

Day Dreams



Last night they fluttered by me as I sat in the gathering gloom;
With a golden thread I was weaving a song in a silver loom.

A-weaving the ghost of an echo of a rare and lovely strain
As glad as a child's soft laughter, as sad as a cry of pain.

They followed my gorgeous fancy—my bark that idly goes
From a land that no man seeth to a land that no man knows.

My busy fingers faltered as they hovered above my head
And the wheel of my loom did slacken—I had broken my golden thread.

Then my soul leaped up to hold them, my dreams so wild and sweet,
And the golden song unraveled and the thread lay at my feet.

Each day I strive to weave it, this song that my soul would sing,
But I break my loom and tangle my thread and the torsions cling.

If they would but stay and teach me, if my dreams I could only hold,
I would weave in my loom of silver a beautiful song of gold.

But I strive in vain. They follow where the bark of my fancy goes
From a land that no man seeth to a land that no man knows.

Anna Tozier.



"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, OCTOBER 6, 1909

Number 1359

WHAT'S COMING.

The conditions are easily stated: Brown, who is living over on Williams street with his wife and a family of three children, is having trouble with his servants. A friend gave him some ducks for dinner the other day and when Mrs. Brown took them into the kitchen to the cook that handmaid told her mistress that she would have to take the ducks to the butcher to be dressed. She, the cook, wasn't going to do it. Brown advised chucking the ducks into the alley rather than have any scrap, but his betterhalf, not being built that way, had it out with the cook, who did dress the birds. The chances are, however, that the next brace of ducks will be dressed in that house before the cook gets hold of them.

There are in the family three servants, all receiving good wages and yet each servant has her line of duty so sharply defined that under no consideration is she in any way whatever to help her fellow servant in the duties of that household, and any request to that effect meets with a prompt and decided refusal.

Mrs. Brown is reaching that point in house management where she frankly confesses she does not know what to do. By no means a lazy woman and for the sake of keeping peace in the family doing more of the servants' work than she would otherwise do, she still finds that the work and the wages are increasing in spite of every effort to keep them in prescribed limits and the matter is reaching that point where it's going to be mistress or maid, which is only another way of saying home or no home.

Now this crisis, which in the Brown family is approaching the acute, is one by no means confined to a single locality. As far as the East is from the West, which in this country means from sea to sea, there is the same trouble existing in every house where the servant is depended on to do the work, and in every house the servant is doing less and more unsatisfactory work and is asking for more pay. More than that, she calls for more privileges until it is a question whether the home is made for the servant or the servant for the home and so evenly balanced is it that it is hard to tell which end of the beam is going up.

The way to meet the difficulty is the old way: Away back in the old New England days when there were no servants and Mrs. Brown's great-grandmother found her housework was getting to be too much for her she always sent over to the Smiths for one or two of the girls, as the case might be, to come over and help her. They usually came or if not then the Jones were appealed to, so

that the neighborhood in some way helped the Browns out of their emergency. The custom was that the woman of the house did her own work; when time of trial came the neighbors came in until the trouble was over, when the girls went home not a bit the worse for lending a helping hand, be the time long or short, nor, be it remembered, did the helping girls lose caste by going out to such service. The one family was simply helping the other for the time being, that was all. When mealtime came a plate was laid for the kind neighbor's daughter—of course it was—and, as an equal, she occupied her seat at the table, eating and drinking and talking with them, exactly as the Brown girls did when they in turn went to help the Jones or the Smiths when they got into difficulty.

"But we couldn't do that." In all candor it is not so much "couldn't" as it is "got to." Mrs. Brown stated the case squarely when she said it is getting to be a question of home or no home and humanity can trust the question, when it comes to that, to motherhood everywhere. Too long have the unreasonable exactions of the kitchen prevailed over the rest of the household. Too long has the dictum of the kitchen been the decree beyond which there is no appeal. "The servant is not greater than his lord," and where this relationship is reversed it is safe to conclude that the "lord" is not wholly without blame. It may be a trifle inconvenient for the mistress of the manse to wash her own dishes—be her own servant; but it is far better to put up with this inconvenience than it is to have a servant everybody in the house is afraid of and whose "Thou shalt" and "Thou shalt not" are in no way to be questioned—a condition that is coming if it has not already got here.

A GOOD INVESTMENT.

There is a retail merchant in a Michigan city not a hundred miles from Grand Rapids who, confessing that after being in business upward of twenty years and after being a bigotted faultfinder as to bacteriology, the State Board of Health and pure food commissioners for twelve or fifteen years, admits that he has reformed.

"I registered my first kick," he said, "when the health boards began to talk so much about impure milk twelve or fifteen years ago and I kept it up until three or four years ago, when the various reformers had so much to say against exposing poultry, fruits and other perishable stuffs in the fronts of stores unprotected from sunlight and dust of the streets.

"That appealed to me. It was a practice I did not like and which I would willingly have abandoned, only all of my competitors did it and I just simply followed suit. Finally, however, I decided to make the plunge and to make it right I spent about \$500 in getting ready."

What the gentleman did was to put in a new store front. One window, ten feet in width, was made absolutely dust proof with a tile floor. The other window of equal width was transformed into a refrigerator with water spray attachment. In the one he displays vegetables and standard preparations in glass, tin and carton packages and the other window is given over to the exhibition of meats, fish, poultry, eggs, butter, and the like.

"I haven't put a cent's worth of merchandise on exhibition outside in front of my store in five years," he declared, and, continuing, he said, "and the investment has much more than paid for itself and the ice and water used. My percentage of loss from damaged goods has gone from about 5 per cent. to practically nothing and my trade in the things people habitually eat has increased over too per cent. in that time.

"And, more than that," he added, "the interior of my store has been worked into a more convenient and more attractive system than ever before and automatically. I couldn't tell you how the change was wrought, it came about so unconsciously. We have more counter room, more shelf room and more floor space and everything is shipshape and handy all the time and all without additional expense."

OUR BEST EXAMPLE.

A few days ago a delegation of eminent business men from Japan passed a day delightfully in Grand Rapids, where they had come, confessedly, to obtain an insight as to the commercial and industrial resources of our city.

Most happily and very properly the city officials and the officers of the Board of Trade joined heartily in extending every privilege and every courtesy to the visitors and, in return, the gentlemen from Japan were a unit in frank and sincere expressions of appreciation and admiration.

Grand Rapids has nothing to regret and nothing to fear because of the event thus outlined. As the home of Mr. O'Brien, United States Ambassador to Japan, Grand Rapids could have done no less and as the standard center of the world in the production of high grade furniture it could do no more.

The little brown men are credited with being not only marvelously close and accurate observers, but as

imitators they are universally looked upon as being little less than miraculous. And so, in the light of such a reputation, there are thoughtlessly fearful people who are alarmed lest the Japanese gentlemen who were our guests deliberately stole some secret as to the manufacture of furniture while here; some process of making a wondrous varnish; some mystery in mortising; some enigma in designing.

Such alarms are groundless and the business organization in Pittsburgh which declined to make any formal effort to entertain the Japanese delegation, because of similar fears as to the industrial supremacy of that city, have already awakened to their mistake.

If those eminent gentlemen learned anything in Grand Rapids which will be of really inestimable value to them as men of business and as good citizens of Japan, the best thing brought to their notice was the spontaneous, unaffected and natural display of co-operative effort between the city officials and the officers and members of the Board of Trade in the effort to exhibit our city as an up-to-date, hospitable and beautiful home of true American citizenship.

THE SMALL CHECK.

The announcement a few days ago that after Jan. 1, 1910, the issuing of a bank check for a sum smaller than one dollar would be illegal created some amusement in business centers, and the Treasury Department was besieged with enquiries relative to the alleged ruling.

The reply of Assistant Secretary Norton is entirely re-assuring and leads us once more to wonder how stories start.

He says that there has been no change in the law passed in 1862 prohibiting the use of bank checks less than one dollar to be put into circulation as a substitute for money. This does not prevent the issuing of the ordinary bank check for any sum desired. This is not money but simply an order on a banker. Such has been the interpretation of the law ever since its passage nearly half a century ago.

Too many are willing to advise the man who is down and assist the one who is up.

Good fortune is generally the child of careful effort, good habits and right living.

After a woman has buried her third husband you can't tell her much about men.

Big words in the meeting do not make up for short weight in the market.

MEN OR MARK.

P. D. Leavenworth, Manager Grand Rapids Shoe & Rubber Co.

No country ever came to grief by reason of an over-supply of good citizens. No institution ever encountered disaster because a majority of those identified with it were both good citizens and good business men. A good citizen is one who obeys and supports the laws of his country; a good business man is one who observes and assists in enforcing the laws of trade. Men of this sort never are haled into courts of law or courts of custom and asked to explain their actions. They are concerned in observing the spirit as well as the letter of the law in all their dealings.

Were all the people of this country so constituted the onward progress of civilization never would be checked. The faltering steps in its career are due to the actions of people who have neither the best interests of themselves nor their country at heart. The query, "Where Did You Get it, Gentlemen?" did not originate without cause. It is noteworthy that this question has not been propounded to those identified with the lumber industry. A great many business men "have got it," but their possessions have been brought together by dint of honest endeavor and increasing industry.

Of late years much attention has been given to the affairs of those whose operations have been conducted on the borderland separating the sanctioned from the unsanctioned. The magazines and daily press have acquainted the people of the United States with the many dishonest methods of accumulating fortunes, each of which has its votaries. Honest and approved methods of accumulation are the ones practiced by the majority of business men. The people of the world fundamentally are honest and instances to the contrary which have been and are being pointed out constitute merely the exception. The tendency of modern biographers has been to find the exception and set it up as the standard, a method which has very little to recommend it in the summing up of men.

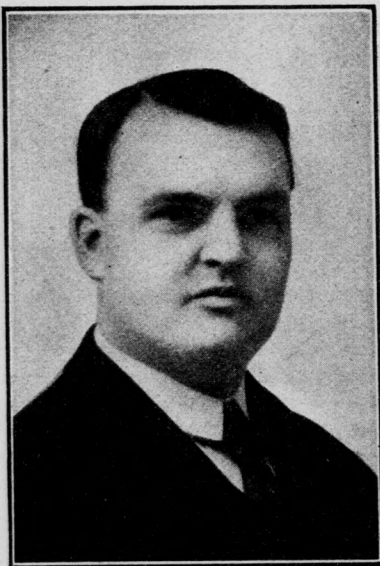
That straightforward business methods and the so-called old fashioned business honor still are effective and observed is shown conclusively by a consideration of the life and work of the subject of this week's biography.

Philip D. Leavenworth was born in Jackson, August 12, 1871, being the fourth of seven children. His father was of English antecedents and his mother boasted of Scotch ancestry. The family moved to this city when Philip was a small child and he attended the public schools until the completion of the tenth grade, when he went to work. His first employment was as messenger for the Bell Telephone Co. Eight months later he secured employment in the freight office of the G. R. & I. in the same capacity. His energy and faithfulness naturally brought him frequent promotion in this department and the last six years he spent in the employ of the G. R. & I. he had

charge of the West Side freight station under Robert Orr, agent.

An experience of eleven years in the railway service convincing him that the rewards were not so sure and rapid as in some other lines of endeavor, Mr. Leavenworth reluctantly bid farewell to the G. R. & I. and accepted a position as book-keeper for the Judson Grocer Co., which he held for ten years, retiring from that position on Jan. 1 of this year to take a position as Secretary, Assistant Treasurer and Manager of the Grand Rapids Shoe & Rubber Co.

Mr. Leavenworth was married Dec. 18, 1895, to Miss Anna Kellogg. They have six children, ranging from 2 to 12 years of age. They reside on a five acre farm on the West Side



P. D. Leavenworth

river road in Walker township, where Mr. Leavenworth is President of the School Board and also President of the Fairview Improvement Association, which was organized in July of this year to beautify the district on the west side of the river between the D. & M. junction and Mill Creek. He has entered upon this work with a great deal of enthusiasm, which augurs well for its success. He is also a member of the firm of Leavenworth Bros., who recently purchased the Ben. Putnam farm of sixty acres and maintain forty head of dairy cattle. This firm is building up a large trade in milk and milk products of a superior character.

Since his school days Mr. Leavenworth has been working for himself and others. Much of his success unquestionably is due to the fact that he has worked for others as well as for himself. He is a public spirited business man. He takes an interest and a part in everything calculated to increase the importance and advance the best interests of the community in which he lives. His thoughts are directed along the more progressive lines. Work that was satisfactory last year he believes can be improved this year. Way down in his heart he is not content with present day affairs, but belongs to that better and rather exclusive class which devotes its energies to improving conditions rather than decrying those which now exist. He is

doing his share of the world's work and doing it well and has had the wisdom and foresight to exact a fitting reward for his labors. He is a genial companion and one who wears well.

News and Gossip of the Boys of No. 131.

Grand Rapids Council, No. 131, U. C. T., will give their first dancing party on Saturday, October 9. This party is an extra party and is strictly invitational. Tuller's full orchestra will furnish the music. The regular season dancing parties begin October 16.

Brother J. G. Gervais, of Cadillac Council, Detroit, visited Grand Rapids Council Saturday. Mr. Gervais represents the National Twist Drill Co., Detroit, and covers a large territory.

John D. Jones (American Tobacco Co.) visited his regular trade on the Michigan Central the past week. John says the filthy weed is being chewed right regular and reports good business.

Franklin Pierce (Standard Oil Co.) spent the entire week in Muskegon. Brother Frank has always had a good trade in the Sawdust City and likes the town. When the fishing is good he spends all his spare time after the finny tribe.

Brother Past Counselor John G. Kolb (Valley City Milling Co.) has returned from his annual visit to St. Paul, Minn. Mr. Kolb visits his father and mother once a year and looks forward to the event with great pleasure. John was up in the Petoskey district the past week and reports trade in good shape.

Brother N. H. Graham (International Harvester Co.) was making the Grand Traverse territory the past week. Mr. Graham, like all the boys who make the vicinity of Traverse City, reports trade in first class shape.

Brother Past Counselor John D. Martin reports large sales on building paper and John is not a new man, either. He says the building paper trade is assuming enormous proportions and he thinks he is getting his share.

Brother Past Counselor Will Holden (Grand Rapids Dry Goods Co.) reports that the general business in his line is fully up to his expectations. Will has not been a regular attendant at Council meetings and the officers and members would very much appreciate it if he would see his way clear to give us an hour or two each month during our regular sessions.

Brother John H. Millar (National Candy Co.) spent the week on the D. & M. between Grand Rapids and Owosso. John says trade is O. K. and reports a big business in gumdrops.

Brother Past Counselor Walter F. Ryder (Bingham & Co.) visited his regular trade in Southern Michigan and Northern Indiana last week. Walter is highly pleased with himself and his trade in general. His friends wish him an abundance of success.

Brother H. Fred De Graff (Foote & Jenks) has just returned from his Wisconsin trip. Fred reports trade

fair all along the line and will spend a day or two at home, when he will continue in his Wisconsin territory, then go up into Minnesota and finish the year there.

Brother Past Counselor John Hondorp (Sherwood Hall Co.) is at home suffering with rheumatism. John is carrying his right arm in a plaster cast, but it is reported that in the near future he will be able to take his grip and visit his regular trade again.

Brother H. B. Wilcox (Peck-Johnson Co.) calls on his trade every sixty days.

Brother C. C. Perkins (D. M. Amberg & Bro.) reports good trade on wet goods. Charley went out on the Beer Marquette the fore part of last week and returned on the Grand Drunk. He reports everything in good condition.

Brother Fred R. May (Grand Rapids Belting Co.) has just returned from a two weeks' trip in South Carolina. Fred says Grand Rapids' products are as staple as gold dollars in the South.

Brother Sol. Downs (Ideal Clothing Co.) made his regular trip down the Lake Shore the past week. Brother Downs says they can cut out booze down in Allegan county, but they have to have clothes.

Brother Harry McCall (Musselman Grocer Co.) has made his regular trip in Mecosta county and reports trade in very good condition. Harry says he loves to sell goods but detests the long drives.

Brother Will K. Wilson (Judson Grocer Co.) has been down in Barry county on his regular trip. Will has made this territory so long that he knows about all the folks in that county.

Brother A. Mindel (Crohon & Roden) was down in his Southwestern Michigan territory the past week. Mr. Mindel reports that the hide and leather trade is unusually good.

Brother Frank B. Ewing (Foster, Stevens & Co.) was on the Saginaw division of the Pere Marquette last week and reports that the hardware trade is fairly good. Frank is one of the hustling salesmen out of Grand Rapids.

Brother Homer Bradfield (National Biscuit Co.) is coming to the front as one of the leading salesmen selling the National products and reports that his trade is in every way satisfactory.

Grand Rapids Council, No. 131, will give a smoker in their council chamber on October 23. Committees have been appointed and a grand good time is in store for those who are fortunate enough to be able to attend.
E. H. Spurrier.

The Real Thing.

Howe—Hear about the boy who was flung into a threshing machine by a man he had been teasing?

Wise—I suppose it killed him instantly.

Howe—No; strangely enough, he came through the machine not much the worse for his experience and is still alive, so I understand.

Wise—What's his address? I want him for my football team.

CERTIFIED MILK.

The First To Introduce It In This City.

This city has only one "certified milk" farm. It is conducted by the Hall brothers and is located on Alger avenue near Madison, about half a mile south of Burton avenue.

For benefit of the uninitiated it may be said that certified milk is milk produced and marketed under conditions of such perfect cleanliness that it is practically free of germs when it reaches the consumer. It is highly esteemed for invalids and infants. It commands 10 cents a quart and such is the demand that the Hall brothers rarely have more than enough to supply their regular customers.

The most interesting feature about the certified milk farm is the brothers who carry it on: The brothers are boys. Blynn Hall, the older, is 17 years of age; Merrick is eleven months younger. They are sons of L. B. Hall, long local representative of the Prudential Life Insurance Company. By their own pluck, industry and enterprise they have in two years achieved a degree of success that men might well be proud of. They started with two cows which belonged to their father. They now have thirty-two cows which belong to themselves and in addition have a nice bunch of calves and heifers. They have built two up-to-date dairy barns, each with a silo, and also a milk house and its equipment. They have their delivery wagon, horses and bottles. In addition to the forty acres which their father owns they lease sixty acres for pasturage and to raise forage. And all this is the result of two years' work.

When his boys were still in short clothes Mr. Hall, not liking the idea of bringing them up in the city, bought forty acres on Alger avenue and made this his home, although he came in daily to his office. The boys, when old enough, attended the district school not far from their home. They early showed an unusual spirit of enterprise. Their father let them have a bit of ground as their own. They worked it to such good purpose that what they raised was "quality" and earlier than their neighbors'. They secured a little wagon and peddled their vegetables among the dwellers on Burton Heights. This gave them their spending money and something besides.

Mr. Hall had two Jersey cows and these cows produced more milk than the family could use. It occurred to the boys that there might be money in peddling milk. Their father said they could try. They soon had a route established at Burton Heights. They used their little vegetable cart as a milk wagon, drawing it around by hand. Their price was 5 cents a quart and they sold all the family surplus and put their first savings into the purchase of a cow of their own. The business continued to grow and their father was of opinion that the boys ought to have some scientific knowledge of the dairy industry—at least such knowledge would do them no harm. He sent

them to the Agricultural College for a winter course in the dairy department. When the boys returned they had modern ideas and proceeded to apply them. They built a new barn, designed along scientific lines for cleanliness, and then sought customers for milk guaranteed to be pure, clean and wholesome. The agitation for pure milk had then become strong, several physicians urging it. The other milkmen did not heed the call for quality milk. The Hall boys did and they were ready to deliver the goods. The herd of three cows grew to four, then to six and then to a dozen and the demand for certified milk continued to grow. The boys now have thirty-two milch cows, all Jerseys in grade, and they produce approximately 225 gallons of milk daily, and all that is produced is readily sold at 10 cents a quart. There is money in the milk business at this price. The boys are prospering. They have not yet decided to make this their life business, but they are looking forward to a course at the Agricultural College when they are old enough to go. Just now they are attending the South Grand Rapids High School, and attend to their milk business before and after school, doing the studying in the evening. Their father helps them and they have a hired man, and they have boys to do the delivering, but the business is their own and under their own control. Blynn took a three months' course in the business college to learn how to keep the books.

The brothers have two barns, sixteen cows to the barn, which, according to scientific dairy theory, is about the limit. These barns have cement floors and gutters, iron stalls and are kept scrupulously clean, with frequent applications of disinfectant. In the construction special attention is paid to ventilation, and lodging places for dust are avoided. When milking time comes the cows are taken in bunches of four into the milking room. Before being taken into this room, however, they are carefully brushed and cleaned. The milking room has cement floor and smooth walls and ceiling, and the windows are screened against flies. The air in this room is kept saturated by means of a water spray as a safeguard against dust. The milkers, with carefully washed hands, are dressed in clean cotton overclothes. The milking is done into narrow necked cans in the tops of which sterilized cloths have been placed with sterilized cotton between. As soon as a cow is milked the can is covered and taken to the milk house. Here it is cooled, bottled and packed ready for the next delivery.

All these precautions are taken to keep dust, dirt and germs out of the milk, and the result is a milk that is as nearly sterile as any commercial product can be. Ordinary milk will sour in twenty-four to thirty-six hours, but the milk the Hall brothers send out, if properly cared for, will "keep" a week or longer. This is not because it has been treated in any way but because it is pure.

Although the Hall brothers are the only producers of certified milk, there are other dairymen whose product averages exceedingly high. The Annahdale farm, owned by Lester J. Rindge, has a very high standard for purity, cleanliness and quality, and at the dairy contest last spring milk from this farm made an almost perfect score. John B. Martin is conducting his dairy farm at Ada on the most modern and scientific principles and his product scores well. In the last year or two other dairymen serving this market have made marked improvement and public sentiment is such that there is no doubt that this improvement will continue. The Hall boys, however, have the credit of being the first to offer certified milk and the first to charge for it accordingly. They get 10 cents a quart for all they produce, while the others still charge 6 cents, with an advance to 7 or 8 cents during periods of milk scarcity or high priced feed.

The Defense.

Lawyer, conferring with his client, a prisoner accused of the death of his wife—You say that while the deceased was pressing you to eat one of her biscuits you threw the biscuit at her head and fractured her skull?

Prisoner—Yes, sir!

Lawyer—Then we'll make the case one of self-defense!

The straightest road to Heaven is that one on which you can do most good.

Stock and Bond Department

Charles B. Hays

Established in 1887

Realty Owners and Operators, Brokers, Underwriters and Fiscal Agents

We offer, at Par, \$200,000.00 six per cent., First Lien, Serial Preferred Stock of the

Michigan Buggy Company

This issue is secured by over \$600,000.00 net assets over all other liabilities. There will be no bonded indebtedness against the property while this stock is outstanding.

The principal must be paid serially, \$20,000 annually after January 1st, April 1st, July 1st and October 1st, at the rate of six per cent. per annum from date of issue of certificates.

This security is non taxable in Michigan, consequently it nets full six per cent. to the investor. It will at all times be quickly convertible into cash.

It is unquestionably safe.

Full details, including complete financial statement, will be given upon request.

Make application for the whole or any part of any series unsold at our office or at any Kalamazoo Bank.

We refer you to any Bank in Kalamazoo, or to the Central National Bank of Battle Creek, the National City Bank and the Commercial National Bank of Chicago, The Old Detroit National Bank of Detroit and the National Park Bank of New York City for information as to the stability of this company. We unqualifiedly recommend this investment to any investor.

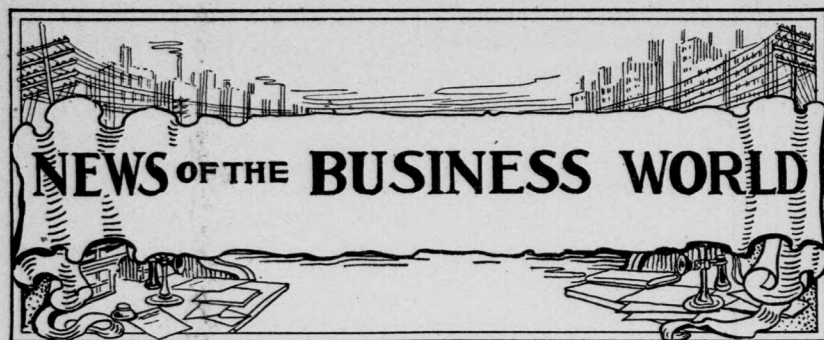
CHARLES B. HAYS

Stock and Bond Department

Phones, Two Trunk Lines 112

Pratt Building

Kalamazoo, Michigan



Movements of Merchants.

Muskegon — D. Hanekamp has opened a dry goods and grocery store here.

Pentwater—Freeland & Derby succeed C. McKinley in the meat business.

Lake Odessa—G. L. Resmussen, a former resident of Fremont, will open a bakery here.

Lennon—E. C. Roberts has incorporated his grain business under the name of the Lennon Grain Co.

Rochester—L. H. Smith, of Detroit, succeeds H. F. Stone in the ownership of the Central drug store.

Marquette—J. F. Babcock has erected a store building on Champion street and engaged in the grocery business.

Montague—C. C. Johnson, former proprietor of the Whitehall Milling Co., will open a general flour, feed and grain store here.

Lapeer—Fred B. Kay and Ray Montieth have rented Robert King's store and are fitting it up for a wall paper and paint stock.

South Frankfort—John Baver has leased his store building to Arthur Little, who will engage in the grocery and meat business.

Plymouth—Louis De Lisle has leased his meat business to Bartlett & Cain, who will continue the business at the same location.

Lansing—J. R. Everett has sold his stock of groceries to M. C. & E. V. Goossen, who will continue the business at the same location.

Manistee—Johnson & Co., dealers in shoes, have dissolved partnership. Emil Johnson will continue the business at its present location.

Manistee—Hugh McKenzie has decided to close out his business, having conducted a dry goods store in this city for eighteen years.

North Grove—W. E. Deamud has sold his stock of general merchandise to Charles E. Ward, recently of the firm of Lawrence & Ward, of Caro.

Benton Harbor—W. Ragen, of Twelve Corners, has purchased the grocery stock of Harry Palmer and will convert it into a general store.

Grand Haven—Fred J. Bertchy, for many years engaged in the mercantile business at Spring Lake, has opened a grocery store on Third street.

Lansing—A. C. Barber and W. E. Moore have formed a copartnership to be known as A. C. Barber & Co., for the purpose of manufacturing five and ten cent cigars.

Dailey—Thomas Rourke, recently connected with the Round Oak Stove Works, of Dowagiac, has opened a

grocery store here and will ask to be appointed postmaster.

Flint—C. E. Rosenbury & Sons, of Bay City, have opened a branch of their furniture and house furnishing goods business here under the supervision of C. C. Rosenbury.

Lapeer—Mark Cary, who for the past few years has been located at Miami, Fla., has purchased the Oliver Wattles shoe stock and will open a store in the Casino building.

Fremont—D. P. Leffingwell & Co. have sold their stock of farm implements and harness to the Stell & Costing Implement Co., which will consolidate it with its own stock.

Lake Odessa—Lamb Bros., dealers in shoes, have dissolved partnership, J. B. Lamb having purchased the interest of his former partner and will continue the business under his own name.

L'Anse—A new company has been organized under the style of Levitan's Department Store, Inc., with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in property.

Detroit—The Chester Packing Co. has been organized for the purpose of packing and dealing in all kinds of fruits, with an authorized capital stock of \$10,000, of which \$6,200 has been subscribed and paid in in cash.

Saginaw—W. A. Gallagher, who for several years past has been head salesman in the clothing department of the Gately store, has assumed charge of the C. F. Adams Company store, 104 Genesee avenue, as manager.

Quincy—C. A. Potts has sold his bakery equipment to David Gimbert and Fred McKinney, who will move it to the Electric Theater building, where they will conduct a bakery and restaurant under the style of Gimbert & McKinney.

Cadillac—J. M. Donnelly and O. W. Hector have consolidated their grocery stocks and formed a copartnership under the style of Donnelly & Hector to continue the business in the store building which Mr. Donnelly has heretofore occupied.

Detroit—A new company has been formed under the style of the Detroit Motor Sales Co. for the purpose of selling automobiles and their accessories, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$10,000 paid in in cash.

Ypsilanti—Samuel Cohen, a shoe dealer, has filed a bankruptcy petition in the United States Court in which he schedules his liabilities at \$1,095.15 and his assets as follows: Shoe stock, \$200, repairing outfit,

\$25 and household goods not to exceed \$150, all claimed exempt.

Flint—D. E. Hickey & Co. have engaged in business at 111 West Kearsley street, dealing in clothing for men, women and children, making a specialty of the credit plan of selling. F. O. Conlee will assume management, with Miss Elizabeth Purcell in charge of the ladies' department.

Adrian — Frederick Gmahling, a well-known grocer and highly respected business man of this city, died at his home Oct. 4. Mr. Gmahling had returned to his place of business about a week ago, having apparently fully recovered from a recent sickness. Tuesday morning he was taken ill at the store and was conveyed to his home, his death following in the afternoon.

Ypsilanti—Edward Dolson, an automobile dealer of this place, while superintending the reconstruction of the famous old Deubel mill, which he was converting into a garage, discovered in the wreckage an old iron safe and, upon opening it, found \$1,500 in money and a batch of valuable papers, which were turned over to the widow of Deubel, who died suddenly some time ago in Saginaw of apoplexy before he had time to straighten out all his affairs.

Bear Lake—Ray Maker and Clifford C. Carleton have bought the general stock of C. B. Bunton & Son, including the row of five buildings on Lake street, and will handle dry goods, groceries, boots and shoes, hardware and farm implements under the firm name of Maker & Carleton. Mr. Maker has been for several years head clerk in Jim McGuire's store and Mr. Carleton has held a similar position with Mr. Bunton. Mr. Bunton intends to retire to his big farm in Connecticut.

Manufacturing Matters.

Detroit—The Melvin Sign Co. has increased its capital stock from \$2,000 to \$5,000.

Detroit—The Foreman, Earle Co has increased its capital stock from \$150,000 to \$250,000.

Detroit—The Detroit Electric Manufacturing Co. has changed its name to the Detroit Pfeiffer Co.

Kalamazoo—W. S. Baker, formerly employed in the A. Salomon & Son cigar factory, has engaged in business for himself on Dutton street.

Detroit—A new company has been organized under the style of the Detroit Corset Stay Co. with an authorized capital stock of \$1,000, all of which has been subscribed and \$500 paid in in cash.

Owosso—The Estey Manufacturing Co. has engaged in business to manufacture, buy and sell lumber and timber, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Detroit—The River City Manufacturing Co. has been incorporated to engage in tool making, with an authorized capital stock of \$25,000, of which \$15,500 has been subscribed, \$500 paid in in cash and \$15,000 in property.

Hastings — The Electric Fireless Cookstove Co. has been incorporated to manufacture and deal in fireless cookers and cookstoves, with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and \$500 paid in in cash.

Ludington—The Cartier Lumber Co. has purchased 12,000 acres of timber lands in Luce and Mackinac counties, just north of the Straits, which will furnish stock for the mill at this place a number of years. The logs will be rafted to the mill.

Detroit—The Ajax Motor Wagon Co. has engaged in business to manufacture and deal in motor cars and accessories, with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,600 being paid in in cash and \$3,400 in property.

Detroit—A new company has been incorporated under the style of the Wolverine Drug Co. to manufacture, purchase and sell drugs, medicines, etc., with an authorized capital stock of \$5,000, of which \$2,700 has been subscribed and paid in in cash.

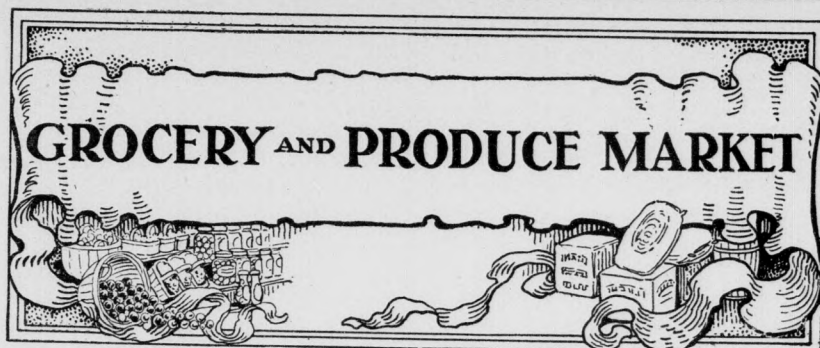
Menominee—W. J. St. Onge has purchased the interest of S. C. Allen in the Menominee White Cedar Co. The firm has been in existence only the past three years, but in that time has become one of the foremost producers and jobbers of posts and poles in this city.

Port Huron—A new company has been organized under the style of the Rye Flake Manufacturing Co. for the purpose of manufacturing and selling foods from grains and cereals, with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed, \$4,500 paid in in cash and \$3,000 in property.

Detroit—The Michigan Copper & Brass Co. will at once greatly extend its plant to meet the demands of increased business. With this in view, a mortgage to secure a \$400,000 bond issue has been filed with the city clerk, running to the Union Trust Co. The bond issue was voted at a meeting of the stockholders, held May 28. The securities run for 20 years at 6 per cent. interest, and are divided into bonds of \$500 each.

Wayne—Wayne's new grain elevator is finished and ready to receive wheat. It is an annex to the Wayne flour and feed mill and will hold over 10,000 bushels of wheat. Philip Walker, manager and head miller, has also decided to put in milling machinery for grinding rye and buckwheat and expects to be in readiness for the manufacture of rye and buckwheat flour in October. This additional machinery will cost about \$1,000.

Holland—The Holland sugar factory has started its fall campaign and the first installment of beets is being delivered. While the outlook is not as promising as in previous years, the larger acreage will result in a fair crop. The factory will keep in operation for about three months, during which time from 30,000 to 40,000 tons of beets are sliced, yielding from 7,000,000 to 11,000,000 pounds of sugar. The company annually disburses among the farmers from \$175,000 to \$250,000.



The Produce Market.

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

Beets—60c per bu.

Butter—There is a very active market for everything in the butter line. Both solid and print are firm at the same rates prevailing a week ago. The consumptive demand for butter continues very good; receipts are lighter than usual for this season. We look for no change in prices during the next few days. 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, 11@20c.

Cabbage—Home grown, 40c per doz.

Cantaloupes—Michigan Osage, 60c per doz.

Carrots—60c per bu.

Cauliflower—\$1.75 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—There has been an active demand the past week on all grades of eggs, fancy stock free from heat meeting ready sale at outside prices. Other grades are also meeting ready sale at relatively lower prices. There is a good consumptive demand for eggs and not likely to be any change during the coming week. Local dealers pay 23c f. o. b., holding selected candled at 25@26c.

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.

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, \$1 per 70 lb. sack. Spanish are in fair demand at \$1.35 per crate.

Oranges—Late Valencias command \$3.35@3.65.

Parsley—25c per doz. bunches.

Peaches—Late Crawford, \$2@2.25; Smocks, \$1.65@1.85; Chilis, \$1.50@1.75; Gold Drops, \$1.75@2.

Pears—\$1.25 per bu. for Sugar; \$1.50 for Clapp's Favorite; \$1 for Kiefer's.

Peppers—\$2 per bu. for red and 65c for green.

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 per bbl. for genuine Jerseys and \$2 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 Drug Market.

Gum Opium—Is unchanged.

Morphine—Is steady.

Citric Acid—Shows a slight decline.

Borax—Has declined on account of competition.

Russian Cantharides—Have again advanced and are tending higher.

Glycerin—Is very firm and higher prices are looked for.

Quicksilver—Has advanced.

Mercurials—Are tending higher.

Santonine—Has again advanced.

Balsam Peru—Is very firm.

Tonka Beans—Have declined.

Cubeb Berries—Have advanced and are tending higher.

Oil Cubebs — Has advanced in sympathy with the berries.

Roman Chamomile Flowers—Are higher.

Senega Root—Is higher.

Celery Seed—Is higher.

Free Hides and Cattle Prices.

According to the Drovers Journal, a Chicago stock yards authority, cattle on the hoof are dearer than for years past and even further advances are predicted. Here are the quotations for carload lots of native beef steers:

This week \$7.50 per 100 lbs.

Four weeks ago 7.10 per 100 lbs.

This time 1908 7.10 per 100 lbs.

This time 1907 7.00 per 100 lbs.

This time 1906 6.25 per 100 lbs.

Some choice export steers brought \$8.30 last week. This steady advance in cattle prices, following the removal of the duty on hides, should convince even such extreme partisans as United States Senators Warren, Carter and McCumber that a tax on hides is of no benefit to the stockman and farmer.

No man is uncommonly good who does not help to make goodness common.

The Grocery Market.

Sugar—Raws are higher and are very firmly held. Refined is strong and in spite of the fact that the refiners are oversold from two to four weeks, they are still shading their list prices ten points. The market is in a very singular position.

Tea—The demand is fair considering conditions, and the market is steady to firm. Most new season's tea, especially low grades, is on a firm, high level. Congous are firm and show a decided advance since the opening. A grade of Formosa tea which formerly sold at 13c has reacted to 15c. The gradual stiffening of Japan teas can be seen from the fact that low grade Japans that a few years ago sold at 10c now costs 17c.

Coffee—Rio and Santos grades are without change. The demand is fair and will probably be better. If it improves to any material degree the market may harden somewhat. Mild coffees are steadily held and in moderate demand. Java and Mocha unchanged.

Canned Goods — Tomatoes are without change. Nothing has appeared yet to give the market any firmer prospect. Corn is unchanged and in good demand. As reported, the delivery of Maine corn will run from 50 to 70 per cent. Southern corn is still scarce and firm. Peas are dull and unchanged. Apples are quoted at \$2.80@2.85 for New York State gallons on spot and around \$2.70 to come forward. The demand is moderate. Eastern peaches are scarce and figure but little. California canned goods are quiet and unchanged. The Maryland packs of small canned goods are nearly over.

