muskegon; H. M. Gibbs, Howard City.

Trade Interests—A. Fackboner, Grand Rapids; Geo. A. Osborne, Luther; F. E. Chappell, Grand Ledge; Von W. Furniss, Nashville; S. T. Collins, Hart; E. H. Leiphart, Cadillac; A. De Kruif, Zeeland.

Membership—F. E. Chappell, Grand Ledge; C. H. Jongejan, Grand Rapids; A. G. Clark, White Cloud; Wesley B. Covey, Honor; Geo. L. Davis, Hamilton.

Six new members were received from Cadillac Monday as follows:

E. H. Leiphart.

Bert C. Benson.

Geo. D. Van Vranken.

Harold Roussin.

Jas. H. McAllister.

A. A. Woolpert.

President Bugbee contemplates calling a special meeting of the Association at Grand Rapids about Feb. 1 to complete the organization and take action on several important matters which have lately come up for consideration.

The Drug Market.

Opium—Is slightly lower on account of competition.

Borax—On account of competition has declined.

Russian Cantharides—Are very firm and tending higher.

Glycerin—Is very firm and tending higher.

Manna—On account of damaged crop has advanced.

Canadian Balsam Fir—Has declined.

Balsam Peru—Is lower.

Juniper Berries—Are very firm and tending higher.

Celery Seed—Has doubled in value on account of 10 cents duty under the new tariff.

Cloves—Have advanced on account of short crop.

Good Salol Mouth Wash.

Star-anise	20 parts
Cloves	20 parts
Cinnamon	20 parts
Cochineal	10 parts
Peppermint oil	12 parts
Salol	48 parts
Alcohol (90 per cent.)	1,750 parts

Macerate for seven days, then add the salol and filter. Thirty drops of the wash are to be added to a wine glass of warm water. P. H. Quinley.

Tasteless Syrup of Quinine.

Quinine alkaloid	256 grs.
Solution saccharin	2 drs.
Flavored syrup (q. s.) to make 1 pint	

Rub the quinine to a fine powder in a mortar and then mix with separate portions of the flavored syrup and add the solution of saccharin and enough of the flavored syrup to make a pint.

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

<p>Acidum</p> <p>Aceticum 6@ 8 Benzoicum, Ger. 7@ 5 Boracic 12@ 12 Carbolicum 16@ 23 Citricum 3@ 50 Hydrochlor 3@ 5 Nitricum 8@ 10 Oxalicum 14@ 15 Phosphoric, dil. 44@ 17 Salicylicum 13@ 5 Sulphuric 75@ 85 Tannic 38@ 40 Tartaric 38@ 40</p> <p>Ammonia</p> <p>Aqua, 18 deg. 4@ 6 Aqua, 20 deg. 6@ 8 Carbonas 13@ 15 Chloridum 12@ 14</p> <p>Aniline</p> <p>Black 2 00@2 25 Brown 80@1 00 Red 45@ 50 Yellow 2 50@3 00</p> <p>Bacca</p> <p>Cubebae 35@ 40 Juniperus 10@ 12 Xanthoxylum 30@ 35</p> <p>Balsamum</p> <p>Copaiba 65@ 75 Peru 80@1 90 Terabin, Canada 78@ 80 Tolutan 40@ 45</p> <p>Cortex</p> <p>Abies, Canadian 18 Cassiae 20 Cinchona Flava 18 Buonymus atro. 60 Myrica Cerifera 20 Prunus Virgin. 15 Quillaja, gr'd. 15 Sassafras, po 25 24 Ulmus 20</p> <p>Extractum</p> <p>Glycyrrhiza, Gla. 24@ 30 Glycyrrhiza, po. 28@ 30 Haematox. 11@ 12 Haematox, 1s 13@ 14 Haematox, 1/2s 14@ 15 Haematox, 1/4s 16@ 17</p> <p>Ferru</p> <p>Carbonate Precip. 15 Citrate and Quina 2 00 Citrate Soluble 55 Ferrocyanidum S 40 Solut. Chloride 15 Sulphate, com'l. 2 Sulphate, com'l. by bbl. per cwt. 70 Sulphate, pure 7</p> <p>Flora</p> <p>Arnica 20@ 25 Anthemis 50@ 60 Matricaria 30@ 35</p> <p>Folia</p> <p>Barosma 50@ 60 Cassia Acutifol. 15@ 20 Cinnab. 25@ 30 Cassia, Acutifol. 15@ 20 Salvia officinalis, 1/2s and 1/4s 18@ 20 Uva Ursi 8@ 10</p> <p>Gummi</p> <p>Acacia, 1st pkd. @ 65 Acacia, 2nd pkd. @ 45 Acacia, 3rd pkd. @ 35 Acacia, sifted sts. @ 18 Acacia, po 45@ 65 Aloe, Barb. 22@ 25 Aloe, Cape 25 Aloe, Socotri 45 Ammoniac 55@ 60 Asafoetida 65@ 70 Benzoinum 50@ 55 Catechu, 1s @ 13 Catechu, 1/2s @ 14 Catechu, 1/4s @ 16 Camphorae 60@ 65 Euphorbium @ 40 Galbanum @ 10 Gamboge 1 25@1 35 Gauaiacum po 35 Kino 45@ 50 Mastic 45 Myrrh 50 Opium 75@4 85 Shellac 45@ 55 Shellac, bleached 60@ 65 Tragacanth 70@1 00</p> <p>Herba</p> <p>Absinthium 45@ 60 Eupatorium oz pk 20 Lobelia oz pk 20 Majorum oz pk 28 Mentha Pip. oz pk 23 Mentha Ver oz pk 25 Rue 39 Tanacetum V. 22 Thymus V. oz pk 25</p> <p>Magnesia</p> <p>Calcined, Pat. 55@ 60 Carbonate, Pat. 18@ 20 Carbonate, K-M. 18@ 20 Carbonate 18@ 20</p> <p>Oleum</p> <p>Absinthium 4 90@5 00 Amygdalae Dulc. 75@ 85 Amygdalae, Ama 8 00@8 25 Anisi 1 90@2 00 Aurant Cortex 2 75@2 85 Bergamii 5 50@5 60 Cajuputi 85@ 90 Caryophylli 1 20@1 30 Cedar 50@ 60 Chenopadii 3 75@4 00 Cinnamon 1 75@1 85 Conium Mae 80@ 90 Citronella 60@ 70</p> <p>Copaiba 1 75@1 85 Cubebae 2 50@2 75 Erigeron 2 35@2 50 Evechthitos 1 00@1 10 Gaultheria 2 50@4 00 Geranium oz 75 Gossippii Sem gal 70@ 75 Hedeoma 2 50@2 75 Junipera 40@1 20 Lavendula 90@3 60 Limons 1 15@1 25 Mentha Piper 1 75@1 90 Mentha Verid 2 25@2 40 Morrhuae, gal. 1 66@1 85 Myrica 3 00@3 50 Olive 1 00@3 00 Picis Liquida 16@ 12 Picis Liquida gal. @ 40 Riclna 94@1 00 Rosae oz. 6 50@7 00 Rosmarini @ 01 Sabina 90@1 00 Santal @ 4 50 Sassafras 85@ 90 Sinapis, ess. oz. @ 65 Succini 40@ 45 Thyme 40@ 50 Thyme, opt. @ 1 60 Theobromas 15@ 20 Tigilil 90@1 00</p> <p>Potassium</p> <p>Bi-Carb 15@ 18 Bichromate 13@ 15 Bromide 25@ 30 Carb 12@ 15 Chlorate po. 12@ 14 Cyanide 30@ 40 Iodide 50@2 60 Potassa, Bitart pr 30@ 32 Potass Nitras opt 7@ 10 Potass Nitras 6@ 8 Prussiate 23@ 26 Sulphate po 15@ 18</p> <p>Radix</p> <p>Aconitum 20@ 25 Althae 30@ 35 Anchusa 10@ 12 Arum po 25 Calamus 20@ 40 Gentiana po 15 12@ 15 Glycyrrhiza pv 15 16@ 18 Hellebore, Alba 12@ 15 Hydrastis, Canada @ 2 50 Hydrastis, Can. po @ 2 60 Inula, po 18@ 22 Ipecac, po 2 00@2 10 Iris plox 35@ 40 Jalapa, pr. 65@ 70 Maranta, 1/4s @ 35 Podophyllum po 15@ 18 Rhei 75@1 00 Rhei, cut 1 00@1 25 Rhei, pv. 75@1 00 Sanguinari, po 18 @ 15 Scilla, po 45 20@ 25 Senega 85@ 90 Serpentaria 50@ 55 Smilax, M. 25 Smilax, off's H. 48 Spigella 1 45@1 50 Symlocarpus @ 25 Valeriana Eng. @ 25 Valeriana, Ger. 15@ 20 Zingiber a 12@ 16 Zingiber j 25@ 28</p> <p>Semen</p> <p>Anisum po 20 @ 16 Apium (gravel's) 13@ 15 Eird, 1s 4@ 6 Cannabis Sativa 7@ 8 Cardamon 70@ 90 Carul po 15 12@ 15 Chenopodium 25@ 30 Coniandrum 12@ 14 Cydonium 75@1 00 Dipterix Odorate 2 50@2 75 Foeniculum @ 18 Foenugreek, po. 7@ 9 Lini 4@ 6 Lini, gr'd. bbl. 2 3/4 @ 6 Lobelia 75@ 80 Pharlaris Cana'n 9@ 10 Rapa 5@ 6 Sinapis Alba 8@ 10 Sinapis Nigra 9@ 10</p> <p>Spiritus</p> <p>Frumentum W. D. 2 00@2 50 Frumentum 1 25@1 50 Juniperis Co. 1 75@3 50 Juniperis Co O T 1 65@2 00 Saccharum N E 1 90@2 10 Sot Vini Galli 1 75@6 50 Vini Alba 1 25@2 00 Vini Oporto 1 25@2 00</p> <p>Sponges</p> <p>Extra yellow sheeps' wool carriage @ 1 25 Florida sheeps' wool carriage 3 00@3 50 Grass sheeps' wool carriage @ 1 25 Hard, slate use. @ 1 00 Nassau sheeps' wool carriage 3 50@3 75 Velvet extra sheeps' wool carriage @ 2 00 Yellow Reef, for slate use @ 1 40</p> <p>Syrups</p> <p>Acacia @ 50 Aurant Cortex @ 50 Ferri Iod @ 50 Ipecac @ 60 Rhei Arom @ 50 Smilax Off's @ 50 Senega @ 50</p> <p>Scilla @ 50 Scilla Co. @ 50 Tolutan @ 50 Prunus virg @ 50 Zingiber @ 50</p> <p>Tinctures</p> <p>Aloes @ 60 Aloes & Myrrh. @ 60 Anconitum Nap'sF 50 Anconitum Nap'sR 50 Arnica @ 50 Asafoetida @ 50 Atrope Belladonna @ 50 Aurant Cortex. @ 50 Barosma @ 50 Benzoin @ 50 Benzoin Co. @ 50 Cantharides @ 50 Capsicum @ 50 Cardamon @ 50 Cardamon Co. @ 50 Cassia Acutifol. @ 50 Cassia Acutifol Co @ 50 Castor @ 50 Catechu @ 50 Cinchona @ 50 Cinchona Co. @ 50 Columba @ 50 Cubebae @ 50 Digitalis @ 50 Ergot @ 50 Ferri Chloridum @ 50 Gentian @ 50 Gentian Co. @ 50 Guaiaca @ 50 Guaiaca ammon. @ 50 Hyoscyamus @ 50 Iodine @ 75 Iodine, colorless @ 75 Kino @ 50 Lobelia @ 50 Myrrh @ 50 Nux Vomica @ 50 Opil 1 25 Opil, camphorated 1 00 Opil, deodorized 2 00 Quassia @ 50 Rhatany @ 50 Rhei @ 50 Sanguinaria @ 50 Serpentaria @ 50 Stromonium @ 60 Tolutan @ 60 Valerian @ 60 Veratrum Veride @ 50 Zingiber @ 60</p> <p>Miscellaneous</p> <p>Aether, Spts Nit 3f 30@ 35 Aether, Spts Nit 4f 34@ 38 Alumen, gr'd po </p>

