

Why Is It So?



Some find work where some find rest,
And so the weary world moves on;
I sometimes wonder what is best—
The answer comes when life is gone.

Some eyes sleep when some eyes wake,
And so the dreary night-hours go;
Some hearts beat where some hearts break—
I often wonder why 'tis so.

Some wills faint where some wills fight,
Some love the tent and some the field;
I often wonder who are right—
The ones who strive or those who yield.

Some feet halt where some feet tread
In tireless march a thorny way;
Some struggle on where some have fled,
Some seek while others shun the fray.

Some swords rust where others clash,
Some fall back while some move on;
Some flags furl where others flash
Until the battle has been won.

Some sleep on while others keep
The vigils of the true and brave;
They will not rest till roses creep
Around their name above a grave.

Father Ryan.



"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 13, 1909

Number 1360

SPECIAL FEATURES.

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AN AUTOMOBILE TAX.

One of the striking coincidences of human progress is the simultaneous presence of the good roads proposition and the steady and unquestionable advance in the production and use of motor driven vehicles.

The two movements, begun entirely independent of each other, have naturally come into conjunction; and now the problem in relation thereto embodies the proper adjustment of all factors relating jointly to both interests.

In determining the status of each factor in relation to both interests the results most essential and fair to each may be readily reached if mutual good will and true civic interest are shown by all parties concerned.

And in view of the situation the Tradesman advocates, instead of a flat rate tax upon all motor cars—which tax is to go into the general fund—the imposition of a tax of \$1 per horse power per year on all such vehicles, the proceeds of such tax to be placed in a good roads fund.

Of course, a prime difficulty in this plan, if not the chief one, will come in the making of district appropriations for good roads out of this fund. The owners of automobiles who reside and do a major portion of their riding in and about Kent county will, naturally, feel that the maximum aggregate of this tax collected from them should be expended for good roads in their district.

The city of Detroit, with its upward of fifteen millions of dollars invested in the manufacture of automobiles and with thousands of the machines owned and operated daily upon her streets and over the roads in immediately adjacent territory, would very naturally expect and perhaps insist that the income derived by the tax be expended for good roads in Wayne county and the adjoining counties.

Genuine civic righteousness on the part of both urban and interurban citizens tells us that the farmers should not, in the light of present conditions, be expected nor required

to meet alone and unaided the first cost of putting township and other line roads in the perfectly good condition that is so necessary for the safe and comfortable driving of automobiles.

And the same sort of righteousness, on the other hand, tells us that, because of the benefits they would receive in the reduction—in time, labor and wear and tear—of the cost of hauling their produce to market and in increased valuation of his properties, the farmer should pay a fair proportion of the cost of such good roads.

Perfect fairness also tells the owner of the forty or eighty horse power machine that his contribution toward the wear and tear of a good road is greater, proportionately, than is the result of driving the four, six or ten horse power machine. Accordingly, it would seem, the tax of \$1 per year per horse power would be on a fair basis, would not be a burden to the owner of any machine and would work a revolution in the attitude of the interurban population toward automobile owners in general.

That is to say, such a revolution would be inevitable were the tax so collected to be devoted, under proper regulations to be formulated later, to the development and maintenance of good roads.

The office of the State Highway Commissioner already possesses approximately clear and accurate exhibits as to the condition of public thoroughfares throughout the State. This information, carefully considered and analyzed by the Commission, aided by a special joint committee of County Highway Commissioners and automobile owners, should readily provide at least an intelligent and fair working basis upon which to build up and found a comprehensive policy and rules and regulations for carrying out this suggestion.

NO REPLY NEEDED.

Commander Peary has again "put his foot in it" in his jealous, vindictive and unmanly effort to discredit Dr. Cook's record as to his journey to the North Pole and back again.

He attempts to convince all people by presenting a map showing an alleged route located by two Eskimo boys, 18 and 19 years old, respectively, by "pointing out with their fingers" on the chart.

According to this chart the alleged route is embodied in territory about 300 by 360 miles in area, and we are asked by Peary to believe that two "intelligent" but uneducated Eskimo boys were able to designate with accuracy that which would be beyond the ability of a twentieth century graduate of the Annapolis Naval

Academy, even although he had gone over such a route himself.