Dried Fruits—Apricots are nearly exhausted in first hands, and the future looks firm. Raisins are still weak and dull; currants in fair demand at unchanged prices. Other dried fruits dull at ruling prices. Prunes show practically no change from last week, the price of new goods varying from 2½@2¾c basis, with a varying premium for large sizes. The demand is not very large. Peaches are steady to firm, particularly on the coast, and the demand is light.

Cheese—The market is strong and firm. The make is lighter than usual for the season. The quality is running fair.

Syrups and Molasses—Corn syrup is without change. Compound syrup is unchanged and in good demand. Sugar syrup is unchanged and quiet. Molasses is unchanged in price and in fair demand.

Fish—Cod, hake and haddock are fair demand, but some of the packers are making price concessions, although at the same time striving to create a feeling of firmness. Most of the domestic sardine packers are now quoting on a basis of \$2.20 for quarter oils, which is an advance of 20c. The demand at the advance is nil up to date. Imported sardines are unchanged and in good demand. Salmon is unchanged. The sale of new goods has been large; prices unchanged. There has been no decline in new Norway mackerel as yet, and

those who have been holding off are beginning to place their orders. The demand has been light as yet. Irish mackerel are a little firmer, probably about 50c per barrel. The general consumptive demand for mackerel is good.

Provisions—Dried beef and smoked beef are firm at unchanged prices. Barreled pork shows a good demand at 50c advance. Canned meats have a good demand. Pure lard is firm at ¼c per pound advance. Compound lard shows an advance of ½c per pound.

Saginaw—Before starting to make pianos Edward Germain figured that some day the lumber industry in Michigan would diminish and he desired to have something that would take its place. He made an exhaustive study and investigation of the manufacture of pianos, visiting plants in various parts of the country, and finally erected his plant. He is probably the only lumberman in the Saginaw Valley to import foreign woods for use in his industry. For several years it has been his custom to import mahogany logs in the rough from Africa, to be cut up into veneer for pianos. He prefers the mahogany timber from Africa to that of the West Indies. He has just received a consignment of mahogany, the timber being shipped from Africa to Liverpool and thence here. In box stuff, sash and doors and general mill work. Mr. Germain has done a good business.

Marquette—Rush Culver, the promoter of the Northern Lumber Co. and the founder of the town of Birch, announces that he has sold his interest in the company and that the management of the Birch mill and logging operations will hereafter be in charge of Arthur Brooks, formerly of West Virginia, a lumberman of wide experience. Mr. Culver has for some time been seeking to dispose of his holdings in the company in order to take a much-needed rest after five years of arduous and constant labor. The sale was consummated on terms highly satisfactory to Mr. Culver and the company will continue to operate at Birch without interruption.

Mr. G. W. Rouse, Manager of the Worden Grocer Co., leaves Saturday noon for a three weeks' vacation in Oklahoma, Colorado, Idaho, Washington and British Columbia. He will be accompanied by Hugh Blair, Forris D. Stevens, Claude Hamilton, Harry Probasco and Ferry Heath. Mr. Rouse has worked very hard during the past year, both for his house and the Michigan Wholesale Grocers' Association, of which he is President, and richly deserves a respite from business cares and responsibilities.

Good intentions in sowing tares will not make them come up as wheat.

The rights of the race depend on recognizing the rights of the child.

Religious forms easily become cas-kets in which faith is buried.

NOW IS THE TIME

To Plan To Improve Our Annual Fair.

Written for the Tradesman.

Concerning the next annual function under the auspices of the West Michigan Fair, it has been declared by one who speaks "by the card" that there isn't a single officer of that Association who would not very gladly resign his position in favor of some other man who might give better service.

It is generally well known that Wm. H. Anderson very emphatically declined a year ago to be re-elected to the presidency of the Fair, and that in spite of earnest protests he was again chosen to the office.

It is also no news to repeat that Lester J. Rindge, Robert D. Graham, S. F. Stevens, J. K. Flood, Sherwood Hall and the others have often declared that the duties they have been called upon to perform are onerous, often disagreeable and always an interference with their respective business interests.

To be sure, no fair minded citizen has charged or will that Mr. Anderson and his associates have brought the West Michigan Fair from its germ of five or six years ago to its present development without much thought, effort and individual contribution of cash. And every such thought, effort and contribution has had its birth in a genuine desire to promote an enterprise that has educational and civic values for the State at large.

Beyond question these facts are basic and as such are admitted by all who have given any appreciative attention to the West Michigan Fair along the few years of its development. And it is because of these facts that the gentlemen who have thus far served so well and with so much public spirit are looked to and expected to lift the institution out of the back-number rut into which it has fallen—fallen because the enterprise began with extremely limited equipment and meager resources and has been forced to skimp along as best it might. It was hazardous under such conditions to attempt to walk before it could creep and expenses were, very wisely, held down approximately to receipts. It was good business to wait and to avoid so far as possible the creation of liabilities. So it has been practically impossible to experiment, to introduce innovations and to steer clear of the rut antique.

And another thing, Messrs. Anderson et al are bankers, manufacturers, farmers and merchants and not amusement caterers or even widely experienced in the art of teaching by object lesson or example. Simply AI business men, they have made the Fair "go" with a modicum of success; have made it grow with remarkable rapidity and have kept it on the safe side of profit and loss.

Thus they have found out and the general public has learned that the people of Grand Rapids and West Michigan will patronize an annual exhibition of the agricultural, horti-

cultural, live stock and industrial resources of the State most generously, and for the same reason the gentlemen responsible for this lesson should not think of retiring from the task they have undertaken. There is not one among the number who lacks the resources, spiritual or material, for carrying on the work successfully and not one of them whose business interests have been or will be damaged, even slightly, by a continuance of such labors.

But now, with buildings and grounds in excellent condition and ample for the purpose and with a comfortable working fund on hand, it would seem that the time is ripe for a beginning toward a revolution of policy that shall have modern characteristics.

This is not to say that things shall be turned topsyturvy en masse.

But there are some things which might be attempted without serious risk.

Of course, one of the chief sources of income has been the charge for space for concessions; and the result has been a regular five foot, hashlike mess of noisy, stinking, irritating and offensive hot-dog stands, ball throwing, ring tossing, palm reading, paddle peddling, catch penny fakements which annihilate the comfort of visitors, obliterate the possible attractiveness of the grounds and interfere with the legitimate and worthy exhibits.

These things might be cut down—indeed, they might be cut out altogether—to, say, one of each kind, with the charge for the one who has the monopoly in his line made four times as great as were the rates last month. In this way much space might be saved for other and more valuable and effective service.

Another thing, it is quite generally the practice elsewhere to sell the restaurant or meal serving privilege to a single individual or firm, limiting the number and location of such places to such a degree as will best accommodate the maximum of patrons likely to appear, which may be very closely estimated on the basis of past years' experiences.

And by all means the dreadful and positively injurious and misleading "fine art" display such as has been the rule ever since the West Michigan Fair came into existence should be absolutely obliterated. Excepting a half dozen sincere but not very successful studies by amateurs who might with profit stick to "drawing from the round" for awhile, this year's showing of paintings in oils and water color drawings was no less than abominable. It created false estimates on the part of the exhibitors as to their artistic merit and false standards for those who do not know and wish to learn as to that which is supposed to be artistic. The moneys paid out in premiums in this department would serve a much more worthy purpose had they been added to the premiums distributed for exhibits by school children, whose efforts were really worth the while.

Finally, the fair officials must go to one extreme or the other in regard

to their courtesies. Half courtesy is no courtesy and rather than spoil a good intent they had better cut out entirely all distribution of passes.

The Fair officials have achieved a decided triumph in the successful abolition of the sale of malt and spirituous liquors on or near the grounds. Now let them take another step forward by providing a system of premiums which shall mean something beyond the few dollars in currency that are bestowed; let the awards embody some character which will appeal to the growers of fruits, flowers, vegetables and grains; something that will satisfy the pride and ambition of the mothers, wives and children who are vitally interested in the home-making, housekeeping exhibits; something that will attract for the Fair next year a combined display in all departments which, for variety, excellence and its adequate representation of the multifarious interests and resources of our State, has never before been witnessed.

What Other Live Cities Are Doing.

Written for the Tradesman.

Marquette is still gathering data with reference to an improved city water supply.

Millinery has been added to the course of instruction in the Trade School for Girls in Milwaukee.

Milwaukee's City Clerk has been compiling statistics showing that the tax rate there is lower than in other American cities of its size.

The Michigan Tradesman of late has contained some excellent suggestions to West Michigan State Fair officials, and it is interesting to note what Columbus will do next year on the Ohio State Fair grounds along this line. Plans for a "Made in Columbus" Exposition are being worked out by the manager of the Industrial Bureau of the Chamber of Commerce. Six buildings in the main administration group, also the new woman's building, will be made use of in the industrial show. Later it may be found necessary to include the art building and the three machinery halls in the Exposition plans. The show will be held in June. Cleveland paid \$60,000 for the erection of a temporary structure used during its Exposition, but Columbus saves this expenditure through its arrangement with the State Board of Agriculture for the use of the Fair buildings.

Detroit officials who visited Milwaukee recently to look over the convention hall are convinced that a half million dollar building will be plenty large enough. The City Plan Commission will soon make a report on the subject, which will go to the Council, and a bond issue will be voted on at a special election to be held within six months.

The Spokane Chamber of Commerce is this year expending over \$70,000 in public enterprises and in giving publicity to the resources of the surrounding country.

"Courses in public health" have been added at the University of Pennsylvania this year, designed to train men for positions as public health officers.

Kansas City is out after conventions and the Commercial Club suggests that a bureau be formed and equipped with a fund for giving bonuses to secure the big meetings.

Last July the Philadelphia Rapid Transit Co. awarded ten prizes of \$10 each to its employees for suggestions as to betterment of the service. Owing to the fact that these suggestions, especially for the prevention of accidents, still continue to come in the company has decided to offer standing rewards of \$2 for such ideas as may be used.

Red oak trees are being planted along Pennsylvania avenue, in front of the State, War and Navy building, and the Treasury building, in Washington.

Denver is leading the State of Colorado in a fight to secure lower tourist rates from the East.

Nashawenta Mills, a cotton goods plant under construction at New Bedford, Mass., is the largest factory in the world built at one time. It will start operations in May, employing 4,000 hands. Almond Griffen.

Cash an Advantage.

The man who does business on a cash basis can often secure better terms than the man who wants a long time to pay his account with the wholesaler. Some of the bargains secured by the mammoth houses which have plenty of money on hand all the time are surprising. The small retailer who can pay for goods immediately undoubtedly gets some of the bargains in the wholesale world. A hundred credit men know his record. They pass no sleepless nights in thinking out whether it is safe to trust such a man, and he is going to get a better deal from his wholesaler than his competitor who sells on credit. The trader who does business on a cash basis often gets the cream of the buying market. He usually gets those who have money fifty-two weeks in the year. The question of giving credit enters at all times into the life of almost every one. It is almost impossible to make a rule never to extend credit, but when it is necessary there should be a hard and fast understanding about repayment.

A Window Dodge.

A new advertising dodge is being engineered by a number of concerns in London. In a store window here and there the passerby is given the impression that the window has been badly smashed by a brick which has penetrated the glass, but closer inspection reveals the fact that the hole and cracks are not genuine. The illusion is carried out by means of pieces of broken glass affixed to the inside of the plate and scattered over the contents of the window and a brick resting in the midst of the goods. A notice appears outside the shop offering a reward for information as to who threw the brick. Naturally large crowds gather round these shops thinking some outrage has been committed. Still, one can hardly commend this method of attracting attention.

Movements of Working Gideons.

Detroit, Oct. 5—Samuel P. Todd, State Chaplain and Field Secretary, who has traveled for years in the interests of Alma College, has taken a pastorate in Milwaukee, in charge of the Berean Presbyterian church, which is located in a manufacturing center. Brother Todd expects to hold noonday services in and near the factories, where the laborers can enjoy the services.

J. Parker, of the Parker Plow Co., Richmond, last week bought the entire equipment of the Pigeon Iron Co., which was removed to Richmond, where a large building was in readiness.

D. W. Johns was at Marlette last week and had a log pencil writing long orders. As fast as his pencil would fill up one sheet of orders another order blank would bob up and he would fill it, then another and another, until the pencil tired out and said, "Finish in the morning."

The Griswold House meeting was led by Gordon Z. Gage and his wife presided at the piano. Mr. and Mrs. Geo. S. Webb sang solos. Brother Gage read about Job, the perfect man, and about God and a certain fellow who causes us all so much trouble. He took away all of Job's property and killed his servants. Brother Gage made comments on the life of Job as he read the chapter informing us of Job's piety, riches, religious care of his children, his loss of goods, children and servants, his mourning and through it all blessing God, his sore bodily affliction, his wife telling him to curse God and die, his friends in their attitude charging with hypocrisy, their advice to duty and intermingled with excellent, useful hints concerning God. Through all Job was humble and patient. Sister Gage gave the closing talk. She had picked up, as she was on her way to the meeting to take the car, a milkweed pod. She had opened it partly on one side and there she saw the tiny seeds or life germs, all carefully covered with a beautiful silvery silken netting, protected from all outside influences, abiding together, developing and ripening into other lives. As she held the milkweed pod in her hands and slowly opened it she said the little pod represented our lives, covered and protected in the life of Jesus. "As I open this little pod and peep inside and see the beauty, harmony and development and think of the protection I think God did this for the weed and we have the same watch care, the same beauty, the same harmony, the same development ripening into other lives when we are covered in the life of Jesus. The world takes a peep in at our inner life, the world sees the beauty, the harmony and the development, and while it picks at and tries to destroy God says, 'Thus far and no farther.'"

The next meeting will be led by Wheaton Smith and Mrs. C. L. Mitchell will preside at the piano.

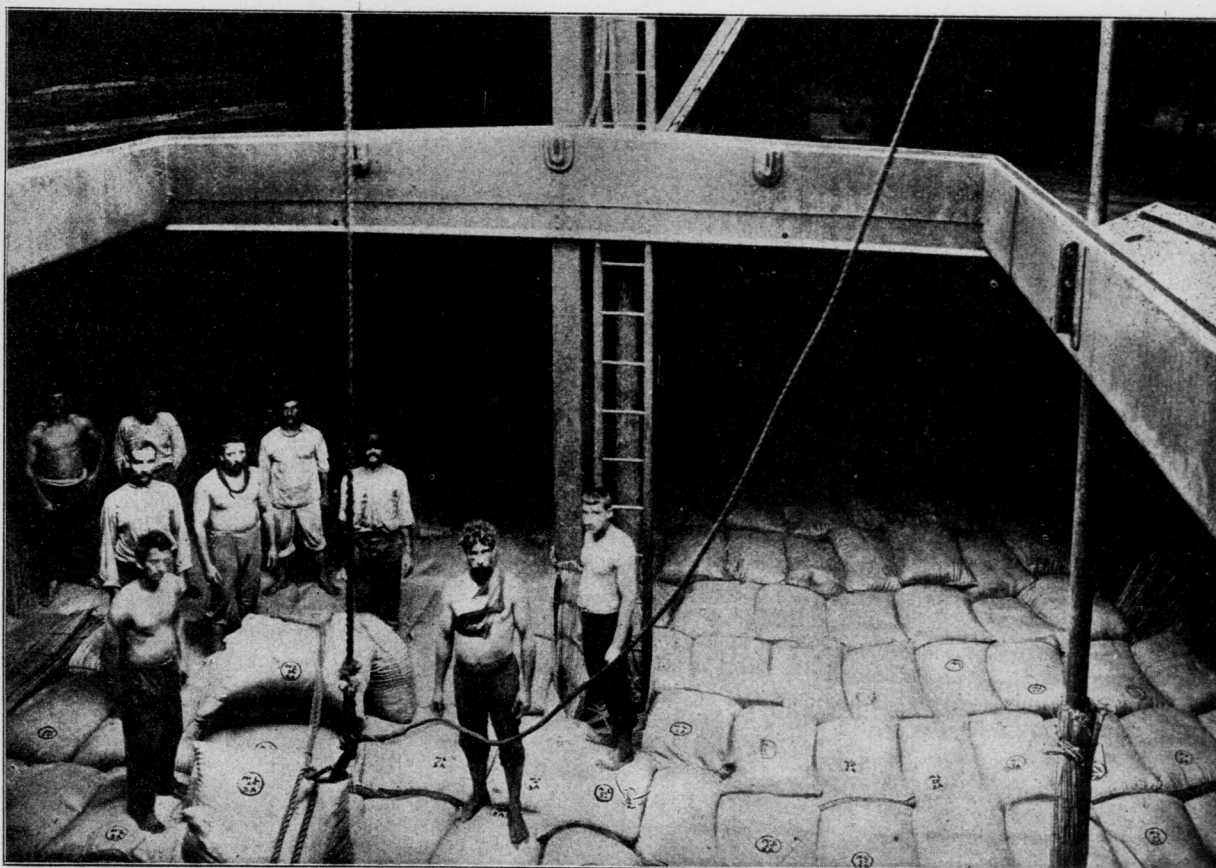
The Flint Gideons recently held a Bible fund service at the Court Street M. E. church. Wheaton Smith, of Detroit, gave the address and \$10 was raised for Bibles.

Aaron B. Gates.

McLaughlin's Coffees

Always Better at the Price

It would be worth your while to try our coffees. Then you would know why thousands of merchants buy from us exclusively, making it necessary to import coffee by the shipload.



Showing Coffee Between Decks

This vessel had 27,819 bags of McLaughlin's Coffee on board. About 3,750,000 pounds.

W. F. McLaughlin & Co.

Chicago Houses—82-96 S. Water St., 16-18 Michigan Ave.

Warehouses—North Pier, Chicago River

Branch Houses—Rio de Janeiro and Santos, Brazil

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E. A. STOWE, Editor.

October 6, 1909

THE USE OF IT ALL.

In that faraway period of the New England past when the little shoemaker's shop by the roadside told of one means resorted to to eke out the living which the thin soil refused to give, it is said that the boy in the shoeshop declared one lowery day with much earnestness that the fish were biting like everything; whereat the shoemaking farmer replied with equal earnestness, "All right, you stick to your shoe there and they won't bite you!" From the two and a half millions of visitors who are celebrating at New York the discovery of the Hudson River the conclusion is that with the departure of the New England shoeshop has gone the prejudice, very strong in those days, against any amusement that would detract in any possible way from the day's work and the gain coming from it. Even now the race of men of which the farmer is the type after the return of the million and a half will ask with a voice full of acerbity and criticism, "What does it all amount to? There's your fare there and back and there are your expenses while you are there—no little sum I'll be bound—and now that it's all over what have you to show for 't?" In the language of the old shoemaker, "F you'd stayed t' home the fish would 'a' bit you!"

To those, however, who went to the celebration and to the many more who wanted to go such events are of the greatest value. What a history lesson it was to the beholder whether he wanted to learn it or no. How in spite of himself he went back from 1909 to—what was the year the Half Moon sailed up the Hudson? And what a wonder it is that the man should have found his way across the Atlantic in that thing! What changes have taken place during these three hundred years and how the progress from wilderness to civilization must have come crowding up, event stepping upon the heels of event, the magnificent whole made real by what seemed to be the very ships and the very men that found their way inland from the sea.

With the river discovered—no matter now whether it was Hudson or

Verrazano who did the deed—the coming of the Clermont with Robert Fulton on its deck was a mere matter of course. There is no need of asking now if the first steamboat was anything like the last one. They are both of them before the eyes of the millions, the first wading up the river at—was it five miles an hour?—and the Lusitania making her ocean record in only four days and something. What an age of fact has been crowded into the last ninety years, the realization of Fulton's happy dream, and only his dream. The realization must be shared with others. There is where Rumsey comes in with his pumps; and what would have become of the Clermont and its famous voyage up the now historic river if the paddles of Fitch had been wanting when the time to use them came? Aren't these facts worth knowing and is it not worth while to take in the trip to be able even to recall just these things?

Would it not have been worth all the risk of being fish-bitten if the shoemaker's boy and those of his like to-day could have seen the pulling down of the statue of Geo. III. and the storming of Stony Point? How would have been impressed upon his memory, on the very banks of the Hudson where the event took place, the capture of Major Andre by the heroes of '76; and would it or would it not have been a sight never to be forgotten to see George Washington, the first President of the United States, taking his oath of office? Truly it is hallowed ground upon which the sightseers along the Hudson are standing to-day and the man and the boy who have not improved the opportunity to be there even at some sacrifice have made a sad mistake.

Is there nothing to stir men's blood, especially the descendants of those men who lived and died in the days that tried men's souls, as their eyes fall on the old Constitution resting, after her victories, upon the peaceful waters of the North River? "The deck once washed by heroes' blood," if it does nothing else, will recall the names of those heroes, and with them will come back all that those men and the sons of those men have done to create and maintain the freest country that the sun looks down upon. How with Old Ironsides before him, "her tattered flag nailed to the mast," will Hull and Paul Jones and Worden with the Monitor and Farragut in the rigging of the Hartford appear? The mighty ships will come sailing or steaming past and above them Old Glory ablaze with its stripes and stars.

Oh, yes, it will pay to be there; and the boyhood on the shoemaker's bench or off it, and the manhood that controls both bench and boy, whoever he is and whatever his calling, will be all the better to review that living lesson of American achievement from the finding of the Hudson to this splendid celebration of it during this first decade of the twentieth century.

A man isn't necessarily attached to a baby carriage because he follows it.

MEN WHO WON'T WORK.

Almost any morning over on Fountain street, in the vicinity of the Free Employment Bureau, may be seen dozens of seemingly strong, healthy and competent men looking for work. They range from the lad just beginning to make his way in the world to the middle aged man and nearly all of them seem weighted down with that anxiousness and longing born of extreme want.

Perhaps one of them has a copy of the morning Herald or of the Press of the evening before and surrounded by half a dozen eager listeners he is reading aloud the various advertisements under the heading of Male Help Wanted.

Enquiry in the office of the Employment Bureau reveals the fact that just such a picture is presented daily and always by men and boys so alike in temperament, build and personal appearance that, seemingly, they are the same individuals who come day after day.

And yet it is an undeniable fact that there is an abundance of work available all over the city for all who will work.

There are scores of contractors who are driven to their wits' ends for lack of men in their efforts to carry out contracts. Indeed, several important public improvement contracts are either hung up entirely or are dragging along expensively simply because it seems impossible to get workers.

What are the reasons?

Ask any contractor and he will tell you that he and others in the same line are paying from \$1.50 to \$2 a day for unskilled labor, which, because of high prices for materials, is more than they can afford to pay if they expect to make a fair profit on their undertaking.

On the other hand, the average man who declines to accept such work at such wages has nothing to say beyond curtly or silently refusing each opportunity. Once in awhile an exception develops, as in the case of a great hulk of a loafer who boldly asserted: "It's easier to get pinched and go to the works for the winter."

There is another reason: Shifty men who are willing prefer to accept the indoor work of machine men in the furniture factories to working as hammer and saw men on outside work or as laborers on street or other public improvements because wages are as good on such jobs as on the jobs out of doors.

"They are the transients, the chaps who beat it from town to town about once a week," said one contractor, "so that when a man gives work to them he has no sure thing on holding them more than five or six days."

Another man, a farmer, said: "I have hired five men during the last three weeks for a job good the year round at \$30 a month, with board, lodging and washing. Four of 'em, even although they each claimed to have been raised on a farm, were wholly incompetent, while the last one—a real all round farm boy—left me after a week's service because he was 'on his way to Texas.'"

"Why didn't you tell me this?" I asked, and his reply was, "I didn't have to."

"You would be surprised," said a man who conducts an employment agency and, as a specialty, furnishes men to railway contractors, "if you knew the many clever practices of men who are practically hoboes in their efforts to get the free transportation we provide to points west, northwest and south. They claim to be experienced axe men or steam shovel men, or drill men or bridge builders, riveters, and what not, and they are posted as to wages and sometimes they fool me into a belief that they are telling the truth."

"And then they jump the job as soon as they have traveled as far as they wish?" was asked.

"Not on your life," replied the employment agency manager. "I don't hire them. Of course, when I first engaged in the business, some years ago, I got nipped two or three times, but not any more. I can spot the crooks now by engaging them in conversation after we have, ostensibly, closed a bargain. Then, too, I have a system for keeping track of the men I send out."

AFTER MANY DAYS.

The sentence of William Andre, the Grand Ledge egg dealer, to from one to ten years in the Ionia reformatory, is the natural outcome of a very disreputable transaction. The only regret in this connection is that sentence was deferred so long that people began to think that Andre would escape punishment altogether. His trial very plainly demonstrated that he started out deliberately to swindle the people who trusted him. He succeeded in doing this to some extent, but the energy and activity of certain lawyers who interested themselves in the case resulted in unearthing clandestine transactions which gave the creditors a very substantial dividend on their claims. Andre resorted to every subterfuge to avoid the penalty of the law, including perjury and the presentation of fictitious claims by alleged relatives. The conviction of Andre plainly indicated how little stock the judge and jury took in these flimsy pretexts.

The Tradesman is particularly interested in this case because Andre used the name of the Michigan Tradesman as reference without permission and in that way acquired a character and prestige which enabled him to augment his ill-gotten gains to a very considerable extent. As soon as this was discovered he was warned by telephone, telegram and letter that the practice must immediately cease; and in the next issue of the Tradesman a warning was uttered to the trade, denouncing Andre as a swindler. Prompt action on the part of the Tradesman undoubtedly prevented thousands of dollars in losses to the egg shippers of the State.

Many men are a good deal more sure of the devil than of any divinity.

This is a godless world whenever the divine is all in the past tense.

THREE HUNDRED MILLIONS.

The United States, excluding Alaska and all its island possessions, covers about three million square miles, and by the census of 1900 had 25.5 to the square mile. Of course, the dense population is in cities, for there are extensive districts with very few living souls on them. Some interesting facts in this connection are gathered from the relative areas and populations of the several sectional divisions of the Union.

Thus, the North Atlantic division is composed of the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey and Pennsylvania. Those nine States have only about 162,000 square miles, with a population of over 21,000,000, or nearly 130 people to the square mile. In that area are embraced the great cities of New York, Philadelphia and Boston and the greatest part of American manufacturing is done in that district.

The North Central division, composed of the States of Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, N. Dakota, S. Dakota, Nebraska, Kansas, covers an extent of 754,000 square miles, with a population of over 26,000,000, or about thirty-five to the square mile. That region embraces such cities as Chicago, St. Louis, Cleveland and Cincinnati. It is chiefly an agricultural country, with large manufactures in the cities. These two districts make up what are commonly known as the Northern States. They have an aggregate area of 900,000 square miles and 47,000,000 of people.

The South Atlantic division is composed of Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia and Florida. These nine States have an extent of about 269,000 square miles, with over 10,000,000 of population, or about thirty-nine to the square mile. This division is developing considerable manufacturing, with, however, only one large city devoted to business and productive industries—namely, Baltimore—and the National Capital, which is only a center of politics and public administration. All the States embraced are largely agricultural.

The South Central division is made up of the States of Kentucky, Tennessee, Alabama, Mississippi, Louisiana, Arkansas, Oklahoma and Texas. This division covers over 600,000 square miles, with a population of 14,000,000, or twenty-three souls to the square mile. These States are largely engaged in agriculture, with much mining and rapidly developing manufacturing industries. New Orleans is the only large city in the district.

The Western division embraces the greatest part of the region west of the Mississippi River, including the States of Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Washington, Oregon and California and the Territories of New Mexico and Arizona. The aggregate area is 1,176,000 square miles and a total population of some-

thing over 4,000,000 persons, or less than four to the square mile. All the rich gold and silver mines are in that region, as are extensive and valuable copper mines. It is a grazing and agricultural country.

The population of China is put at 265 to the square mile and of India at about 200. If we allow 100 to the square mile for the United States the country could easily contain 300,000,000 population.

There is scarcely any article of use that can not be easily and readily produced in our country. Hon. O. F. Austin, of the United States Bureau of Commercial Statistics, declares that 300,000,000 of our people can grow all the sugar, rice, tea, wine, silk and most of the tropical fruits, with a great prospect of being able to dig our own diamonds, without asking anything of any other people or nation, and if we can not grow coffee, we will always have something to trade for that important bean.

With 250,000,000 to 300,000,000 of population the American Republic will be at the head of the nations of the earth.

AMERICAN CORN HAS RIVALS.

Although American corn has for many years been exported to Europe in constantly increasing quantities, it has received less recognition from that part of the world than it deserves. Its principal use in Europe is for food for live stock, it being used for human consumption in only limited quantities. When one realizes the extent to which corn is used in this country as food this lack of appreciation by Europe is hard to understand.

Although the home consumption of corn is sufficiently large to leave no surplus weight of embarrassing proportions for export, the country's possibilities as a corn producer are such as make it possible that enough can be produced to provide a quite respectable surplus for export, hence it is important that the appreciation of corn in foreign markets should improve.

Europe produces little corn, about the only portions of that continent for corn culture being in the extreme south, where a limited amount is grown. Other countries, however, are seeking to rival us in providing the corn that Europe needs or may need in the future. The principal of these foreign producers is Argentine, where corn of the American variety has been found to grow abundantly. Argentine now ships quite a large amount of this grain to European markets in active competition with the United States.

Still another competitor in the corn trade is likely to be South Africa, whose soil and climate are well adapted to corn culture. The four British colonies now grow enough of the grain to spare as much as 10,000,000 bushels for export. That this exportable surplus will steadily be increased is certain, hence it behooves American shippers of corn to Europe to pay greater attention to the quality and condition of their

shipments, as they now have to meet active competition.

There is no reason why this country should not grow corn in greater abundance than is now the case, and certainly at cheaper cost than these competitors. American farmers also have the advantage of being much nearer to the European markets and ought, therefore, to be able to place their grain in those markets at more reasonable cost than either South Africa or Argentine. It will not do, however, to rely entirely on natural advantages of geographical position and priority of experience in corn cultivation. Our competitors may be able to overcome by energy and persistence all such advantages unless we, on our part, see to it that we always ship good corn of better quality as a rule than our rivals.

SELL FOR CASH ONLY.

"When a retail merchant is seized with an impression that a customer is somewhat 'shaky' and that it is possible he may have difficulty in collecting the monthly bill it is his first duty to get at the facts in the situation; and the only way to do this is to avoid loss of temper and to go after those facts frankly, promptly and thoroughly where they may best be ascertained—go directly to the customer in question. Let him know that if he is in trouble but is able to hold out tangible, reasonable prospects you will stand by him.

"In this way if the man is honest you will assume no great risk. If he is crooked your kindness and frankness will disarm his suspicions and, as a rule, he will proceed to give himself away by putting up for your consideration a series of tales, promises and alleged prospects which, as full of holes as a peek-a-boo waist, will show you the true character of the man and you may then act accordingly."

This advice, coming from a successful retail merchant, is based upon upward of twenty years' experience and, as he added: "Except in two or three instances during that time it has been a practice of mine which has not failed."

Such advice, sincerely expressed, rests upon another factor which the merchant failed to specify.

That is the merchant's ability to read human character, men's eyes, faces, manner of speech and of action, which cuts a chief figure.

An old saw says that a guilty man can not look an honest man in the face; but thousands of experiences in the daily life of business men prove that such a claim is not reliable, that the skilled crook can look any man in the face at any time, so that only the man who is a good judge of faces and manners and styles of conversation can escape the serene assurance and immaculate dishonesty of the chap who seeks to cheat.

For this reason the practice of selling goods for cash only is the only safe method for the merchant.

No religion can be healthy that thinks only of its heart and never of its hands.

AS TO DELINQUENTS.

From the city of Detroit comes a suggestion to other municipalities which, it would seem, might result in good to retail merchants all over the country.

At a session of the Common Council of Detroit the first week in September that body passed and Mayor Breitmeier approved the following:

"Sec. 6, chapter 139, of the Revised Ordinances. Any public moving van driver shall be entitled to receive the compensation provided in this ordinance immediately upon the transportation of his load. Each driver shall keep a record of the place from and the place to which he moves the household furniture of any person and the person for whom the same was moved, and on Monday of each week he shall file with the Police Commissioner a statement containing every such transaction of the previous week."

The ancient maxim: "Three removes are as bad as a fire," has no terrors for a certain proportion of every considerable community, and in too many instances these frequent changes of base are, as can be testified by scores of retailers, primarily for the purpose of escaping the payment of obligations to the grocer, the butcher, the baker or the landlord.

Thus it has happened, much too often, that collectors, unable to locate the delinquent debtors, have been forced to report back accounts to the profit and loss record.

Of course it is always best to conduct a cash business, but all retailers are not equipped with identical temperaments and so there is bound to be a certain proportion of merchants who for one reason or another are certain to accumulate more or less of the accounts doubtful, and for merchants of this class the ordinance is certainly a valuable assistant.

The enactment of the measure by the Common Council and Mayor of Detroit was brought about largely through the efforts of the Retail Grocers' Association of that city, which body has also under consideration and about ready for practical operation the establishment of an information bureau, where retailers may secure trustworthy reports as to chronic delinquents, based upon the experiences of members of the Association.

Uncle Sam has recently discovered that he has been doing a postal savings bank business for some time without knowing it. Foreign laborers who lack confidence in American banks, but are familiar with the postal banks of Europe, have deposited within a year more than \$250,000 in the postoffice at Kansas City alone. They buy money orders payable to themselves. They draw no interest, of course, and have to pay a fee of 30 cents on each \$100. But their money, they feel, is safely banked. Money for orders not cashed within a year is turned into the United States treasury and certificates for it are issued to the holders without extra expense. Those certificates are good for all time.

FURNITURE FACTS.

News and Gossip Peculiar To This Market.

This city, in furniture, has long been famed for its case goods, by which are meant beds, bureaus, sideboards and other furniture of similar construction. In recent years it has been making rapid progress in parlor and upholstered goods, and it is not rashness to predict that the time is not far distant when Grand Rapids will be as pre-eminent in this line as in the other. The founders of the furniture industry here, the Berkeys, the Widdicombs, Elias Matter and others were practical men, and much of the success may be ascribed to their intimate personal acquaintance with all the details of furniture making. They did not have to depend on foreman or superintendent to know if the workmanship came up to the right standard. They themselves knew, and as their standards were high Grand Rapids furniture from the beginning was known for its fine workmanship. The old standards are still maintained, and the Grand Rapids stamp means not only artistic merit but perfect construction. It is somewhat significant that the men who are bringing Grand Rapids to the front as a center for upholstered goods are also for the most part practical men, men who learned how at the bench and know all the details from the bottom up, and who do not have to be told if the workmanship is what it should be. Retting, of the Retting Furniture Co., Biggs, of Sweet & Biggs, Mueller and Slack, of the company bearing their name, Lauzon, of the Grand Rapids Upholstering Company, Paine, of the Paine Furniture Co., and the Crisswells, of the Crisswell-Keppler Co., are all practical men. They have enlisted the services of the designers who have helped to make Grand Rapids famous, and their own skill and judgment are doing the rest.

Another upholstery company has just been added to the Grand Rapids list, and this makes ten concerns here producing this line of furniture. The new concern is the Keil-Anway Company, and it is made up of Oscar A. Keil and Irving T. Anway, both practical workmen of long experience. Mr. Keil was one of the original stockholders in Mueller & Slack and for years was superintendent of the factory. He retired last spring intending to go West, but decided after looking over the towns in the West that Grand Rapids was good enough for him. The new company will have its first line ready for the January opening.

Ten lines of upholstered furniture is a larger number than any other Western city can show with the single exception of Chicago, and in high grade lines Grand Rapids can do better even than can Chicago. There will be a dozen or more outside lines exhibited here as a reinforcement for the local display, and the whole will make Grand Rapids very strong as a

center for furniture of this kind—almost as strong as for case goods.

Another addition to the Grand Rapids furniture industry is the Marvel Manufacturing Company, which comes from Ionia. The company purchased the old Harrison Wagon Works plant during the summer and has since been remodeling and repairing it. Work will begin this week with a few men in the rough cutting and turning departments getting out stock and it is expected it will be working in all departments before the end of the month, with 100 to 150 hands employed. The company manufactures a line of chairs and rockers, mostly the latter.

The furniture men were active in the entertainment of the Japanese Commercial Commissioners last week and did their part in impressing upon the visitors that Grand Rapids is the furniture city. The Imperial Furniture Co.'s factory was inspected by the Commissioners in a body, and then the Berkey & Gay showrooms were visited. While the others were sight-seeing two of the Commissioners went to the Berkey & Gay factory and spent all the morning there. They started at the point where the rough lumber goes into the factory and followed through all the departments, carefully studying every machine and process. What seemed to especially interest them was the kind of wood used, its treatment and the finishing. The ordinary mechanical processes they passed by, but they lingered in the dry kilns and the finishing room. The carving machines were a novelty to them and here they stayed for some time watching the operations.

There is little chance for Grand Rapids to find a market for her wares in Japan, at least to any extent. Something may be done in office furniture, sectional bookcases and refrigerators, but our bedroom, parlor and diningroom furniture will be very slow in that market. The freight rates are against us. Japan is beginning to use modern furniture, but it comes chiefly from England and will continue to do so as England has a big advantage in transportation. But Japan's start in using modern furniture is still not much more than a start. The mass of the people get along very comfortably in the old way.

One of the prettiest speeches of the evening at the banquet to the Japanese Commissioners was by Baron Naibu Kanda, and it related to furniture. He recalled that the typical Japanese home is without tables, chairs, fireplaces, chandeliers and other paraphernalia, but he declared that his people are unlike nomads of the plains, a people without a history. "The character and spirit of the Japanese people," he said, "symbolized by the cherry blossoms, are faithfully portrayed in the architecture and furniture of our homes; in the big outside walls and fences which protect our homes from outsiders and guard our sacred pre-

cincts from prying eyes; in the simple sliding partition without locks and keys, to be thrown open to welcome the morning sun; in the pillars and ceilings of fine grained cedar, without paint or varnish; in the pure white rush tatami, which yields under the tread of our shoeless feet and fills our rooms with an odor of new-mown hay. In these characteristic features of the Japanese home ever may be traced the complete development of the people from hut dwellers and tillers of the soil through more than 2,000 years of peaceful natural progress."