Holiday Goods

Our Special Samples of Holiday Goods

In charge of Mr. W. B. Dudley will be on exhibition in a room fitted for the purpose commencing the week of September 5th and continuing as usual. We display a larger and more complete line than ever before. Please write us and name date for your coming that is most convenient for you. We will deem it a favor if all our friends and customers make our office their headquarters during the

West Michigan State Fair

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

(Agents for Walrus Soda Fountains)

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Provisions		Rolled Oats	
Flour			

Index to Markets		1	2
By Columns			
A		ARCTIC AMMONIA	Oysters
Ammonia	1	12 oz. ovals 2 doz. box .75	Cove, 1lb. .85@ 95
Axle Grease	1	AXLE GREASE	Cove, 2lb. .1 60@1 8
B		Frazer's	Cove, 1lb., oval .@1 20
Baked Beans	1	1lb. wood boxes 4 doz. 3 00	Plums
Bath Brick	1	1lb. tin boxes, 3 doz. 2 35	Plums
Bluing	1	3 1/2 lb. tin boxes, 2 doz. 4 25	Peas
Brooms	1	10lb. pails, per doz. 6 00	Marrowfat .90@1 25
Brushes	1	15lb. pails, per doz. 7 20	Early June .95@1 25
Butter Color	1	25lb. pails, per doz. 12 00	Early June Sifted 1 15@1 80
C		BAKED BEANS	Peaches
Candles	1	1lb. can, per doz. 90	Pie .90@1 25
Canned Goods	1	2lb. can, per doz. 1 40	No. 10 size can pie @3 00
Carbon Oils	2	3lb. can, per doz. 1 80	Pineapple
Catsup	2	BATH BRICK	Sliced .85@2 50
Cereals	2	American .75	Pumpkin
Cheese	2	English .85	Fair .85
Chewing Gum	3	BLUING	Good .90
Chicory	3	6 oz. ovals 3 doz. box \$ 40	Fancy 1 00
Chocolate	3	16 oz. round 2 doz. box 75	Gallon 2 50
Clothes Lines	3	Sawyer's Pepper Box	Raspberries
Cocoa	3	Per Gross	Standard @
Cocanut	3	No. 3, 3 doz. wood bxs 4 00	Salmon
Cocoa Shells	3	No. 5, 3 doz. wood bxs 7 00	Col'a River, talls 1 95@2 00
Coffee	3	No. 3 Carpet, 3 sew .2 25	Col'a River, flats 2 25@2 75
Confections	11	No. 4 Carpet, 3 sew .2 10	Red Alaska .1 35@1 50
Crackers	3	Parlor Gem .2 40	Pink Alaska .90@1 00
Cream Tartar	4	Common Whisk .2 00	Sardines
D		Fancy Whisk .1 25	Domestic, 1/2s .3 1/4@ 4
Dried Fruits	4	Warehouse 3 00	Domestic, 1/4s @ 5
F		BRUSHES	Domestic, 3/4 Mus. 6 1/2@ 9
Farinaceous Goods	5	Scrub	California, 1/2s .11 @14
Feed	5	Solid Back, 8 in. 75	California, 1/4s .17 @24
Fish and Oysters	10	Solid Back, 11 in. 95	French, 1/2s .7 @14
Fishing Tackle	10	Pointed Ends .85	French, 1/4s .18 @23
Flavoring Extracts	5	Stove	Shrimps
Flour	5	No. 3 .90	Standard 90@1 40
Fresh Meats	5	No. 2 .1 25	Succotash
G		No. 1 .1 75	Fair .85
Gelatine	6	No. 8 .1 00	Good .1 00
Grain Bags	5	No. 7 .1 30	Fancy .1 25@1 40
Grains	5	No. 4 .1 70	Standard Strawberries
H		No. 3 .1 90	Fancy .1 25@1 40
Herbs	6	Shoe	Tomatoes
Hides and Pelts	10	No. 8 .1 00	Good .95@1 10
J		No. 7 .1 30	Fair .85@1 90
Jelly	6	No. 4 .1 70	Fancy .@1 40
L		No. 3 .1 90	Gallons .@2 50
Licorice	6	BUTTER COLOR	CARBON OILS
M		W. R. & Co.'s 25c size 2 00	Barrels
Matches	6	W. R. & Co.'s 50c size 4 00	Perfection .@10 1/2
Meat Extracts	6	CANDLES	Water White .@10
Mince Meat	6	Paraffine, 6s .10	D. S. Gasoline .@13 1/2
Molasses	6	Paraffine, 12s .10	Gas Machine .@4
Mustard	6	Wicking .20	Deodor'd Nap'a .@12 1/2
N		CANNED GOODS	Cylinder .29 @34 1/2
Nuts	11	Apples	Engine .16 @22
O		3lb. Standards .@1 00	Black, winter .8 1/4@10
Olives	6	Gallon 2 75@3 00	CEREALS
P		Blackberries	Breakfast Foods
Pipes	6	2lb. 1 25@1 75	Bordeau Flakes, 36 1lb. 2 50
Pickles	6	Standards gallons .@5 50	Cream of Wheat, 36 2lb 4 50
Playing Cards	6	Beans	Egg-O-See, 36 pkgs. .2 85
Potash	6	Baked .85@1 30	Excella Flakes, 36 lb. 4 50
Provisions	6	Red Kidney .85@95	Excella, large pkgs. .4 50
R		String .70@1 15	Force, 36 2lb. 4 50
Rice	7	Wax .75@1 25	Grape Nuts, 2 doz. .2 70
Salad Dressing	7	Blueberries	Malta Ceres, 24 1lb. .2 40
Saleratus	7	Standard .1 35	Malta Vita, 36 1lb. .2 85
Salt Soda	7	Gallon 6 25	Mapl-Flake, 36 1lb. .4 05
Salt	7	Brook Trout	Pillsbury's Vitos, 3 dz. 4 25
Salt Fish	7	2lb. cans, spiced .1 90	Ralston Health Food
Seeds	7	Clams	36 2lb. 4 50
Shoe Blacking	7	Little Neck, 1lb. 1 00@1 25	Sunlight Flakes, 36 1lb 2 85
Snuff	7	Little Neck, 2lb. .@1 50	Sunlight Flakes, 20 1lb 4 00
Soap	8	Clam Bouillon	Kellogg's Toasted Corn
Soda	8	Burnham's 1/2 pt. .1 90	Flakes, 36 pkgs in cs. 2 80
Soups	8	Burnham's pts. .3 60	Vigor, 36 pkgs. .2 75
Spices	8	Burnham's qts. .7 20	Voigt Cream Flakes .4 50
Starch	8	Cherries	Zest, 20 2lb. .4 10
Syrups	8	Red Standards .@1 40	Zest, 36 small pkgs. .2 75
T		White .@1 40	CROCKED WHEAT
Tea	8	Corn	Bulk 2 1/2 lb. packages .3 50
Tobacco	8	Fair .75@ 8	CATSUP
Twine	9	Good .1 00@1 15	Columbia, 25 pts. .4 15
V		Fancy .1 45	Snider's pints .2 35
Vinegar	9	French Peas	Snider's 1/2 pints .1 35
W		Sur Extra Fine .22	CHEESE
Wicking	9	Extra Fine .19	Acme .@17
Woodenware	9	Fine .15	Gem .@17
Wrapping Paper	10	Moyen .11	Jersey .@17
Y		Gooseberries	Riverside .@16 1/2
Yeast Cake	10	Standard 1 75	Springdale .16
		Hominy	Warner's .@17 1/2
		Lobster	Brick .@18
		1 1/2 lb. 2 25	Leiden .@15
		1 lb. 4 25	Limburger .@18
		Picnic Tails .2 75	Pineapple .40
		Mackerel	Sap Sago .@20
		Mustard, 1lb. .1 80	Swiss, domestic .@18
		Mustard, 2lb. .2 80	
		Soused, 1 1/2 lb. .1 80	
		Soused, 2lb. .2 75	
		Tomato, 1lb. .1 50	
		Tomato 2lb. .2 80	
		Mushrooms	
		Hotels @ 24	
		Buttons @ 28	

3	4	5
CHEWING GUM	Family Cookie	DRIED FRUITS
American Flag Spruce 55	Fig Cake Assorted .12	Apples
Beeman's Pepsin .55	Frosted Cream .8	Sundried .@ 7
Adams' Pepsin .45	Frosted Ginger Cookie .8	Evaporated .@ 7 1/2
Best Pepsin .20	Floral Cake .12 1/2	Apricots
Black Jack .55	Frosted Honey Cake .12	California .10@11
Largest Gum Made .55	Fluted Cocanut Bar 10	Citron
Sen Sen .55	Fruit Honey Cake .14	Corsican .@15
Sen Sen Breath Perf 1 00	Ginger Gems .8	Currants
Long Tom .55	Ginger Gems, Iced .9	Imp'd 1 lb. pkg. @ 8
Yucatan .55	Graham Crackers .8	Imported bulk .@ 7 1/2
Hop to it .55	Gimcracks Cake .12	Peel
Spearmint .55	Ginger Nuts .10	Lemon American .13
	Ginger Snaps N. B. C. 7	Orange American .13
	Ginger Snaps N. B. C. Square .8	Raisins
	Hippodrome Bar .10	Cluster, 5 crown .1 75
	Honey Cake, N. B. C. 12	Loose Muscatels 2 cr. 5 1/2
	Honey Fingers, As. Ice 12	Loose Muscatels 3 cr. 6 1/2
	Honey Jumbles .12	Loose Muscatels 4 cr. 6 1/2
	Honey Flakes, Iced 12 1/2	L. M. Seeded 1 lb. 6 1/2 @ 7
	Honey Lasses .10	California Prunes
	Household Cookies .8	100-125 2 1/2 lb. boxes .4
	Household Cookies Iced 8	90-100 2 1/2 lb. boxes .4 1/2
	Household Crumpets 10	80-90 2 1/2 lb. boxes .5
	Imperial .8	70-80 2 1/2 lb. boxes .6
	Jersey Lunch .8	60-70 2 1/2 lb. boxes .6 1/2
	Jubilee Mixed .10	50-60 2 1/2 lb. boxes .7
	Kream Klips .22	40-50 2 1/2 lb. boxes .7 1/2
	Ladle .8	30-40 2 1/2 lb. boxes .8 1/2
	Lemon Gems .10	1/2c less in 50lb. cases
	Lemon Biscuit Square 8	FARINACEOUS GOODS
	Lemon Fruit Square .12 1/2	Beans
	Lemon Wafer .16	Dried Lima .5 1/2
	Lemona .8	Med. Hand Pk'd .2 50
	Mary Ann .8	Brown Holland .
	Marshmallow Walnuts 16	Farina
	Molasses Cakes .8	24 1 lb. packages .1 50
	Molasses Cakes, Iced 9	Bulk, per 100 lbs. .3 50
	Mottled Square .10	Hominy
	Newton .12	Flake, 50 lb. sack .1 00
	Nabob Jumbles .14	Pearl, 100 lb. sack .2 45
	Oatmeal Crackers .8	Pearl, 200 lb. sack .4 80
	Orange Gems .8	Maccaroni and Vermicelli
	Penny Cakes, Assorted 8	Domestic, 10 lb. box .50
	Peanut Gems .9	Imported, 25 lb. box .2 60
	Pretzels, Hand Md. .9	Pearl Barley
	Pretzettes, Hand Md. 8	Common .3 00
	Raisin Cookies .10	Chester .3 00
	Revere, Assorted .14	Empire .3 65
	Rosalie .8	Peas
	Rube .8	Green, Wisconsin, bu. .2 30
	Scalloped Gems .10	Green, Scotch, bu. .2 30
	Scotch Cookies .10	Split, lb. .84
	Snow Creams .16	Sago
	Spiced Currant Cake .10	East India .5
	Sugar Fingers .12	German, sacks .5
	Sultana Fruit Biscuit 16	German, broken pkg. .
	Sunshine Jumbles .10	Tapoca
	Spiced Gingers .9	Flake, 110 lb. sacks .6
	Spiced Gingers Iced .10	Pearl, 130 lb. sacks .4 1
	Sugar Cakes .8	Pearl, 24 lb. pkgs. .7 1/2
	Sugar Squares, large or small .8	FLAVORING EXTRACTS
	Superba .8	Foots & Jenks
	Sponge Lady Fingers 25	Coleman Brand
	Sugar Crimp .8	Lemon
	Vanilla Wafers .16	No. 2 Terpeneless .75
	Victors .12	No. 3 Terpeneless .1 75
	Waverly .10	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 .3 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
		No. 2 Panel .75
		No. 4 Panel .1 50
		No. 6 Panel .3 00
		Taper Panel .1 50
		2 oz. Full Measure .1 25
		4 oz. Full Measure .2 00
		Jennings D. C. Brand
		Extract Vanilla
		No. 2 Panel .1 25
		No. 4 Panel .3 00
		No. 6 Panel .3 50
		Taper Panel .2 00
		1 oz. Full Measure .90
		2 oz. Full Measure .1 80
		4 oz. Full Measure .3 50
		No. 2 Assorted Flavors 1 00
		GRAIN BAGS
		Amoskeag, 100 in bale 15
		Amoskeag, less than 15 1/2
		GRAIN AND FLOUR
		Wheat
		Red .1 11
		White .1 09
		Winter Wheat Flour
		Local Brands
		Patents .6 10
		Seconds Patents .5 60
		Straight .5 10
		Second Straight .4 70
		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 70
		Wizard, Flour .5 60
		Wizard, Graham .5 50
		Wizard, Corn Meal .4 00
		Wizard, Buckwheat .6 00
		Rye .4 50