Even a lifetime passed in the region under discussion does not equip a person, however keen may be his intuitive intelligence, to definitely locate any long extended route among the shifting ice fields without the aid of astronomy and mathematics.

Truly there is nothing in the latest Peary revelation which requires even casual notice at the hands of Dr. Cook.

Doings of Interest in Other Live Towns.

Written for the Tradesman.

The Prosecuting Attorney at Toledo has caused notices to be served on twenty-four alleged gambling houses of that city and eighteen of them agreed to cease business at once, while it is expected the other six will also close up and avoid trouble.

The garbage reduction plant of Erie, Pa., located in the first ward, emits bad odors, and residents of that ward threaten the city with legal action unless the nuisance is abated. The wagons used for collection of garbage are also objectionable.

Buffalo's second industrial exposition opened at Broadway arsenal in that city Oct. 6, the switch connecting with the magnificent lighting effects being thrown on by Baron Shibusawa, of the Japanese commercial commission. The opening of the great show served as a most fitting demonstration to the body of foreigners who are visiting the great cities of this country. The show will continue ten days and will be visited by fully 150,000 people.

Following the initiative of the Merchants' Association of New York, the commercial organizations of Eastern cities have entered a vigorous protest with the Interstate Commerce Commission against the proposed readjustment of rates between Spokane and points east of Chicago.

The city of Evansville, Ind., an important furniture manufacturing center, has manual training throughout the twelve grades of the public schools and the plan of alternating school with actual factory work, such as has been suggested by President Mark Norris, of the Grand Rapids Board of Education, is also being considered.

Raleigh will entertain the North Carolina State Fair Oct. 18-23 and during the following week the Negro State Fair will be held in that city. The latter is an industrial and educational exposition which reflects credit on the black race, elevating its members to better citizenship and to places of usefulness.

Atlanta, Ga., is using wood blocks

in its street paving and an expert chemist from the Forestry Department at Washington will be secured by the Council to see whether the wood used is of the right sort; also whether it has received the right treatment with creosote.

The Retail Grocers' Association of St. Paul, Minn., has started a campaign against the practice of exposing foodstuffs on the sidewalks, also in behalf of honest weights and measures and a square deal to the consumer. Of the short weight offenders there are not many in St. Paul, but the Association proposes to see to it that there are none.

The filtration plant which is being installed in Toronto, Can., will not be ready for use for about two years.

The Commercial Club of Topeka, Kas., has opened a campaign for 1,200 members.

Almond Griffen.

Fireless Locomotive Used in Germany.

Fireless locomotives are from the fatherland. They are simple, ingenious and economical. They are not only a success but practically the only type of motor power which can be recommended for plants where the question of fire precaution is a first consideration. They have no fire box.

The machine resembles the ordinary type minus the fire box, funnel, and like attachments. It is not suited for uninterrupted railway service, but must keep near the source of supply, the boiler of some local power station. At this station the tank of the locomotive is filled with steam, and on this steam supply the machine is run for four or five hours doing ordinary switching work. It is really an accumulator engine, the necessary power for which is supplied by a quantity of heated water.

This water supplies the steam. In default of the fire the steam development is effected at the expense of the heat contained in the water. And the engine works with a constantly decreasing power. This type of engine offers absolute safety against fire which might be caused by flying sparks. And all smoke nuisance is eliminated.

There is marked economy, since the cost of producing steam in stationary boiler plants is less than when produced by ordinary fire locomotives. The fact must not be lost sight of that only one man is required to run the engine. There are little or no repairs needed on one of these machines. Since there is no fire box the strain on the boiler is practically nil. The engine can be made ready for work at a moment's notice.

There's one advantage in being a man's last love. Then you're at least sure of his insurance.

THOROUGHLY CONVERTED.

Union Printer Throws Off Yoke of Tyranny.

Written for the Tradesman.

"I have been a member of the typographical union ever since I became a jour," said a man perhaps 30 years old who had recently arrived in Grand Rapids, "and in that time I have been forced to throw up my job three times. I didn't want to go out either time, but my obligation compelled me to and so I did. During these eight years I have paid my dues regularly. Even now I have my demit card in my pocket ready for use, but, do you know, I've about made up my mind it is 'skidoo for me' so far as the union is concerned?"