An addition of 200 rooms is being made to the Hollenden Hotel at Cleveland, and the order for the furniture will be peculiar. Usually when a hotel is built or an addition is made to an old hotel the management wants furniture for the new rooms to be the very latest in design. In the present instance old fashioned furniture is wanted in designs that have long since disappeared from the market. The Hollenden Hotel was built about twenty years ago and was furnished by the Phoenix Furniture Company, of this city. David W. Kendall designed the goods. That was before the vogue of the "periods." The designs were composite, the construction was massive. The posts in the beds were of three inch stuff and the other parts equally heavy. The management wants the annex furnished in a style uniform with the old, and to execute the order it will be necessary to reproduce these ancient patterns. The Phoenix may have the old designs stored away in its archives or Mr. Kendall may be able to reproduce them from the photographs preserved, but other manufacturers who may want to bid on the order will have to have special photographs and drawings made and in addition may have to borrow a suite to use as a model. The order which some twenty years ago was from the regular stock will now be a special. One concession the management will make to the changed conditions: The old furniture was mostly in cherry, which was then abundant and moderate priced. Cherry lumber is scarce now and high priced. The new goods will be in mahogany, which is cheaper than cherry and easier to procure.

The July opening marked two interesting anniversaries in the local furniture trade, the half century for Berkey & Gay and the Oriel's silver jubilee. The January opening will be the Sligh Furniture Co.'s thirtieth anniversary, or near enough to it to be counted as such. The Sligh was organized in February, 1880, but did not show its first line until July following. The company hopes to celebrate its birthday by occupying the large addition to its factory that is now under construction. This anniversary, it may be added, will close the company's career under its original incorporation. It has not yet been decided whether to re-incorporate or to continue the business as a partnership. As a corporation it will

be subject to the Federal tax, while as a partnership it will not. The Federal tax will not be unduly burdensome, but it is not pleasant to make the necessary disclosures of business secrets to outsiders even although those outsiders be under oath not to reveal them.

"Sleepers" Are Excessive in Their Weight.

The most extravagant and costly method of transportation in the world is the sleeping-car train, which carries two tons of dead weight for every passenger moved. The great weight of passenger cars is due in no small measure to the great length to which these cars have grown in recent years. The body of a modern "sleeping-car" over seventy feet in length, supported on a truck at each end, may be regarded structurally as a bridge carried on two end piers. And in the case of the car, as of the bridge, the bending stresses tend to break it in two, and therefore the weight of material necessary to resist those stresses increases in a much more rapid ratio than the length. Moreover, the concentration of weight on the two trucks calls for heavy construction in the trucks themselves.

It has been proposed that a great saving in weight would be effected by reducing the length of the cars and substituting lighter four-wheeled trucks for the ponderous six-wheeled trucks now in use. The roof construction could be considerably lightened by abolishing the end platform and substituting entrances at the center of the cars and vestibuling the car bodies directly against one another.

But the greatest reduction in weight, it is thought, would come from the substitution of steel for wood and the application to the design of the cars of those principles of steel construction which have rendered the modern steel bridge such a marvel of lightness in proportion to its strength and the load it can carry. The weight of the present railroad cars is the result of too much coach builder's art and too little of the bridge engineer's.

Boston's New Subway the Costliest.

The costliest mile of underground railway in the world is said to be the new Washington street subway of Boston, which passes through the shopping district. Its construction and equipment have amounted to \$10,000,000, or about \$2,000 a lineal foot. The first section of Boston's modern system of rapid transit, consisting of subway tunnels, was opened about fourteen years ago. This was followed by the erection a few years later of the elevated road. And subsequently to that the system was extended by the construction of the East Boston tunnel under the harbor. The opening of the Washington street tunnel marks the latest and one of the most important extensions.

Table talk has much more to do with character making than pulpit talk.

When a man is ethically wabbly he is usually theologically rigid.

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

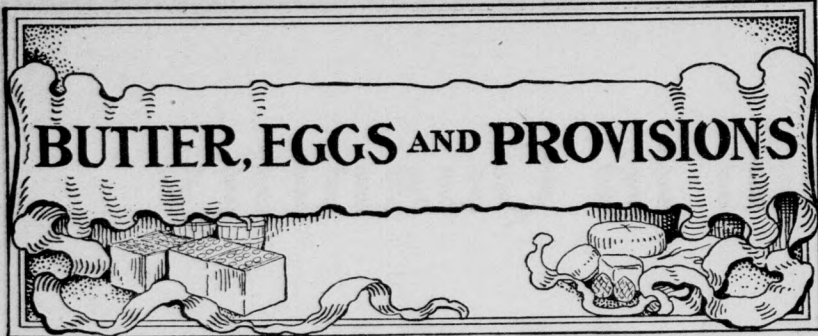
which we select and wash carefully. Our pickles are brought to us the same day they are picked. We pack them in the air-tight, glass-top bottles to insure them against leakage, rust or spoilage. You can be **SURE** of a **SUCCESSFUL** and **PROFITABLE** pickle department if you sell **“WILLIAMS” SWEET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



BUTTER, EGGS AND PROVISIONS

Some Facts About Butter and Butter-making.

Written for the Tradesman.

"I read that butter will be 50 cents a pound by winter," said the farmer who was delivering butter to a city customer.

"It's all a speculation," said the city man. "There is no necessity of butter being so high. The farmers are all the time decrying trusts and combines and they are into them just as bad as any one else. I tell you things can not go on this way very much longer. I have to pay nearly twice as much for provisions as I did a few years ago and still I get no higher wages than I did then. Look at rent: I pay \$20 a month for a house for a family of three. I think we'll have to go out into the country and raise our own potatoes and milk and butter and eggs and show you farmers a thing or two."

"And when you have raised them you can not afford to eat them," said the farmer. "It looks to me as though the time is coming when the farmer can not afford to eat the butter he makes."

These remarks bring to mind some interesting facts in regard to the butter question, and while they do not give a complete view of the situation, each fact helps toward a better understanding of present conditions.

On a dairy farm where about 100 cows are kept the men are boarded by some one at so much a meal, the proprietor furnishing the house rent free. The boarding housekeeper may be one inexperienced in running a boarding house and soon finds that in order to come out even she must limit her buying to the cheapest meats, she can not afford to use eggs at certain seasons of the year except in baking and must use butter substitutes or renovated butter. The men who work the dairy farm and care for the cows do not always get butter to eat and when they do it is not always of the best quality. The certified cream is shipped to the city and the certified oleomargarine is ordered from the city for the men to eat.

On another large dairy farm there are tenant houses and men with families are employed to do the farm and dairy work. The men receive a stated sum per month, house rent free, so many bushels of potatoes a year, a quart or more of milk each day and a certain number of pounds of butter a month. This butter is not produced on the farm, but is contracted for at a specified price for the year. It must be bought at a lower price than the dairy farm can afford

to make it for, else it would be made instead of purchased.

Among farmers there are those who send their milk or cream to the creamery, and then are hunting here and there among their neighbors for some one who makes dairy butter at home and are trying to buy it at a lower figure than their creamery butter is sold at.

The question arises: Can not the farmer afford to eat his own butter? Must he buy a poorer grade than he makes or could make, or is it because he thinks more of increasing his wealth than of his own physical comfort in pleasing his palate? Does the new order of things—daily papers, telephones, educational expenses, etc.—compel him to economize in his food?

Right here we face a trend of the present, which if it continues—and there is no prospect of its doing otherwise—will bring the time when only the well-to-do can afford butter. It will be a luxury which the working men can not have regularly.

The population of this country is increasing faster than the number of dairy cattle can be increased on account of lessening acres of pasturage and increased demand for grain, fruit and vegetables for human consumption. The time is coming when pasturing stock will be obsolete except where land can be put to no more valuable purpose. The amount of land that would pasture a cow for the summer if rightly cropped will produce feed for the cow for the whole year if she is stabled. It will be poor economy to pasture cows on land which will produce twice as much feed in some other manner.

The old saying that there is no great loss without some small gain is illustrated in this connection: If automobiles and electric power supersede to a great extent the use of horses in the city and in hauling grain to market there will be large quantities of hay and grain now used in the cities which will remain on the farm for the benefit of cows. If the large proportion of every farm which is now devoted to raising hay and grain solely to feed the horses which do the farm work could be reduced by the use of other forms of motor power there would be another great help toward feeding dairy cattle.

The higher prices paid for labor on the farm have something to do with higher prices for farm produce. It is now \$25 or more per month, with board and washing, for a hired man, instead of \$16 or \$18. And it is \$4 or \$5 per week for a girl in-

SEEDS

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

"All orders filled promptly."

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
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Wholesalers of Butter, Eggs, Cheese and Specialties

BUTTER AND EGGS

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

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

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We Want Eggs

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

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Send Us Your Orders

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

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ESTABLISHED 1887

Egg Cases, Egg Case Fillers and Egg Shippers' Supplies

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

L. J. SMITH & CO.

EATON RAPIDS, MICH.

stead of \$1.50 to \$2. The owner of a small farm can not make a living for his family besides paying for hired help indoor and out. In order that his wife may do the housework without hired help he sells the milk or cream, relieving her of the work of straining, skimming, churning and working butter, and the finished product is shipped from the factory or creamery to the large cities, making a scarcity of dairy butter in the home locality as well as in the towns which heretofore were well supplied from adjacent farming sections.

To produce more butter in the country means to adopt the plan of stabling cows and making each acre produce much more feed than if pastured. That means the building of silos and, in fact, it means nearly double the expense of carrying on a farm of a given number of acres. It means larger farms, more machinery, more hired help, more live stock and consequently more capital. The small farm is due to become smaller and the small farmer a gardener, fruit and poultry raiser, and the large farm must become large enough to correspond with an economical equipment of men, machinery and buildings.

E. E. Whitney.

Radium Changes Theories of Geologist.

Radium has revolutionized the geologist's world. Before its discovery the supplies of heat furnished by chemical changes in the earth were considered insignificant. And nothing was thought to replace the heat which flows from the hot interior of the earth to the colder crust.

Now when the earth first solidified it only possessed a certain amount of capital in the form of heat, and if it is continually spending this capital and not gaining any fresh heat it is evident that the process can not have been going on for more than a certain number of years or the earth would be colder than it is; less than a hundred million, as estimated by Lord Kelvin. Although the quantity of radium in the earth is thought to be only about five grams in a cube whose side is 100 miles, yet the amount of heat given out by this small quantity of radium is so great that it is more than enough to replace the heat which flows from the inside to the outside of the earth.

The radium gives out so much heat that we do not quite know what to do with it, for if there were as much radium throughout the interior of the earth as there is in its crust the temperature would increase much more rapidly than it does as we descend below the earth's surface. If radium behaves in the interior of the earth as it does at the surface rocks similar to those in the earth's crust can not extend to a depth of more than forty-five miles below the surface.

What Good Roads Mean To the People.

Good roads mean progress and prosperity, a benefit to the people who live in the cities, an advantage to the people who live in the country and it will help every section of our vast domain. Good roads, like

good streets, make habitation along them most desirable; they enhance the value of farm lands, facilitate transportation and add untold wealth to the producers and consumers of the country; they are the milestones marking the advance of civilization; they economize time, give labor a lift and make millions in money; they save wear and tear and worry and waste; they beautify the country—bring it in touch with the city; they aid the social and the religious and the educational and the industrial progress of the people; they make better homes and happier hearth-sides; they are the avenues of trade, the highways of commerce, the mail routes of information and the agencies of speedy communication; they mean the economical transportation of marketable products—the maximum burden at the minimum cost; they are the ligaments that bind the country together in thrift and industry and intelligence and patriotism; they promote social intercourse, prevent intellectual stagnation and increase the happiness and the prosperity of our producing masses; they contribute to the glory of the country, give employment to our idle workmen, distribute the necessities of life—the products of the fields and the forests and the factories—encourage energy and husbandry, inculcate love for our scenic wonders and make mankind better and broader and greater and grander.

The returns from various states show that in nearly every case the states having the highest percentage of improved roads have the largest population per mile of road, thus showing that better roads are a powerful factor in encouraging the settlement of unused lands, especially in sparsely populated sections of the country. Good roads are also an important influence in retaining in the farming districts the desirable elements who might otherwise drift into the towns and cities. As the price of farm lands depends on their productivity, accessibility to markets and population engaged, or desiring to engage, in agricultural pursuits, it follows that road improvement, by attracting additional settlers and giving them better facilities for reaching their markets, directly tends to increase the values of all farm lands within the radius of the roads improved.

A comparison of the percentage of the improved roads of the various states shows that the average percentage of the improved roads in all states where farm land is worth less than \$20 per acre is only 1.8 per cent.; whereas in the states where the acreage value is more than \$20, improved roads constitute an average of 9 per cent. of the total mileage.

Wm. Sulzer.

Somewhat Cheaper.

"Is it so, that you used to call regularly on that girl?"

"Yes; she always sang a song to me that I loved."

"Why didn't you marry her?"

"I found I could buy the song for fifty cents."

No Panic There.

"Are there any echoes of the panic left in your town?" I asked a man who I knew had been in trade in a Michigan village.

"Oh, the panic didn't hit us at all," he replied.

"Didn't it make hard times for a while?"

"I couldn't see that it did."

"Everything went right along just the same, eh?"

"Just the same. Same old customers came in right along and bought what they wanted and told me to charge it."

"And you charged it?"

"Of course. I was there to do business. As I say, there was no panic and nobody was scared."

"And how did you come out personally?"

"Oh, I busted for \$3,000."

"But that must have been owing to the panic?" I argued.

"Not a bit of it. It was just because a rival merchant in a town four miles away not only charged it when folks wanted anything, but he gave trading stamps to boot and drew all my customers away. I busted for \$3,000, married a widow worth \$6,000, and you needn't spend any time looking around for echoes."

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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HIDES AND PELTS

Look to

Crohon & Roden Co., Ltd. Tanners

37 S. Market St. Grand Rapids, Mich.

Ship us your Hides to be made into Robes

Prices Satisfactory

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Wanted Your shipments of Butter, Eggs, Veal, Poultry, Potatoes, Apples and Honey; also your orders for Peaches and all home grown fruits and vegetables.

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

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ELLIOT O. GROSVENOR

Late State Food Commissioner

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

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Hot Graham Muffins

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

Wizard Graham Flour

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

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L. Fred Peabody, Mgr.

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TRACE YOUR DELAYED FREIGHT Easily and Quickly.

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BARLOW BROS.,
Grand Rapids, Mich



HENRY RADEMAKER.

The First Match Manufacturer in Grand Rapids.

Written for the Tradesman.

It is only eighty-two years since the first really practicable friction match was invented and it was not until 1833 that the manufacture of phosphorous friction matches upon a commercially profitable basis was achieved, so that Henry Rademaker, of this city, was 2 years old—his age being 78 years—when matches as a factor in commerce were first produced.

Twelve years later (1845) Mr. Rademaker came to America with his parents and the family located in the city of Milwaukee, where the father, a skilled artisan, found employment for himself and later for his son with R. W. Pierce, who had a sawmill and wood turning establishment. Here it was that Henry Rademaker, to-day almost an octogenarian in years but a cordial, hearty, companionable gentleman who keeps abreast of the times, learned all the details of making lucifer matches—then a new thing in this part of the world.

And there were two other boys in the Pierce factory, brothers: James and Henry De Jonge, one of whom in due time became brother-in-law to Mr. Rademaker. Industrious, thrifty, ambitious and with their minds alert as to opportunity, these three boys saved their money until, in 1855, they came to Grand Rapids and under the firm name of De Jonge & Rademaker began the manufacture of phosphorous matches.

One day last week a representative of the Tradesman visited the establishment of Rademaker & Sons, manufacturers of croquet sets and base ball bats, on the Pere Marquette Railway near Madison avenue, and addressing a rosy faced, active man who was scaling a carload of maple lumber, asked where he could find Henry Rademaker.

"Right in there," was the reply as the speaker pointed to a window opposite the car. "Go right in that door and turn to your left."

Following directions the visitor found himself presently standing behind a muscular, well built man with white hair, clad in a blue checked blouse and blue overalls and busy at work at a power-lathe, turning the head of a croquet mallet. The pleasant face and laughing blue eyes of a man undoubtedly beyond middle age and at the same time actively interested in current affairs gave a sufficient welcome to encourage the most diffident even of strangers, so that Mr. Rademaker was asked: "What was it that prompted you and your partners to come from Milwaukee and locate in Grand Rapids?"

"Well, you see," and Mr. Rademaker laid aside the turning chisel he had been using, "we had to go somewhere where there was a good selling territory. And then, too, our capital was limited and we proposed to do all the work ourselves at the outset. Besides, in 1854 there was any quantity of the clearest, finest white pine available right in Grand Rapids. Why, we could buy a great

big pine log for an apple almost in those days."

And then the old gentleman laughed as he told how, after they had looked all over the city for a suitable factory site, they decided to get out in the suburbs on a well traveled road and so located at what is now Ellsworth avenue and Cherry street, then called the Grandville road, with stages for Grandville, Zeeland, Vriesland and Holland each way every day. "We were near to the steamboat landing, too, and not so very far from Monroe street.

"That territory between our factory and Fulton street was then known as 'Shanty-town' and was occupied almost entirely by Irishmen who had 'squatted' on the low, almost swampy tract, which had not even been platted. Up where we were—you know the Grandville road began an up grade just north of our factory and developed a long hill to the south of easy slope—a Mr. Backus—he was organist for a time of St. Mark's Episcopal church—had a wagon hub factory about where the Union Station gatekeepers are posted to-day and at Fulton and Ionia streets, where the Hawkins block and the Gunn Furniture Co.'s building are, were the residences, good frame buildings, of the Hughes, the McGurrins and the Grady's. Then to the south of us, on the hill, was the home of a Mr. Finney. But to the east of our factory there were only a few little shacks or shanties, clear over to Division street, or the plank road as we used to call it, while to the south and east it was a great area of bogs, willows and cat-tails."

"Did you use steam power in your factory?" was asked and the reply was, "No, our splitting machines were worked by hand and we could turn out many thousands of matches a day."

Questioned as to where their trade was located, Mr. Rademaker said that they sold matches at wholesale to every merchant, nearly, in Grand Rapids and to all towns north as far as Newaygo and Greenville; east as far as Ionia, Lyons, Portland and Charlotte; south as far as Battle Creek, Kalamazoo and St. Joseph, and to all villages west as far as Lake Michigan.

"Mr. De Jonge looked after our outside sales, covering the territory indicated with a team and wagon each month, and in those days, you know, we had to be very careful about credits," said the old gentleman. "We required cash, as a rule, because we couldn't afford to take risks, and another thing, we had to turn our money over as often as possible and we always bought for cash."

In those old days matches were cut square and were put up in brown paper boxes, thimble shaped, each box holding 100 matches, and these smaller boxes were, in turn, packed in blue paper board oblong boxes about 8 inches in length by 5 inches in depth. The De Jonge & Rademaker matches quickly gained a favorable and widespread reputation and for years were successful in meeting Chicago and Milwaukee competition

in the territory that was covered. The firm prospered until, by the death of the De Jonge brothers and by the coming of railways, Mr. Rademaker saw that he must enlarge his factory and his territory very considerably or get into other lines of manufacturing.

And there were even then, about 1870, signs of a combination in the match business. On the other hand the games of croquet and base ball were becoming prominent and showed conclusive signs of permanency, facts which appealed to the man who all his life had been engaged in making things from wood. It was an easy matter for him to get into these games commercially and the result is the large and prosperous factory in the southeast corner of the city.

It is not often that a man is so wonderfully favored as to raise a family of four sons and, after being in business over half a century, to have three of those sons still with him and conducting the business he established; but such is Mr. Rademaker's happy record. As he puts it "Once in awhile some of my old-time friends ask me why I don't quit work. 'You've got enough, you don't have to work,' they say. And I don't have to work, so far as accumulating any money is concerned. Long ago I turned everything over to the boys. Why shouldn't I? I can't take anything with me when I go. Mr. Hariman had to leave every mile of his railways behind, didn't he?"

"That isn't the reason I work a little. Mr. Hollister, who left us a few days ago, didn't go to his office regularly every day just to pile up a little more money. He went there because he couldn't remain wholly idle. I don't think I'd last long if I didn't do a little something every day. The boys have fixed up this lathe for me, I go and come as I like and I work as I do because I like to work; like to keep in touch with the factory and so with the business world; like to get on my working clothes and have the wood dust get into my hair; like the noises of the machinery; like to know that I'm alive."

And as the sociable man, who is 78 years young, escorted his visitor through the factory, explaining the operations of the machines, telling of proposed improvements in the factory and remarking upon the wonderful industrial activity everywhere, his face was aglow with the spirit of youth. "When I first came to Grand Rapids they were talking of railroads from Detroit and from the South and there were good business men here who truly believed that the railways would never succeed in supplanting

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The Diamond Match Company

PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

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

BLACK DIAMOND.

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

BULL'S-EYE.

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

SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

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

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST

PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.75
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.45
Lesser quantities.....\$2.50

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.20
Lesser quantities.....\$4.50

UNCLE SAM.

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

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

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

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

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

steamboats as carriers of freight and passengers. I remember that when the first street cars were operated here it was said that they would annihilate the use of omnibuses and hacks, but they didn't. And when the cable cars took the place of horse cars it was the firm opinion of many that the last word had been said as to street cars, but it hadn't. Along in the late 60's, when the velocipedes came in, no one dreamed of bicycles and these did not foretell the automobiles, and all of them together, even including the wonderful gasoline motor, did not account for the electric motor, the telephone, the phonograph, wireless telegraphy, the submarine boat and the aeroplane.

"I tell you it has been and still is a great age to have lived in; but one can not appreciate such things unless he himself keeps agoing both physically and mentally, and it is well worth while to keep alive."

What Are You Going To Do About It?

Ordinarily this is an accepted, handy question appertaining to slang. It may be one of the most serious questions ever propounded by one man to another. It may be simply a half covert challenge to a fight. "What are you going to do about it?"

As a simple question it is in response to a statement involving a tangle. As a challenge, also, it points to tangles. It is personal always. It is crisply to the point. In propounding the question the man uttering it has seen or felt on the part of the other a sign that his hearer is in a quandary. "What are you going to do about it?"

In any of these situations, however, it is implied that the man who ought to do something has bidden openly for the question. He may not have asked in words; it may have been thrust upon him unexpectedly. The question may have come so suddenly, so unlooked for, as to arouse his indignation, even; for in whatever circumstance the question is asked him it is a challenge. "What are you going to do about it?"

It is not in this form, however, that I would touch upon the question. Asking for the question, the questioner has found it. Far more important in the phraseology is the same question self-asked: "What am I going to do about it?"

Wherever his lot may be cast, that typical young man does not ask questions enough of himself to himself. In his tangles, which are visible and audible and self-evident to others, that other man will question. Who shall question, if not the young man himself, those things which only he knows and realizes as more or less troubling to himself?

When a man begins seriously to question himself he wants an answer to the question and he wants the truth. But in a thousand circumstances the young man is afraid to ask even himself! He tries to escape the self-put interrogation. He may try to minimize the situation which has made the question obtrusive upon his own mind. He may try to justify

himself against the discovery of the tangle. He may decide to trust to luck that it never may be discovered. But the tangle was there, and in his own mind it continues there more or less fixed, unchanged and troubling—to him. It never may trouble any one else, but—

Several years ago a young man came to me as a tried friend and stated a case involving himself with his employers in only a slight degree. His trouble was that he lacked a little in courage, else he never would have sought advice. He would have stepped up and cleared the whole situation in a moment. It had been a case of just a little bad judgment on his part. The confession of the mistake would have wiped it out with any decent, appreciative employer of men.

"Clear it all up," was my advice without space for further discussion.

But in the case of my young friend, not only a little more courage than he had was necessary, but his pride would have suffered even more. He couldn't bring himself to the sticking point. He took a chance that nothing more ever would be said about the incident by any one concerned in it. His employers would not know in such a case and the voluntary explanation would be redundant.

But it chanced that in this peculiar situation, as in many others related to it, that one mistake of judgment did affect a distant party to the transaction. This man was of the nervous temperament, who, in keeping silence, magnified the original circumstance. He wrestled with the proposition, grew irritated at the lack of an official explanation—then took his own sore, bilious, exaggerated version of the matter to the head of the house.

Within an hour my young friend was summoned to the office. He met a calm, cool employer at his table looking out of his eyes that stubborn "What are you going to do about it?" At the employer's elbow was the bilious grieved one, red in the face, belligerent and the logical prosecuting attorney before the informal court of last resort. And inside of fifteen minutes the young man had received his dismissal beyond hope of revocation of the decision!

As a concrete, true example of that necessity for a right answer to the young man's own question of himself to himself, could anything be more emphatic of the need of the young man to keep before him that perennial question: "What am I going to do about it?"

I knew the temperament of this young man quite as well as he knew it himself. Passing his question over, even if parties to the circumstance had kept dead silence, he never could have unshouldered the burden of the secret part he was attempting to play against his employer. If after weeks and months had passed, making it a certainty that the employer could not have the matter brought to his attention, there would have been the haunting thought that the employer might have had it brought to him and preferred silence! And in the last

possibilities of the thing the young man would have worn the scar of it all upon his innermost conscience!

"What am I going to do about it?"

There are young men so constituted by nature and environment as never to feel this self-questioning in its importance, yet they may be surprised beyond measure at some result of the fact. There are countless thousands of others feeling the need, yet too cowardly to question—still other thousands who may question and yet dodge the inevitable answer which they find written with a hand of iron.

But, believe me, there is no substitute for the self-question: "What am I going to do about it?" There is no occasion for the young man's asking it unless he shall face a tangle or

some knotty problem which seems to insist upon a sane answer to a sane end. If he shall decide that he is incompetent to think for himself let him forestall the friend who challenges: "What are you going to do about it?" Let him ask: "What shall I do about it?" and let him weigh the advice for its last fragment of worth.

But in the emergency, always—do something! John A. Howland.

Figure It Out.

Old Married Man—You'll be sorry some day that you didn't get married, if you don't.

Young Bachelor—I'd rather not be married and be sorry I wasn't than to be married and be sorry I was.



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

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NO dealer giving "WHITE HOUSE" a fighting chance was ever disappointed in results.

No man nor woman who has once tried "WHITE HOUSE" will abandon its use if it can possibly be obtained.

The grocer who has been convinced of the probable satisfaction to be derived from handling "WHITE HOUSE" Coffee, and makes the trial, not only is not disappointed with the result, but becomes its firm friend and promoter.

Judson Grocer Co.

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Grand Rapids, Mich.

SPECIAL SKILL.**Specialist Required To Achieve the Highest Mark.**

This is the day of the specialist. In every department of human endeavor special skill is required to achieve the highest mark and to win the greatest reward.

There is no more use for the Jack-of-all-trades. It is the Jack who knows one trade and knows it well who is wanted. He has not to look for a job, the job is looking for him. There is an opening at every turn and he has only to walk into the one which he thinks suits him best.

Modern competition is so keen that only the qualified can hope to obtain even a moderate degree of success; the unqualified must go to the wall.

Qualification does not mean great learning, for often the most learned men are the most dismal failures. Sixty-nine per cent. of the more than 11,000 whose names appear in "Who's Who in America" are college graduates. Since less than 1 per cent. go to college this shows that the college graduate's chances of success are 69 to 1. But there must be something behind education and generally that something is manhood, hard work and common sense. All the education in the world would be of no avail to a fool or a drone.

But when a young man starts out to win his way in the world if he has a college training backed up by technical knowledge along a certain line he is on the road to success. He may get off the track, but he will be able to get on it again.

A man of good education, combined with technical knowledge of some one subject, has about the same advantage over a man without these adjuncts as an express train has over a dray cart.

The young man beginning life must specialize and he must depend upon himself. The best help to a young man is himself. Self-reliance is as necessary to success as are air and water to life.

There is no abstract or concrete definition for success, nor is there any special recipe for its manufacture. Two ingredients which enter into its composition are hard work and common sense. Intelligent industry directed by specialized knowledge in almost all cases brings a man to the goal of his desires.

Specialize along the line of least resistance, that is, choose some line that will appeal to your tastes.

To succeed you must be enthusiastic about your work, you must be in love with it, and you will find reciprocation at every turn. He who does not agree with his work will find the work does not agree with him, and this lack of harmony will bring failure.

There never yet has been a great doctor who was not enamored of his profession. The same applies to lawyers, preachers, philosophers and statesmen, to every profession, avocation or calling. The brilliant scientists and inventors who have benefited the world by their labors have

found their greatest joy and happiness when at work.

Few men indeed have won out in occupations uncongenial to them; there is always friction, the wheels never revolve smoothly, the creaking and grinding jar the nerves and sooner or later there is sure to be a breakdown.

Be absorbed in your work, so absorbed that you will consider the time you give to it as the best spent hours of the day.

If success does not immediately come, don't be discouraged. Remember that there must always be a pinch of patience in the success recipe.

There is no royal road to preferment. You must wait your turn and in the meantime keep plugging away. You will get there sometime.

Don't be so foolish as to think you are the mainspring of the machinery or the kingpin that keeps the mechanism together. Have self-reliance, but at the same time sink self. Many a fellow has destroyed his chances by thinking that he was a better man than his master and that he should be in the master's shoes. In some cases this may be true, but it is for you to bide your time until your worth is recognized.

Technical education must be supplemented by contact with thoroughly practical men. You must imbibe their ideas and glean from their experience.

Often young men are tempted to rebel. They find themselves in subordinated positions where patience and temper are sorely tried. In such a situation you must keep a cool head and pocket your pride. Your time will come—in the long run the cream will get to the top in any establishment. Self-interest compels employers to promote their best men and retain their services.

The merchant princes and millionaires of the country were once at the foot of the ladder; they had to wait each in turn for the ascent.

Get into the groove nature has best suited you to move in and then push ahead, but do not get impatient at the long time you have to wait or the distance you have to go. If you are not in the right groove make a break and spoke your wheels until they come upon the proper track.

A. T. Stewart commenced life as a schoolmaster, but the work was uncongenial; he did not take to it at all, and had he remained at teaching he would have been a failure and died a poor man. He was a business man to his finger tips; it suited him and he suited it. He started a little dry goods store and ended with being the greatest merchant prince in the world. His business was taken up by Hilton & Hughes. Hilton was a judge and business was out of his line. What was the result? Hilton was the last of the Stewarts.

John Wanamaker then took up the helm and steered the concern to success. Merchandising is his specialty.

Thomas A. Edison made electricity his specialty. He gave his time and his talents to it. He is the greatest inventor of the world and one of the most successful men of his time.

There are thousands of men failures who might have been successes had they specialized along definite lines.

After all, there is not much difference in men, physically or mentally. When we come close to the successful man we find him just like the rest of us, a creature of flesh and blood, nerves and bone—no more, no less. The difference lies in the fact that he knew how to use himself and bring out the best that was in him.

Most men have talent in some direction, but it is useless unless applied in that direction.

One of the chief causes for failure in life is laziness. Persistent industry will tell in the end. Timidity is another rock that sinks many a goodly craft.

There are men of transcendent ability so timid that they will not make themselves known. They keep their light under a bushel until it goes out in the darkness of failure. They are afraid to approach men higher up to make themselves known and so lose the opportunity of showing to the world their capacity.

There is plenty of room for good men; the demand at present is far in excess of the supply. Positions carrying from five to fifty thousand a year are actually going begging for lack of the right men to fill them. This land is the home of opportunity, but you must fit yourself to be able to seize the opportunity. Employers are constantly on the lookout for men of special training, good sense and common honesty.

If you would reap success, specialize, then apply industry and perseverance, and there is no fear but you will come in a winner at the post.
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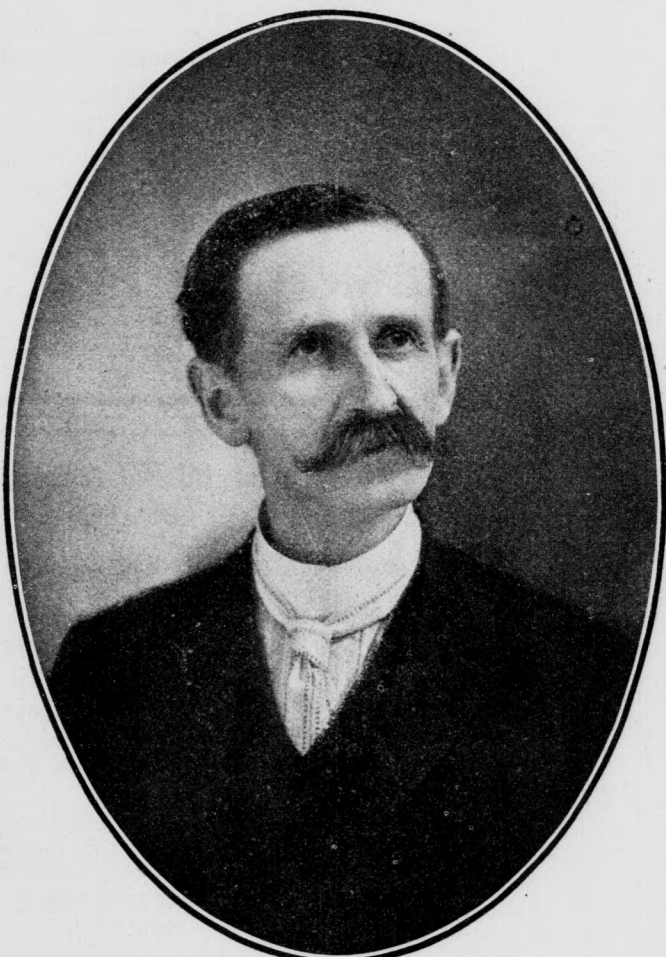
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C. A. Bugbee, President Michigan Retail Druggists' Association.

Charles A. Bugbee was born in Edwardsburg, Cass county, April 11, 1856, being one of a pair of twins, the other being a girl. His father was a practicing physician and druggist for forty years. His father becoming an invalid he gave up school at 13 years of age and undertook the management of his father's drug store. He subsequently entered the drug store of Capt. H. J. Webb, at Cassopolis, where he remained one and a half years. He then engaged

Mr. Bugbee was married Oct. 22, 1881, to Miss Martha Kitchen, of Edwardsburg. They have one daughter, who resides in Chicago. He attends the Baptist church, of which he was Treasurer for ten years. He is a Mason and also a Maccabee. He was alderman one year in Cheboygan—the first year it was a city—and subsequently made an unsuccessful campaign for Mayor on the Democratic ticket.

Mr. Bugbee's hobby is drugs, of which he has made a profound study. He has always felt that the existing pharmaceutical organizations paid too much attention to ethical and ultra



C. A. Bugbee

in business on his own account at Edwardsburg under the style of C. A. Bugbee, conducting the same for two years, then going to Kent City, where he conducted a drug store one year. In 1884 he went to Cheboygan and took up the duties of manager of the drug store of I. S. Cooper & Co. for eleven years. He then removed to Charlevoix, engaging in business for himself, where he stayed one year. From there he went to Traverse City, where he has been carrying on business on his own account under the style of the C. A. Bugbee Drug Co., Ltd., for the past thirteen years.

Mr. Bugbee joined the Michigan State Pharmaceutical Association in 1884 and held the office of Secretary from 1890 to 1891. He was a member of the Board of Pharmacy from 1892 to 1897. He was President of the Board the last named year.

professional topics and too little to practical, everyday methods. He has given this phase of the subject much careful thought and study and has used his influence to secure greater latitude of discussion and action in the old organizations without result. Disappointed at every turn, he finally concluded that the objects he sought to attain could be accomplished only through an entirely new organization, which he began agitating some months ago. On account of his prominence in the movement he naturally became a leader and his election as President followed as a matter of course.

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SAVED A LIFE.

There Is Some Good in the Worst of Men.

Written for the Tradesman.

"Did I ever tell you the story of poor Lant Levridge?" queried the schoolmaster as he and Silas Woodman rode through the country on the trolley line just opened into the north end of the county. "If I didn't, I have a notion to tell it now. This country, among the new farms where once was some of the finest standing pine in Michigan, reminds me of Lant."

"What about him, Tom?"

"It comes in pat with what we were talking about the other day, about the good there is in men, even in the worst of us. You remember, you argued against that proposition and cited Black Jack Higginson, Devil Tone and others."

"Sure," returned Silas, who was never so happy as when arguing with someone. "I said that those men were all bad and proved the argument, too."

"Of course I do not admit that," drawled old Tom Tanner. "Black Jack had a soft spot in his heart for his mother."

"I take issue with you there. If riding roughshod over the rights of others, shooting to death his own brother, robbing his father and bringing his poor old mother in sorrow to the grave is to his credit, why, then I admit the argument, not otherwise. Besides—"

"Say no more, Silas," gasped the schoolmaster. "You certainly have the evil deeds of Black Jack down fine; I'm not admitting, however, that all that you paint him is true. It was of Lant Levridge—"

"Well, what of him?"

"He lived up here among the pines in an early day, was a born thief and ne'er-do-well. Nobody trusted him; in fact, he was considered the blackest sheep in a considerable flock of very dark ones. You know that a country harboring men like Black Jack and Devil Tone wasn't much to brag on in the way of morals and Lant carried the bun for audacity and genuine no-accountness. He was a sleek, slender, oily villain who would rob his own mother for a farthing and deny the theft when the proof was too overpowering to be disproved."

"Nobody liked Lant. How could they when the very sight of his slim face and keen, deep-set blue eyes set one to shutting down hard on his money pocket lest he lose his wallet?"

"A nice picture, to be sure," chuckled the schoolmaster's companion. "Of such as he you propose to make a hero? I'm surprised—"

"Wait until I am through, Silas."

"I am waiting all right enough, old chap. I knew of Lant, come to think. He robbed the mail on one occasion, stole a suit of clothes from a fellow workman, robbed his own father and sold the stolen article to the old man for cash, spent the money for a worthless pup, traded the pup for a gun—"

"Never you mind that gag, Silas," protested Tom. "Just wait until I tell my story, will you?"