3	4	5
CHOCOLATE	Family Cookie	DRIED FRUITS
Walter Baker & Co.'s	Fig Cake Assorted .12	Apples
German Sweet .24	Frosted Cream .8	Sundried .@ 7
Premium .35	Frosted Ginger Cookie .8	Evaporated .@ 7 1/2
Caracas .31	Floral Cake .12 1/2	Apricots
Walter M. Lowney Co.	Frosted Honey Cake .12	California .10@11
Premium, 1/4s .32	Fluted Cocanut Bar 10	Citron
Premium, 1/2s .32	Fruit Honey Cake .14	Corsican .@15
	Ginger Gems .8	Currants
	Ginger Gems, Iced .9	Imp'd 1 lb. pkg. @ 8
	Graham Crackers .8	Imported bulk .@ 7 1/2
	Gimcracks Cake .12	Peel
	Ginger Nuts .10	Lemon American .13
	Ginger Snaps N. B. C. 7	Orange American .13
	Ginger Snaps N. B. C. Square .8	Raisins
	Hippodrome Bar .10	Cluster, 5 crown .1 75
	Honey Cake, N. B. C. 12	Loose Muscatels 2 cr. 5 1/2
	Honey Fingers, As. Ice 12	Loose Muscatels 3 cr. 6 1/2
	Honey Jumbles .12	Loose Muscatels 4 cr. 6 1/2
	Honey Flakes, Iced 12 1/2	L. M. Seeded 1 lb. 6 1/2 @ 7
	Honey Lasses .10	California Prunes
	Household Cookies .8	100-125 2 1/2 lb. boxes .4
	Household Cookies Iced 8	90-100 2 1/2 lb. boxes .4 1/2
	Household Crumpets 10	80-90 2 1/2 lb. boxes .5
	Imperial .8	70-80 2 1/2 lb. boxes .6
	Jersey Lunch .8	60-70 2 1/2 lb. boxes .6 1/2
	Jubilee Mixed .10	50-60 2 1/2 lb. boxes .7
	Kream Klips .22	40-50 2 1/2 lb. boxes .7 1/2
	Ladle .8	30-40 2 1/2 lb. boxes .8 1/2
	Lemon Gems .10	1/2c less in 50lb. cases
	Lemon Biscuit Square 8	FARINACEOUS GOODS
	Lemon Fruit Square .12 1/2	Beans
	Lemon Wafer .16	Dried Lima .5 1/2
	Lemona .8	Med. Hand Pk'd .2 50
	Mary Ann .8	Brown Holland .
	Marshmallow Walnuts 16	Farina
	Molasses Cakes .8	24 1 lb. packages .1 50
	Molasses Cakes, Iced 9	Bulk, per 100 lbs. .3 50
	Mottled Square .10	Hominy
	Newton .12	Flake, 50 lb. sack .1 00
	Nabob Jumbles .14	Pearl, 100 lb. sack .2 45
	Oatmeal Crackers .8	Pearl, 200 lb. sack .4 80
	Orange Gems .8	Maccaroni and Vermicelli
	Penny Cakes, Assorted 8	Domestic, 10 lb. box .50
	Peanut Gems .9	Imported, 25 lb. box .2 60
	Pretzels, Hand Md. .9	Pearl Barley
	Pretzettes, Hand Md. 8	Common .3 00
	Raisin Cookies .10	Chester .3 00
	Revere, Assorted .14	Empire .3 65
	Rosalie .8	Peas
	Rube .8	Green, Wisconsin, bu. .2 30
	Scalloped Gems .10	Green, Scotch, bu. .2 30
	Scotch Cookies .10	Split, lb. .84
	Snow Creams .16	Sago
	Spiced Currant Cake .10	East India .5
	Sugar Fingers .12	German, sacks .5
	Sultana Fruit Biscuit 16	German, broken pkg. .
	Sunshine Jumbles .10	Tapoca
	Spiced Gingers .9	Flake, 110 lb. sacks .6
	Spiced Gingers Iced .10	Pearl, 130 lb. sacks .4 1
	Sugar Cakes .8	Pearl, 24 lb. pkgs. .7 1/2
	Sugar Squares, large or small .8	FLAVORING EXTRACTS
	Superba .8	Foots & Jenks
	Sponge Lady Fingers 25	Coleman Brand
	Sugar Crimp .8	Lemon
	Vanilla Wafers .16	No. 2 Terpeneless .75
	Victors .12	No. 3 Terpeneless .1 75
	Waverly .10	No. 8 Terpeneless .3 00
		Vanilla
		No. 2 High Class .1 20
		No. 4 High Class .2 00
		No