Thus spoke an entire stranger in the city who, having applied for work, was told by the total stranger to whom he applied that he could have employment if he cared to work in an open shop. Next he was told that there were a few closed (union) shops in the city.

After a considerable pause the young man said: "Let me tell you something: The first two times I went out it didn't matter much. I was young, restless, wanted to see something of the country and had a little money saved. So I took to the road the last time I struck, and I kept going for nearly two years. In doing this I left a sidepartner in anger. We had worked together ever since we were boys and we split because he wouldn't come out when I did.

"Today, practically 'broke,' I come into Grand Rapids and find my old friend not only holding down a good salaried position, but having an interest in the business and the owner of a pleasant little home all paid for. He tells me he hasn't lost a day in over seven years. On the other hand, I have lost more than a year in eight years and all because I won't work by the side of 'scabs.' Moreover, I have a wife and a babe nearly a year old who are with my parents, anxiously waiting the time when I can send for them to join me."

Dejected and weak enough, morally, to stand in awe of an outrageous obligation which imposes a loyalty and a fealty and a duty, upon the man who takes it, greater than his obligation and duty as an American citizen: an obligation which causes him to swear allegiance to his union over and above the allegiance and obligation he owes his family, his country and his God, this young man passed on seeking employment where he would not be required to work by the side of a "scab."

It is inconceivable that a good all round printer, competent to make estimates on jobs and successful in the handling of men, a man seemingly intellectual and of good habits, should submit to an obligation so monstrous as to place fidelity and loyalty to a labor union greater than the fidelity and loyalty such a man owes to his church, his family, his conscience and his God.

It is beyond comprehension that such a man does not know that be-

cause the highest court in the land has held that organized labor is a trust his union and all the other unions are now demanding that Congress shall pass a law exempting them from the Sherman anti-trust law and to enable them to combine in every conceivable way to ruin and to destroy and to crush a man or set of men that dares to oppose its machinations.

This young man has paid his dues for eight years and admits that instead of gaining any benefits whatever he has lost a year of time and its wage, and made his wife and babe dependent upon others. He practically admits, also, that so far as his eight years of experience have demonstrated, organized labor is utterly unable to redeem its promises for business in return for the use of the union label. "It's all a bluff," he said.

He was asked if he was aware that all the courts of the country had declared the boycott to be unlawful and a criminal conspiracy. Answering in the affirmative, he was asked if he was willing, as an upright man and good citizen, to applaud the demand made by organized labor that Congress shall enact laws making the boycott legal so that the employer of labor, or the merchant, or any man who dares assert his independence against the decrees of the walking delegate may be crushed and his business ruined. And his reply was: "No! D—n the walking delegate."

He made other remarks relative to the walking delegate and other of the labor union officials which would not look well on a printed page and then left his questioner, saying that he "guessed he would look over the union shops and see if there was 'anything doing.'"

Not wishing to lose an opportunity for putting a seemingly right minded but morally weak man aright, the employer called up the discouraged man's old side partner and, over the phone, set forth the situation. And together these two employers of labor, with not a material benefit to be gained for either, met and very shortly found the union man idly watching a score board upon which base ball returns were being posted.

They joined him and in less than ten minutes they had a convert to free and honest labor and witnessed the tearing up of a demit card. More than that, within a week they had obtained for him a desirable position at his trade in his own home town, where were his wife and babe, and he had earned enough to pay his fare to that town and then some.

More than all this, even, was the receipt by the old side partner of an extremely well written and most sincere letter expressing gratitude and thanks not only of the wife, but of the father and mother of the young printer. Chas. S. Hathaway.

Seven Styles of Crystal Architecture.

The seven styles of crystal architecture are a fact. And they illustrate the proverbial importance of the number seven in the world. There are seven distinct notes in the musical octave and seven chemical ele-

ments in the octave or period of Mendeleeff, the eighth, or octaval, note or element being but a repetition on a higher scale of the first. There are seven systems of symmetry exhibited by solid matter in its most perfectly organized form, the crystalline.