"All right. Go ahead. I have heard a lot about Lant. He was a low-down common thief whom to kick was a pleasure. The idea that he could ever under any circumstances pose as a hero!"

"Well, as for that, he never did. I simply wish to state a few facts which will prove that you have the wrong side of the argument when you declare that no bad man has a spark of goodness in his anatomy. Now Lant Levridge was about as mean a sneak thief and all-round bad man as the pine woods could boast, and yet there was left, after all is said, a flicker of manly feeling in his heart, as I shall show you if you will let me proceed."

"Sure I will." Woodman compressed his lips, leaned back and with half closed eyes prepared to listen.

"Lant was a creature of misfortune, born under an unlucky star. I shall not attempt to condone his many faults, but will speak of some of them to lend a background to what I have to say as a finality. His first known fall from grace took place when he was 3 years old."

"His mother, who was calling on a neighbor and friend, paid no heed to the doings of Master Lant. She saw him playing with the baby on the floor and heard his many ejaculations of happiness and good feeling. On returning home, however, she was shocked to hear the lad say, while holding something round and bright at arm's length, 'Dot the baby's dollar, mamma.' Sure enough the young rascal had appropriated the silver dollar which the neighbor's baby usually wore attached to a string about its neck."

"This set the mother to thinking. She reprimanded her little boy and, of course, returned the dollar to its owner. Lant grew up in the woods a veritable young outlaw. Stealing seemed natural to him. He hung often around the one store of the settlement; was known to fill his pockets with candy, nuts, raisins, and the like, with which he treated his schoolmates. Caught at it? Well, not usually. Lant was a sly chap, making his raids with an eye out to his own safety."

"He was expelled from school for stealing and devouring the rare tidbits found in his fellow pupils' dinner baskets. After this he went from bad to worse, until no one was found who would trust the fellow. As a workman in the woods he soon came to be feared and detested. While acting as teamster on a logging job he beat one of the cattle with a hand-spike so severely that the animal died."

"He would have been arrested for that only he ran away and was not seen in that neighborhood again. At one time he visited a settler's house during the absence of the man and his wife, stole a sackful of cakes and pies and set out on his journey to the north. The settler, returning shortly after, discovering the raid which had been made on his larder, set out in pursuit with dog and gun."

The dog, a valuable hound, found the track of the thief and bounded with a yelp in hot pursuit. Lant soon discovered his canine foe and climbed a small tree for safety. When the dog came under this the man up the tree made friendly advances by speaking wheedlingly, tossing cookies down to be chewed up by the dog."

"When the animal's tail began a friendly wag Lant slid down the tree, removed his coat, and slipping off one suspender made it fast to the hound's neck and hurried on with his prize. He reached a settlement some time in advance of his pursuer, sold the dog to a hunter, pocketed the money and skipped out."

"So the settler lost both his dog and his dinner!" said Silas, opening his eyes with a start.

"Quite true. Lant went to another state, got into trouble and was sent to jail for a term. When he got out he pushed his way farther west, became handy with the pistol as a cowboy and in time made a new record for himself that eclipsed all his former petty efforts at crime."

"His last malevolent act was to cut the throats of two valuable horses belonging to a man who had discharged him from his employ. He fled the country and was hotly pursued. He managed to double on his trackers and got back to near the home of his employer. It was here that he wound up his career by an act worthy of a better man."

"Yes?" said the listener, sitting up, dropping his folded arms.

"Radford, the cattleman who had been pursuing Lant, had a beautiful daughter of 12, toward whom the young cowboy had been most friendly. A recent rain had swollen the creek near the Radford ranch and Miss Delia, in attempting to cross in a canoe, was capsized and would have been drowned but for young Levridge, who threw himself into the stream and at the risk of his life drew the drowning girl to land."

"The young fellow stood over the prostrate girl doing what he could to

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revive her when his pursuers came up. The angry father, misconstruing the acts of the man who had slain his horses, shot him down. While dying the youth declared he meant only to save the life of the daughter. In fact, this he had done, since she soon revived and told how bravely the despised and hated Lant had come to her rescue just in time.

"Quite romantic," gurgled Silas. "How did the cattleman square his act with the authorities?"

"Easily enough. His shot had rid the country of a moral pest and nobody cared to even fetch Lant's slayer into court. The Wild and Woolly West you know used in the old days to wink at revenges of that sort. I am still of the opinion that Lant Levridge had a spark of human kindness in his makeup despite his many shortcomings. Now what do you say, Silas?"

"I say possibly you are right, yet I am still a doubter. Lant's one good deed could not atone for the many evil things that he had perpetrated." Old Timer.

Making the Work Day Too Short.

Do we work enough? Is the nine or ten hour day that obtains in most lines of employment enough for the truly ambitious?

Howard Elliott, President of the Northern Pacific Railway, says no. Mr. Elliott says that the nine hour day is all too short for the man who wants to work and win success. For the man who merely wishes to make a living the short day is enough. For the man who wants to distinguish himself in the world of industry from ten to fourteen hours per diem is the proper length for a day's work.

That is the length of Mr. Elliott's work day. It is by working these long hours that he has risen in a comparatively short time from a position as passenger agent on an obscure Missouri railroad to the head of one of the great trunk lines of the country. He avers that had he, like many of his associates in different grades of service, worked only nine hours a day, he still would be back where they are, among the "also rans."

His success he ascribes to the fact that he worked from three to five hours a day longer than the others; and the extra time gave him the opportunity to do the work that distinguished him from his fellows and won him such high favor with the powers that be.

"What one man can accomplish another can if he is willing to work, to put in long days of hard, persistent and intelligent work, both mental and physical," says Mr. Elliott. "Of late years there has been preached quite generally the doctrine that men must not work too hard. Many politicians, in a laudable desire to improve the living conditions of the voters, philanthropists and preachers with a natural desire to abolish squalor and suffering, labor unions in their doubtful efforts to improve the mental, moral, physical and financial conditions of their members and the relation of labor to capital, have all

been saying that eight hours a day is all that a man should work, and that even then the amount of work he should do in those eight hours should be limited.

"This doctrine tends to crush out ambition and to reduce the power and effectiveness of the American man. The Government itself unfortunately has not set as good an example as it should in demanding a full day's work for a full day's pay, and the recent earnest effort of President Taft and his advisers for greater efficiency and economy in the public service is most wise and timely. The man who comes to this Western country to build a home for himself should not come if he expects to accomplish results by working only eight hours a day, with numerous holidays. Every one who has accomplished much in this world has worked from ten to fourteen hours a day.

"The United States is growing faster than any of us realize and there is much work to be done. More work can be done by 90,000,000 working ten hours a day than by working eight hours a day, and that work is needed to advance this country as it should be advanced. This country is approaching the time when it will need for the support of its own people all food produced, and its exports must be manufactured articles that must meet the competition of all the countries of the world. To do this we must produce better and cheaper goods or lose the business.

"In our efforts to give every boy and girl an education I fear we may have gone too far in the direction of educating the head and neglecting the hand, and in turning out of schools and colleges each year an increasing number of boys and girls who want to be clerks, work in stores and offices and live in cities; in other words, to be consumers instead of producers; to find work that is easy and does not require long hours.

"Too much praise can not be given to the agricultural school, the experiment station and the manual training school, all of which are preparing boys and girls to take their part in the world as producers and to become independent men and women instead of employees of others. But, also, they should teach the young person not to be afraid of a long day's work."

Such is Mr. Elliott's opinion on the subject. Work more, work longer and you will win success.

As President of the great Northern Pacific Railway his words are to be listened to with attention and respect. As a man who worked up from the bottom along the same lines as he here lays down for the guidance of others his words should have even more weight. But, on the other hand, there are hundreds of employees, clerks, salesmen, stenographers, mechanics who will ask: "Would Mr. Elliott be so enthusiastic about the fourteen hour day if he were drawing about \$15 a week?"

Do we work long enough? Are nine hours a day long enough in which to win success? "No," says President Elliott. But it is safe to

say that many workers will "beg to differ." Martin Arends.

France's Birthrate Makes Big Gain.

France, after all, may not be failing. Last year's census of that country, where the signs of decadence are usually believed to reveal themselves in a declining population, shows that in 1908 there was an excess of births over deaths amounting to 46,411. In two years prior to 1907 there was an excess of deaths over births. But the excess of births over deaths last year was higher than the average for the preceding ten years.

It is noteworthy that for 1908 the number of deaths was the smallest in eleven years and considerably smaller, of course, than the average for the preceding ten years. The birth rate, then, is a recovery. And marriages are the largest in eleven years, 5 per cent. greater than the average for the decade.

When parents complain of irreligious children they need to look at their own tracks.

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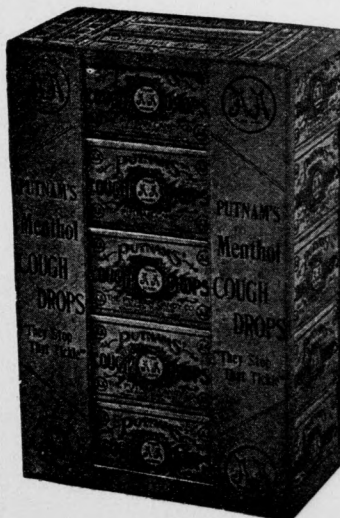
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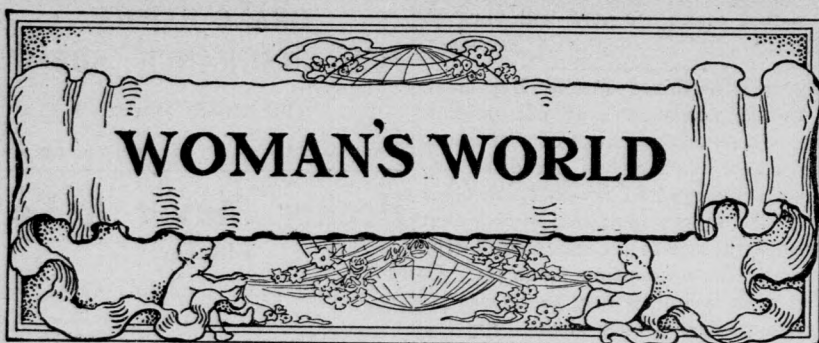
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Wherein Woman Should Be Her Brother's Keeper.

One of the things upon which women consider that they hold a practical monopoly is reforming the world. Here and there, it is true, you find a lonesome male reformer, but he is generally doing things in a small way of business. It is women who have undertaken all the big jobs, like suppressing the liquor traffic and the immoral wax dummy in stores and abolishing polygamy among the Zulus and the wearing of corsets by the young and frivolous.

Plucking the mote out of your neighbor's eye is always an agreeable pastime and there is hardly a woman in the whole length and breadth of the land who does not belong to an anti-something or other society for the suppression of doing something she does not want to do herself.

This is as it should be. Most things need bettering, heaven knows, but the discouraging part of it all is that the results are so meager. So much effort is put forth and so little good

is accomplished. There is such an appalling amount of lost motion somewhere about the reformation machinery.

Now, nobody has a right to question the absolute sincerity of purpose of the women who are engaged in the gigantic task of trying to better social conditions, suppress vice and make life happier for the great mass of human beings, and no fact can be more pathetic than that their sacrifices, their labor and their prayers are so generally unavailing. It is not hard, however, to see why they fail. They are firing heavy artillery at the clouds instead of popping away with a squirrel rifle at an individual. They are trying to rout the enemy with one swoop and they do nothing, whereas if they concentrated their attention on one person they would infallibly bring him down sooner or later.

Women seem never to have considered this phase of the subject, but if they would devote the same amount of energy, effort and intelligence to

concrete reform that they do to general reformation the world would be changed in the space of a single generation.

For the woman, above the man, is her brother's keeper. In her hands lie his happiness, his prosperity, his misery and his poverty. She molds the character of the child and sends him out to bring weal or woe to every one with whom he comes in contact. If every mother taught her son self-control and to curb his appetite there would be no need for a W. C. T. U. If every mother taught her children habits of thrift and industry we might shut up the doors of the almshouses and abolish the Charity Organization Society. If every mother taught her children to control their tempers our jails would not be filled with murderers. If every mother taught her children honesty by precept and example we should have no pitiful stories of absconding cashiers. If every mother taught her daughters the highest ideal of virtue and modesty there would be no social evil to reform.

For poverty, vice and crime are not accidents. They are the relentless working out of cause and effect, and God never made a human being that might not have been saved if he had had the right environment and influence in his youth. The wise mother and the good mother and the foolish mother and the criminal mother represent the two great forces in the world for good and evil. They are kismet—fate—destiny—the thing that settles life for every one of us be-

fore we are old enough to grapple with its problems ourselves.

Sometimes there comes to each of us the great temptation of sense or appetite or inclination. We want to indulge ourselves or our courage faints before the battle or we have wearied of the uncongenial task. Then it is we are what our mothers made us. If our moral fiber has been toughened and strengthened we turn our faces to the fray and fight on to victory, but if we have been weakly self-indulged we supinely give up before the first difficulty and cowardly surrender.

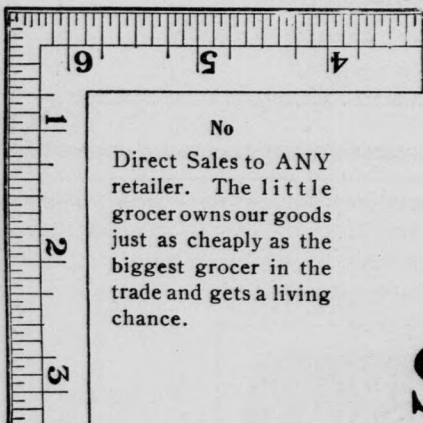
Not long ago a leading suffragist said to me that in another generation, at the farthest, women would be given the right to vote.

"On what do you base the hope?" I asked.

"On our sons," was the reply; "the boy who has drawn in a belief in woman's liberty with his mother's milk, who has been taught in his cradle that women have equal rights with men and who has learned in his infancy that taxation without representation is tyranny, no matter whether a man or woman is taxed, will consider that he has a sacred mission in righting justice to his mother's sex. Any suffragist mother who does not raise a rampant equal-right son is a traitor to her faith and her creed."

She was right. In one generation women could change the face of the world if they would.

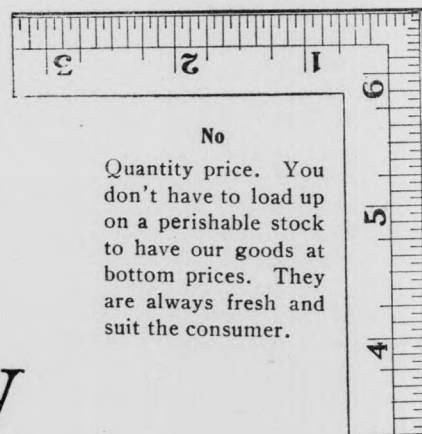
In one of the great daily papers a symposium has recently been held on



Four Points

of the

Square Deal Policy



BEST SELLER ON THE MARKET

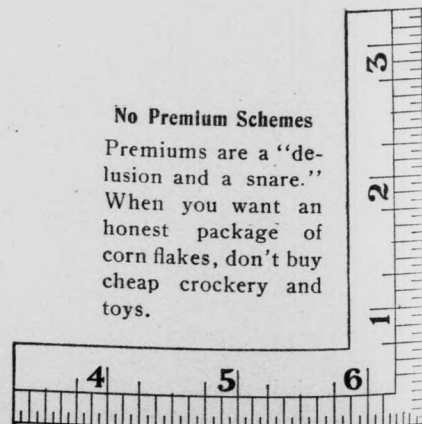
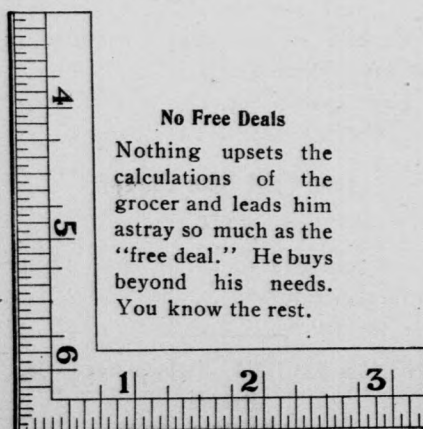


PROFITS SURE AND CONTINUOUS

W. K. Kellogg

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.



the question of the divorce evil that threatens the very foundation of American society. Clergymen, lawyers, political economists and scholars have contributed their views to this study of a great problem, but all have frankly confessed that neither the law nor the church had any remedy to suggest that would solve it or change existing conditions.

What neither bishop nor jurist can do the unlettered woman can do. When two people, tied together in wedlock, reach the point of finding life unendurable together the disease is so malignant that perhaps nothing but divorce—the surgeon's knife—will bring relief. The only remedy for the divorce problem lies in the cradle. The only law that will ever prevent divorce is the unwritten law of honor. The only hand that can ever stay the evil is the hand of a mother. In this country we have two significant facts that are strangely contradictory: Almost invariably every marriage is a love match and we lead the world in the number of divorces.

A cynic might argue from this that love is a poor thing on which to marry, but such we know is not the case. It is the best thing—the only thing—and that it fails so often is because it is not backed up by other qualities.

Love, be it ever so true to begin with, will not stand nagging, incompetence, fault-finding, ill-kept houses and ill-cooked meals, still less sullenness, bad temper and neglect. No matter what other grounds are assigned in the divorce it was the petty faults that first made the rift between a couple.

To a man and woman no other business in life is so important as marriage and yet it is the one thing for which no mother ever prepares her children. She prepares the girl for catching a husband, but she does not give her a single direction about keeping him and making him happy. I have never heard a mother talk seriously to her daughter about her duty to make a comfortable home for a man or the necessity of her being industrious, economical, cheerful and patient.

On the contrary, the average mother's idea is for Maud to get all of the fine clothes and indulgences she can out of her husband and do as little as she can in return.

Who ever knew, either, of a woman preparing her son for matrimony? Yet a woman who has had her own heart hurt by the unintentional cruelty and lack of thought of a blundering man should in pity to all other women teach her sons what a woman needs to make her happy. Every woman knows the sum of a wife's bliss lies in little things—in the tender word, the little caress, the un-failing attentions of the lover—and that the lack of these things spells misery to her.

Why should not a woman teach her sons that they have no right to marry if they mean to neglect their wives, that for a woman to come to them for money is an insult to her pride for which there can be no justification and that it is just as much a man's place to help make a happy home as it is a woman's?

If every woman who marries were perfectly capable of conducting a house properly, if she were industrious

and efficient and economical—in a word, if she knew her business—it might not stop divorce but it would check it. If every woman were taught that when she embarked on the matrimonial sea she signed as the first mate and was bound to stick by the ship no matter what seas rolled or what winds blew, if every man were taught to treat his wife with the tenderness of the lover and the fairness of a business partner, we should see the divorce shop shutting up for lack of trade.

These reforms can never be achieved by law or "whereases" and "be it resolved," but they lie in the province of every woman's sphere of influence. In the broadest—the most vital—sense every mother has in her keeping the happiness of some other woman's sons and daughters, as well as her own. It is a sacred trust. Beware how you fulfill it!

Dorothy Dix.

Ray of Sun At Last Harnessed.

George F. Core has invented the first practical apparatus for harnessing the sun's rays, it is claimed. He has proved its efficiency for months by lighting his own home at Somerville, Mass., from storage batteries charged solely by the sun generator. Mr. Core believes there is no heat in the sun. His strongest argument he considers that based on the experiences of aeronauts. They always remark that at great altitudes the thermometer ceases to mark any variations of temperature.

Certainly a man so high in the air that the earth is barely discernible is nearer the sun than we are. If the heat be in the sun why does he not

feel it more strongly than those on the earth's surface? The seeming heat in the sun's rays does not come from the sun itself, but from electricity. Light is the omnipotent force. It is the great source of terrestrial electricity, magnetism and heat. Whatever moves is matter. The human mind can conceive of nothing else. Neither can it conceive of motion without associating it with the idea of an object to be moved. Hence light, which moves, is matter.

Light thrown upon the sun is reflected to the earth through the ether. Light passing through this with marvelous speed must produce everywhere enormous friction, and with it electricity and magnetism. Electricity, by the junction of its opposite polarities, evolves heat, and also imparts magnetism to all substances that are capable of being invested with it. It is electricity, then, that causes heat and not, as has been thought for ages, direct rays from the sun.

Believing that the sun's rays produce electricity, Mr. Core evolved a simple apparatus for utilizing it, and he did this so successfully that it is possible to store in a battery the electricity from the rays of light. Since he finished his reasoning he found a little volume now out of print called "Blue and Sunlights," written by Gen. A. J. Pleasonton thirty-five years ago, and advancing theories identical with his own.

A sincere man may get down on the wrong side of the fence, but he can not straddle it.

There's nothing a lazy man enjoys better than designing "Busy" signs.

Tradesman Company

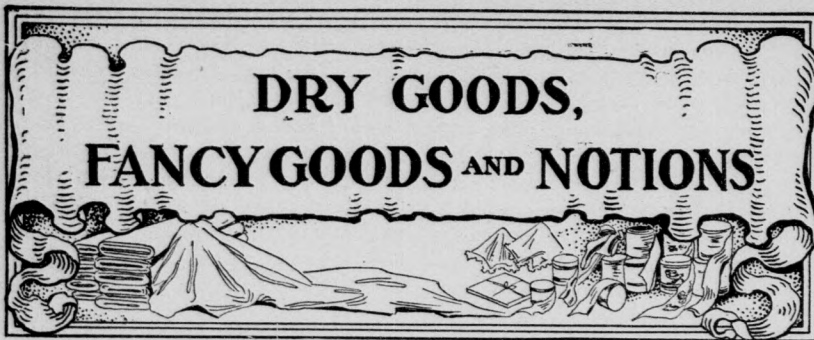
Engravers

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.

WOOD & PHOTO

TELEPHONE NO. 5095



STUDENT IN THE STORE.

Knowledge of Embroidery Acquired by a Clerk.

Written for the Tradesman.

"Ever since I began clerking, which has always been in dry goods stores—and I have been so employed for seven years now—I have been stationed in the embroidery goods. I hardly recognize why I have limited my selling efforts to this special part of merchandising unless it be for the reason that I am so extremely fond of these goods," remarked an embroidery salesman.

"You might think that, because I like it so well and because I am in the midst of it all the while, I would have a lot of it on my clothing. However, such is not the case, for, much as I admire it and although we clerks get a small percentage off on all our purchases, still I can not have what I desire in the line of the trimmings in my department on account of the fact that circumstances compel me to support my mother. Of course, I am only too glad to do this, but, with a tiny sigh, "this necessitates my eliminating all the fripperies of life from my just-now existence.

"When I started clerking I was so interested in the goods over which I presided that I began at once to study up the subject as fully as my time and opportunities allowed; and often and often some morsel of knowledge thus gleaned that I have dropped in the presence of a customer has been the means of making a sale where the prospect looked more than dubious. A patron who sees that a clerk knows her stock is much more inclined to put confidence in what that clerk says than if she goes about her work in a slipshod, listless or don't-give-a-snap-of-her-finger sort of a way. I have haunted libraries and read everything else I could dig up on the subject of embroidery.

"In this delving I have discovered that even the rudest tribes, from the earliest times until now, have practiced the art of embroidery, but naturally with distinguishing differentiations.

"There are fragments of Egyptian embroidery still enduring which have come down from the time of Jacob. Costumes delineated on Egyptian monuments are said to demonstrate the fact that the most varied designs were used in the fertile region of the Nile as far back as 3,000 years ago. It is supposed that the people of Jerusalem obtained their understanding of the art from that important African country. Frequent references in the Bible to the curtains of the Tabernacle and to the dress of Aaron

and of other important personages would indicate that a high degree of proficiency in embroidery was possessed by the Jews.

"Europe received her knowledge of artistic embroidery from the East, its early home. The Greeks and Romans had their instruction from Phrygia. Indeed, at the ancient Papal city an embroiderer was called phrygio and embroidered work was designated as phrygium.

"In the Middle Ages embroidery found its highest development. It was the favorite pastime of the women of all ranks and of all ages. Figure and portrait embroidery were everywhere greatly popular, but in France floral and arabesque embellishment were brought to a state bordering on perfection. Monasteries and churches show examples of this beautiful Mediaeval work. What is known as the Bayeux tapestry is one of the finest examples with worsteds.

"In the Orient the Chinese do the most elaborate and handsome work on silks in the most brilliant of colorings, and the Japanese follow closely on their heels, if not equaling or distancing them.

"Europe and America have for a century witnessed a great impetus to the interest in all forms of decorative art, embroidery being among the first to claim beauty-lovers' attention.

"There are two divisions of embroidery—hand and machine. The materials used in the hand work are embroidery silks, tapestry wools, crewels, silver and gold thread and spangles and metal discs. These are variously joined to firm linens, fine broadcloths, silks, satins and velvets. Small work is readily held in the hand, but large pieces require tight stretching in a frame. The stitches enlisted in hand work are all provided with names, those best known being outline stitch, herringbone stitch, buttonhole stitch, crewel stitch, cushion stitch, cross stitch, feather stitch, rope stitch, knot stitch and satin stitch, the last one referred to being considered the best to combine with satin (whence its name) and silk. In applique work patterns of materials and colors foreign to the groundwork are cut out and sewed on the fabric which is to be adorned. Fancy stitches or fancy braidings conceal the turned-under edges of these designs.

"In commercialism embroidery in gold and silver and in colored silks is a significant part of the work with regalia and badge concerns and with those engaged in the manufacture of civil and military costumes. Table covers and piano spreads call for a

lot of machine embroidery in colors. To a considerable degree the machines invented for embroidering are able to take care of Swiss or Scotch sewed work, the official costume work and furniture decoration.

"Josue Heilmann, of Mulhausen, invented the first embroidery machine that would do what was required of it and in 1829 this was patented in England. With this machine one person can look after from four score to 140 needles, all working at the same time. Knotted, tambour and quite a number of other stitches, also braiding, are now accomplished by a machine invented by one M. Antoine Bonnaz. It was first patented in England in 1868 and goes by the name of the inventor.

"Hamburg was the birthplace of 'Hamburg embroidery' and an immense quantity of the embroidery sold in America works its way over from that German city."

"Oh, my!" I gasped, as the clerk paused for breath. "You certainly know a great deal about embroidery."

"Well, as I say," concluded the gracious clerk, "I'm in it from morning until night and study it all the while, so why shouldn't I be informed on the subject?"

Beatrix Beaumont.

Building Railroads by Machinery.

There is a machine that lays a railway line, carrying the sleepers, ties and rails much in the same way that a bicycle chain is carried over the cog wheel and depositing them as it moves. And now there is a machine that prepares and raises the embankment or tracks on which the line is to be laid.

The purpose of this machine is to prepare and ballast track, doing the work of lifting jacks and gangs of shovelers and tampers. It is designed to build embankments without the use of trestles. It is briefly described as a kind of double crane joined to steam shovels.

The cranes lay the section of rail, the shovels dig beneath it and, being arranged to go out seven and a half feet beyond the ends of the ties and four feet below them by the radial and vertical motions of the arms, are able to dig out or hoist up and pack down a low embankment, sustaining the rails.

The shovels can pack down the earth as well as dig it up, and the optimistic inventors see in their machine a device which, worked by five men, does the work of a hundred novices with shovelers, tampers and jacks.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.

Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

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

Plain Black
Two-tone Effects
Black and White Sets
Regimental Khaki
Cream
Champagne
Gray
White

Write us for samples.

THE
IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.



DR. DENTON-SLEEPING GARMENT

Healthful Sleep for Children

The Dr. Denton Garments cover body, feet and hands. Feet are part of the garments. Hands are covered by cuffs that turn down and closed with drawstrings made from Elastic Knit, mixed cotton and wool fabric, specially devised to give most healthful sleep. The knit fabric carries off perspiration and maintains even warmth if bed covers are thrown off. Prevents colds which often lead to pneumonia or other dangerous ailments.

For sale by

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

This Store Lacked Great Essential.

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 semicolon 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.

The Multiplication Table.

As a general rule the purchases made in a retail market are for small

quantities of meat. A large majority of the orders are for amounts less than ten pounds. The clerk, therefore, has a simple task in multiplication to perform in order to find the amount due from purchaser, yet it is surprising the spectacle some butchers present when they try to compute these amounts mentally. The number of pounds, more often than not, will consist of a whole number and a fraction; if the price of the meat per pound contains a fraction also it complicates the problem somewhat for the butcher, and for some of them it is a serious complication. As stated before, the number of pounds of the purchase is generally small and the price of meat per pound is such that the clerk has to deal only with numbers which are easily handled mentally. A little practice with the use of fractional numbers will render anybody of anything approaching average intelligence an adept in these mental feats. If the butchers could hear some of the comments which their ignorance of numbers has evoked they would make all haste to repair their deficiency. In itself it seems a little thing, but it puts the butcher in a bad light before his customers, and at a time when things are rushing it is liable to lead to unfortunate mistakes. With a little application and practice every butcher can compute such sums as will be necessary with rapidity and exactness.

Getting a Scoop.

"I had no thought of calling on the President when I went to Beverly," said the traveling salesman. "Indeed, I had forgotten he was there until a startling incident happened. I saw about 100 men around with notebooks and pencils, but I took them to be advance agents of aeroplanes. The next day after my arrival I was riding out in a buggy, when I noticed a cloud of dust whirling toward me along the highway. I made out that it was an auto coming at a 60-mile clip, and I hauled out to the side of the road to let it pass. It whizzed by like a streak of lightning, but I got sight of the face of a man and recognized it in town two hours later."

"You might have run me down on the road this morning," I said to him. "You were going at an awful clip."

"Yes?"

"Were you trying to make a record?"

"Oh, no."

"Going for the doctor in a case of life and death?"

"Something more important than that."

"Another earthquake in California?"

"No. I had learned on the best authority that President Taft had succeeded in reducing his weight seven ounces since yesterday morning, and I was in a hurry to telegraph it to my journal as a scoop."

"And you beat all the rest of the boys?" I asked.

"Clean out of their boots, sir, and I am now looking for a raise of salary every minute!"

Try Our Yarn Department

We Have in Stock

German Knitting Worsted

Spanish Worsted

Saxony

Germantown

Shetland Floss

Shetland Wool

Angora Wool

Ice Wool

We aim to carry all of the best selling shades of the above kinds. If not at present handling this item, then figure with us. It will pay you to do so.

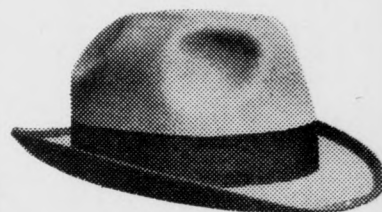
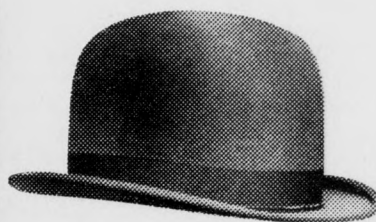
GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

PURITAN HATS

1910 Spring Line Now Ready 1910



Our representatives are now hustling for Spring Orders. If the "Puritan" is not shown in your town may one of them call on you?

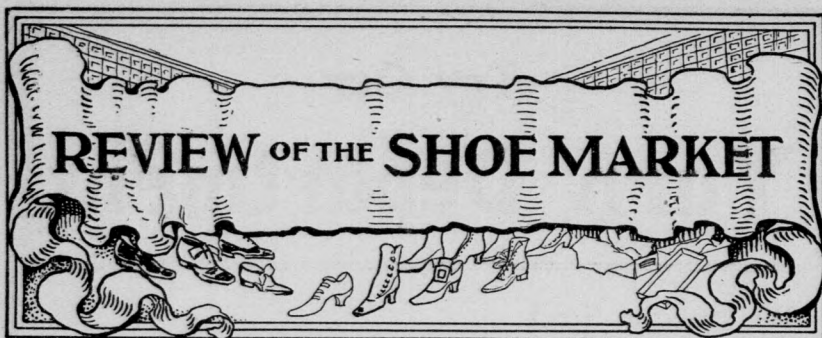
H. A. Wright	W. R. Pike	W. F. Fendler
J. A. Caddy	Ferd F. Fendler	J. R. Waddell
C. K. Donaldson	Fred T. Wright	Geo. S. Mortlock
P. F. Johnson	L. J. Patterson	

G. H. GATES & CO.

190 and 192 Jefferson Ave.

DETROIT, MICH.

P. S.—We have a full line of Winter Caps, Gloves, Mittens, etc., in stock for immediate use.



Preparing New and Fetching Windows.

Written for the Tradesman.

The two eyes of a shoe store are its two display windows. Some of the smaller shoe shops—particularly those located in congested centers where space comes high—have only one eye.

And yet even with this limitation as to its optics a shoe shop may be able to get a very good view of the outside world, provided the single eye is not dimmed by reason of neglect. And in general it may be said that it is better for a shoe store to have only one eye, and that a good one, than to have two poor ones.

The display window of a shoe store constitutes its first bid for public favor. It ought, therefore, to be a forceful and fetching bid. By general consensus the window is taken as an index to quality of the wares within, also as an index to the character of the man who sells the wares.

For that reason a poor or indifferent shoe store window is prejudicial, while a seasonable and clever window creates confidence and paves the way for immediate and future business.

Do Men Inspect Shoe Displays?

Some friends of mine were talking about shoe trims the other day when one of them made a statement to the effect that shoe trims designed to feature women's shoes ought to be gotten up in the most painstaking manner, while the display of men's shoes wasn't a matter of much importance, "inasmuch," he concluded, "as men do not pay much attention to window exhibits anyhow."

That suggested to my mind the enquiry: Do men look at shoes featured in the windows of shoe stores? No question has ever been raised as to the fact of women's interest in display windows. We somehow seem to feel that woman has always been interested in items of personal attire since the day when Mother Eve designed her first fig-leaf demi-dress costume. But how about men? I couldn't answer the question right off the reel, so I went out to make a few personal observations.

My conclusion—based upon what I have seen with my own eyes—is that the fellow who said that "men do not pay much attention to window exhibits" is dead wrong. They do—provided there are individuality and attention-pulling features in a shoe store window. I found men of various ages, classes and conditions pausing for a few moments, or a longer time, in front of the clever windows. I found them studying the

styles of fall shoes there exhibited. And if one may judge by outward signs and tokens I found many of these representatives of "the sterner sex" interested in the footwear specimens there exhibited. I did not find as large a percentage of men halting in front of display windows as I did of women—didn't expect to; but I found men there from time to time and I found them looking with every indication of interest.

Principles of Window Trimming.

If a man is in need of a pair of shoes he may cross the street or go a block or two out of his way to inspect the footwear specimens on display in a certain shoe store window. But suppose he is walking hurriedly along and not at the time conscious of any active or latent shoe needs, and suppose he casually glances at a shoe store window attractively trimmed and filled with shoes. Suppose these shoes are both seasonable and stylish and apparently substantially built. And suppose that man's attention is inevitably riveted by the goods there displayed, so that, almost in spite of himself, he pauses long enough to have a look at the shoes and perhaps make a mental note to the effect that "Brown's shoes are stylish and well made and cheap enough at \$4, \$4.50 and \$5 the pair."

In the first instance the attention which the shoe window received was conscious and voluntary. Because (by supposition) the man was in need of a pair of shoes he sought the window. But in the other case no shoe needs were insistent and the window sought the man, that is, it claimed his attention for a fraction of time, during which some impression, great or small, was made upon his mind. As a result of this impression, reinforced by later ones and backed up by good salesmanship, Jones may buy a pair of those \$5 shoes.

But the first step in the process was getting the attention. The first duty of the window trimmer, then, is to endow his shoe window with attention-getting qualities. And that reminds me of a piece of advice an old preacher gave a young theological student who was laboriously working upon his first sermon: "The first thing to do," said the veteran, "is to get the attention of your congregation. After that all is easy." "But," persisted the younger man, "how can I get their attention?" "Give 'em something to attend to," retorted the old preacher. And it's good advice also for the shoe merchant who would attract the people through his window exhibits.

In discussing the subject of Attention, in his illuminating work on "The Theory of Advertising," Prof. Walter Dill Scott says: "The power of any object to force itself upon our attention depends on the absence of counter attractions." And he finds a second principle to be that "The power of any object to attract our attention depends on the intensity of the sensation aroused." From which it follows that a window devoted exclusively to the display of shoes and footwear accessories will more readily get consideration than one devoted to the display of several kinds of goods; while "the intensity of the sensations aroused" by the shoe display will depend upon the sharpness of contrasts and the cleverness of mechanical arrangements and decorations.

Attention Is Attracted by Mass.

The eye likes to be startled by sheer bigness. In a city of skyscrapers the sixteen story building cuts no ice. It is common. There are dozens of them. But erect a forty story "Singer Building" (I believe it is forty; or is it fifty-seven?) and the natives take notice; also the press from Boston to Butte makes comments.

For that reason it would seem the larger the shoe window the better. But, of course, they are all limited in size—and some of them rather severely limited. But the "mass idea" can be worked nevertheless. The entire window can be devoted to certain kinds of shoes: all men's, all women's, all children's, all tans, all gunmetals, all this, that or the other kind. And when it comes to pushing findings, certain sorts can be displayed conspicuously and in quantities sufficient to cause comment.

The law of contrast is indispensable to the shoe windowman. The brilliant headlight of an approaching locomotive compels attention. It positively smites the eyes. So with the red lanterns strung along the torn-up streets at night. So with moving objects in windows. Prof. Harlow Gale, who has experimented with various colors and their attention-getting value, finds that red is the color which has the greatest amount of attention value. Green comes second and black third. And he also finds that black on a white background is more effective than white on a black background.

The man who would prepare an effective shoe window trim ought to work with reference to these established principles of psychology.

Here are a few practical applications: Antiquated styles of footwear in sharp contrast with some of the latest and most modish specimens of the shoemaker's art; white embroidered slippers for ladies' wear alongside of patent pumps for men's wear; heavy work shoes for men in contrast with light soled, light weight shoes for office wear; soft soled babies' shoes by the side of very large shoes for men; strong contrasts in colors, etc.