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, 1/2 ss. 6 20 Ceresota, 1/4 ss. 6 10 Ceresota, 1/2 ss. 6 00 Lemon & Wheeler's Brand Wingold, 1/2 ss. 6 00 Wingold, 1/4 ss. 5 90 Wingold, 1/2 ss. 5 80 Warden Grocer Co.'s Brand Laurel, 1/2 ss cloth. 6 60 Laurel, 1/4 ss cloth. 6 50 Laurel, 1/2 ss cloth. 6 40 Laurel, 1/4 ss cloth. 6 40 Voigt Milling Co.'s Brand Voigt's Crescent. 5 70 Voigt's Flour. 5 70 (whole wheat flour) 5 70 Voigt's Hygienic Graham. 5 10 Voigt's Royal. 6 20 Wykes & Co. Sleepy Eye, 1/2 ss cloth. 95 Sleepy Eye, 1/4 ss cloth. 85 Sleepy Eye, 1/2 ss cloth. 75 Sleepy Eye, 1/4 ss paper. 75 Sleepy Eye, 1/2 ss paper. 75 Meal Bolted. 3 90 Golden Granulated. 4 00 St. Car Feed screened. 28 50 No. 1 Corn and Oats. 28 50 Corn, cracked. 28 50 Corn Meal, coarse. 28 50 Winter Wheat Bran. 24 00 Hiddings. 26 00 Buffalo Gluten Feed. 33 00 Dairy Feeds Wykes & Co. O P Linsed Meal. 34 00 O P Laxo-Cake-Meal. 32 00 Cottonseed Meal. 33 00 Gluten Feed. 30 00 Brewers' Grains. 28 00 Hammond Dairy Feed. 25 00 Alfalfa Meal. 25 00 Oats Michigan carlots. 43 Less than carlots. 43 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 5 lb pails, per doz. 2 25 15 lb. pails, per pail. 53 30 lb. pails, per pail. 98 LICORICE Pure. 30 Calabria. 25 Sicily. 14 Root. 11 MATCHES C. D. Crittenden Co. Noiseless Tip. 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle. 40 Choice. 35 Good. 22 Fair. 20 Half barrels 2c extra MINCE MEAT Per case. 2 90 MUSTARD 1/4 lb. 6 lb. box. 18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 50 Bulk, 2 gal. kegs 1 35 @ 1 40 Bulk, 5 gal. kegs 1 25 @ 1 40 Manzanilla, 3 oz. 75 Queen, pints. 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob. 90 PICKLES Medium Barrels, 1,200 count. 6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS. No. 90 Steamboat. 85 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special. 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle. 2 00 No. 632 Tourn't whist 2 25 POTASH Babbitt's. 4 00 PROVISIONS Barreled Pork Mess, new. 22 00 Clear Back. 24 50 Short Cut. 21 50 Short Cut Clear. 21 50 Bean. 20 50 Brisket, Clear. 24 00 Pig. Family. 24 00 Clear Family. 21 00 Dry Salt Meats S. P. Bellies. 16 Bellies. 16 Extra Shorts Clear. 13 1/2	Lard Pure in tierces. 13 1/2 Compound Lard. 9 80 lb. tubs. advance 1/4 50 lb. tubs. advance 1/4 50 lb. tins. advance 1/4 20 lb. pails. advance 1/4 10 lb. pails. advance 1/4 5 lb. pails. advance 1/4 2 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. 11 1/2 Picnic Boiled Hams. 15 Boiled Ham. 22 Berlin Ham, pressed. 11 Minced Ham. 11 Bacon. 17 Sausages Bologna. 8 Liver. 5 Frankfort. 10 Pork. 11 Veal. 11 Tongue. 11 Headcheese. 9 Beef Boneless. 14 00 Rump, new. 14 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 3/4 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set. 25 Beef, middles, set. 50 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, 1/2 ss. 50 Potted ham, 1/4 ss. 50 Deviled ham, 1/2 ss. 50 Deviled ham, 1/4 ss. 50 Potted tongue, 1/2 ss. 50 Potted tongue, 1/4 ss. 50 RICE Fancy. 7 @ 7 1/2 Japan. 5 1/2 @ 6 1/2 Broken. 5 1/2 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint. 2 25 Columbia, 1 pint. 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. 10 Arm and Hammer. 3 10 Deland's. 3 00 Dwight's Cow. 3 15 L. P. 3 00 Wyandotte, 100 3/4 ss. 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs. 9 SALT Common Grades 100 3 lb. sacks. 2 25 60 5 lb. sacks. 2 10 28 10 1/2 lb. sacks. 2 05 5 lb. sacks. 32 28 lb. sacks. 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks. 24 Common Granulated, fine. 80 Medium, fine. 85 SALT FISH Cod Large whole. @ 7 Small whole. @ 6 1/2 Strips or bricks. 7 1/2 @ 10 1/2 Pollock. @ 5 Halibut Strips. 14 Chunks. 15 Holland Herring Pollock. @ 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop mchs. 60 @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled. 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 14 50 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 13 00 No. 1, 40 lbs. 5 60 No. 1, 10 lbs. 1 50 No. 1, 8 lbs. 1 25 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 @ 3 50 50 lbs. 5 25 @ 1 90	SEEDS Anise. 10 Canary, Smyrna. 4 1/2 Caraway. 10 Cardamom, Malabar 1 00 Celery. 15 Hemp, Russian. 4 1/2 Mixed Bird. 4 Mustard, white. 10 Poppy. 9 Rape. 6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small. 1 25 Bixby's Royal Polish. 5 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 8oz 2 80 Dusky D'nd, 100 6 oz 3 80 Jap Rose, 50 bars. 3 60 Savon Imperial. 3 00 White Russian. 3 15 Dome, oval bars. 3 00 Satinet, oval. 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox. 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star. 3 00 Lautz Bros. & Co. Acme, 70 bars. 4 00 Acme, 30 bars. 4 00 Acme, 25 bars. 4 00 Acme, 100 cakes. 3 25 Big Master, 70 bars. 2 80 Marseilles, 100 cakes. 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 2 10 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley 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 Saabitt'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. Sapaho, gross lots. 9 00 Sapaho, half gro. lots 4 50 Sapaho, single boxes. 2 25 Sapaho, hand. 2 25 Scourine Manufacturing Co. Scourine, 50 cakes. 1 80 Scourine, 100 cakes. 3 50 SODA Boxes. 5 1/2 Kegs, English. 4 1/2 SPICES Whole Spices Allspice. 10 Cassia, China in mats. 1 Cassia, Canton. 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyana. 22 Cloves, Zanzibar. 16 Mace. 55 Nutmegs, 75-80. 35 Nutmegs, 105-10. 25 Nutmegs, 115-20. 20 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot. 17 Pure Ground in Bulk Allspice. 14 Cassia, Batavia. 28 Cassia, Saigon. 55 Cloves, Zanzibar. 24 Ginger, African. 25 Ginger, Cochon. 18 Ginger, Jamaica. 25 Mace. 65 Mustard. 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne. 20 Sage. 20 STARCH Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford. 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy. 5 16 5lb. packages. 