Make the Windows Seasonable.

Every shoe merchant desires, of course, to clean up as nearly as he

can, thus preventing dead stock accumulations.

And this is a perfectly legitimate ambition; yet it sometimes leads the shoe merchant to make a mistake in the treatment of his sales windows. For instance, he often carries in his windows low cut shoes far into the month of September—sometimes even into October. By displaying summer shoes in his window at greatly reduced prices he hopes to induce certain belated folks to take advantage of these opportunities.

But it is a mistake. After September 1 nothing but fall shoes ought to be on display in his window. It may be hot and dusty and not at all suggestive of fall so far as the temperature is concerned; but it is fall and fall suggests new shoe needs. The fall shoe is not a summer shoe nor is it an oxford. It is a distinctive creation—designed for fall wear. The man who is particular about his dress will want to be shod therewithal.

Now it ought to be the province of every alert shoe retailer to help make the average man particular about his dress. Therefore he ought to do his share to create a desire for seasonable shoes by displaying in his windows seasonable shoes—and nothing but seasonable shoes. Suppose the average man who is not, we will assume, very particular about his dress sees in certain shoe store windows along in September shoes similar to the ones he is wearing; that is, summer oxfords in tans or gunmetal calf; what will the impression be upon that man? Evidently something like this will take place in his cogitations: "Well, look at those summer shoes! Why, my wife was insisting on my getting a new pair of fall shoes. What is the use? It is still good form to wear oxfords, for look at them there in Blank's windows! My old ones will do a while longer, I guess; so I'll just hold off a bit before buying my fall shoes. I guess my wife was a little premature."

It takes a brave man to wear a straw hat beyond September 15, and conditions ought to be brought about so as to provide a sharp clear line of demarcation between the summer season in footwear and the fall season.

If such conditions are created it is up to retail shoe merchants to create them—and they can do it largely through their windows.

Cid McKay.

Luck.

The man who leaves the important letter in his pocket does not get the helpful answer. The lucky man gets it.

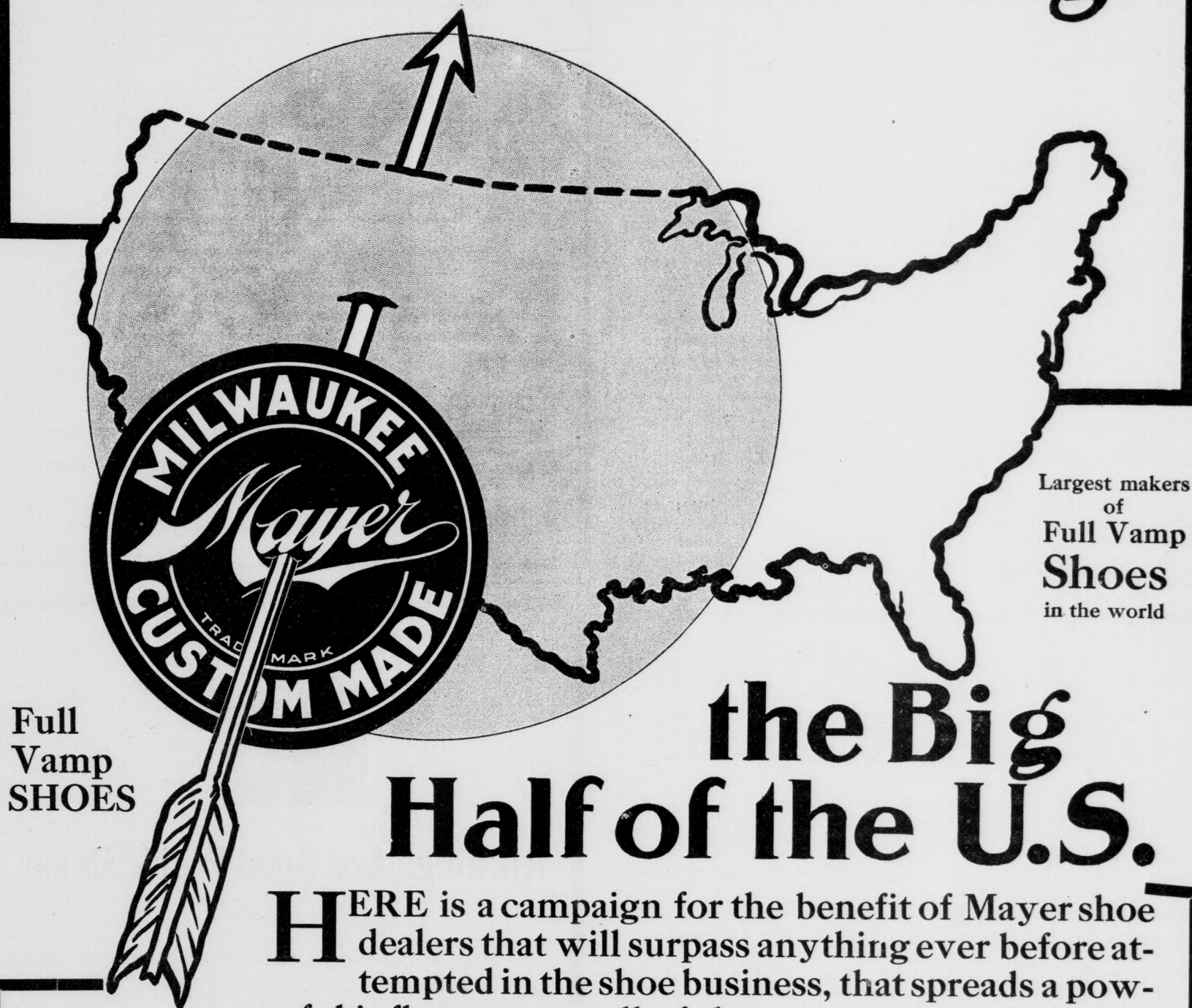
The man who comes to the office too late misses the big chance. The lucky man gets it.

The man who delays in answering the telephone does not catch the straight tip. The lucky man gets it.

The man who is not there when the boss wants to fill the vacancy higher up misconnects with his job. The lucky man gets it.

Greatness of character rises in willingness to make small beginnings.

Mayer Advertising Overshadowing



the Big Half of the U.S.

HERE is a campaign for the benefit of Mayer shoe dealers that will surpass anything ever before attempted in the shoe business, that spreads a powerful influence over all of the great territory in which

Mayer

Quality Shoes

are sold. Practically every publication of standing and influence—OVER 2500 IN ALL—will carry the big, effective Mayer advertising. It will bring an irresistible buying influence to over twenty million homes, creating a heavy demand on the dealer.

Mayer shoes are quality shoes—the kind that bring repeat orders and make a merchant's business grow. The line is complete, including shoes for every purpose, for all the family—all advertised in this forceful, effective way, which gives the dealer, as a seller of Mayer shoes, a strong prestige as an up-to-date leading dealer of his town. SPECIALTIES: "Honorbilt" for men, "Leading Lady" shoes, "Martha Washington" Comfort shoes, "Yerma" Cushion shoes, "Special Merit" School shoes.

F. MAYER BOOT & SHOE CO., MILWAUKEE, WIS.

GROWING COLDER.

When This Country Will Be Unfit For Habitation.

If, as is claimed by the two distinguished Arctic explorers, the North Pole of our earth has been discovered and visited by them and no land was found there, but only a vast expanse of frozen sea, no little of the interest with which the human imagination has invested that region will be dispelled.

Naturally, we have regarded the planet on which we live as a globe spinning around on an axis, as if it were a wheel, and while we know that there is no material axis projecting from the northern and southern extremes of our sphere, it is difficult to imagine that there are not at the poles some mysterious and powerful conditions which keep the earth in place, while it is spinning around at a rate of more than one thousand miles an hour, or 25,000 miles in twenty-four hours. And when we think of such possible conditions we can scarcely restrain ourselves from insisting that if such conditions exist they would be visible and recognizable by our senses.

To us in the Northern Hemisphere, who have seen the North Star fixed in the heavens directly over the pole of the imaginary axis on which our globe revolves, while the constellation of Ursa Major, sailing forever around the pole and never disappearing below the horizon, symbolizes in the mythology of many ancient people Noah's great ship or ark which outrode all the storms of the Deluge and never sank beneath its waters, it is difficult to give up our notion of the mystery of the poles.

Nevertheless, according to the wild dreams of the geologists and the prosaic figures of the astronomers, the polar extremes of our earth are the centers around which are gathered countless centuries of enormous mystery and the most startling change. Hindoo chronology tells us that previous to the Kali-Yug, which is the present era of cold, there was an age of heat, when the earth had so changed its position with regard to the sun that the North Pole was subjected to such great heat that the mammoth elephants and other such animals were able to live in Siberia and Alaska and southern vegetation grew in Greenland.

This was followed by the Kali-Yug, or period of frost, when the Northern Hemisphere was subjected to extreme cold, and a vast ice cap or mountain extended southward into Europe and America. But by reason of conditions then existing the northern ice mountain melted and broke up into icebergs, and these, with a tremendous flow of water, were carried southward, deluging the countries over which they passed.

The existence of such an ice mountain at the North Pole outweighed that end of our planet and caused the waters of the ocean to gather in the Northern Hemisphere, covering up all the lowlands, while the lands in the southern half of our globe were high and dry above the sea and were

doubtless most densely inhabited. But when the break up of the northern ice mountain occurred, the deluge of waters rushing down upon the Southern Hemisphere changed the earth's center of gravity, whereby the lands of the Northern Hemisphere rose out of the sea, while those in the extreme south were covered up. A glance at a map of the world shows that nearly all the land is north of the equator, while south of that line the continents run down to pointed capes, and the ocean occupies the greatest part of the expanse.

With the transfer of the greatest proportion of the sea to the south end of the globe an ice mountain began to form there, and to-day it covers a vast region, rising to the height of thousands of feet above the sea level. Here are just the conditions that formerly existed at the North Pole, and it is because everything is frozen there that makes it possible to reach the South Pole, while the difficulty of having to contend with drifting fields of broken ice has constantly prevented explorers from reaching the pole in the summer season, and it was only when they realized the fact that a winter dash could alone offer any prospect of success that there is probability that the pole has been reached.

At the present time the Northern Hemisphere is warmer than the Southern, but in due course of time there will be a great drift from the south to the north. The greatest part of the northern lands will be submerged, while the southern lands that have for centuries been buried under the sea will be brought back to the light of the sun and fitted to become the habitation of a vast population. By that time all the coal, iron, gold and other mines in the northern lands will have been worked out, the forests will all have been burned and the fertility of the soil will be exhausted. The Northern Hemisphere, with an increasingly cold climate, will not be fit to live on, while coal, gold, iron, timber and fertile soil will all be ready for use in the "new south," rescued from the depths of the ocean.

Such historic records and traditions as we have tell of tremendous cataclysms or convulsions upon our earth, in which the greatest part of the population and the works of men were swallowed up, but a residue escaped to make a new start in a virgin world.

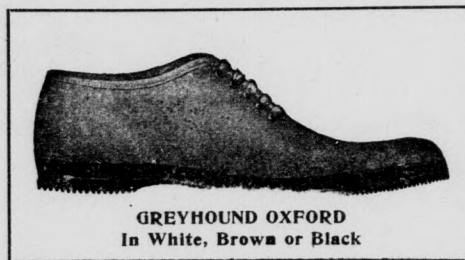
The astronomers tell us that the earth revolves around the sun, not in a circular, but in an elliptical or oblong orbit, so that at certain times our earth is much nearer to the sun than at others. When at the point in its course nearest to the sun the earth is said to be in perihelion, while its farthest point from the sun is aphelion.

There are only two periods in each year when the days and nights are equal. These are on March 20 and Sept. 23. The shortest day in the year is Dec. 22, when winter commences, while the longest is June 21, when summer commences. Under these conditions the Northern Hem-

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



Rikalogs Are Good Work Shoes

Your workman's trade is an important part of your business. To hold it and make it grow you must give unusually good value.

This is where we come in. We have made a specialty of the better sort of everyday footwear for many years. Our Rikalog shoes have the long hard wear value a workman wants. Whenever he tries a pair he is apt to give a shoe bearing our trade mark the preference. This means for you good profits and many quick sales.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

isphere in each year has seven long days of daylight and warmth, which correspond to seven shortest days of least warmth in the Southern Hemisphere. This inequality of the seasons is due to the greater rapidity with which the earth moves when it is nearest the sun, or in perihelion.

The dates of perihelion and spring equinox have not always been, nor will they always continue to be, the same as at present. On the contrary, a constant though slow movement is continually taking place—the spring equinox, which is now on March 20, will after awhile be on the 19th, then on the 18th, and so on, while perihelion, which now happens on Dec. 31, will in the lapse of time fall on Jan. 1, then on the 2d, and so on. The interval between the two occurrences, therefore, is diminishing; at some future day they will be coincident, and in about 21,000 years they will be as far apart again as they now are. The longest and shortest days, and the autumnal equinox, move, of course, in the same manner as the spring equinox, and consequently the Northern and Southern Hemispheres alternately enjoy a preponderance of summer. The year 1248 A. D. was that in which the first day of winter corresponded with the passage of the earth into perihelion, and consequently was the period when the balance of summer in favor of the Northern Hemisphere was greatest. Up to that date the duration of summer was increasing; it is now, and has been for 620 years, gradually diminishing.

This is a theory put forth by a French astronomer, M. Adhemar, who believes that an ice mountain forms at one pole and after a lapse of 15,000 years it breaks loose and creates conditions which are repeated at the opposite pole. M. Adhemar maintains that this is due to the alteration of the center of gravity of the earth, caused by the great southern cupola of ice, and consequently that 11,120 years ago—i. e., 10,500 years before 1248—when the Northern Hemisphere was at its coldest, the northern glacier consequently at its maximum, and the southern at its minimum, the preponderance of water would have been in the Northern Hemisphere and the submersion of the lower lands of Europe and America may have been due to an alteration, not in the level of the land, but in that of the sea. He conceives that when the increasing cupola counterbalances the decreasing one, there is a sudden transfer of the center of gravity of the earth from one side of the center of the solid part to the other, and consequently a rush of water, or deluge, alternately from north to south and from south to north, occurring every 10,500 years.

This conforms to the idea that there are no accidental occurrences and catastrophes in nature, but that everything is part of a system which operates with regularity. Thus it is that the break up at the North Pole and the transfer of the ice mountain to the South Pole occurred 11,120 years ago, and 620 years towards the next change have passed, and, there-

fore, 9,880 years must elapse before another transformation can occur.

Certainly, what the poet Tennyson terms the "fairy tales of science" are full of wonder and full of interest. When the greatest part of the Northern Hemisphere was under water there was a vast sea extending from the Gulf of Mexico to the Arctic Ocean and from the Rocky Mountains to the Alleghanies, and without doubt a mighty current of warm water passed through it from south to north, and so warmed up polar lands that elephants lived there and semitropical plants grew there. When, in the year 1000 A. D., Leif Erikson discovered the coast of New England, he found the vine growing there and he named the country "Vineland." But the Northern Hemisphere is growing colder and 9,000 years from the present it will not be fit to live in.

Frank Stowell.

New Rival In Lighting Field.

Liquid gas is in Switzerland and soon is to be in Boston. It is described as a transportable liquid which is simply evaporated as used, and can be used for lighting, heating, cooking, soldering, and welding. The advantages and conveniences offered by liquid gas present for it a wide field of usefulness.

Among the various uses to which it may be applied are the heating and lighting of residences, public buildings, hotels and manufactories, and street lighting and cooking and chemical and technical laboratories. Mixed with oxygen it produces a heat so intense that an ordinary bar of iron one inch in diameter can be cut in two almost instantly by placing it in the flame of a liquid gas burner. This concentrated heating power makes it available, and especially desirable in the smelting and forging of iron and steel.

The success of the Switzerland factory has demonstrated the fact that liquid gas can be manufactured and sold at a profit in competition with coal gas and electricity, as nearly every town and village in Switzerland is supplied with artificial gas works and an electric lighting plant. Yet, within a short space of time the company has placed over 100 liquid gas installations, and the demand for its product keeps the plant running full capacity day and night.

When it is understood that the factory was built more as an experiment and for the purpose of demonstrating the practicability of manufacturing liquid gas as a material for heating and lighting than as a commercial enterprise, and the fact that all the material used is imported, which vastly increases the cost of production, it can be readily seen that greater profits might be obtained from the manufacture in the United States, where raw material, such as waste from rock oil refineries or other kind of bituminous oils, is plentiful and comparatively cheap. The Swiss plant turns out 480 pounds of liquid gas every day besides a considerable quantity of tar.

Real prayers and real mountains always put a pick in your hand.

It Is EASY to Sell GOOD Shoes

Rouge Rex Welts

are therefore quick sellers. Their quality shows on the surface and continues to be apparent until, after long service, they give way to another pair, which is certain to be Rouge Rex.

Wait for the Rouge Rex man with his Spring samples. A look will inspire confidence in the line; a thorough examination will confirm your first impressions, for quality, quality, quality stands pre-eminent.



A Rouge Rex Welt

Bright Colt Blucher
with flexible sole

We have same with cap toe

HIRTH-KRAUSE COMPANY

Shoe Manufacturers

Grand Rapids, Mich.

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.

BURGLAR INSURANCE.

Concerning the Modern Gospel of Crooked Finance.

Written for the Tradesman.

The Inter-Continental Burglar and Sneak-Thief Guarantee Insurance and Investment Company, Limited, is no more. The offices in the big Barten building are closed and there is dust on the roll-top desk. If you want to know how all in the concern are, take a few blank policies and go out soliciting business for it. You will then be taken to the Dennison Memorial Hospital in pieces, and a surgeon will charge you ten dollars a minute for sewing you together. That is how far gone the Inter-Continental Burglar and Sneak-Thief Guarantee Insurance and Investment Company, Limited, is.

There is a story connected with the founding as well as with the demise of the company. Collins was at the bottom of it all. I can't say that I blame Collins. Anyway, I'm not telling this remarkable incident in the business life of Viewburg to point a moral. You can pick up almost any bit of ancient history and show how truth triumphs over falsehood; how the villain with the whiskers gets it in the neck. Besides, editors who print only goody-goody, awful-warning stories seldom have the cash handy to pay for writing them.

This history is presented to prove the truth of the old saying that there is a sucker born every minute—sometimes two or three. In Viewburg the easy ones all rose to the surface at the first throw, and Collins was there with the nicely-baited hook. He wouldn't have been human if he hadn't landed them. The men who distrusted the police force and were afraid of what might happen in the dark were ready with their money and Collins took it. I can't blame Collins.

The curtain went up when the Collier hardware store was burglarized. Big Tracks and Little Tracks entered the store one night by way of the alley door and lugged off all the money there was in the safe, together with a lot of firearms. The patrolman who was supposed to pass through that alley every fifteen minutes declared that if the thieves got into the store by way of that door they must have come sailing down through the air. As the city detectives failed to find any footprints in the air thereabouts, no arrests were made.

"You merchants," said the Chief of Police, looking wise and pulling at the paint-brush whiskers which protruded from his long chin, "want to look out now. Them burglars is here for no good purpose. Why did they take them guns? There'll be hold-ups here from this time on. Mark my word!"

The very next night the Anderson Dry Goods Emporium was entered and the safe blown into smithereens. Big Tracks and Little Tracks again, with a second air-line explanation from the officer on the beat. For a day or two, or night or two, rather, business men lugged their money away from their offices and hung

placards on the front of their safes reading as follows:

"Don't muss up this safe. The combination will be found on the back of this card. There is no money in the store. Besides, you might wake up the watchman."

A local job printer thought up that paragraph and printed it on red Bristol board for the merchants. When Collins saw how many of them there were scattered through the business district he conceived the notion of burglar insurance. Collins was in the real estate and insurance business and wasn't doing well. As soon as he got the idea he went to another city and had policies, folders and cards printed for the Inter-Continental Burglar and Sneak-Thief Guarantee Insurance and Investment Company, Limited, printed. Even the printer did not know at the time how true it was that the concern was actually a limited company. That was Collins' secret. With the printing in a large bale he went back to Viewburg and sought the sportiest merchant in town, one Martins, who was at the head of the speed programme for the County Fair, and spent more time on race tracks in summer than he did in his cigar store.

"You ought to know something of the law of chance," said Collins to Martins.

"If I did," replied Martins, "I'd be out on the ever-rolling sea in a gold-plated yacht, with something on ice in the cabin, and not here in this two-for-five atmosphere."

Collins came down to cases, as Martins would have expressed it.

"What odds ought I to give," he said, "if I made a bet that your store wouldn't be burglarized tonight? Of course you must take into consideration the fact that there are burglars in town right now, waiting to get a crack at some place like this."

"Oh, I don't know," replied Martins, "the odds ought to be about a hundred to one that any business place wouldn't be burglarized in a year."

"That is what I was thinking," said Collins. "You see, I've been to New York and secured the State agency for the Inter-Continental Burglar and Sneak-Thief Guarantee Insurance and Investment Company, Limited. Their rates are a little high, but I'll knock off my commission so as to bring it down to a hundred-to-one-shot if you think that is about right. That will be \$10 for a \$1,000 burglar insurance for a year."

"I'll go you at that, myself," said Martins, and Collins made out the policy and saw in his imagination a vista of ten-dollar bills stretching out to a golden future, with six-cylinder smoke wagons and a shoofar from Parree.

The really good thing about Collins' insurance company was that he did not have to pay any of the premium money over to any board of directors with fat paunches and fire-escape whiskers. He did not even put his premium collections in bank. He kept a suit case packed at his office and the currency in a large

roll where he could catch it on a sprint to the choo-choo cars.

Another good thing about Collins' insurance company was that he found it extremely easy to work up trade. When business got dull all he had to do was to go out with a paving block in one hand and a fuse in the other and get action with them. A paving block will, when rightly directed, make a large hole in an alley window, and a half-burned fuse will send the shivers down the back of the community. The combination of paving block and fuse will also lead to double-leaded articles in the newspapers concerning the Reign of Terror in the Town.

In about two weeks, owing to his industry and his ability to get along with very little sleep, Collins had every business place in town insured against burglary, from the print shop with one press that any self-respecting burglar would have restored after taking a look at it by daylight to the blacksmith shop at the end of the bridge.

Then the burglars began to threaten private residences, and Collins went out into the elm-shaded streets and gathered in all the money the inhabitants had been saving up for a Rainy Day. Those were fine days for Collins. He ordered clothing made to order by the tailor who made the banker's clothing, and he had a new shave every morning of his life. It was better than selling airship rights in the blue sky and Collins was thinking of extending his operations to other towns when Nemesis bought a ticket for Viewburg and landed with both feet.

There are a good many enterprises which would get along all right if people weren't so inquisitive. The meddlesome one in this case wasn't a merchant nor a householder who sought information concerning the Inter-Continental Burglar and Sneak-Thief Guarantee Insurance and Investment Company, Limited. Nor was the curious one who made all the trouble for Collins a tax-paying citizen who wanted to know where the night policemen did their sleeping when all the robbing was going on. It was just a sharp-nosed youngster whose best girl Collins' new clothes and touring-car tours has snared.

Now, I don't believe that Collins ever really entered a store in the night time in conjunction with a mask and a dark lantern. I don't think he had the nerve. Anyway, it wasn't necessary. It was easier to drop a paving block through an alley window and throw the dead fuse into the store. Besides, that gave the night policemen a chance to explain how they were just coming around the corner when two burglars skulked out of the d-a-r-k shadows and disappeared in a mysterious manner.

Some of the night policemen of Viewburg about that time would have made a hit writing the Nick Carter detective stories, but as you get only \$50 for 30,000 words, with a thrill at the end of each chapter, they wouldn't have stuck on the job. They told some pretty good stories about encounters with the burglars,

and once or twice Collins would have been caught if the policemen hadn't run away so fast.

But the sharp-nosed young man who had lost his best girl through Collins' prosperity followed Collins one night. The merchants and the householders had paid their good money over to the Inter-Continental Burglar and Sneak-Thief Guarantee Insurance and Investment Company, Limited, without knowing whether there was such a company, or whether the Chief of Police was standing in with the slums, or whether Collins was doing business according to the rules of the insurance game, but the young man who mourned Bright Eyes wouldn't stand for anything mysterious, so he pursued Collins into an alley one night and hit him a clip in the back of the neck as he was about to project a paving block through the rear door of the New York and London Cash Store, capital \$200, all paid out in salary to the manager.

It was all right for Collins to know where his suit case was then, and to have his bank-roll within call, for he beat the young man to the suburbs and the last heard of him he was doubling back and forth over the equator, with a wad large enough for a long time to come. This is why you would require the services of a surgeon to sew you together if you went out looking up business for the insurance company which Collins built up in a job printing office at so much per thousand sheets.

The merchants of Viewburg are accusing each other of being light in the region of the hat band, but the chances are that the very next sensation that drops down there, whether it is a rumor that gold has been discovered in the foundation walls of the new school house—bonds selling at par—or the straight stuff that the London and Liverpool Agency for the Dissemination of Money in Growing Towns—shares now on the market—is to establish national headquarters at Viewburg, will catch them.

Collins didn't catch the keen, level-headed business men of Viewburg very hard, but if they will frame this history and put it up over their cash register the next man that comes along catering to a popular reign of terror won't catch them at all.

Alfred B. Tozer.

A Perfect Husband.

Mrs. Carrie Chapman Catt, the well-known suffragist, while she hopes she gives due credit to the noble being, man, does not, on the other hand, overestimate the lords of creation. She was speaking recently of another prominent woman who is somewhat lukewarm in the suffrage cause:

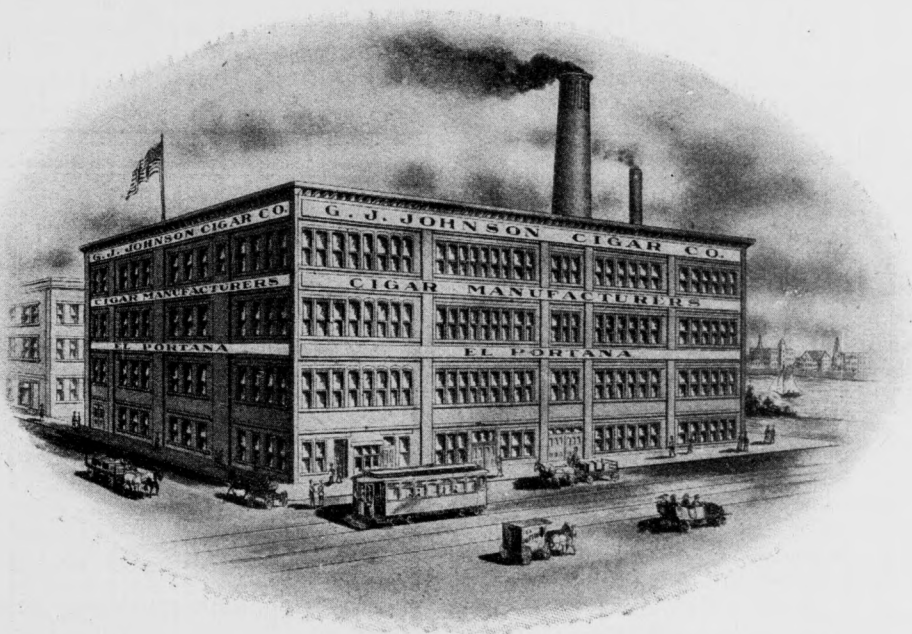
"The trouble with Mrs. Blank," said Mrs. Catt, "is that she fairly worships her husband. She thinks that he is absolutely perfect. Why, the woman actually believes that the parrot taught him to swear."

You can as easily shut a box of sunshine in as you can compass religion in a creed.

EL PORTANA 5c CIGAR



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Class by
Itself"



Manufactured
Under
Sanitary
Conditions

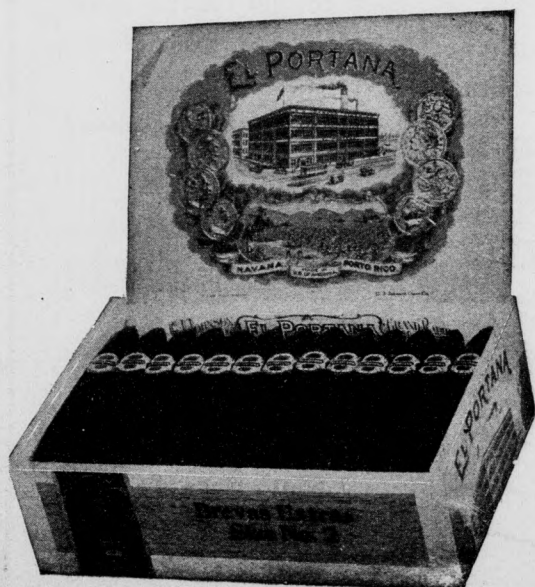
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



UP AGAINST IT.

How He Met His First Great Temptation.

Written for the Tradesman.

Kingsbury was on the lookout for a boy. He had been wanting, but not really needing, one for a long time, and it was the want that made him a little particular. He had no children of his own and if he could only come across the boy that just fitted in he was pretty well satisfied in his own mind that he would do well by him.

He wasn't looking for perfection by any manner of means. He wanted no old head on young shoulders, no bookworm, no Miss Nancy in any way whatever. That he couldn't endure a minute and a mighty short one at that. He wanted him to be about 16 years old; he would have to know how to whistle; without being overneat he must be inclined that way; he must be a boy who would rather be busy than idle and he mustn't be all day doing nothing. He mustn't swear unless he got mad and he mustn't overdo it even then; but the one thing he certainly must promise not to do was smoke cigarettes. He'd like to have him handy about the barn and the house, he wanted him without much telling to be able to adapt himself to his surroundings, and he must be honest and above board and straightforward and truthful in all his dealings with Mrs. Kingsbury and himself.

If he could come across such a boy as that he'd do by him as he would by his own son if he had one; he'd give him all the schooling the boy could stand and a little more; he should have a place at the family table; his own tailor should clothe him and when the time came to strike out for himself, if there was no fitting place for him in his own office he would try to find one somewhere else and, to make a long story short, he'd take him in with him if he should be found fitted for the business.

Kingsbury had his den in the southeast corner of the house and when the south window was open he was within calling distance of the barn. One day after dinner, the midday meal, he was indulging in his after dinner nap in his easy chair by that south window when the sound of voices disturbed him. It was time for him to wake up anyway and he didn't care for that, and not quite ready to go to his office he, half awake, wondered what the two out there were talking about, when George, the hired man, in his "I mean it" voice exclaimed, "You cut out that cigarette business or I'll fire you out o' here," and from the soon following tumult it was evident that the "cut out" had not been indulged in and that the promised "firing" was at that moment going on.

Delighted to find that George was equal to all requirements Kingsbury became at once an interested but unseen observer, a condition that was largely strengthened when a boyish voice asked with considerable earnestness whether the old man would be likely to give him a "take in."

"I need a job awfully. I'm hungry and all the clothes I've got are here on my back now. Can't you go in and see if there isn't some sort of a chance? If it's only for a little while that little is going to be a tremendous lift and I need it now if anybody ever did."

"We don't want any kids round here."

"Oh, say, go in and see. If it's only something to eat and a bed it'll be what I need more than anything in the world. Go and see, won't you?"

It was the tone rather than the words that did the business and shortly after there was a knock at the den door and George came in.

"There's a boy out here that needs a job pretty bad, I guess, and he wants to know if you've got one for him."

"Let him come in," and immediately afterwards the youngster stood in the doorway. He looked 14 and as if he had always been hungry. His wardrobe consisted of two garments and both were torn and dirty.

"You look tired, boy. Sit down. Annie," this to the girl in the kitchen, "bring in some luncheon, won't you? There's a young man here who will know what to do with it without being told," and Annie, who had been watching and, hearing, knew what was coming, was already prepared for it and soon came in with a tray loaded down.

"May I wash my hands, please? This will be my breakfast and I haven't had a chance to get ready for it."

The request was granted, and while the boy was eating as only a hungry human being can, the man watched him and felt sorry for him. Finally, when a question could not be considered a cruelty, Mr. Kingsbury began by asking the lad's name.

"Wayne McWayne," and with that for a beginning the boy's answers amounted to this:

He had no home. Both father and mother were dead and after the funeral of his father—his mother had died some months before—the intention was to send him to the poor farm and he made up his mind he wouldn't go. He was no pauper. He was 17 years old with two hands and a pretty stout back, if he was under size, and he was going to earn his own living if he had only half a chance. He had been put in charge of a man who in one day had shown that his idea was to get as much for nothing as the law allows and, if that was going to be the idea, he in his own case could carry it out if anybody could. So when the right time came he had run away with nothing but shirt and jeans, ragged and dirty at that, and now all he wanted was a chance. Would the man before him give it to him?

Wayne McWayne was not a boy disagreeable to look at. His dark hair, which was inclined to curl, needed cutting, there was no doubt about that; but it fell down over a broad and not too low forehead; two dark bright eyes with a twinkle in them told a pleasant story about the indwelling spirit behind them. The nose strongly favored the Grecian type and

the mouth "had its corners hitched up, not pulled down," as Kingsbury told his wife after the interview was over. Take him all in all he was as near what the man wanted as he would be liable to find, and as the hungry boy approached repletion the man concluded to go on with his catechism:

"Smoke?"

"Yes, sir."

"What?"

"Cigarettes."

"Swear?"

"Not unless I get good and hot; then I can't help it."

"What can you do?"

In his earnestness the boy left his seat and, placing one hand upon the yielding arm of Mr. Kingsbury's chair, he said as he looked straight into the man's face, "You see it's this way: I'm up against it good and hard. Thanks to you, I'm not hungry; but I'm ragged and dirty. I'm homeless and friendless and if I ever have these—food and shelter and clothes, a home and friends, I've got to earn them and I've got to do it by doing whatever I can get to do with all my might and main. At first I'm not going to be worth much to anybody; but, if a promise is worth anything, I'm going to tell you right now that I'll do my level best. I'm awfully 'fraid that I sha'n't suit—at first, anyway—but if you'll only let me try and let me begin now, I'll let you see right off that I mean what I say. Won't you?"

"It all depends on you, my boy. Are you ready to promise me that

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"Puritan" and "Holland"

Holland Interurban Steamboat
Car Leaves 8 p. m.

Baggage Checked Through

Grocers and General Store Merchants

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Large Variety Everyday Sellers
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Grand Rapids, Michigan

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Wholesalers and Manufacturers' Agents

Crockery, Glassware, China

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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 Sealshipt Agent.

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

The Sealshipt Oyster System, Inc.

South Norwalk

Connecticut



you'll cut out tobacco in every form if I'll give you something to do?"

It was a good thing that the question came after his hearty luncheon. As it was it staggered him. He drew in a long deep breath and then with his eyes looking straight into Mr. Kingsbury's face he said with as much deliberation as a boy of that age can be expected to have: "I won't lie to you, sir. I will promise this and live up to it if I can: I'll cut out the cigarette and I'll tell you if I find that I've got to have a smoke, if it comes to that, so that there will be nothing underhanded about it."

"Will you give me your hand on it?"

Like a flash the young hand was extended and the man, rising unconsciously from his chair, clasped it with an earnestness that surprised them both. It was "for keeps," and Kingsbury with the boy's hand still in his led him to his wife in the library, where he said, "Mother, here's a boy who wants to be our boy. He doesn't seem to have anything to commend him but a good appetite, but Annie and I can both vouch for that. Shall we take him and do you suppose that we have anything in the way of clothing that will fit him?"

A glance at her husband's face was enough. The woman understood and when she answered, "Of course, Frank, if you think so," and when he replied, "I do," the future of Wayne McWayne was that moment fixed, if he should make good what he had that day promised.

The rest of this story it is a delight to tell: A bath was prepared for the new inmate and while he was making the most of it there were drawers opened which had long been closed and from them were taken garments that had been made for another boy, not 17 but whose development made easy the duty now demanded of them. They didn't fit exactly and styles do change with the changing years; but garments out of date are far better than rags and the boy who wears the rags in not hypercritical under such circumstances, when it comes to style.

Was it plain sledding with Wayne McWayne after that? Oh, no. A habit that has become almost a vice does not die without a struggle. For a long time it kept its place, but it had to assert itself.

One day, it was months after the Kingsburys took him in, he was out in the woods with the "other fellows" and one of them, with a cigarette in his mouth that would have discouraged Vesuvius, so great was the volume of smoke poured forth, approached McWayne with open box for him to help himself. The open box with only a few gone was no temptation; but when the breeze—it was a gentle one—wafted the delicious blue into his face, his hand of its own accord reached out and seized the forbidden pleasure. He took the lighted match that a friendly hand extended and not until the flame approached the waiting tobacco did it occur to him what he was doing. "God!" he exclaimed as he dashed both to the ground. "Fellows, I wouldn't smoke that cigarette for

anything in this world—nor the world itself. I was alone in the world—a waif—and I promised I would never smoke again without telling my benefactor first. Never ask me to again for I shall never do it."

There was a shout of derisive laughter together with a series of names not at all complimentary. Then with a "See here!" Wayne McWayne unfurled his colors:

"I have a short story to tell and I want everyone of you to hear it: Without a friend in the world, hungry and ragged, I drifted one day into Mr. Kingsbury's barn. He fed me and I hope you boys will never be as hungry as I was then. He gave me the clothes his own son had worn and I have been well clad ever since. He gave me a home—the best of you has none better—and I promised him I would never again smoke a cigarette and that I would never smoke again without telling him before I was going to. That's all. Now which one of you under such conditions is going to urge me or even ask me to smoke again?"

"But, Wayne, he'd never find it out."

"Oh, fellows, it's the promise-breaking, not the finding out that would show me untrustworthy, and that I will never be. So, smoke if you want to. I used to and liked to, but my promise to Mr. Kingsbury is too strong to be broken by all the tobacco in the whole wide world."

That was the end of that, and you know as well as I do that McWayne lost no friends by it and the boys who under the stress of the moment had called him names apologized to him; and that wasn't all: Meeting his first great temptation in that manly fashion made him all the stronger for the next one when it came, and when Mr. Kingsbury was able, as he stated it, "to see without putting on his glasses" that the boy was wool clear through and a yard wide it was only a pleasure to be on hand at the road-turnings and to see to it that the boy went in the right direction and was amply provided with the ways and means which the journey called for.

It would be easy here to bear down on what a fellow gets by not fooling with cigarettes, but that has not been the idea at all. The cigarette fiend either stops his fooling or goes home, where all fiends go. "He pays his money and he takes his choice," but the man, young or old, who keeps his promises, whose word is as good as his bond, who, like Old Glory, "still waves through sunshine and storm" is the man that the world wants and the man that the world is determined to have, and it doesn't make any difference whether he was hut-born or palace-born, a waif like Wayne McWayne, or the worthy son of a worthy ancestry, if he be true to himself, if through thick and thin he keeps his promises, that man here or hereafter is "not far from the Kingdom of God."

Richard Malcolm Strong.

Using God as a bogey to keep children straight is sure to drive them crooked.

Living Helped by the Dead.

The knee joint of a dead man has replaced the injured joint of a living person. The arteries of husband and wife have been successfully joined so that the wife might endure the shock of surgical operation. An infant's blood has been revitalized by the blood of its parent. A human artery and jugular vein have been interchanged and are each fulfilling the other's function. The kidneys of one cat have been substituted for the corresponding organs of another. A living fox terrier frisks about upon the leg of a dead companion. In the experiments of Dr. Alexis Carrell, of the Rockefeller Institute, to preserve arteries he found that dessication would not do, but produced a state of absolute death. Then he put the arteries in refrigerators and kept them inclosed in hermetically sealed tubes at a temperature a little above freezing. He found that an artery could be kept alive for sixty days and substituted for the artery of a living animal. It is thought by those who are experimenting that the day is not far off when the perfect organs of a man who in life had been free from disease may be kept in cold storage after his death and used to replace diseased organs in living men.



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THE FLY RIBBON
The Greatest Fly Catcher in the World
Retail at 5c. \$4.80 per gross
The Fly Ribbon Mfg. Co., New York
ORDER FROM YOUR JOBBER

BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY
Louis and Ottawa Sts. Grand Rapids Branch

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.



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

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

LIBERAL TERMS.

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

MOTOR VEHICLES

McIntyre

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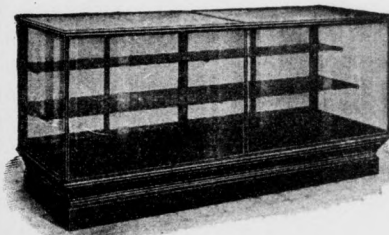
No doubt when you installed that lighting system for your store or invested your money in gasoline lamps for lighting your home you were told to get "The Best Gasoline." We have it

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.

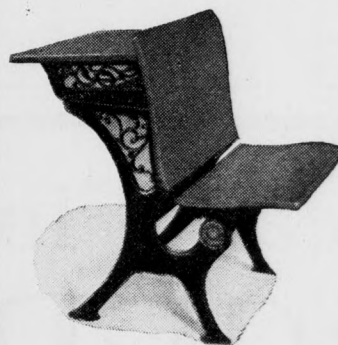
Our output is more than six times greater than our largest competitor hence we are enabled to make large savings in purchases.

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

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Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

If you need the goods, why not write us for prices and descriptive catalogues—Series G-10. Mention this journal.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

NEW ORLEANS.

Some Interesting Sights To Be Seen There.

Written for the Tradesman.

When we were returning from Florida we came across the Gulf of Mexico from Tampa to Mobile by steamer. We had planned to go from Mobile to New Orleans by water, and when we found there was no steamboat line between the two cities and that if we went to New Orleans at all we must go by rail, for a little time we considered the advisability of cutting out the visit to the Crescent City. However, in a moment of wisdom we decided to go on with the programme we had laid out as closely as transportation facilities would permit. We have ever since been congratulating ourselves that we did so.

The reader may sometime be similarly situated, be placed where by a modest expenditure of time and money he can see this surpassingly interesting city; let me say that a person who fails to avail himself of such an opportunity will surely miss the time of his life.

It is safe to recommend New Orleans to everybody. So many and so varied are the points of interest that no one can fail to find much that will amuse, instruct, delight.

The man of business finds here a large commercial city, one of the greatest river ports in the world, through which passes a goodly share of "the traffic of a continent." The student of the past finds this place unusually rich in historical associations. The person who is interested in civic beautifying and betterment will see much that other cities may profitably copy. The antiquarian, the lover of all that is quaint and curious, will revel in the delights of the old Foreign Quarter. The devotee of music goes to this Southern city for the French opera, rendered here as nowhere else in this country. No matter what hobby one may wish to ride New Orleans can furnish an excellent track.

It is, of course, the correct thing to arrange one's visit to New Orleans so as to be there Carnival week and see the Mardi Gras. But there are so many other sights well worth the tourist's attention that I would say, go when you can, Carnival or

no Carnival, even in summer when the weather is likely to be too warm for vigorous sight-seeing. It was early in May that we were there and we were fortunate in that the weather was far cooler and more comfortable than we had any right to expect so late in the spring.

The city was founded by Bienville in 1718. One hardly knows whether to admire the shrewd foresight which led him to select a location which must inevitably become a great metropolis or to condemn the seeming lack of judgment shown in planting a town in what was little else than a disease-breeding swamp on a riv-

thoroughfare, along which are the principal wholesale and retail stores. All the important street car lines start here. For an old street in an old city it has very unusual width. Whether it has been widened from the sides I did not learn, but doubtless much of the welcome breadth is accounted for by the fact that formerly a canal ran through it which served as a channel for carrying sewage and surface water out to Lake Pontchartrain.

Canal street marks the line of cleavage between the older lower part of the city lying north of it, which includes the famous French

"Saint Louis Parish church," was built in 1725. This was destroyed by fire in 1788. In 1794, through the generosity of Don Andres Almonester y Roxas, a cathedral was completed on the same spot. Don Almonester was a wealthy nobleman and a great character in the days of the Spanish regime. It was on the square in front of this cathedral that the people of the city gave a splendid ovation to General Jackson and from its door the venerable Abbe Dubourg pronounced the blessings of the church upon the great hero.

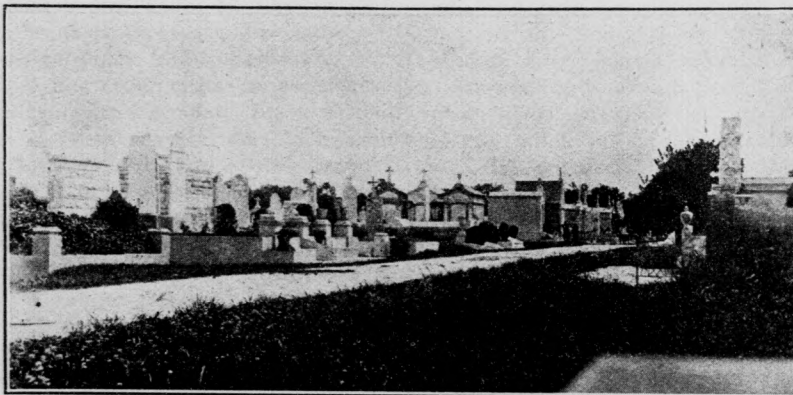
That structure remained until 1850, when it was very largely rebuilt. The church then erected is the one now seen, although only a few days before our visit an attempt had been made to blow it up, resulting, however, in no very great damage.

Two other buildings erected by Don Almonester, one on either side of the cathedral, still stand facing the square and are used as court houses. These are much older than the present church. In one of these, the Cabildo, the transfers of government were made when the Territory of Louisiana was ceded by Spain back to France and by France to the United States.

A few blocks from Jackson Square is a building older than those just described; in fact, "by far the oldest building in New Orleans and in all Louisiana." It is known as the Archbishop's palace, although not now occupied by the Archbishop. It was built in 1734 as a convent for the Ursuline Nuns and was used as such by that order for ninety years.

The center of more recent historical associations is the Saint Louis Hotel, called also the Hotel Royal. The building is now going to ruin and is unoccupied save by an elderly woman who acts as a guide to visitors, but before the war and for years after it could lay undisputed claim to being the "most famous hostelry in the South." It was built in 1836. At one time Henry Clay was entertained and banqueted here at a cost of \$20,000, which was met by subscription. Don Pedro, General Boulanger and President McKinley were other distinguished guests.

In the old days wealthy planters put up at this hotel and on the ground floor was one of the principal slave markets in the city. The pens where



Scene in a New Orleans Cemetery.

er much given to breaking over its banks with destructive floods. The fact that probably there was no really salubrious site in that whole region furnishes some justification for the selection.

Quite a part of the present city is below the level of the Mississippi, the river being held back by the levee. That a city so situated is kept healthful and cleanly is one of the conspicuous triumphs of modern sanitary engineering. New Orleans had the serious problem of sanitation long before she had the successful present-day solution and the old village is described as composed of square spaces separated by ditches "filled with a black swamp and refuse composite, which, under the burning sun, sent forth a most deadly odor."

Running northwest from the river is Canal street, the main business

Quarter, and the newer upper portion lying to the south, called the American District or sometimes "The Garden."

Going over on the North Side, only a short distance from Canal street, you find the narrow streets with old rough pavements, the tiny shops and the foreign-looking stuccoed houses of the French Quarter. In a previous issue of the Tradesman I described the French Market. Not far from the Market is Jackson Square, containing a large equestrian statue of General Jackson, who is held in especial honor for his defense of the city against the British in the War of 1812.

Facing Jackson Square is the old Saint Louis Cathedral, one of the landmarks of the city and a church with a long and interesting history. The present edifice is the third erected on the same site. The first, the

It's a Bread Flour



"CERESOTA"

Made by The Northwestern Consolidated Milling Co.

Minneapolis, Minn.

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

the negroes were kept, the block upon which they were auctioned off and the name of the slave dealer above still remain.

The old bar of the hotel can also be seen, although the marble top that once covered it has been carried away in bits by rapacious visitors determined to have a souvenir. Our guide suggested that Henry Clay may have taken a drink over that very bar. Those were not dry days—who can say he did not?

Originally the building had an immense rotunda extending from the ground floor to the dome, the ceiling of which was decorated with allegorical scenes and portraits of prominent Americans done in fresco by a nephew and pupil of Canova. In the seventies the building was purchased by the State and used as the capitol. Then the dome room was floored over at the second story and the legislative sessions were held in it until the removal of the capital to Baton Rouge.

The guide had her "story" well

Nor should one omit seeing the United States branch mint, the Chalmette battlefield and monument and the immense Government floating dry dock for battleships, which last is over on the Algiers side, Algiers being a great suburb right across the river.

Very few cities in the United States can boast of so many fine statues in the public squares. One of these, Margaret's monument, is said to have been the first statue in the United States erected to a woman. It is unique in design and execution.

She is represented as an elderly Irish woman, seated in a chair, a little three-cornered knit shawl drawn about her shoulders, her hair combed back smooth from her face and twisted in a knot on the back of her head, her arm thrown protectingly around a little girl standing at her side. The monument is placed in a flatiron of grass and shrubbery in front of an orphan asylum. On the pedestal there is no record of her life, no summary of her virtues, only

the practice has prevailed of sealing them up in tombs above ground.

The old French or Saint Louis cemetery is near the heart of the city. Here many notables lie at rest. Tradesman readers would be interested in finding among these tombs that of Etienne de Bore, the planter "who first succeeded in granulating sugar."

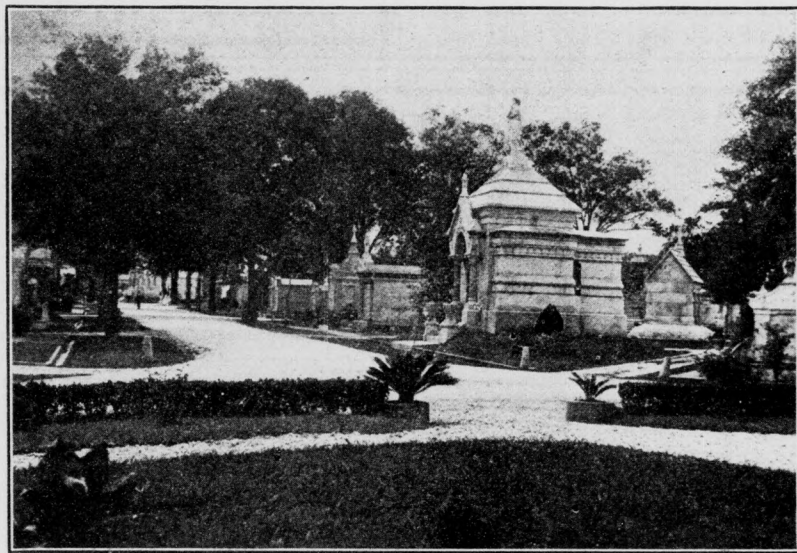
This old cemetery is very crowded and has little beauty. The tourist must ride out a few miles to the newer cemetery district. Here he will find a real necropolis, a city of the dead, for there are a number of very large burial grounds one after another on both sides of the famous shell road.

Regarding some of these it may be said that landscape gardening combined with cemetery architecture has been brought to the highest state of perfection. Metairie cemetery is perhaps entitled to be called the finest of all. It is not alone the lavish expenditure of money that has made this what it is, but the good taste and artistic feeling that have directed the outlay. Very many of the tombs are of granite or marble, but even these are less beautiful than the exquisitely kept greensward, shrubbery and trees that give them an appropriate setting. Quillo.

Hard On Him.

Mr. Borem—I spent last evening in the company of the one I love best in all the world.

Miss Caustique—Don't you get tired of being alone?



View in Metairie Cemetery, New Orleans.

learned and told it fluently as we moved from one musty, cobwebbed room to another, and what she said was strictly in accordance with the facts. But any questions we asked she seemed not to hear. Whether she really was deaf or whether the old soul realized the narrow limits of her knowledge and was too shrewd to give herself away we could not determine.

Perhaps I am dwelling too long on objects whose interest centers in the past. Certain it is that I must run over with only briefest mention many more modern features that are well worthy of detailed description. Among these are St. Charles avenue, the handsomest residence street, which is, of course, in the American District, and along which the wealth and aristocracy of the city have their homes; Tulane University; Audobon Park with its moss-draped live oaks and other beauties, and the wonderful river front with its miles of shipping and endless loading and unloading. One could spend a week along the levee and find new scenes every day.

the name by which she was known and loved—Margaret.

Some resident who has often seen her in her shop will tell you about her. Margaret Haughery was herself an orphan and so scanty were her opportunities that she never learned to read or write; but, being very shrewd and energetic, from a humble beginning she built up an immense bakery business. She gave lavishly to the needy and was an especial friend to orphans. The wagons from the orphan asylums would drive up to her bakery every day for their supply of bread. The statue was erected by the women of New Orleans in gratitude for what she had done for the city's poor.

On no account should the visitor to New Orleans omit making a tour through the cemeteries, which are the pride of her citizens. "There are none so fine anywhere else in the world," they will tell you.

As has been explained, the city is very low and there was no natural drainage. Consequently bodies can not be interred below ground in the usual manner, so from the early days

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

Make More Money

Buy good flour—flour you can depend on—uniform—something your trade will demand after the first trial order—not ask for, but demand.

FANCHON

"The Flour of Quality"

is demanded by thousands of housewives who are willing to pay more for it than ordinary for flour.

Symons Bros. Co.

Saginaw, Mich.

Distributors

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 2.—It has been an exceedingly broken week as there have been practically three half-holidays. Jobbers have found that among the big crowds of visitors there were many buyers and on all hands we hear of a good jobbing trade all the week. There is a feeling of confidence everywhere and from now on the "boys" expect to have their hands full of "hustle."

The spot coffee market has been well sustained in spite of the huge receipts that have been pouring in at the primary ports in Brazil, and sellers here are showing no weakness. In store and afloat there are 3,753,773 bags, against 3,202,815 bags at the same time last year. The receipts at Rio and Santos from July 1 to Sept. 30 aggregated 7,183,000 bags, against only 3,202,815 bags a year ago. At the close Rio No. 7 is worth in an invoice way $7\frac{1}{4}$ @ $7\frac{3}{4}$ c. Mild coffees are practically unchanged and are well sustained. Good Cucuta, 10c; washed Maracaibo, $9\frac{3}{4}$ @ $11\frac{1}{4}$ c.

Nothing unusual has developed in the sugar trade. There is a good steady demand and quotations are well sustained.

Teas continue to hold the recently-acquired strength and to add thereto almost every day. The market has been active with almost every dealer and the business has been—as compared with some other weeks—"simply great." Not for a very long time have dealers been in so confident a frame of mind.

Rice is in good demand. Advices from the South are all strong and the market tends upward. Supply is not over-abundant, although there seems enough to go around.

Spices are taking on a new lease of life in sympathy with almost all other goods and orders have been freely given all the week. Prices are well sustained and buyers will look a long time for "bargains."

Molasses for some reason has had a quiet time "all by itself." Still, there is no stagnation and holders are confident that within a very short time there will be a decided turn for the better. Syrups are in light supply, but the demand is light, too.

In canned goods most interest seems to be displayed in corn. Offerings are light and at 75c there is little to be picked up of New York State. It is said that some Western canners have made sales at 65c and then stopped further orders on that basis and are unwilling even to accept 67½c. Some reports from Maine say that not more than a half pack can be looked for from that State and at all events it will be very short. It is quoted at 90@95c. Peas are quiet and the general list is moving in about the usual way, although the market is certainly stronger from week to week.

The butter market has been very quiet, owing largely to the celebration. Prices for top grades are about as last noted—31c for creamery spe-

cials; extras, 30c; firsts, 28@29c; creamery held stock, 29½@31c; factory firsts, 23½@24c.

Cheese is in quite free receipt, but the demand has been active enough to keep the market pretty well cleaned up and prices are well sustained, with full cream quoted at 15½@16½c.

Fall Good Season For Outside Painting.

Property owners and painters are just beginning to realize that fall is a most excellent season for outside painting. While it is true there are usually a few rainy spells in the fall, it is also true that there is a long period of good, dry weather, during which much outdoor painting may be done.

When you come to think about it, there is just as much or more rainy weather in the spring. Painters are bothered with sudden and heavy thunder showers, which have spoiled many a painting job started during the spring months. Then, again, painters are extremely busy in the spring; men are hard to secure and there is always a temptation to rush and slight the work.

During the summer weather brick and cement surfaces dry out thoroughly where there is not too much shade, and such surfaces are in better condition to receive paint in the fall than they were in the spring. Where a building is surrounded by trees and heavy foliage and is so shaded as to prevent its drying out during the warm weather, the trees should be trimmed, also the foliage, and prepare the surface to receive paint. When paint is applied at the time when the sun is hot, the drying of paint is hastened and the paint film is not as tough or durable as when given more time to dry.

In the autumn there is a gradual lessening of the sun's heat, and during the cold weather the paint has a good chance to dry naturally. By the time the warm weather comes again, the paint is in good condition to withstand the sun's rays.

When everything is considered, it is strange that the advantages of fall painting are not more thoroughly appreciated, especially by the practical painter. We are glad to note, however, a gradual change in sentiment, and we look for a time in the not distant future when there will be as much, if not more, painting done in the fall than there is in the spring.

Painters and paint dealers should by all means take advantage of the many good reasons for fall painting and advocate the subject whenever possible, with a view of educating the property owner. It is perfectly safe to paint exterior surfaces during the autumn months right up to the arrival of the heavy frosts and in many localities the heavy frosts do not come until late in October or early in November.

Electric Clock Without Hands.

One of the largest electric clocks in existence has just been exhibited. It is a marvel of beauty and workmanship. The pendulum weighs over 3,000 pounds. The clock contains

5,485 multicolored electric bulbs, for which 11,000 connections were necessary and over a mile of wire. In making the connections 140 pounds of special screws were required. The dial, although it indicates hours, minutes and seconds, has no hands.

The time in minutes is indicated by sixty series of lights, each series containing thirty-two globe covered bulbs, radiating from an ornamental centerpiece to the outer edge of the dial. Shorter rows of different colored lights indicate the hour, and these change their position twelve times during each sixty minutes or once every five minutes. The seconds are shown by sixty lights placed at equal distances around the extreme outer edge of the face.

The hour figures are three feet high, outlined in colored lights. Each second the illumination in the outer circle of light moves forward one bulb, and when the dial has been entirely circled the lights indicating the minutes also advance and the hour hand, formed by lights, makes its slow journey at five-minute intervals. Despite the huge proportions of the clock it has been found that it

keeps absolutely correct time, even to the second.

Sawyer's CRYSTAL Blue.

See that Top



For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.

88 Broad Street, BOSTON - MASS.

FOOTE & JENKS' COLEMAN'S (BRAND)

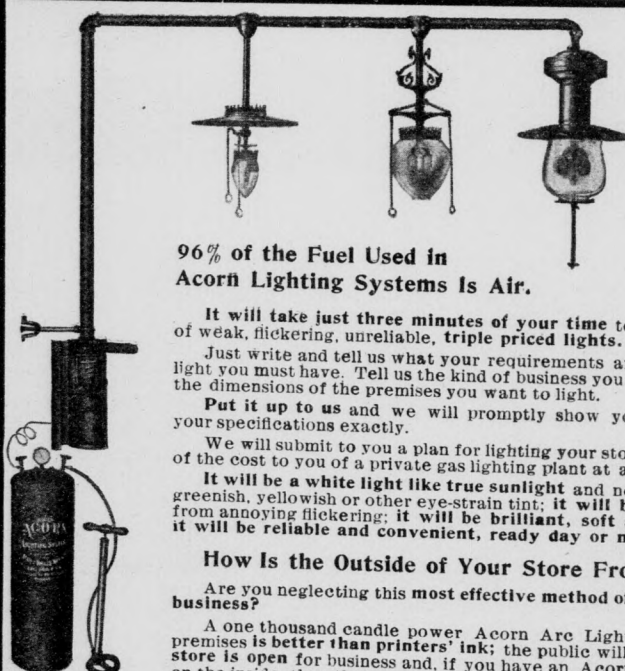
Terpeneless

High Class

Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.



Don't Hesitate to Burn Air It's Free

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

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

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

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

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

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

How Is the Outside of Your Store Front Lighted?

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

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

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

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

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

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

Acorn Lights are of 500 C. P. and cost ¼c 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.

AFFAIR OF HONOR.

How Two Early Musicians Settled Their Differences.

Written for the Tradesman.

Years ago, it matters not how many, there lived in Grand Rapids a petty official named Peter Martin. To be more explicit, Peter was a guardian of the peace of the city and his compensation was that of a constable. Peter was a very dignified official, with an inclination to be absent from the field of duty when his services were needed. General Baum, of comic opera fame, was ever anxious to be led to the enemy when there was no fighting to be done, but physically incapable when the battle raged. So it was with Martin. The newspaper reporters of those days puffed and petted Martin. "How many detectives are there in this city?" was the question propounded to Martin on a certain occasion. "There is but one (long pause) and you are looking at him now," Peter replied.

The introduction of Martin in this narrative serves the purpose of the writer in recalling to the memories of old residents of Grand Rapids an individual possessed of Martin's vanity and self-esteem. This individual was a teacher of the piano, born and educated in Poland and known as Professor de Zielinski. If asked how many musicians there were in the city of Grand Rapids he would have replied in the language of Peter Martin: "There is but one and you're looking at him now." In the course of time de Zielinski attracted the attention of Nathan Church, the editor of the Times, and his quartette of good fellows. Mr. Church exploited the talents and the attainments of the Professor in his columns and the Professor became so offensive to all with whom he came in contact as to be unbearable. Another musician, equally vain and self-important, a teacher of vocal culture, using a Polish name (Macginski will do in the absence of the writer's ability to recall his paternally acquired cognomen), lived in the city and the wily Church, the scheming Weston and the adroit Dick Abbott resolved to poison their minds towards one another. "De Zielinski says you are not Polish; that no gentleman would assume the name of a nationality of which he knew nothing; that your notes are throaty, your methods faulty, your voice is cracked and that you are a fraud," Mr. Church whispered to Macginski. Dick Abbott, the especially confidential friend of de Zielinski, took him into Harry Hubbard's grotto one night and declared between the wine, the lunch and the cigars that Macginski held the Professor in light esteem; that he had said the Professor had never received instruction in his art; that he could not read music correctly; that he was a fakir, one that would not be permitted to live in a musical community. Willard Kingsley contributed a few remarks to the interest of the occasion and I. M. Weston, who had lived for a number of years in the West when it was wild, wool-

ly and fond of gun-play, suggested to de Zielinski that a challenge to deadly combat was the only course to follow if he would maintain his dignity and acquit himself with honor. Stewart Ives also had something to say. Macginski was played upon in the same way and in the course of time a challenge was issued, quickly accepted and seconds were chosen to arrange a duel. Revolvers were named by Macginski at thirty paces. The combatants were to exchange shots until both were satisfied. Mr. Church represented Macginski and Mr. Abbott attended to the interests and requirements of de Zielinski. One cold October morning a number of carriages carried the combatants and their seconds, two physicians and the usual retinue of such an affair to a secluded spot back of John Ball Park, when the distance agreed upon was paced off and the combatants faced each other. Firing would commence on the word "fire" after three had been counted. A tense moment followed and then the reports of two revolvers rang out sharply on the morning air. Both combatants fell heavily to the ground, but a hurried examination by the surgeons revealed the fact that neither had suffered injury. The seconds demanded another shot, but the combatants hastily expressed themselves satisfied and declined to go on with the affair. The seconds, however, were not satisfied and speedily engaged in a heated argument, during which all drew guns and commenced a general fusillade. Shot followed shot rapidly and the principals in the duel, becoming alarmed, took to their heels and halted not the pace until they had arrived at their apartments in the city. Church, Abbott and the rest rolled on the ground, nearly splitting their sides with laughter, declaring that they had never had so much fun in all their days. The revolvers were loaded with blank cartridges.

Arthur S. White.

Science Again Scores on Thief.

And now it seems that the man with the brick may have to turn his attentions to something else than the jeweler's window if he's to make an easy getaway with some one's else portable property.

Consul William Bardell has reported from Rheims that a French inventor has come out with a new burglar proof plate glass, absolutely transparent at a thickness of one inch and yet which will resist a machinist's hammer long enough for a sleepy copper a block away to run up and interfere. Jacketed revolver bullets may be fired against the plate without breaking through. In one test a heavy piece of cast iron was hurled against the glass, breaking through to the extent of only two or three square inches.

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When
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Ours
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That Make
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You Will Need
An
Introduction
To
Yourself
When You Pop
Into
One
Of
Our New Fall Suits

Buy
One
Of
Our New Classy
Fall Overcoats
And You'll Pat
Yourself
On
The Back

Others' Overcoats
May Be Built
Only
To Sell
The Merit of Ours
Brings You Back
Another
Winter

What
Are
The Advantages
Of
Trading
With
Us
?

Our Salespeople
Will
Tell
You
!

Why Shouldn't You
Buy One Of These

New
Fall
Ties
?

No Reason
That
We Can Find Out

Spruce Up
A Bit
With
Two
Of

Our Dandy New Hats

If
You See
Our
Exquisite Assortment
Of
Dress Accessories
That Means
To Buy

Are You Looking
For
The Just-Rite Sort
Of
Fall Haberdashery
?

Pause Here
We Have It

Here's a Lulu
For the Top Notcher
In
Dress
This Turquoise Matrix
Stick Pin
Is
Sure To Please
You

Our Canes
Make a Hit
With
Particular Dressers
Like
You

Make a Hike
When It Rains
For
One
Of
Our
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Umbrellas

Be On Time
At
Your Work
One
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Will Urge
Your
Footsteps
And Make You Sprint

Let Us Show You

How To Make

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Of

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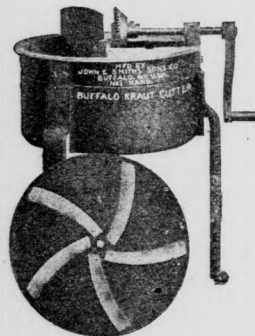
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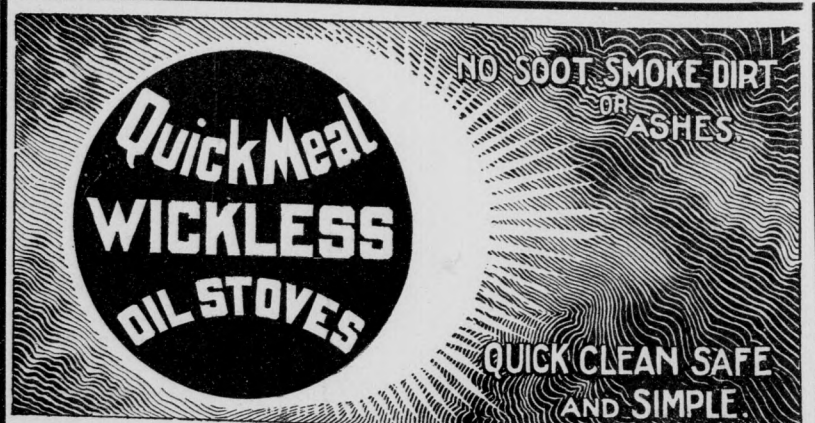
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Those Who
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Don't Rack
Your
Brains
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Throw Away
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Do You Love
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To
Oh, Well—
The Best Dining Hall
This Side of—Heaven
Of Course
!

Come Our Way
When You Want
Nice Hot Chocolate
Clean Cups and Spoons
Polite Service
And
Vanilla Wafers—
Thrown
In

Don't
Hit Your Mother-in-Law
!!!
Instead
Bring Her In
And
Let Us Hit Her
With
A Cup of Nice Hot Coffee.

Japan Will Introduce Whale Meat.

There is something unpleasant about the thought of eating whale meat, but it is said that the reality is very palatable. Japan has quite a trade in canned and salted whale meat, and there is to be a campaign to educate the European peoples to like it. Some whaling companies have distributed from their headquarters samples of canned whale meat, and those who have eaten it describe it as tenderer than beef and much like it in taste.

Indifference to humanity tries to balance itself by anxiety as to divinity.

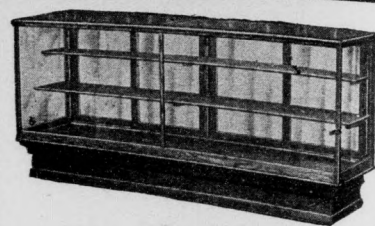
A GOOD SCHOOL.

The Public School as a Preparatory Institution. Fourth Paper.

We were saying in our last that a public school education, fitted to prepare for life and citizenship, is regarded in America as a good and sufficient preparation for college if the quality is what it should be and it is carried far enough. In fairness it ought to be added that this American notion does not grow out of the nature of education itself but out of a consideration of the kind of national life we are trying to make here and the kind of education adapted to make that kind of national life. If our education were a class education designed to perpetuate class distinctions, having for its end class perfection, it might be hard to justify the public school as, in the nature of the case, a preparatory school. Abroad such a view seems very confusing and full of mischief. Says Dr. Dale, an eminent English authority, in speaking of American education, "The whole scheme of education for boys over 10 who are to go to a university ought to be different from that which is intended for those who are to leave school at 15. Boys destined for the university should begin some subjects which it would be a waste of time for them to touch if their education had to close in the course of a few years." Nor should this view of the case be lightly put aside. We want the whole truth, based upon the widest induction in time, space and experience. And it will seem strange to one who has not looked closely into the subject that some very fundamental questions underlying this whole discussion have nowhere been thoroughly examined. First, whether the best higher education can be built upon even the best popular education; then whether a primary and secondary course written out by the colleges as especially designed to prepare for college does really form the best possible course for the pupils in each grade if they are to discontinue their studies at that point; and, finally, whether so much depends upon the specific work assigned, provided it is given in such a manner that it induces a mature and thoughtful habit of mind, with as much vigor and enthusiasm in attacking a subject as caution in settling it. One reason why there is no complete examination of these questions with reference to determining who shall be permitted to cross the line that separates the high school from the college is found in the fact that there is as yet no standard public school course; and, especially, that there is no separation of the work of the university from that of the college. I may remark in passing that this is the reason why I have written, and shall hereafter write, "college" instead of the more awkward "college or university."

We often use the expression, high school preparation, instead of the more accurate public school preparation, and this is quite natural since it is this department which is in actual contact with the college. Still,

we must not forget that it is in the third or fifth or seventh grade quite as much as in the ninth or eleventh that preparation for college is made. Indeed, the primary and the grammar grades prepare for college more truly than the high school. Here are formed for life habits of study, of thought, of oral and written expression; interest in the world of books, men and things, and courage to attack new subjects of study. The knowledge gained in these grades is more fundamental in college work than that gained in the high school. The high school work is also indispensable, but rather as maturity, capacity, discipline, secured equally by all lines of study, than as knowledge. A boy may have four years of study in mathematics and three languages in the high school and drop all these lines of study at college and yet find that he has made a good preparation. So he may have had little language in the high school and find that he has made a good preparation even although he gives himself entirely to linguistic study while in college. Such an experience, at least, is very common, and beginning classes, parallel to those in the high school, are formed in college in most subjects to meet the wants of just such cases. But not so with the work of the first eight grades, which forms an indispensable foundation for all college work. I have before me as I write a large number of complaints on the part of colleges concerning public school preparation, and nearly all these complaints have reference to the grades below the high school. So well is this known that many plans have been suggested to remedy the defect. One is to have preparation for the high school made outside the public school by all students destined for college; another



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er, to extend the high school down into the grammar school. The first method is impracticable since no one knows who is to go to college. If by the second we mean simply calling the sixth, seventh and eighth grades high school grades it is hard to see how their character would be affected by the change of name. If it is intended to bring into these grades the thoroughness, the individual contact, the subdivision of classes and the expert work by college-bred men usually called for in the high school, why, by all means let this be done. Only why not extend this benefit to all grades of the public schools? Is not the child of 11 as interesting and important as the child of 12 or 15? Does not his teacher need the same skill and knowledge? Many will answer, "Skill? Yes. Knowledge? No." But is this reply well-advised? Is there any reason why no one but a college graduate should be employed in the last four grades of a public school that do not have equal force—not the same but equal force—with respect to the other grades? Is it not a fair analogy to say that we do not think, in the employment of a spiritual or medical advisor, of making any distinction between childhood and youth? There is plenty of expert testimony to the fact that the teaching of arithmetic is more difficult and demands a more advanced preparation than the teaching of algebra or geometry; grammar than rhetoric; English than Latin. When the late President Gregory was State Superintendent of Public Instruction he was accustomed to urge that equal salaries should be paid in all grades for the same preparation and experience, so that college graduates who felt a call to such work would go as freely into the lower as into the higher grades. And he really brought about in many towns a strong sentiment in this direction. Let me quote from one of his Institute lectures: "The teacher in the first eight grades of the public schools needs to know as much and to have as much vigor, maturity and experience as the teacher in the last four grades. The trouble with the primary teacher is that she does not know enough. She teaches admirably; her devotion is great; but she is deficient in knowledge. Put a few teachers of equal skill and experience but of the highest knowledge of children and of the world of men and books into the primary school and see what hope and life and light will come into the darkest corners of our schools. Reserve the highest prizes and greatest emoluments in teaching—not so much to the organization of primary education—that is excellent already—but to actual ordinary primary teaching by people of the highest cultivation." There is, of course, something of that humorous exaggeration here by which a very zealous advocate criticises his excess of zeal. Still this point is well taken and is more important to-day than it was then. Preparation for college is already satisfactory in our State so that many think that it is as good as it can be, but should fifty or even twenty uni-

versity and college graduates who know and love children be attracted to primary education in this State it seems to me that college preparation would marvelously advance. Many wide-awake boys would remain in school who find nothing now to attract them. Enthusiasm for knowledge would replace the present over emphasis upon educational devices. The schools would cease from the laborious effort to teach prematurely those things that the children if left alone will find out for themselves. These teachers would also find that no more of their college training would be useless than in high school work—college discipline in directness and simplicity barely sufficient; even college interests are too few and narrow; college drill in the placing and management of the voice and in the elements of phonetics is inadequate and college studies in natural history are too meager to render the world an open book to herself and her pupils.

Such work would be too costly? Not necessarily. A few teachers would set the pace. Beside the elements of a good English education, along with a keen curiosity and a thoughtful habit of mind, must always form an indispensable preparation for college. Better ten years of such work than twelve years of fumbling.

Edwin A. Strong.

Snow and Rain as Fertilizers.

"Snow, snow, beautiful snow, filling the sky and the earth below," and fertilizing as it falls. From experiments conducted at Ottawa, Canada, it appears that there are some slight grounds for the widely accepted opinion among agriculturists that snow is a direct fertilizer. It is found to contain nitrogen equivalent in round numbers to about a pound per acre of land covered by an average winter snowfall in that district. The amount of nitrogen as free ammonia was high, but fluctuated greatly from .082 to .589 parts per million; the nitrogen as albuminoid ammonia ranging from .333 to .078 parts per million, and the nitrogen as nitrites and nitrates ranged from .027 to .390 parts per million.

The average of twelve determinations from February 21, 1907, to May 4 was: Nitrogen as free ammonia, .256; as albuminoid ammonia, .052, and as nitrates and nitrites, .163 part per million. It is intended to continue the experiments, both in summer and winter, to determine definitely the fertilizing value of both snow and rain.

Great Powers Those.

Henderson—How would you like to witness a conflict between the powers?

Henpeck—Witnessed one the other day.

Henderson—The other day? Between the powers?

Henpeck—My wife and the cook had some words.

He Got Uncle's Money.

Mr. Higher (returning to town after being away two months)—Oh, by the way, your uncle was taken ill just

before I went away. I hope it turned out all right.

Tom Dickson—Sure thing. Haven't you noticed what a swell black suit this is?

MAVER Martha Washington
Comfort Shoes Hold the Trade



Dandelion Vegetable Butter Color

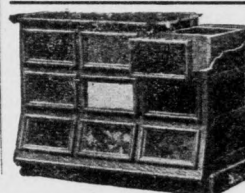
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Tradesman Company

Grand Rapids



KARL GLIMMERHORN.