4 1/2 12 6lb. packages. 6 50lb. boxes. 4 SYRUPS Corn Barrels. 31 Half barrels. 33 20 lb. cans 1/2 dz. in cs. 2 10 10 lb. cans, 1/2 dz. in cs. 1 90 5 lb. cans 2 dz. in cs. 2 10 2 1/2 lb. cans 3 dz. in cs. 2 15	Pure Cane Fair. 16 Good. 20 Choice. 25 TEA Japan Sundried, medium. 24 @ 26 Sundried, choice. 30 @ 33 Sundried, fancy. 36 @ 40 Regular, medium. 24 @ 26 Regular, choice. 30 @ 33 Regular, fancy. 36 @ 40 Basket-fired, medium. 30 Basket-fired, choice. 35 @ 37 Basket-fired, fancy. 40 @ 43 Nibs. 26 @ 30 Siftings. 10 @ 12 Fannings. 14 @ 15 Gunpowder Moyune, medium. 28 Moyune, choice. 32 Moyune, fancy. 40 @ 45 Fingsuey, medium. 25 @ 28 Fingsuey, choice. 30 Fingsuey, 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 Heidsick. 69 Boot Jack. 86 Doney 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 Kila Dried. 21 Duke's Mixture. 40 Duke's Cameo. 43 Myrtle Navy. 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1 lb. pails. 40 Cream. 36 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1 lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake. 36 Cant Hook. 30 Country Club. 32-34 Forex-XXXX. 30 Good Indian. 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam. 24 Sweet Marie. 32 Royal Smoke. 42 TWINE Cotton, 3 ply. 20 Cotton, 4 ply. 20 Jute, 2 ply. 14 Hemp, 6 ply. 13 Flax, medium N. 24 Wool, 1 lb. balls. 8 VINEGAR State Seal. 12 Oakland apple cider. 14 Barrels free. WICKING No. 0 per gross. 30 No. 1 per gross. 40 No. 2 per gross. 50 No. 3 per gross. 75 WOODENWARE Baskets Bushels. 1 10 Bushels, wide band. 1 25 Market. 40 Splint, large. 3 50 Splint, medium. 3 00 Splint, small. 2 75 Willow, Clothes, large 8 25 Willow, Clothes, m'e m 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate. 30 1/2 lb., 250 in crate. 30 1 lb., 250 in crate. 30 2 lb., 250 in crate. 35 3 lb., 250 in crate. 40 4 lb., 250 in crate. 50 Churns Barrel, 5 gal., each. 2 40 Barrel, 10 gal., each. 2 55 Clothes Pins Round Head. 1 inch, 5 gross. 50 1 1/2 inch, 5 gross. 55 Cartons, 20 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, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring. 90 Eclipse patent spring. 85 No. 1 common. 80 No. 2 pat. brush holder. 85 12 lb. cotton mop heads 1 40 Ideal No. 7. 85 Pails 2-hoop Standard. 2 15 3-hoop Standard. 2 35 2-wire, Cable. 2 25 3-wire, Cable. 2 45 Cedar, all red, brass. 1 25 Paper, Eureka. 2 25 Fibre. 2 70 Toothpicks Hardwood. 2 50 Softwood. 2 75 Banquet. 1 50 Ideal. 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 40 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Rat, wood. 75 Rat, spring. 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1. 9 25 18-in. Cable, No. 2. 8 25 16-in. Cable, No. 3. 7 25 No. 1 Fibre. 10 25 No. 2 Fibre. 9 25 No. 3 Fibre. 8 25 Washboards Bronze Globe. 2 50 Dewey. 1 75 Double Acme. 2 75 Single Acme. 2 25 Double Peerless. 4 25 Single Peerless. 3 60 Northern Queen. 3 50 Double Duplex. 3 00 Good Luck. 2 75 Universal. 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 20 Wood Bowls 13 in. Butter. 1 25 15 in. Butter. 2 25 17 in. Butter. 3 75 19 in. Butter. 5 00 Assorted, 13-15-17. 2 30 Assorted, 15-17-19. 3 25 WRAPPING PAPER Common straw. 1 1/2 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila. 4 Cream Manila. 3 Butcher's Manila. 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls. 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo. 16 Whitefish, No. 1. 12 Trout. 1 1/2 Halibut. 10 Herring. 7 Bluefish. 14 1/2 Live Lobster. 29 Boiled Lobster. 29 Cod. 8 Haddock. 8 Pickerel. 12 Pike. 9 Perch. 8 Smoked, White. 12 1/2 Chinook Salmon. 15 Mackerel. 15 Finnan Haddie. 15 Roe Shad. 15 Shad Roe, each. 8 1/2 Speckled Bass. 8 1/2 HIDES AND PELTS Hides Green No. 1. 11 Green No. 2. 10 Cured No. 1. 13 Cured No. 2. 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2 PELTS Old Wool. @ 30 Lambs. 50 @ 75 Shearings. 40 @ 65 Tallow No. 1. @ 5 No. 2. @ 4 Wool Unwashed, med. @ 28 Unwashed, fine @ 23 CONFECTIONS Stick Candy Standard. 7 1/2 Standard H H. 7 1/2 Standard Twist. 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H. 10 Boston Cream. 12 Big stick, 30 lb. case 8 Mixed Candy Grocers. 6 1/2 Competition. 7 Special. 8 Conserve. 7 1/2 Royal. 12 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. 12 Peanut Squares. 9 Sugared Peanuts. 12 Salted Peanuts. 12 Starlight Kisses. 11 San Blas Goodies. 12 Lozenges, plain. 10 Lozenges, printed. 12 Champion Chocolate. 12 Eclipse Chocolates. 14 Eureka Chocolates. 15 Quintette Chocolates. 14 Champion Gum Drops. 6 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'd. 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, plain. 60 Lozenges, printed. 65 Imperial. 60 Mottos. 65 Cream Bar. 60 G. M. Peanut Bar. 60 Hand Made Crms. 80 @ 90 Cream Wafers. 65 String Rock. 60 Wintergreen Berries. 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Ass'tm't 3 75 Ten Strike No. 1. 6 50 Ten Strike No. 2. 6 00 Ten Strike, Summer assortment. 6 75 Scientific Ass't. 13 00 Pop Corn Cracker Jack. 3 25 Giggles, 5c pkg. ca 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s. 2 25 Oh My 100s. 3 50 Cough Drops Putnam Menthol. 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona. 16 Almonds, Drake. 15 Almonds, California sft. shell. 12 @ 13 Brazil. 12 @ 13 Filberts. 12 @ 13 Cal. No. 1. 12 Walnuts, soft shell 15 @ 16 Walnuts, Marbot. 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large. 14 Pecans, Jumbos. 16 Hickory Nuts per bu. Ohio, new. 15 Cocoanuts. 15 Chestnuts, New York State, per bu. 15 Shelled Spanish Peanuts 8 1/2 @ 9 Pecan Halves. 30 @ 32 Walnut Halves. 30 @ 32 Filbert Meats. 27 Alicante Almonds. 24 Jordan Almonds. 24 Peanuts Fancy H. P. Suns 1/2 @ 6 Roasted. 6 1/2 @ 7 Choice, H. P. Jumbo. @ 6 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
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
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
Rounds8 1/2 @ 10
Chucks6 @ 7 1/2
Plates@ 5
Livers@ 5