Early History of a Gentleman of the Road.

Written for the Tradesman.

The evolution of merchandising is as marked as that of the human from the monkey. There can be no doubt about this, since there are plenty of instances extant to prove the fact.

In an early day the pack peddler tramped the woods and byways of the half settled country, carrying to the needy housewife many of the necessities and some of the little frills and nicknacks that go to make up the pleasant pictures of a home. Tramping from one settlement to another, camping wherever night overtook him, the Yankee peddler made no bones of penetrating to the remotest settler's cabin with his pack of goods. Sometimes, if he were a strong man, he carried a double load much as a saddle horse carried double to the isolated places of pleasure or to the log church in ye olden time.

How many of the youngsters who think of starting for themselves after having graduated from father's store or factory would think of stooping to carry a pack and peddle from house to house through a sparsely settled country? Not one in a hundred. In fact, nice Tom, natty Edgar or big white-handed Theodore would scorn the idea of starting on the road to merchant princedom in any such menial way. And it would be tough, to be sure, a beginning clear down at the foot of the ladder in very truth. The success after such a humiliating, bone-breaking start, even if it were possible to succeed, would hardly be worth the price. Of course you think so, young man, but some to whom you look up and wonder at their marvelous genius for making money started in this very manner, climbing the road to fame and fortune from the mud and dust of a pedestrian's traveling pack-store. You don't believe it?

The writer knows of several men who got their start in this way, one in particular who rounded out into one of the wealthiest dealers in the State, becoming not only rich but highly honored in a political way.

And there are others: One lad of 20 came to the New Country a green Dutchman. His was not a case of Yankee push to be sure. He had even a harder row to hoe than a genuine native since a correct use of the language was impossible with him and the big woodsmen geyed him unmercifully at times. Through his handicap and up from pack and foot-work Karl Glimmerhorn worked his way until now—but why anticipate? I

am going to tell you the story of Dutch Karl; you can believe it or not as you choose.



UP ON THE STILTS OF ARROGANCE.

Once in a while you run across a salesman who wonders why he doesn't get rafts of orders—and never tumbles to the fact that the reason is because he talks over everybody's head; can't meet men on their own level. He's 'way up in the air on the stilts of arrogance and self-conceit. He talks about his article in a high flown way when what the customer needs is careful, specific explanation and demonstration. He knows retailers sell his product readily, and because he is convinced of this he is arrogantly impatient with the occasional skeptic's unbelief. "It will sell because I say so," is his notion of the line of argument to hand out to an unbeliever. But the skeptic wants to be shown; that's why salesmen who meet him on common ground and don't talk from a distant height of superiority get his orders. Take pains with every prospect you approach. Make him feel that you respect his opinion, even if sometimes you have to reason him out of it because it's mistaken. Don't try to overawe him. Don't tower. Meet him fairly on his own ground.

The young fellow from the Fatherland lacked a year of his majority when he first struck the sand roads of a Michigan wilderness with a pack of Yankee notions slung to his broad back. He bent to his task and pushed his way forward, feeling that he had begun his life of a tradesman in the big, grand new country of his adoption in a manner that meant much or little as the outcome should prove.

Settlements were few and far between. Besides, at some of these a store had been established which sold the necessities and some of the fur-below.

"Look there, ma! What's that coming down the road?"

"Good gracious! a human dromedary!" exclaimed Mrs. Whatcomb as she stood, broom and dusting rag in hand, looking down the dusty wagon trail.

The sight which so excited mother and daughter proved to be our Dutch friend Karl, loaded to the gunwales with dry goods, notions and peanuts! Yes, dear reader, the man had put in a small stock of Virginia goobers for a purpose. They added very little to the weight, while they might prove of some importance as an advertiser.

Mrs. Whatcomb asked him in to rest. He accepted the invitation, all the time having an eye out for business.

"You look tired, that's a fact," warmed the woman. There was something winning about the Dutch boy's personality which grew upon the woman as she watched him sitting in her spick-span front room with his big pack resting against his knees.

Presently the youth bent over and began unstrapping his load.

"I tell you we don't want anything," said the woman, leaning on the broomhandle.

"No drouble to show goots," grunted Karl, still pursuing his course.

"But I won't—"

"Oh, ma, do let him," broke in the girl with clapping hands. "I want to see the nice things. You know when that other peddler was here you said you didn't want anything, but you bought a comb and handkerchief when you saw what nice things he had."

"Well, never mind, Stella," warned the mother with a shake of her head. Karl heard; Karl knew these women. He was shrewd. He tossed a sack of peanuts to the girl's hand. This bit of friendliness opened the way for future business. The Dutch boy's smile would crack the ice on a mill-pond. His odd, broken English had a tenacious delightfulness that was quite taking. It took the mother and her child. Soon Stella was down on the floor on her knees admiring the pretty display unrolled from the peddler's pack for the edification of mother and daughter.

Karl held up a gay breastpin against the gingham frock of Miss Stella.

The child was delighted. Forth from many a secret drawer came fancy bits of color, silk-lined ties, mantillas of shining beauty, hair orna-

Good Sunday Reading

We recommend that you read our Sunday Dinner Menu Card next Sunday. It makes excellent Sunday reading. Dinner 5:30.

Hotel Livingston Grand Rapids

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.

Karl halted before the door of the settler's shanty, deposited his pack at the step, wiped his streaming face with a cotton handkerchief and asked: "Would de lady like some Yanggee notions dis morning?"

"No, we never buy of peddlers," and Mrs. Whatcomb tossed her head with a smirk of self satisfaction. She was not an uncomely woman, while the daughter, a girl of 12, was really pretty, with blue eyes and curling yellow hair. The little Dutchman's eyes were on the girl. "Awful tired," he said after a moment, sighing deeply. His round not unhandsome face was very pathetic at that moment and

ments, a thousand and one things more ornamental than useful. While the peddler showed his goods and dilated upon their excellent texture the girl chatted in childish glee, fairly gloating over the nice things displayed to her dancing eyes. It was ever thus with the little Dutch peddler. He liked to call where there were young people. He seldom failed to sell at such homes. As it was near the noon hour Karl was invited to stop to dinner. This he did, after which, as he was about to depart, he turned upon Stella and placed in her hand a queer little china god, one that had been made in a Nuremberg toy shop, requesting her to keep it in remembrance of the "Dutch peddler."

"I'll keep it always," and Miss Stella laughed, blushing a little as the pleasant smile and dancing eyes of Karl were turned toward her as he passed through the door.

This was but one instance of the many wherewith Karl whiled his waking hours and drew money into his coffers. Slowly but surely he ingratiated himself into the good graces of the public. Once to know Karl Glimmerhorn was to carry with you a sweet memory of a genuine gentleman of the road. Karl had a knack of making and holding friends; and, as may be supposed, every friend thus made proved a very good customer in the afterward.

On his return trip the next year Karl called at the Whatcomb house only to find another family there and to learn that the original resident, Josiah Whatcomb, had met death under a falling tree and that wife and daughter had deserted the wildwoods home and returned to the widow's people in old Washtenaw county.

At the beginning of the third year of his mercantile venture our Dutch peddler went the rounds behind a sleek span of ponies. He pursued his peddler's route for a few years longer, then, visiting the lumber city bank one day, called for his deposits, which amounted to a snug sum, all of which was earned on the peddler road.

The little Dutchman had ambitions. A store now loomed large in his vision and he opened one on the business street of a considerable town. From this time on his troubles were less pronounced. In this new country he met many of his own countrymen and formed lasting friendships. The broken English that rolled in such a delightful manner from his tongue in the days of his itinerary with pack and pluck had become toned down to an almost perfect pronunciation of the really difficult words of our language. Karl soon grew to be one of the prominent citizens of the fast growing young city. In traveling through the southern part of the State one autumn the once "human dromedary" saw in a window as he passed along the street a queer looking china god. There was so much familiar about the bit of ware that the young merchant ran up the steps and found himself ringing the front door bell. There, facing him, as the door opened, was the blue-eyed damsel of the backwoods settlement, now grown into a pretty and attractive woman.

"Why, it is Mr. Glimmerhorn!" exclaimed she, blushing prettily. He was very much surprised and gratified to meet his little friend once more.

As the reader may suppose this was not the last call our Karl made at that house.

"It was the china god that did it," laughed Karl after they had been married a month, and he held the china figure in his hand, fondling it with a smile of delight.

"Oh, I don't know," returned his wife, "I have an idea that we were made for each other even although the wide ocean separated us on the days of our birth. How strange things happen in this world anyhow. To think that I, a genuine New England Whatcomb, should marry a Yankee peddler, and he no Yankee after all, but simply a Dutchman with even more than a Yankee's grit."

"Thanks, my dear," as he bent and kissed her mouth. "We are all Yankees here in America. You did marry a galvanized Yankee, Stella; a ped—"

"No, no," stopping his words with her small hand, "not a peddler but one of the leading merchants of a bustling American city."

J. M. Merrill.

Big Rapids Bulletin: G. B. Walker, of Grand Rapids, weight 200, good natured representative of the Johns-Manville Co., Detroit, maker of fire extinguishers, etc., was in town yesterday, and after visiting the hardware and other dealers in his goods started on foot for Upper Town to see Mr. Bennett, Manager of the new electric company, who is superintending the new work at the upper dam. Mr. Walker, who is a live, hustling fellow, and well dressed, hastened along, now and then enquiring his way. When near the Hanchett factory he again asked his best route to make the dam, and started on a bee line from about Martz's dry kiln to the new structure, keeping on the west side of the race. At the head he started across the gateways, and here ends chapter one. The second chapter opens with Mr. Walker splashing about in the waters of the Muskegon and later being assisted to terra firma. Chapter three shows him lying in bed at his hotel, waiting for his clothing to be dried at the laundry and repressed by the tailor. All this was brought about as quickly as possible, and a few hours later Mr. Drummer, none the worse for his ducking, was completing his business and at the same time wondering how in sam hill he tripped up and fell into the water.

Detroit—The General Motors Co. is about to absorb several more large automobile factories. The identity of these institutions is not disclosed, but it is stated that a number of them are in Michigan. As a preparatory step in that direction, the General Motors Co. has increased its capital stock from \$12,500,000 to \$60,000,000. The increase includes the raising of the common stock from \$5,500,000 to \$40,000,000 and the preferred from \$7,000,000 7 per cent. cumulative preferred to \$20,000,000.

Advertising Contest for Hardware Dealers.

Marine City, Oct. 5—I am enclosing herewith a circular sent out under the auspices of the Michigan Retail Hardware Association describing an advertising contest to be conducted during the coming year by our Association. If I am not mistaken, this is the first effort along these lines made by any State association and we are anxious to do everything possible to stimulate interest among the dealers, with a view to having as many advertisements as possible submitted for competition.

As stated in this circular, it is possible that after the contest closes the best of the advertisements will be reproduced in book form and distributed among the hardware merchants of the State, and we feel that a book of this kind will be exceedingly valuable to the trade.

We would appreciate it if you can find space in your paper to make mention of this contest and we believe that it will prove a matter of interest not only to the dealers in this State but offer a suggestion to the associations in other territory which you cover. A. J. Scott, Sec'y.

The circular letter above referred to is as follows:

Sixty dollars in gold to be awarded during the next year for the eight best advertisements submitted by members of the Association as follows:

The contest will be divided into four sections, a first prize of \$10 in gold and a second prize of \$5 in gold being awarded to the members who submit the best retail hardware advertisements for each of the following seasons—fall, holiday, spring and summer.

The fall contest will close on November 30, 1909, and advertisements intended to attract fall business must be published in a newspaper by the above date.

Holiday advertisements must be published by January 30, 1910.

Spring advertisements must be published by May 30, 1910.

Advertisements for summer business by July 31, 1910.

Contestants are required to send a marked copy of the paper in which their advertisement appears to Secretary Arthur J. Scott, Marine City, and no advertisement will be considered unless it has actually appeared in a newspaper. The location of the advertisement in the paper may be taken into consideration by the judges, who will be disinterested advertising specialists whose personnel will be announced later. The judging and awarding of prizes will take place at the next convention in Detroit in August, 1910.

Any dealer may submit as many advertisements as he desires and there is no restriction placed upon entries, except that, as stated above, they must be sent in to the Secretary as they appeared in the newspapers and showing by the date of the papers that they were published prior to the closing date for the contest in which they are entered.

This contest can be made unusually profitable to the members of the Association if they will cooperate and send in the results of their efforts. It is possible that after the contest closes the best of the advertisements will be reproduced in book form to be circulated among the members, and the advantage of furnishing each dealer in the State with some good sample advertisements suited for each season of the year can not be overestimated.

The time is rather limited in which fall advertisements for this season can be submitted. The members have about one month in which to submit their entries and it is to be hoped that a large number will participate.

Send all advertisements to Secretary Arthur J. Scott, Marine City, Mich.

A Detroit correspondent writes: Married Sept. 28, at the home of Mr. and Mrs. George F. White, Rochester, New York, Mrs. Agnes Mary Williams to Charles Miller Smith, for many years on the road for Farrand, Williams & Clark. Think of Ex-National President of the Gideons so quietly winning his way into the good graces of Griswold House officials and taking away the leading light of the hotel. During the past few years the brothers have observed that Mr. Smith could always be found at a given point at a given moment with the regularity of clock work. Besides looking after the management of four stores and attending to the business of the National Gideons he found time to touch the heart of Agnes Mary. Charles M. has sold more goods on the road during this unknown courtship than three common lights.

Some women would rather dye than let people know they are becoming gray.

A political plum seldom drops into the lap of a man who is not expecting it.

You can measure any man's aspiration by his perspiration.

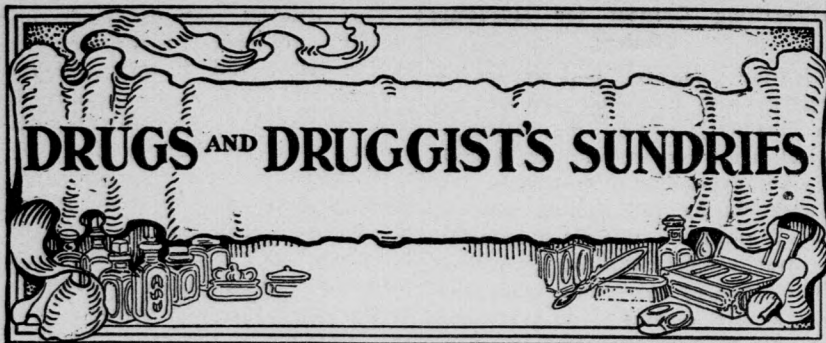
Solar and Nulite Gas Systems

Most beautiful and most economical lighting system in the world. Costs 1-10 as much to operate as gas or electricity. Absolutely safe. No extra charge for insurance. Lights for stores, residences, halls, churches, streets, etc. Satisfaction guaranteed. Send dimensions of building and we will send estimate. Dealers wanted. Good profits. Write for free catalogue and wholesale prices.

Chicago Solar Light Co.

220 S. Jefferson Street

Chicago, U. S. A.



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, Pontiac.

LIABLE TO FERMENT.

Constant Watchfulness Necessary With Soda Fountain Syrups.

Syrups are, for the most part, solutions containing a great amount of substances liable to fermentation. They are naturally difficult to preserve if they have not been properly prepared or manipulated, or if the necessary precautions are not observed for preventing internal disturbances. What is said in this article is in favor of the hot syrup method, as contradistinguished from the cold syrup method. This explanation is made so as not to confuse the reader who has been taught a different way. Several causes may produce the well-known disturbances, the principal ones being as follows: A syrup shut up in a bottle before it has sufficiently cooled is liable to ferment. The cause of this phenomenon is not well understood, but it must be guarded against by allowing the syrup ample time to cool before attempting to cork up in bottles.

A syrup which is not sufficiently cooked also ferments very easily, as it still contains a great deal of mucilaginous matter which has not been transformed into inert substances by heat, and as it moreover contains an excess of water. From the foregoing it will also be understood that a syrup which has not been properly clarified retains the elements of subsequent fermentation.

Not only is a syrup which has not been cooked subject to fermentation, but a syrup which has been overcooked is also liable to ferment. In the latter case the syrup has a tendency to crystallize, and this tendency disturbs the equilibrium which should exist between all the parts in order to insure the preservation of the syrup.

If syrups be placed in damp vessels or in a place where the temperature is somewhat high, or if these vessels be left partially filled and so that air has access to a considerable surface of the liquid, fermentation will soon set in and the syrups will spoil.

Syrups containing acids, such as tartaric acid, citric acid, the malic acid of fruits, etc., do not long resist fermentation. It is known that acids convert sugar into grape sugar or glucose, whose tendency to ferment is very great.

Fermentation is not the only change to which syrups are exposed. If kept in a damp place, or in improperly stoppered bottles or other vessels, or in partially filled casks, they become covered with mould. This is especially true of fruit syrups, and as the mould rapidly affects the taste of the syrup these soon become worthless.

Some syrups which contain oily or fatty substances, like orgeat, for instance, experience a peculiar kind of change. The oily matter separates from the syrup, rises to the surface and disorganizes the composition. It is supposed that this change is due to the use of too small a quantity of gum arabic to retain the oil and thoroughly incorporate it in the syrup. Fruit syrups are also liable after cooling to deposit a portion of the vegetable albumen which is always contained in fruit. But such a deposit would indicate that the syrups had not been properly cooked and strained.

Knowing the causes which determine the spoiling of syrups, it is, of course, possible to avoid them by the exercise of proper care. Thus bottles containing syrups should only be corked after the syrups have cooled sufficiently. Or else they should be subjected to the Appert process, that is to say, they should be heated in a water bath in order to drive off the air, and then corked at once. The heating in this case should be continued for some time, as the air mixed with the syrup, when it is poured into the bottles, is only expelled slowly and with difficulty.

Care must be taken to carry the heating process to the proper point, and not beyond. The clarification must be done carefully, as must also the filtration of the syrup, in order to eliminate as far as possible all the substances which are liable to fermentation. The vessels in which syrups are kept should be very clean and very dry. They should be completely filled and kept full in a dry place and at low temperature. Mould-

iness, being generally the result of carelessness, can be avoided by the exercise of proper care.

As to syrups which have already suffered a change, it is sometimes possible to restore them if they are not too far gone. For this purpose they should be subjected to boiling over a charcoal fire, to filtration, to agitation, to concentration or to other processes that may be suggested by the kind of change which has occurred. If the change be due to an excess of acid in the fruit or to the presence of an acid which enters into the formula used in preparing the syrup, this should be corked with a little magnesia or powdered chalk, and filtered, in order to saturate the excess of acid and thus prevent the decomposition of the cane sugar into grape sugar. Such syrups should not be kept any longer than is absolutely necessary, as fermentation, once started in these, proceeds with extreme rapidity and is very difficult to arrest without losing the entire product.

Twenty-Seven Additions To the List.

Traverse City, Oct. 5—Twenty-seven additions have been made to the membership list of the Michigan Retail Druggists' Association during the past week, as follows:

C. N. Menold, Thompsonville.
 D. D. Alton, Fremont.
 Geo. A. Osborne, Luther.
 W. K. Walker, Elk Rapids.
 I. W. Irvin, Pellston.
 A. C. Tiffany, Pellston.
 J. J. Neihart, South Boardman.

H. L. LaBar, Fife Lake.
 Marcus Hoyt, Suttons Bay.
 W. P. Gulick, Chicago.
 John Vaughan, Central Lake.
 E. A. Fox, Central Lake.
 R. H. Kapp, Petoskey.
 Frank L. French, Petoskey.
 C. W. Fallas, Petoskey.
 C. E. Fisk, Petoskey.
 Wm. T. Roxburgh, Traverse City.
 E. W. Wait, Traverse City.
 C. R. Wait, Traverse City.
 R. M. Wise, Traverse City.
 F. H. Meads, Traverse City.
 H. F. Campbell, Traverse City.
 E. E. Miller, Traverse City.
 A. B. Clement, Traverse City.
 V. Ludka, Traverse City.
 L. H. Goss, Traverse City.
 M. E. Bogart, Detroit (Farrand, Williams & Clark).

Final judgment has been passed in the matter of the standing committees, as follows:

Legislative—Herman Van Allen, Ionia; Jno. G. Steketee, Grand Rapids; W. I. Benedict, Belding; L. W. Loveland, Vermontville; J. D. Gilleo, Pompeii; H. M. Gibbs, Howard City; D. H. Meeker, Alba.

Trade Interests—O. A. Fanckboner, Grand Rapids; Geo. A. Osborne, Luther; Von W. Furniss, Nashville; E. H. Leiphart, Cadillac; A. DeKruif, Zeeland.

Membership—F. E. Chappell, Grand Ledge; C. H. Jongejan, Grand Rapids; A. G. Clark, White Cloud; Wesley B. Covey, Honor; Fred R. Price, Sault Ste. Marie.

C. A. Bugbee, President.

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

Aceticum 6@ 8	Copaiba 1 75@1 85	Scillae @ 50
Benzoicum, Ger. 70@ 75	Cubebae 2 50@2 75	Scillae Co. @ 50
Boracie @ 12	Erigeron 2 35@2 50	Tolutan @ 50
Carbolicum 18@ 23	Evechthitos 1 00@1 10	Prunus virg @ 50
Citricum 3@ 50	Gaultheria 2 50@4 00	Zingiber @ 50
Hydrochlor 3@ 50	Geranium .oz 75	
Nitricum 8@ 10	Gossippii Sem gal 70@ 75	Tinctures
Oxalicum 14@ 15	Hedeoma 2 50@2 75	Aloes 60
Phosphorium, dil. @ 15	Junipera 40@1 20	Aloes & Myrrh. 60
Salicylicum 44@ 47	Lavendula 90@3 60	Anconitum Nap's F 50
Sulphuricum 13@ 15	Limons 1 15@1 25	Anconitum Nap's R 50
Tannicum 75@ 85	Mentha Piper 1 75@1 90	Arnica 50
Tartaricum 38@ 40	Mentha Verid 2 25@2 40	Asafoetida 50
Ammonia	Morrhuae, gal. 1 60@1 85	Atrope Belladonna 60
Aqua, 18 deg. 4@ 6	Myrcia 3 00@3 50	Auranti Cortex 50
Aqua, 20 deg. 6@ 8	Olive 1 00@3 00	Barosma 50
Carbonas 13@ 15	Picis Liquida 10@ 12	Benzoin 50
Chloridum 12@ 14	Picis Liquida gal. @ 40	Benzoin Co. 50
Aniline	Ricina 94@1 00	Cantharides 75
Black 2 00@2 25	Rosae oz. 6 50@7 00	Cardamon 75
Brown 80@1 00	Rosmarini @ 100	Cardamon Co. 75
Red 45@ 50	Sabina 90@1 00	Cassia Acutifol 50
Yellow 2 50@3 00	Santal @ 40	Cassia Acutifol Co 50
Baccae	Sassafras 85@ 90	Castor 1 50
Cubebae 35@ 40	Sinapis, ess. oz. @ 65	Catechu 50
Juniperus 10@ 12	Succini 40@ 45	Cinchona 50
Xanthoxylum 30@ 35	Thyme 40@ 50	Cinchona Co. 50
Balsamum	Thyme, opt. @ 10	Columbia 50
Copaiba 65@ 75	Theobromas 15@ 20	Cubebae 50
Peru 1 80@1 90	Tigilil 90@1 00	Digitalis 50
Terabin, Canada 78@ 80		Ergot 35
Tolutan 40@ 45	Potassium	Ferri Chloridum 50
Cortex	Bi-Carb 15@ 18	Gentian 50
Abies, Canadian 18	Bichromate 13@ 15	Gentian Co. 50
Cassiae 20	Bromide 25@ 30	Guaiac 50
Cinchona Flava 18	Carb 12@ 15	Guaiac ammon 50
Buonymus atro. 60	Chlorate 12@ 14	Hyoscyamus 75
Myrica Cerifera 20	Cyanide 30@ 40	Iodine 75
Prunus Virgin. 15	Iodide 2 50@2 60	Iodine, colorless 75
Quillaia, gr'd. 15	Potassa, Bitart pr 30@ 32	Kino 50
Sassafras, po 25. 24	Potass Nitras opt 7@ 10	Lobelia 50
Ulmus 20	Potass Nitras 6@ 8	Myrrh 50
Extractum	Prussiate 23@ 26	Nux Vomica 1 25
Glycyrrhiza, Gla. 24@ 30	Sulphate po 15@ 18	Opil 1 00
Glycyrrhiza, po. 28@ 30		Opil, camphorated 2 00
Haematox 11@ 12	Radix	Opil, deodorized 50
Haematox, 1s 13@ 14	Aconitum 20@ 25	Quassia 50
Haematox, 1/2s 14@ 15	Althae 30@ 35	Rhatany 50
Haematox, 1/4s 16@ 17	Anchusa 10@ 12	Rhel 50
Ferru	Arum po @ 25	Sanguinaria 50
Carbonate Precip. 15	Calamus 20@ 40	Serpentaria 50
Citrate and Quina 2 00	Gentiana po 15. 12@ 15	Stromonium 60
Citrate Soluble. 55	Glycyrrhiza pv 15 16@ 18	Tolutan 60
Ferrocyanidum S 40	Hellebore, Alba 12@ 15	Valerian 50
Solut. Chloride 15	Hydrastis, Canada @ 20	Veratrum Veride 50
Sulphate, com'l. 2	Hydrastis, Can. po @ 20	Zingiber 60
Sulphate, com'l, by 70	Inula, po 18@ 22	
bbl. per cwt. 70	Ipecac, po 00@2 10	Miscellaneous
Sulphate, pure 70	Iris plox 35@ 40	Aether, Spts Nit 3f 30@ 35
Flora	Ialapa, pr. 35@ 40	Aether, Spts Nit 4f 34@ 38
Arnica 20@ 25	Maranta, 1/4s @ 35	Alumen, grd po 7 3@ 4
Anthemis 50@ 60	Podophyllum po 15@ 18	Annatto 40@ 50
Matricaria 30@ 35	Rhel 75@1 00	Antimoni, po 4@ 5
Folia	Rhel, cut 00@1 25	Antimoni et po T 40@ 50
Barosma 50@ 60	Rhel, pv. 75@1 00	Antifebrin @ 20
Cassia Acutifol. @ 60	Sanguinari, po 18 @ 15	Antipyrin @ 25
Tinnevely 15@ 20	Scillae, po 45 20@ 25	Argenti Nitras oz @ 62
Cassia, Acutifol 25@ 30	Senega 85@ 90	Arsenicum 10@ 12
Salvia officinalis. @ 30	Serpentaria 50@ 55	Balm Gilead buds 60@ 65
1/4s and 1/2s 18@ 20	Smilax, M. @ 25	Bismuth S N 1 65@1 85
Uva Ursi 8@ 10	Smilax, off's H. @ 48	Calcium Chlor, 1s @ 9
Gummi	Spigella 45@1 50	Calcium Chlor, 1/2s @ 10
Acacia, 1st pkd. @ 65	Symplocarpus @ 25	Calcium Chlor, 1/4s @ 12
Acacia, 2nd pkd. @ 45	Valeriana Eng. @ 25	Cantharides, Rus. @ 90
Acacia, 3rd pkd. @ 35	Valeriana, Ger. 15@ 20	Capsici Fruc's af @ 20
Acacia, sifted sts. @ 18	Zingiber a 12@ 16	Capsici Fruc's po @ 22
Acacia, po 45@ 65	Zingiber j 25@ 28	Cap'i Fruc's B po @ 15
Aloe, Barb 22@ 25		Carmine, No. 40 @ 4 25
Aloe, Cape @ 25	Semen	Carphylus 20@ 22
Aloe, Socotri @ 45	Anisum po 20 @ 16	Cassia ructus @ 35
Ammoniac 55@ 60	Apium (gravel's) 13@ 15	Cataceum @ 35
Asafoetida 65@ 70	Bird, 1s 4@ 6	Centraria @ 10
Benzoinum 50@ 55	Cannabis Sativa 7@ 8	Cera Alba 50@ 55
Catechu, 1s @ 13	Cardamon 70@ 90	Cera Flava 40@ 42
Catechu, 1/2s @ 14	Carui po 15 12@ 15	Crocus 30@ 35
Catechu, 1/4s @ 16	Chenopodium 25@ 30	Chloroform 34@ 54
Camphorae 60@ 65	Coriandrum 12@ 14	Chloral Hyd Crss 1 20@1 45
Euphorbium @ 40	Cydonium 75@1 00	Chloro'm Squibbs @ 90
Galbanum @ 100	Dipterix Odorate 2 50@2 75	Chondrus 20@ 25
Gamboge po. 1 25@1 35	Foeniculum @ 18	Cinchonid'e Germ 38@ 48
Gauaiacum po 35 @ 35	Foenugreek, po. 7@ 9	Cinchonidine P-W 38@ 48
Kino po 45c @ 45	Lini, gr'd. bbl. 2 3/4 3@ 6	Cocaine 2 80@3 00
Mastic @ 75	Lobelia 75@ 80	Corks list, less 75% @ 45
Myrrh po 50 @ 45	Pharlaris Cana'n 9@ 10	Creosotum @ 2
Opium 75@4 85	Rapa 5@ 6	Creta bbl. 75 @ 5
Shellac 45@ 55	Sinapis Alba 8@ 10	Creta, prep. @ 11
Shellac, bleached 60@ 65	Sinapis Nigra 9@ 10	Creta, Rubra @ 8
Tragacanth 70@1 00		Cudbear @ 24
Herba	Spiritus	Cupri Sulph 3@ 10
Absinthium 45@ 60	Frumentum W. D. 2 00@2 50	Dextrine 7@ 10
Eupatorium oz pk 20	Frumentum 1 25@1 50	Emery, all Nos. @ 8
Lobelia oz pk 20	Juniperis Co. 1 75@3 50	Emery, po @ 6
Majorium oz pk 20	Juniperis Co OT 1 65@2 00	Ergota po 65 60@ 65
Mentra Pip. oz pk 28	Saccharum N E 1 90@2 10	Ether Sulph 35@ 40
Mentra Ver oz pk 23	Sot Vini Galli 1 75@6 50	Flake White 12@ 15
Rue oz pk 39	Vini Alba 1 25@2 00	Galla @ 30
Tanacetum V. 22	Vini Oporto 1 25@2 00	Gambler 3@ 9
Thymus V. oz pk 25	Sponges	Gelatin, Cooper @ 60
Magnesia	Extra yellow sheeps' @ 1 25	Gelatin, French 35@ 60
Calcined, Pat. 55@ 60	wool carriage @ 1 25	Glassware, fit boo 75% @ 11
Carbonate, Pat. 18@ 20	Florida sheeps' wool 3 00@3 50	Glue, brown 11@ 13
Carbonate, K-M. 18@ 20	Grass sheeps' wool @ 1 25	Glue, white 15@ 25
Carbonate 18@ 20	Hard, slate use. @ 1 00	Glycerina 22@ 30
Oleum	Nassau sheeps' wool @ 1 00	Grana Paradisi @ 25
Absinthium 4 90@5 00	carriage 3 50@3 75	Humulus 35@ 60
Amygdalae Dulc. 75@ 85	Velvet extra sheeps' @ 2 00	Hydrarg Amm'o'l @ 1 12
Amygdalae, Ama 8 00@8 25	wool carriage @ 2 00	Hydrarg Ch. Mt @ 87
Anisi 1 90@2 00	Yellow Reef, for @ 1 40	Hydrarg Ch Cor @ 87
Aurant Cortex 2 75@2 85	slate use @ 1 40	Hydrarg Ox Ru'm @ 97
Bergamii 5 50@5 60	Syrups	Hydrarg Ungue'm 50@ 60
Caliputi 85@ 90	Acacia @ 50	Hydrargyrum @ 75
Caryophylli 1 20@1 30	Aurant Cortex @ 50	Ichthyobolla, Am. 90@1 00
Cedar 50@ 90	Ferru Iod @ 50	Indigo 75@1 00
Chenopadii 3 75@4 00	Ipecac @ 60	Iodine, Resubi 3 85@3 90
Cinnamoni 1 75@1 85	Rhei Arom @ 60	Iodoform 3 90@4 00
Conium Mae 80@ 90	Smilax Off's 50@ 60	Liquor Arsen et @ 25
Citronella 60@ 70	Senega @ 50	Hydrarg Iod. @ 25
		Liq Potass Arsnit 10@ 12

Lupulin @ 40	Rubia Tinctorum 12@ 14	Vanilla 9 00@10 00
Lycopodium 70@ 75	Saccharum La's 18@ 20	Zinci Sulph 7@ 10
Macis 65@ 70	Salacin 4 50@4 75	
Magnesia, Sulph. 3@ 5	Sanguis Drac's 40@ 50	Oils
Magnesia, Sulph. bbl @ 1 1/4	Sapo, G @ 15	Lard, extra bbl. gal. 35@ 90
Mannia S. F. 75@ 85	Sapo, M 10@ 12	Lard, No. 1 60@ 65
Menthol 3 00@3 25	Sapo, W 13 1/2@ 16	Linseed, pure raw 55@ 58
Morphia, SP&W 2 90@3 15	Seidlitz Mixture 20@ 22	Linseed, boiled 56@ 60
Morphia, SNYQ 2 90@3 15	Sinapis @ 18	Neat's-foot, w str 65@ 70
Morphia, Mal. 2 90@3 15	Sinapis, opt. @ 30	Turpentine, bbl. 62 1/2
Moschus Canton @ 40	Snuff, Maccaboy, @ 51	Turpentine, less 67
Myristica, No. 1 25@ 40	De Voes @ 51	Whale, winter 70@ 76
Nux Vomica po 15 @ 10	Snuff, S'h DeVo's @ 51	Paints
Os Sepia 35@ 40	Soda, Boras 5 1/2@ 10	Green, Paris 21@ 26
Pepsin Saac, H & P D Co. @ 1 00	Soda, Boras, po 5 1/2@ 10	Green, Peninsular 13@ 16
Picis Liq N N 1/2 @ 2 00	Soda et Pot's Tart 25@ 28	Lead, red 7 1/2@ 8
Picis Liq qts @ 2 00	Soda, Carb 1 1/2@ 2	Lead, white 7 1/2@ 8
Picis Liq pints @ 60	Soda, Bi-Carb 3@ 5	Ochre, yel Ber 1 1/2 2 @ 4
Pil Hydrarg po 80 @ 2 00	Soda, Ash 3 1/2@ 4	Ochre, yel Mars 1 1/2 2 1/2 @ 3
Piper Alba po 35 @ 30	Soda, Sulphas @ 2	Putty, comm'r'l 2 1/2 2 1/2 @ 3
Piper Nigra po 22 @ 13	Spts. Cologne @ 2 60	Red Venetian 1 1/2 2 @ 3
Pix Burgum @ 3	Spts. Ether Co. 50@ 55	Shaker Prep'd 1 25@1 35
Plumbi Acet 12@ 15	Spts. Myrcia @ 2 50	Vermillion, Eng. 75@ 80
Pulvis Ip'cet Opil 1 30@1 50	Spts. Vini Rect bbl @	Vermillion Prime @ 15
Pyrenthrum, bxs. H & P D Co. doz. @ 75	Spts. Vi'i Rect 1/2 b @	Whiting Gilders' @ 95
Pyrenthrum, pv. 20@ 25	Spts. Vi'i R't 10 gl @	Whit'g Paris Am'r @ 1 25
Quassia 8@ 10	Spts. Vi'i R't 5 gl @	Whit'g Paris Eng. @ 1 40
Quina, N. Y. 17@ 27	Strychnia, Crys'l 1 10@1 30	Whiting, white S'n @
Quina, S. Ger. 17@ 27	Sulphur Subl 2 1/2@ 3 1/2	Varnishes
Quina, S P & W 17@ 27	Sulphur, Roll 2 1/2@ 3 1/2	Extra Turp 1 60@1 70
	Tamarinds 8@ 10	No. 1 Turp Coach 1 10@1 20
	Terebenth Venice 28@ 30	
	Thebromae 48@ 50	

Holiday Goods

Our Special Samples
of Holiday Goods

In charge of Mr. W. B. Dudley will be on exhibition in a room fitted for the purpose commencing the week of September 5th and continuing as usual. We display a larger and more complete line than ever before. Please write us and name date for your coming that is most convenient for you.

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Grand Rapids, Mich.