Pork

Loins@ 14 1/2
Dressed@ 11
Boston Butts@ 13 1/2
Shoulders@ 12 1/2
Leaf Lard@ 13
Pork Trimmings@ 10

Mutton

Carcass@ 10
Lambs@ 14
Spring Lambs@ 14

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 95
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 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

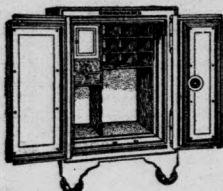
Poles

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 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use
Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust
and anti-corrosive. Put up in 1/2,
1 and 5 gallon cans.

STANDARD OIL CO.

GRAND RAPIDS, MICH.

The Maxwell Runabout At \$550

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

ADAMS & HART

47-49 No. Division St.



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

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

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale or Trade—For a general stock of merchandise, good drug stock, house and lot and store building in good town. Will sell for 1/2 down. Value \$5,000. Address Drugs, care Tradesman. 54

\$1,000 buys cancer formula. New discovery, cancers cured or no pay. Address Wm. Woodard, R. 1, Mulberry, Lincoln Co., Tenn. 53

For Sale—Store building and \$1.5 stock in a good location. \$10,000 to \$15,000 yearly sales. Reason for selling is to settle up an estate and will sell cheap for cash. Clear titles guaranteed. Address Geo. S. Ostrander, Administrator, Legrand, Mich. 51

Send fifty cents to the "Gate Way" for massive, reliable information and maps and book of the last big opening of fertile land. Dakkotah Information Bureau, Mobridge, S. D. 50

For Sale—Well established dry goods and ready-to-wear store in town of 30,000; would take active young man with \$15,000 capital as partner to manage business. A. G. Seeberger, Clinton, Iowa. 49

For Sale—After Jan. 1, old established drug and stationery business in the best part of Michigan. Owner going West. Can satisfy purchaser as to business done. Look this up. Address Capsicum, care Tradesman. 48

\$1,000 buys complete bakery, oven, mixer, etc., \$500 to \$700 per month business. Also business block in Traverse City \$3,000, leased four years at \$35 per month. Bargain, must sell, going West. L. B., 611, Grand Ledge, Mich. 47

IF SPOT CASH

and quick action appeals to you, we will buy and take off your hands at once all the Shoes, Clothing, Dry Goods, Furnishings, etc., or we will buy your entire Shoe, Clothing, Dry Goods and Furnishings stocks. We buy anything any man or woman wants money for. Write us today and we will be there to-morrow.

Paul L. Feyereisen & Co.,
184 Franklin St., Chicago, Ill.

For Sale—\$1,250 1909 Model F Buick auto with top complete, for \$850. Run less than 800 miles. Perfect condition. N. J. Bissell, Milford, Mich. 46

For Sale—Small clean stock clothing and shoes, in small town. Good point to continue business. Owner has other work. Address No. 45, care Tradesman. 45

For Sale—Bakery using about 40 barrels flour per week. Wholesale and retail, good city, centrally located in one of the best States. Will give full particulars and reasons for desiring to sell upon application. Address Opportunity, care Tradesman. 43

Wanted—Hustler to invest \$10,000 in manufacture of motor delivery wagons and get selling agency for Illinois and Wisconsin. Cars ready for delivery January, 1910. The minimum value of agency contract is \$93,000 per year. Address R. H. Evans, 69 Pitcher St., Detroit, Mich. 42

One or two store stocks for sale in a prosperous paper mill town of 2,500 population. A dry goods stock invoicing around \$8,000. A shoe and furnishing goods stock invoicing around \$7,000. Stocks so located they could be bought and put together, making a dandy business proposition. \$15,000 would carry both. Particulars of J. L. Quimby, Otego, Mich. 41

For Sale—A first-class meat market, doing a business of \$60 per day. Price of fixtures, including horse and wagon, \$1,200 and will inventory stock. Cusick Bros. & Co., 320-321 Widdicom Bldg. Citiz. 9314. 55

For Sale—A good paying bakery in Owosso, population 10,000. I have a good trade but wish to devote my entire attention to farming. Tools, machinery, wagon and harness, \$1,200. Write for particulars. H. Ploch, Owosso, Mich. 2

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

For Sale—Stock drugs, medicines, paints and oils in best farming section in Michigan. Reason for selling, poor health. Address W. L. Robson, Williams-ton, Mich. 35

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

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

\$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

Bakery and Restaurant—Good town in Michigan fruit belt. Sell or trade for farm. E. Fall, South Frankfort, Mich. 37

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

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—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

First-class bakery and property for sale. Address Henry Kahey, Greensburg, Ind. 30

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

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

Want Ads. continued on next page.

Reasons Why

Somebody asked us the other day why we are the largest wholesalers of general merchandise in the world, and this was our reply:

Because we sell for one price only—and never deviate from that printed price.

Because our comparatively inexpensive printers' ink method of selling has enabled us to reduce prices to a minimum.

Because we have centered our efforts on those things for which there is the greatest demand—the popular priced goods.

Because our four house organization enables us to buy at the best possible advantage.

Because in our sample rooms we mark all goods in plain figures.

Because our competitors have many prices—and no merchant is ever sure that he is getting the lowest from them.

Because we have featured "leaders"—have earnestly tried to list big values for our customers each month.

Because our gigantic variety enables the merchant to buy many lines in one

bill, instead of placing many different orders with many different houses.

Because we maintain sample houses showing our complete lines in reach of practically every merchant in the country.

Because we have honestly endeavored to help the merchant to solve the retail mail order problem, and to better his own conditions generally.

Because our catalogue offers the merchant an ideal buying market—a place where he can make accurate comparisons.

And the October number should reach you within the next few days. If it does not, and you are a merchant, write for your copy. Ask for number FF738.

Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses—Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.

SALESMEN-TRAVELERS.

When an experienced traveling salesman covers a territory for the first time he places his reliance upon the line of goods he is handling and upon his ability as a salesman.

The salesman who has covered a certain territory each month, for a period of years, does exactly the same thing, but has the advantage of long acquaintance and intimate knowledge as to the average demand certain to exist at different periods of the year, the varieties and qualities of goods that will find the readiest and best sale and the idiosyncrasies of the retailers he is to meet.

The new traveler, new in the business and in the territory, has as his initial resources the standing of the house he represents and his own knowledge of the merchandise he is to handle, together with his natural and acquired qualities as a salesman.

Broadly speaking, these three classes of salesmen constitute the body of merchandising travelers who are required to meet and treat with the infinite variety of men and women embodied under the general term of retailers.

As a rule traveling salesmen are courteously treated by retailers, but it is intensely human and almost a matter of course that once in awhile the jobber's representative bumps up against an unpleasant reception. The retailer has had a bad night with insomnia or his stomach is not right or collections are poor and liabilities are pressing. Any one of a score of human causes may be responsible and the skilled salesman is the man who is instantly able to differentiate between the grouch for cause and the grouch of the other kind.

"The other day I was almost the victim of actual assault and battery," said a gentleman well known as a traveler out of Grand Rapids, "and by a retailer whom I have known and sold to for several years. To say I was astonished is putting it mildly; but I knew his business was in good condition, I knew that he was in perfect health and that all was well with his family and so I acknowledged that I was surprised and, saying that I would call again after dinner, started for the front door.

"As I opened the door the merchant called me to return, and when I reached his side he apologized for his rudeness and added: 'I wouldn't have made such an exhibition of myself only just before you came in I had learned over the 'phone that the Chicago Sox had been defeated again by Pittsburgh.' He was a base ball fan and maybe I didn't 'call' him. I 'called' him good and hard and before I was through with him I sold him a bill of goods considerably larger than I had figured on as possible."

"Why did you 'call' him so hard?" was asked, and the reply was, "I knew my man. I knew he was fair and square and not quick tempered and I knew that he was truly ashamed of himself and would stand for having his weakness rubbed in a trifle."

Thus was voiced the best factor in

good salesmanship. One must know his man either instinctively or by virtue of long acquaintance and observation or by reliable hearsay, and using superior discretion and perfect gentility must govern himself accordingly.

RETAILERS KNOW.

There is a sort of mutual conviction on the part of the members of the great general public that gatekeepers in the mammoth railway stations of the larger cities and policemen are the men who, among all others, come in closest contact with humanity in general.

While there is reason for such a belief, it is one which must submit to qualifications and so becomes of little or no value except through its wonderful exhibits of patience, diplomacy and good nature on the part of the gatekeepers and policemen, who, rarely touching any specific part of any single community habitually, do not come in close touch with any individual.

The men who actually sustain an intimate relation with the members of a community are the retail merchants. The retailers are the ones upon whom a community depends for its foods, its dainties, its household utensils and home furnishings, its clothing and its luxuries. It is the retailer around the corner or over in the next block who ultimately becomes acquainted with the excellency or shortcomings of the wives in his neighborhood as housekeepers and homemakers. He is the chap who learns in due time as to the kindly generosity or the pusillanimous parsimony of all the husbands in his territory as providers for those dependent upon him.

The retailer is soon competent to designate the home circles in his bailiwick in which are thoughtless sons and extravagant daughters; he learns very quickly where are the people who are square and as to where those who are tricky and unscrupulous are located.

He has accurate knowledge as to customers who are quick tempered, nervous, unreasonable and hard to satisfy and, best of all, he becomes a compendium of information as to the consumers in his district, which is of inestimable value in his carrying out of a campaign advertising his own business.

Every Traverse City Druggist in Line.

Traverse City, Sept. 28—A meeting of the Traverse City Druggists' Association was held last evening, the event being in the form of a reception tendered the newly elected President and Secretary of the Michigan Retail Druggists' Association, C. A. Bugbee and H. C. MacDonald, at the Little Tavern. All of the pharmacists of the city, with the exception of Roy Wise, who was necessarily detained through urgent duties, were present, and the meeting was one of the most profitable ever held. Messrs. Bugbee and MacDonald told of the organization of the State Association at Grand Rapids a short time ago, and their report was very compre-

hensive, showing the rapid growth of the organization.