(Agents for Walrus Soda Fountains)

LaBelle Moistener
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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

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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	
Wheat Twine Peanuts		Cheese Package Coffee	

Index to Markets		1	2
By Columns			
Col		ARCTIC AMMONIA	Oysters
Ammonia		12 oz. ovals 2 doz. box .75	Cove, 1lb. .85 @ 95
Axle Grease		1lb. tin boxes, 3 doz. 2.35	Cove, 2lb. .60 @ 1.8
Baked Beans		3 1/2 lb. tin boxes, 2 doz. 4.25	Cove, 1lb., oval .21 @ 20
Bath Brick		10lb. pails, per doz. .60	Plums
Bluing		15lb. pails, per doz. .70	Plums .10 @ 2.50
Brooms		25lb. pails, per doz. .12	Peas
Brushes			Marrowfat .90 @ 1.25
Butter Color			Early June .95 @ 1.25
Candies			Early June Sifted 1.15 @ 1.80
Canned Goods			Peaches
Carbon Oils			Pie .90 @ 1.25
Catsup			No. 10 size can pie .23 @ 00
Cereals			Pineapple
Cheese			Grated .18 @ 2.50
Chewing Gum			Sliced .95 @ 2.40
Chicory			Pumpkin
Chocolate			Fair .85
Clothes Lines			Good .80
Cocoa			Fancy .90
Cocoa Shells			Gallon .25 @ 00
Coffee			Raspberries
Confections			Standard @
Crackers			Salmon
Cream Tartar			Col'a River, talls 1.95 @ 2.00
Dried Fruits			Col'a River, flats 2.25 @ 2.75
Farinaceous Goods			Red Alaska .135 @ 1.50
Feed			Pink Alaska .90 @ 1.00
Fish and Oysters			Sardines
Fishing Tackle			Domestic, 1/4s .34 @ 4
Flavoring Extracts			Domestic, 1/2s .5 @ 5
Flour			Domestic, 3/4 Mus. 6 1/2 @ 9
Fresh Meats			California, 1/4s .11 @ 14
Gelatin			California, 1/2s .17 @ 24
Grain Bags			French, 1/4s .7 @ 14
Grains			French, 1/2s .18 @ 23
Herbs			Shrimps
Hides and Pelts			Standard .90 @ 1.40
Jelly			Fair .85
Licorice			Good .100
Matches			Fancy .125 @ 1.40
Meat Extracts			Strawberries
Mince Meat			Standard
Molasses			Fancy
Mustard			Tomatoes
Nuts			Good .95 @ 1.10
Olives			Fair .85 @ .90
Pipes			Fancy .1 @ 1.40
Pickles			Gallons .2 @ 50
Playing Cards			Carbon Oils
Potash			Perfection .10 @ 10
Provisions			Water White .10 @ 10
Rice			D. S. Gasoline .13 @ 1/2
Salad Dressing			Gas Machine .24
Saleratus			Deodor'd Nap'a .12 @ 1/2
Sal Soda			Cylinder .29 @ 34 1/2
Salt			Engine .16 @ 22 1/2
Salt Fish			Black, winter .84 @ 10
Seeds			Cereals
Shoe Blacking			Breakfast Foods
Snuff			Bordeau Flakes, 36 1lb. 2.50
Soap			Cream of Wheat, 36 2lb. 4.50
Soda			Egg-O-Se, 36 pkgs. 2.85
Soups			Excella Flakes, 36 lb. 4.50
Spices			Excella, large pkgs. 4.50
Starch			Force, 36 2lb. 4.50
Syrups			Grape Nuts, 2 doz. 2.70
Tea			Malta Ceres, 24 1lb. 2.40
Tobacco			Malta Vita, 36 1lb. 2.85
Twine			Mapl-Flake, 36 1lb. 4.05
Vinegar			Pillsbury's Vitos, 3 dz. 4.25
Wicking			Ralston Health Food
Woodenware			36 2lb. 4.50
Wrapping Paper			Sunlight Flakes, 36 1lb. 2.85
Yeast Cake			Sunlight Flakes, 20 1lb. 4.00

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family. 5 60 Golden Horn, bakers. 5 50 Duluth Imperial. 5 60 Wisconsin Rye. 4 10 Judson Grocer Co.'s Brand Ceresota, 1/2s. 6 40 Ceresota, 1/4s. 6 30 Ceresota, 1/8s. 6 20 Lemon & Wheeler's Brand Wingold, 1/2s. 6 00 Wingold, 1/4s. 5 90 Wingold, 1/8s. 5 80 Worden Grocer Co.'s Brand Laurel, 1/2s cloth. 6 60 Laurel, 1/4s cloth. 6 50 Laurel, 1/8s & 1/4s cloth. 6 40 Laurel, 1/2s 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, 1/2s cloth. 95 Sleepy Eye, 1/4s cloth. 85 Sleepy Eye, 1/8s cloth. 75 Sleepy Eye, 1/2s paper. 5 75 Sleepy Eye, 1/4s paper. 5 75 Meal Bolted. 3 90 Golden Granulated. 4 00 St. Car Feed screened. 28 50 No. 1 Corn and Oats. 28 50 Corn, cracked. 28 50 Corn Meal, coarse. 28 50 Winter Wheat Bran. 24 00 Middlings. 26 00 Buffalo Gluten Feed. 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal. 34 00 O P Laxo-Cake-Meal. 32 00 Cottonseed Meal. 33 00 Gluten Feed. 30 00 Brewers' Grains. 28 00 Hammond Dairy Feed. 25 00 Alfalfa Meal. 25 00 Oats Michigan carlots. 43 Less than carlots. 40 Corn Carlots. 74 Less than carlots. 76 Hay Carlots. 12 Less than carlots. 14 HERBS Sage. 15 Hops. 15 Laurel Leaves. 15 Senna Leaves. 25 HORSE RADISH Per doz. 90 JELLY 5lb pails, per doz. 2 25 15lb. pails, per pair. 90 30lb. pails, per pair. 90 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 Tourist whist. 2 25 POTASH Babbitt's. 4 00 PROVISIONS Barred 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. 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 30 lb. tubs. advance 1/4 50 lb. tins. advance 1/4 20 lb. pails. advance 1/4 10 lb. pails. advance 1/4 5 lb. pails. advance 1/4 8 lb. pails. advance 1/4 Smoked Meats Hams, 12 lb. average. 14 Hams, 14 lb. average. 14 Hams, 16 lb. average. 14 Hams, 18 lb. average. 14 Skinned Hams. 15 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 1/2 Sausages Bologna. 8 Liver. 5 Frankfort. 10 Pork. 11 Veal. 11 Tongue. 11 Headcheese. 9 Beef Boneless. 14 00 Rump, new. 14 00 Pig's Feet 1/4 bbls. 40 lbs. 2 00 1/2 bbls. 1 pint. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set. 25 Beef, middles, set. 80 Sheep, per bundle. 90 Uncolored Butterine Solid dairy. 10 @12 Country Rolls. 10 1/2 @16 1/2 Canned Meats Corned beef, 2 lb. 2 75 Corned beef, 1 lb. 1 60 Roast beef, 2 lb. 2 75 Roast beef, 1 lb. 1 60 Potted ham, 1/2s. 50 Potted ham, 1/4s. 85 Deviled ham, 1/2s. 50 Deviled ham, 1/4s. 85 Potted tongue, 1/2s. 50 Potted tongue, 1/4s. 85 RICE Fancy. 7 @ 7 1/2 Japan. 5 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint. 2 25 Columbia, 1 pint. 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. 30 Arm and Hammer. 3 00 Deland's. 3 00 Dwight's Cow. 3 15 L. P. 3 00 Wyandotte, 100 3/4s. 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs. 5 SALT Common Grades 100 3 lb. sacks. 2 25 60 5 lb. sacks. 2 25 28 10 1/2 lb. sacks. 2 05 56 lb. sacks. 32 28 lb. sacks. 17 Warsaw 56 lb. dairy in drill bags. 40 28 lb. dairy in drill bags. 20 Solar Rock 56 lb. sacks. 24 Common Granulated, fine. 80 Medium, fine. 85 SALT FISH Cod Large whole. @ 7 Small whole. @ 6 1/2 Strips or bricks. 7 1/2 @ 10 Pollock. @ 5 Halibut Strips. 14 Chunks. 15 Holland Herring Pollock. @ 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2bbls. 4 50@5 25 White Hoop mchs. 60@75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled. 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 14 50 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 13 00 No. 1, 40 lbs. 5 60 No. 1, 10 lbs. 1 50 No. 1, 8 lbs. 1 25 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90	SEEDS Anise. 10 Canary, Smyrna. 4 1/2 Caraway. 10 Cardamom, Malabar. 1 00 Celery. 15 Hemp, Russian. 4 1/2 Mixed Bird. 4 Mustard, white. 10 Poppy. 9 Rape. 6 SHOE BLACKING Handy Box, large 3 dz. 2 50 Handy Box, small. 1 25 Bixby's Royal Polish. 85 Miller's Crown Polish. 85 SNUFF Scotch, in bladders. 37 Maccaboy, in jars. 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family. 4 00 Dusky Diamond, 50 8oz. 2 80 Dusky D'nd. 100 6 oz. 3 80 Jap Rose, 50 bars. 3 60 Savon Imperial. 3 00 White Russian. 3 15 Dome, oval bars. 3 00 Satinet, oval. 2 70 Snowberry, 100 cakes. 4 00 Proctor & Gamble Co. Lenox. 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star. 3 00 Lautz Bros. & Co. Acme, 70 bars. 4 00 Acme, 30 bars. 4 00 Acme, 25 bars. 4 00 Acme, 100 cakes. 3 25 Big Master, 70 bars. 2 80 Marseilles, 100 cakes. 5 80 Marseilles, 100 cakes 5c. 4 00 Marseilles, 100 ck. toilet. 4 00 Marseilles, 1/2 bx toilet. 2 10 A. B. Wrisley Good Cheer. 4 00 Old Country. 3 40 Soap Powders Lautz Bros. & Co. Snow Boy. 4 00 Gold Dust, 24 large. 4 50 Gold Dust, 100-5c. 4 00 Kirkoline, 24 lb. 3 80 Pearline. 3 75 Seapline. 4 10 Babbitt's 1776. 3 75 Roseine. 3 50 Armour's. 3 70 Wisdom. 3 80 Soap Compounds Johnson's Fine. 5 10 Johnson's XXX. 4 25 Nine O'clock. 3 35 Rub-No-More. 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots. 9 00 Sapolio, half gro. lots. 4 50 Sapolio, single boxes. 2 25 Sapolio, hand. 2 25 Scourine Manufacturing Co. Scourine, 50 cakes. 1 80 Scourine, 100 cakes. 3 50 SODA Boxes. 5 1/2 Kegs, English. 4 1/4 SPICES Whole Spices Allspice. 10 Cassia, China in mats. 16 Cassia, Canton. 16 Cassia, Batavia, bund. 25 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyna. 22 Cloves, Zanzibar. 16 Mace. 55 Nutmegs, 75-80. 35 Nutmegs, 105-10. 25 Nutmegs, 115-20. 20 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot. 17 Pure Ground in Bulk Allspice. 14 Cassia, Batavia. 28 Cassia, Saigon. 55 Cloves, Zanzibar. 24 Ginger, African. 15 Ginger, Cochin. 18 Ginger, Jamaica. 25 Mace. 65 Mustard. 18 Pepper, Singapore, blk. 17 Pepper, Singap. white. 28 Pepper, Cayenne. 20 Sage. 20 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/4 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford. 7 Silver Gloss, 40 lbs. 7 Silver Gloss, 16 lbs. 6 1/4 Silver Gloss, 12 lbs. 8 1/4 Muzzy 48 lb. packages. 5 16 5lb. packages. 4 7/8 12 6lb. packages. 6 50lb. boxes. 4 SYRUPS Corn Barrels. 31 20lb. cans 1/4 dz. in cs. 2 10 10lb. cans, 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 10 2 1/2 lb. cans 3 dz. in cs. 2 15	Pure Cane Fair. 16 Good. 20 Choice. 25 TEA Japan Sundried, medium. 24@26 Sundried, choice. 30@33 Sundried, fancy. 36@40 Regular, medium. 24@26 Regular, choice. 30@33 Regular, fancy. 36@40 Basket-fired, medium. 30 Basket-fired, choice. 35@37 Basket-fired, fancy. 40@43 Nibs. 26@30 Siftings. 10@12 Fannings. 14@15 Gunpowder Moyune, medium. 28 Moyune, choice. 32 Moyune, fancy. 40@45 Pingsuey, medium. 25@28 Pingsuey, choice. 30 Pingsuey, fancy. 40@45 Young Hyson Choice. 30 Fancy. 40@50 Oolong Formosa, fancy. 45@60 Amoy, medium. 25 Amoy, choice. 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. 54 Hiawatha, 5lb. pails. 55 Telegram. 30 Pay Car. 33 Prairie Rose. 49 Protection. 49 Sweet Burley. 41 Tiger. 41 Plug Red Cross. 31 Pal. 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. 33 Toddy. 34 J. T. 34 Piper Heidsieck. 69 Boot Jack. 86 Honey Dip Twist. 40 Black Standard. 40 Cadillac. 40 Forge. 34 Nickel Twist. 52 Mill. 32 Great Navy. 36 Smoking Sweet Core. 34 Flat Car. 32 Wampath. 26 Bamboo, 16 oz. 27 I X L, 5lb. 27 I X L, 16 oz. pails. 31 Honey Dew. 40 Gold Block. 40 Flagman. 40 Chips. 33 Kiln Dried. 21 Duke's Mixture. 40 Duke's Cameo. 44 Myrtle Navy. 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails. 40 Cream. 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake. 36 Cant Hook. 30 Country Club. 32-34 Forex-XXXX. 30 Good Indian. 26 Self Binder, 16oz. 8oz. 20-22 Silver Foam. 24 Sweet Marie. 32 Royal Smoke. 42 TWINE Cotton, 3 ply. 24 Cotton, 4 ply. 24 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. 3 50 Splint, large. 3 40 Splint, medium. 3 00 Splint, small. 2 75 Willow, Clothes, large. 8 25 Willow, Clothes, med. 7 25 Willow, Clothes, small. 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate. 30 1/2 lb., 250 in crate. 30 1 lb., 250 in crate. 30 2 lb., 250 in crate. 35 3 lb., 250 in crate. 40 5 lb., 250 in crate. 50 Churns Barrel, 5 gal., each. 2 40 Barrel, 10 gal., each. 2 55 Clothes Pins Round Head. 4 inch, 5 gross. 50 4 1/2 inch, 5 gross. 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete. 40 No. 2 complete. 35 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 12lb. cotton mop heads. 1 40 Ideal No. 7. 85 Pails 2-hoop Standard. 2 15 3-hoop Standard. 2 25 2-wire, Cable. 2 25 3-wire, Cable. 2 45 Cedar, all red, brass. 1 25 Paper, Eureka. 2 25 Fibre. 2 70 Toothpicks Hardwood. 2 50 Softwood. 2 75 Banquet. 1 50 Ideal. 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Rat, wood. 80 Rat, spring. 75 Tubs 20-in. Standard, No. 1. 8 75 18-in. Standard, No. 2. 7 75 16-in. Standard, No. 3. 6 75 20-in. Cable, No. 1. 9 25 18-in. Cable, No. 2. 8 25 16-in. Cable, No. 3. 7 25 No. 1 Fibre. 10 25 No. 2 Fibre. 9 25 No. 3 Fibre. 8 25 Washboards Bronze Globe. 2 50 Dewey. 1 75 Double Acme. 2 75 Single Acme. 2 25 Double Peerless. 4 25 Single Peerless. 3 60 Northern Queen. 3 50 Double Duplex. 3 00 Good Luck. 2 75 Universal. 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter. 1 25 15 in. Butter. 2 25 17 in. Butter. 2 75 19 in. Butter. 5 00 Assorted, 13 15-17. 2 30 Assorted, 15-17-19. 3 25 WRAPPING PAPER Common straw. 1 1/4 Fibre Manila, white. 2 1/4 Fibre Manila, colored. 4 No. 1 Manila. 4 Cream Manila. 3 Butcher's Manila. 2 1/4 Wax Butter, short cut. 13 Wax Butter, full count. 20 Wax Butter, rolls. 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo. 16 Whitefish, No. 1. 12 Trout. 11 1/2 Halibut. 10 Herring. 7 Bluefish. 14 1/2 Live Lobster. 29 Boiled Lobster. 29 Cod. 20 Haddock. 8 Picklerel. 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 Pails Standard. 7 1/4 Standard H H. 7 1/4 Standard Twist. 8 1/4 Cases Jumbo, 32 lb. 7 1/4 Extra H H. 10 Boston Cream. 13 Big stick, 30 lb. case 8 Mixed Candy Grocers. 6 1/4 Competition. 7 Special. 8 Conserve. 7 1/4 Royal. 13 Ribbon. 10 Broken. 10 Cut Loaf. 8 1/4 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. 9 Moss Drops. 10 Lemon Sours. 10 Imperial. 1 Ital. Cream Opera. 12 Ital. Cream Bon Bons. 12 Golden Waffles. 13 Red Rose Gum Drops. 10 Auto Bubbles. 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx. 1 20 Orange Jellies. 50 Lemon Sours. 60 Old Fashioned Horehound drops. 60 Peppermint Drops. 60 Champion Choc. Drops. 65 H. M. Choc. Drops. 1 10 H. M. Choc. Lt. and Dark No. 12. 1 10 Bitter Sweets, 2 1/2 lb. 1 25 Brilliant Gums, Cry. 60 A. A. Licorice Drops. 90 Lozenges, printed. 65 Lozenges, plain. 65 Imperial. 65 Mottos. 60 Cream Bar. 60 G. M. Peanut Bar. 60 Hand Made Crms. 80@90 Cream Wafers. 65 String Rock. 60 Wintergreen Berries. 60 On. Time Assorted. 1 75 Buster Brown Good. 50 Up-to-date Assmt. 3 75 Ten Strike No. 1. 6 50 Ten Strike No. 2. 6 00 Ten Strike, Summer assortment. 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack. 3 35 Giggles, 5c pkg. cs. 3 50 Pop Corn Balls 200s. 1 35 Azulikit 100s. 3 25 Oh My 100s. 3 50 Cough Drops Putnam Menthol. 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona. 16 Almonds, Drake. 15 Almonds, California sft. shell. 12@13 Brazil. 12@13 Cal. No. 1. 16 Walnuts, soft shell. 15@16 Walnuts, Marbot. 13 Table nuts, fancy. 13@13 1/2 Pecans, Med. 14 Pecans, ex. large. 14 Pecans, Jumbos. 16 Hickory Nuts per bu. Ohio, new. 12 Cocoanuts. 12 Chestnuts, New York State, per bu. 12 Shelled Spanish Peanuts. @ 9 Pecan Halves. @ 58 Walnut Halves. 30@32 Filbert Meats. @ 27 Alicante Almonds. @ 42 Jordan Almonds. @ 47 Peanuts Fancy H. P. Suns. 6 1/2 @ 7 Roasted. 6 1/2 @ 7 Choice, H. P. Jumbo. @ 7	

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 2 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
Rounds7 1/2 @ 9
Chucks7 @ 7 1/2
Plates@ 5
Livers@ 5

Pork

Loins@ 16
Dressed@ 11
Boston Butts@ 15
Shoulders@ 12 1/2
Pork Lard@ 13
Pork Trimmings@ 11

Mutton

Carcass@ 10
Lambs@ 12
Spring Lambs@ 13

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 25
70ft.1 60

Cotton Windsor

50ft.1 20
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 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.....
White House, 2lb.....
Excelsior, M & J, 1lb.....
Excelsior, M & J, 2lb.....
Tip Top, M & J, 1lb.....
Royal Java
Royal Java and Mocha.....
Java and Mocha Blend.....
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium25
Large34

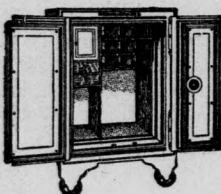
Poles

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

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.

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

Ask for current cata-
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

What Is the Good

Of good printing? You can probably
answer that in a minute when you com-
pare good printing with poor. You know
the satisfaction of sending out printed
matter that is neat, ship-shape and up-
to-date in appearance. You know how it
impresses you when you receive it from
some one else. It has the same effect on
your customers. Let us show you what
we can do by a judicious admixture of
brains and type. Let us help you with
your printing.

Tradesman Company
Grand Rapids

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—Clean general stock, located in small railway town contiguous to strong agricultural country. Stock will inventory about \$5,000. Sales during September were \$1,700. Small expense. Terms satisfactory. Address Will S. Canfield, Judson Grocer Co., Grand Rapids. 76

For Sale—General merchandise stock and household goods. Stock brand new. Store building with living rooms above, new. Invoice about \$2,000. Rent reasonable. Reason for selling, death in family. Address New Store, care Tradesman. 74

For Sale or Trade—My hotel furniture and lease in one of the best paying and finest hotels in northern part of state of Indiana. It is a great bargain and is worth investigating. Address Lock Box 145, LaGrange, Ind. 73

For Sale—Only exclusive shoe store in good county seat town of 3,500. This is one of the nicest shoe stores in Michigan. Will invoice about eight thousand dollars. Fine location. Doing big business. Will sell at discount. Poor health, must get out of business. Address The Hub, care Tradesman. 72

For Sale—Furniture and lease of Atlantic Hotel. Harry Read, White Cloud Mich. 71

For Sale—Todd "Protectograph" check protector. Latest model \$30 machine. New, price \$15 on approval. R. Payne, Marietta, Ohio. 68

For Sale—A six-drawer National cash register in good condition. Have no use for it. Fred Edwards, Ladd, Ill. 67

For Sale—Stock of general merchandise and store building located in the heart of richest fruit and farming land in Michigan. Good shipping point, town 400, good schools, churches, also flouring mill, hardware and two general stores. Reason for selling, moving our manufacturing plant to Maine. \$5,000 down, the rest time. No trades wanted. Custer Mfg. Co., Custer, Mich. 65

For Sale—Or rent, the Birmingham Scale Works, consisting of a fully equipped shop for the manufacture of all kinds of track, mine, railroad and platform scales; doing a large business with no competition. Reason, death of owner. A rare opportunity for the right party. Address all communications to Jas. B. Drake, Agt., Chamber of Commerce Bldg., Birmingham, Ala. 64

Bakery and restaurant, town of 1,000. Wholesale and retail. Store and rooms above \$15 per month. Price \$600 cash. Invoice stock. Address No. 63, care Michigan Tradesman. 63

Wanted—Manufacturers' agents to handle our new smokeless frying pan. A novelty of striking merit and a fast seller. Good commission for responsible agents, also canvassing agents wanted in unoccupied territory. Write to-day for sample and particulars. Hammond Mfg. Co., Rome, N. Y. 62

Sorghum—Fancy, pure country sorghum direct from the grower. Stand any pure food law. In barrels of 35 to 50 gallons each at 50c per gallon, delivered your station. Costs nothing if you are not satisfied. Address Jos. Weiler, 203 N. S. Olney, Ill. 61

A booming drug store in a booming town, doing a strictly cash business of over \$25 a day. Don't answer unless you mean business and have at least \$5,000 to invest. (I wish to retire.) For particulars address J. A. Wilber, 206 Huron St., Lansing, Mich. 59

Wanted—To buy stock of general merchandise of from \$2,000 to \$4,000 in good hustling town. W. C. Westley, Six Lakes, Mich. 75

I want to buy a going business. Will pay cash. Give particulars and best price. Address M. T., Box 313, Cherry Valley, Ill. 58

Will pay spot cash for general stocks of goods; hardware, dry goods, shoes, groceries and bazaar goods. Must be cheap. Address Redfern Bros., Lansing, Mich. 69

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

For Sale—Store building and \$1,500 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. Dakotah Information Bureau, Mobridge, S. D. 50

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

Great Opportunity—\$1,000 for my drug stock and fixtures. C. H. DeGowin, Cheboygan, Mich. 5

\$1,000 buys complete bakery, oven, mixer, etc., \$600 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 Furnishing stocks. We buy anything any man or woman wants money for. Write us to-day and we will be there to-morrow.

Paul L. Feyreisen & Co.,
184 Franklin St., Chicago, Ill.

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

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., Citz. 9314. 55

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

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

Bakery and Restaurant—Good town in Michigan fruit belt. Sell or trade for farm. E. Fall, South Frankfort, Mich. 37

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

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

Wanted—To rent, vacant store in good town. Address V. C. Wolcott, Wayland, Mich. 56

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 Rent—The best store building in Milan, Mich., in hustling live town of 1,500 population. Water works, sewers, good schools, factories employ 150 men. A great opening for a general store. The oldest business in the town. Present occupant of the building moving to a larger western town. Rooms 44x63 ft., two floors and basement with fixtures for dry goods, shoes and groceries. Can be had for \$65 per month on a lease for three years. Or can be had with shelving only at \$50 per month. A. E. Putnam, Milan, Mich. 977

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago. 997

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—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 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

HELP WANTED.

Salesman—On commission or \$75 and up per month with expenses, as per contract; experience unnecessary. Premier Cigar Co., Cincinnati, Ohio. 66

Partner Wanted—With experience in the cutting and manufacture of overalls and pants. Must have \$1,500. Good proposition to the right man and worth investigating. Address No. 60, care Michigan Tradesman. 60

Wanted—An experienced dry goods salesman, who understands men's furnishing goods and shoes. Must have good reference. Steady position and good pay. None but sober and industrious need apply. Scandinavian American preferred. H. Rosenblum, Gladstone, Mich. 70

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—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

AUCTIONEERS AND SPECIAL SALESMEN.

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

The noted Illinois auctioneers will close out your stock the right way, sales held in six states, quit business by a sure method. Free booklet. Breckenridge Auction Co., Edinburg, Ill. 986

LITERARY ASSISTANCE

Assistance given in reports, debates, toasts, addresses for occasions, orations, lectures, speeches, club programs. Dept. L., Bureau of Research, New Albany, Indiana. 940

Want Ads. continued on next page.

Here Is a Pointer

Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

MOST VALUABLE ASSET.

How To Get and Retain Permanent Customers.

Written for the Tradesman.

The most valuable asset any retail merchant can have is a good sized list of permanent and paying customers. But there is the problem of getting permanent customers and how best to keep them.

In the first place every merchant's constant aim in the policy of business management and advertising should be to make a special effort to induce every customer to make that store a regular shopping place.

The successful retail merchant has his friends on whom he may rely all the time. And he secures these profitable business friends because he endeavors to make every transient customer his friend.

When he sells the casual customer anything, even the most trivial article, he makes a bid for that customer's future trade.

The merchant who has a large list of permanent customers takes a human interest in every customer. He observes their characters or peculiarities and, if possible, finds some common point in which they are both interested. He tries to please every customer so that they will come again; he even follows them up if he can possibly get their address so that he can invite them to call again.

Good Salesmanship.

The success of this feature of retail trading depends largely on good salesmanship. By tactful questions a merchant should be able to draw from his customers information as to what special kind of merchandise they are most interested in. He should find out what price and style of article appeal to them, or what their pet hobby may be.

He should try to create a friendly feeling in the customers for himself as well as for his merchandise. He should expect his clerks to look up prospective customers if possible and to get information about them from their friends, so that the clerks will be prepared to talk pleasantly with them whenever they come into the store.

The merchant who would be successful in gaining permanent customers should have no set phrases for selling his goods. He should employ clerks for their original ideas and personality. The successful retail clerk appeals to the customer's personality, for upon this quality depend the selection of the goods, the appearance to his eye and the influence upon his pocketbook.

Friendly Customers.

A friendly customer is as much more to be desired than an uninterested transient as is a friend to a casual acquaintance.

A merchant can rely upon his friendly customers to stick by him through thick and thin and through the various changes in styles and prices.

There is no end of good reasons why it is good business to make as many friends as possible, but there is only one way in which it may be done

successfully, and that is by gaining the confidence of every customer.

All successful business transactions between a retail merchant and his customers must be based on confidence. And in no line of business is confidence so easily obtained and maintained as in the retail business where the seller comes in personal contact with the buyer.

Securing the confidence of the retail customer means that the merchant must offer for sale the best goods he can obtain, and his methods must be honest and his arguments truthful. The retail merchant's entire success in securing permanent customers depends on satisfying everyone to whom he sells.

Satisfying Every Customer.

Very frequently strong or perhaps unfair competition makes it difficult to maintain relationships with all the desirable permanent customers. In such case it is necessary for the merchant to make a more earnest attempt, because in building up a regular trade satisfying every customer is the most important factor to be considered.

The widespread influence of satisfied customers is a form of advertising beyond purchase by mere dollars and cents.

There are two ways of making a start in securing permanent customers: The first is to get the people into the store by advertising, which explains the quality and kinds of goods. The second is to secure personal recommendation of satisfied customers.

And when a merchant receives this second form of advertising he has earned it, because it is not human nature for any man to recommend a dealer in whom he has not explicit confidence.

Securing Confidence.

The matter of making permanent customers rests on confidence, and confidence is secured by showing every customer that he is actually getting the best value for his money and service which can not be duplicated elsewhere.

A merchant's friendly customers are not the ones who are always expecting something for nothing. They are friends because they believe they are getting full value and the best value for their money.

The retail merchant who would have his customers his friends should show a feeling of personal interest in the customers whom he desires as friendly customers. This means he will have to listen to his customers' troubles and sympathize with them in everything. He must understand life as it appears to these business friends and take a personal interest in the things which affect their profit or loss.

The Store's Advertising.

This broad policy of business management must be shown in the store's advertising. Every advertisement should be so worded that it will carry a spirit of liberality and reasonableness. The very tone of it should convince the reader that the merchant is a friend and is willing to perform the services of a counselor.

Considerably more than the mere setting forth of certain facts is required to give the advertisement a personality which will inspire confidence and establish permanent relations with desirable customers.

Every advertisement must in some way be educational. It should be thought out and written with the idea of creating a new impression or strengthening some impression already given. There is no better way of doing this than to be constantly showing the customers new ways in which their bank accounts may be increased.

The public always appreciates the merchant who is constantly showing them how to buy and save money on all purchases. They also appreciate any suggestions on how to use and test certain products.

From Their Point of View.

The most important thing in making a pleasant and lasting impression with retail customers is to argue from their point of view. A merchant should place himself in his customers' position; appeal to the buyers by making them feel that the article offered for sale and recommended has some personal connection with their own desires and needs.

It should be remembered that the customers have some ideas and views which should not be ignored. And the merchant who would win these people for permanent customers must be thoroughly optimistic and broad enough to view all things in more than one way—his customers' ways always first.

The retail merchant who would be a profit maker and a successful business man must have certain winning qualifications which are essential to his growth and development.

Talk With Customers.

His talk with every customer should sparkle with human interest. He should be cheerful and always express appreciation for favors no matter how small. A merchant who shows a pleasant disposition, dominated by a willingness to do some favor or extend some help, always inspires confidence.

The merchant should always be tactful. Tact is that faculty of doing nicely and pleasantly some disagreeable duty required by circumstances. Tact is something in a man's way of doing things which never offends, never excites rivalry, never provokes jealousy and never rubs the fur the wrong way.

He should always display a spirit of enthusiasm. This quality is contagious in a retail store. It makes the clerks hustle and the customers feel and think. It will make a customer go and do the very thing which the merchant wishes him to do.

And, above all, the merchant should be absolutely truthful. His very manner of handling customers should suggest truth, honesty and the square deal. H. Franklin Thomas.

The more man you put into religion the more religion you will give men.

No man can save men without suffering with men.

Condition of the General Markets.

The editor was busy when he was asked: "How are the markets?" The man was referred to the office devil, who looked wise and said: "Young men, unsteady; girls lively and in demand; papas, firm, but declining; mamas, unsettled, waiting for higher bids; coffee, considerably mixed; fresh fish, active and slippery; eggs, quiet, but expected to open soon; whisky, still going down; onions, strong; yeast, rising; breadstuff, heavy; boots and shoes, those on the market are sold and constantly going up and down; hats and caps, not so high as last year, excepting foolscap, which is stationery; tobacco, very low and has a downward tendency; silver, close, but not close enough to get hold of."

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 6—Creamery, fresh, 27@30½c; dairy, fresh, 22@28c; poor to common, 20@22c.

Eggs—Strictly fresh, 26@28c.

Live Poultry—Fowls, 14@15c; ducks, 14@15c; geese, 11@12c; old cox, 10@11c; springs, 14@15c; turkeys, 12@15c.

Dressed Poultry—Fowls, 15@16c; old cox, 12c; chix, 15@17c.

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, 60@65c per bushel. Rea & Witzig.

In the Smoking Car.

First Passenger (an automobile manufacturer)—I'm going to make an automobile that will have a speed of seventy miles an hour.

Second Passenger—That's a great business undertaking.

Third Passenger—Yes, and it means a great undertaking business.

Bay City—The Norway pine market has been flat for a year, and there was so little encouragement in it that last winter comparatively little Norway was cut. It costs \$12 to put Norway to the mill exclusive of stumpage, and that commodity has been selling at \$12.50 and \$13, and hence was converted into lumber at an actual loss. The market, however, is improving and sales recently have been made at \$14.50 and \$16. White pine logrun lumber in the Georgian Bay district is bringing \$21 to \$28 and is sold closely up to the saw.

It is hard work growing saints in the soil of the pit.

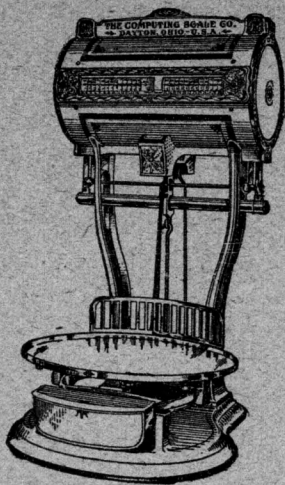
BUSINESS CHANCES.

For Sale—Bakery and ice cream business, all up-to-date machinery in busy town of 7,000. Address No. 79, care Tradesman. 79

Boilers and engine, band mill carriage, steam feed, live rolls, edger, trimmer, slasher, shafting and pulleys, steam loader, nigger and log haul. Come and look it over and make offer. W. R. Jones, Muskegon, Mich. 78

The Country of Opportunity—Write us if you want an opening in a growing town. We have valuable information about Minnesota, North and South Dakota, Montana, Idaho and Washington. These states are growing rapidly owing to development of their mines, lumber, fruit and farm lands. Call when in St. Paul. Address Sales Manager, Finch, Van Slyck & McConville, Wholesale Dry Goods, Notions, Men's Furnishings. St. Paul, Minn. 77

Blind Weighing Is Expensive



The new low platform
Dayton Scale

Blind weighing in a grocery store is an evil which should not be tolerated. It is only upon careful investigation that the magnitude of your losses from this source is ascertained. Visible weighing is one of the principal features of our automatic scale.

If you are a retailer of meats you will have problems to figure such as finding the value of 14 ounces at 18 cents a pound. As the avoirdupois pound is divided into sixteenths you are confronted with the problem of $\frac{1}{16}$ of 18c. This is only one of hundreds of similar problems which confront the retailer each day.

No man should perform a service which can be done better by a machine.

The Dayton Moneyweight Scale is a machine auditor. The Values are shown simultaneously with the weight. Mistakes are impossible.

REMOVE THE HANDICAP.

Install our automatic system. Give your clerks an opportunity to be of more value to you by giving better attention to your customers.

Your customers will be interested in a system of weighing and computing which will protect their purchases against error. They do not ask for overweight, but they will not tolerate short weight, regardless of whether it is accidental or intentional. They want 16 ounces to the pound. They know they will get it where the Dayton Moneyweight Scale is used.

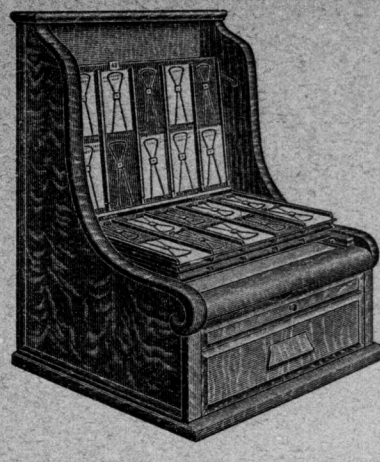
Our revised catalog just received from the printer. It will be sent to you "gratis" upon request



Moneyweight Scale Co.

58 State Street, Chicago

R. M. Wheeler, Mgr., 35 N. Iowa St., Grand Rapids, Citz. 1283, Bell 2270
Please mention Michigan Tradesman when writing



CAN YOU USE THE MONEY?

MANY MERCHANTS complain of poor collections. They are sending statements, spending good money for postage and time in trying to collect their bills. There is some little thing about the statement that the customer does not understand and he will come in some day and go over the account. Then the chances are he will ask for an itemized statement and take it home to have his wife look it over.

DELAY — DELAY — DELAY

With the McCASKEY REGISTER SYSTEM every account is ready for settlement at any minute.

Your customers have a complete itemized bill and statement with every purchase.

They do not dispute their bills, but they do pay them promptly.

We have hundreds of letters from merchants saying their collections are 50 per cent better by the McCASKEY SYSTEM

Can You Use the Money?

Write us for information—a postal will do.

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.

Our Dozen Selling Plan



"GET SOME"

appeals at once to your salesmanship. You can see how and why when we say—"Instead of selling a customer one can of Van Camp's Pork and Beans at a time, offer her a slight discount on a dozen cans," and

She'll take the dozen

Van Camp Packing Company

Indianapolis, Indiana

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

We Lead In Making Ketchup Because

There Is No One For Us to Follow



It is as impossible for us to make ketchup that is better than BLUE LABEL as it is for some one else to make ketchup that is as good.

We use the finest tomatoes grown and the best spices obtainable, and we have had forty years' experience putting them together in such a way that our finished products make more customers for us than our extensive advertising.

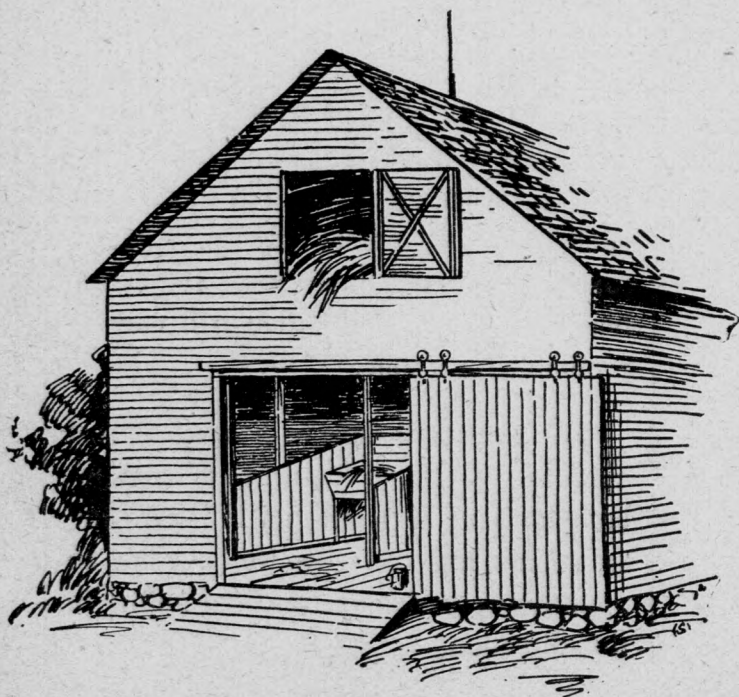
Everybody has heard of BLUE LABEL and the only ones who don't use it are those who haven't tried it. Grocers, get after these people for your own sake—it means pleasing your trade, which is important. It means a good profit to you, which is more so.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO.

ROCHESTER, N. Y.

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you cannot afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed?

How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor; you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Mich.