As a consequence all of the drug store owners and pharmacists of the city were taken into the State Association. A fine supper was spread and the event was a success from every standpoint.

It is no use trying to irrigate a desert with tears.

Some piety aspires so much it can not perspire.

BUSINESS CHANCES.

Wanted—To rent, vacant store in good town. Address V. C. Wolcott, Wayland, Mich. 56

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

Grocery for sale, clearing over \$2,000 yearly. Sales \$50 daily. Address Box 78, Durand, Mich. 23

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. Ossabaw 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

Great Opportunity—\$1,000 for my drug stock and fixtures. C. H. DeGowin, Cheboygan, Mich. 5

15 horsepower Otto gasoline engine for sale in first-class running order. Cost \$850, will sell for \$200. Address John Robson, Lansing, Mich. 965

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago. 997

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 \$3000. Daily sales \$80. Address No. 899, care Tradesman. 899

For Sale—A good candy business on main street, Pontiac. Box 471, Pontiac, Mich. 979

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

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—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

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—Implement store in most hustling town in Michigan. On account of age and poor health I must get out. Address Implements, care Tradesman. 813

For Sale—Old-established general merchandise stock in pretty village Southern Michigan. Fine fruit and farming district, fine large store building to rent or sell. No opposition. Fine school, churches, creamery, flouring mill, pickle factory, good railroad. Stock \$6,000. Will discount for cash. I want to retire. Address R, care Michigan Tradesman. 938

For Sale—Country store, well-located in one of the best farming sections in Central Michigan. Business well established. Good reason for selling. Invoice about \$3,000. Address F. S. Loree & Co., R. F. D. 5, St. Johns, Mich. 809

Build a \$5,000 business in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write to-day for free pointers and new plans. American Collection Service, 145 State St., Detroit, Mich. 805

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—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L., care Tradesman. 609

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

HELP WANTED.

Experienced clerks wanted for general store, one to manage dry goods and shoe department. Other for grocery department. Give age, reference and experience. None but real hustlers need apply. Parsons & Holt, St. Charles, Mich. 57

Wanted—Salesmen, city and traveling, now selling grocers, meat markets, restaurants and hotels to sell oysters as sideline on commission. W. H. Killian & Co., Baltimore, Md. 52

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—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.

Sober, industrious photographer looking for location, write E. R. Adamson, Belleville, Wis. 44

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

Some People

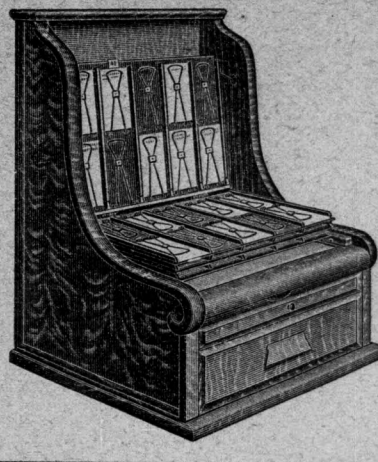
like all sorts of cereal foods, but shredded wheat people like only

Shredded Wheat

They are not changeable or finical. They know what they want. We have "educated" them at great expense. They recognize no substitute for Shredded Wheat.

Why not help along the "educational" work by telling your customers all about the delicious dishes that can be made with Shredded Wheat? Study our advertising matter. Send for our new Cook Book and get posted on the cleanest, purest, most nutritious cereal food in the world. There's a good profit in it for you.

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



"The Bee That Gets the Honey Doesn't Hang Around the Hive."

The merchant that gets the money doesn't spend his time in the office posting books. The hive is necessary to store the honey. It is also necessary to have a place to keep the accounts; but—
Why not use a system that requires but a small fraction of the time you now spend in handling your accounts?

THE McCASKEY GRAVITY REGISTER

Handles the accounts with but

ONE WRITING

THE McCASKEY ACCOUNT REGISTER SYSTEM

Is an automatic collector.
Stops all forgetting to charge.
Eliminates errors and disputes.
Pleases your customers.
Draws new trade.

Puts you in position to prove your loss in case of fire.

Write for further information—free for the asking.

THE McCASKEY REGISTER CO.

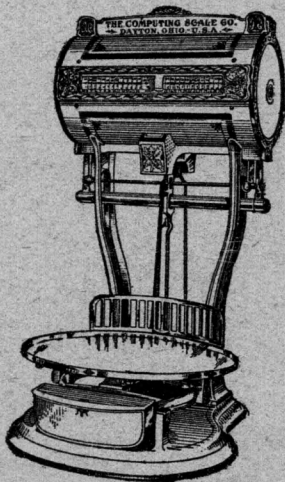
Alliance, Ohio.

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads, also the different styles of Single Carbon Pads.

Detroit Office, 1014 Chamber of Commerce Bldg.

Agencies in all Principal Cities.

They Never Wear Out



The new low platform Dayton Scale

THE SPRINGS of a correctly made automatic spring scale will **never** give out. Exhaustive scientific and practical tests prove this fact beyond controversy.

Continual use and years of service will **dull** the edge of the finest knife-edge bearing, especially the thin wafer-like blade of the main pivot of a large capacity pendulum scale.

City Sealers are now testing and sealing spring scales which have been in constant use for over 30 years.

Clothes do not make the man, neither does paint and gold stripes make a computing scale. It is the working parts which must stand the

test of years of service; it is therefore important to buy your scale from those who know how they should be built.

THE DAYTON MONEYWEIGHT SCALE is proven to be the only practical and scientifically built scale. All claims of its makers are verified by actual use.

Send for our free catalogue before buying elsewhere.



Moneyweight Scale Co.

58 State Street, Chicago

R. M. Wheeler, Mgr., 35 N. Iowa St., Grand Rapids, Citiz. 1263, Bell 2270

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

If Somebody Else Made Ketchup

As Good as Blue Label, We Would Make it Better—But
Neither Is Possible



Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

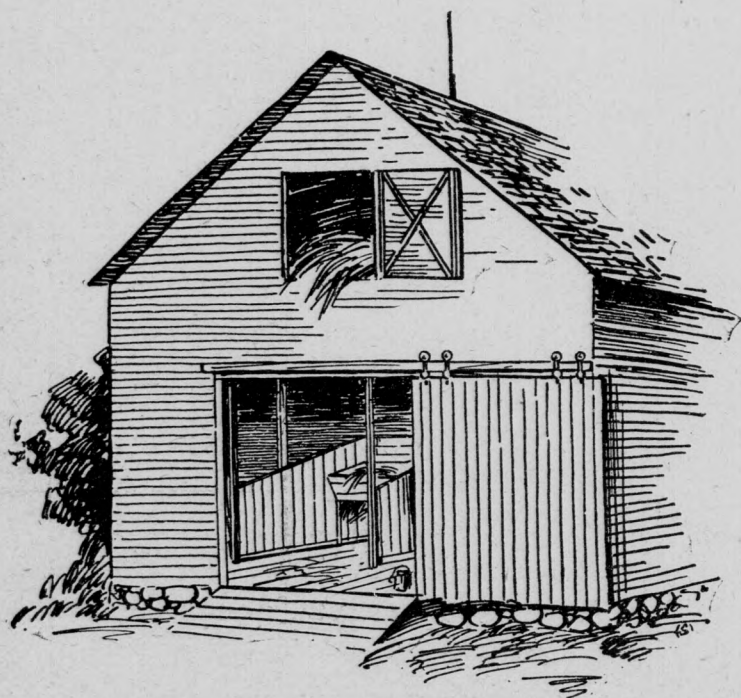
The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

There is another reason for telling them to use BLUE LABEL KETCHUP—it pays you a good profit. These are the only things you need think about—pleasing your trade and making money.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you cannot afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed?

How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor; you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.