A crystal appeals to us in two different ways, first compelling admiration for its beautifully regular exterior shape and next impressing us with the fact of its internal homogeneity, expressed in the transparent crystals by its perfect limpidity and the obvious similarity throughout its internal structure. As with human nature, the external is but the expression of the internal character.

To the Greeks, whose wonderfully perfect knowledge of geometry we are forever admiring, the cube was the element of perfection. For like the Holy City, lying four square, described in the inimitable language of the Book of Revelations, "The length and the breadth and the height of it are equal." Even when we have added that all the angles are right angles, these are not the only perfections of the cube. For they carry with them, when the internal structure is developed to its highest possibility, no less than twenty-two elements, thirteen axes, and nine planes of symmetry.

At the other extreme is the seventh, the triclinic system, in which the symmetry is at its minimum, neither planes nor axes of symmetry being developed, but merely parallelism of faces, sometimes described as symmetry about a center, and in which there are no right angles, and there is no equality among adjacent edges. Between these two extremes of maximum and minimum symmetry there are the five systems known as the hexagonal, tetragonal, trigonal, rhombic, and monoclinic, with respectively fourteen, ten, eight, six and two elements of symmetry.

All crystals do not possess the full symmetry of their class. There are thirty-two such divisions of the seven styles of crystal architecture. The discovery and explanation and elucidation of these 230 possible modes of partitioning space were the results of twenty-two years of labor.

They are in entire accord with the now well proved fact that the chemical atom is composed of electronic corpuscles, for the definite location of the atom and its sphere of influence in the molecule and the crystal are thereby accounted for, the motion in the solid state frequently hitherto attributed to the atom being a myth, whereas that motion, in fact, relates to the corpuscles in the atom.

Willing To Be a Good Fellow.

The approach of the season when the forlorn stranger with the whispering tones and the hat down over his eyes stops you to ask the price of a light luncheon recalls the tale of Henry Idema and the generous panhandlers.

Mr. Idema, walking up Monroe street, was accosted by a man with a breath like a ventilator in a distillery.

He said he had not tasted food for many, many days. Even so small a sum as 15 cents, he suggested, might be sufficient to stave off actual starvation.

"See here," said Mr. Idema, sternly, "isn't it a fact that you want this money for drink and not for food at all?"

The man looked him in the eye, dropped his head, gulped and owned up that it really was a good drink that he had in mind when he mentioned his need of food.

"Oh, well," sighed Mr. Idema, "I suppose if you want a drink that bad you'll get it sooner or later, and I might as well give you the money as somebody who doesn't know what you want it for. Besides, I feel that I should give you something for telling the truth." He picked a dime and a nickel out from the change in his pocket and handed it to the stranger.

"Say, old fellah," proposed the man, "if you feel like makin' that a quarter, danged if I won't set 'em up."

Laggard feet often go with a free running tongue.

Work is the best preventive of moral weeds.

Carry a Line of Horse Blankets and Plush Robes

They afford a good margin of profit.

They can be sold to automobile as well as horse owners.

We wholesale and are manufacturers' agents.

Sherwood Hall Co., Ltd.
Grand Rapids, Mich.

Sawyer's 50 Years
the People's
Choice.

CRYSTAL

See that Top  **Blue.**

For the
Laundry.

**DOUBLE
STRENGTH.**

Sold in
Sifting Top
Boxes.

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

*It goes twice
as far as other
Blues.*

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

News and Gossip of the Boys of No. 131.

Brother Bert L. Bartlett (Worden Grocer Co.) was up in the Mt. Pleasant territory last week. Bert has some fine trade in that territory.

Alexander Miller, formerly with the Lemon & Wheeler Company but now with the American Vacuum Co., of Detroit, will make that city his headquarters in his new line of goods. Alex. has made this city his home for so long that his friends will miss him. All wish him the best of success.

Harry L. Gregory and Frank Orsinger (National Candy Co.) have finished their trips for 1909 and will put in the time in the factory the remainder of this year. Frank and Harry both call on the large trade, selling almost exclusively to the jobbing trade of this and adjoining states. Both report their usual success and are satisfied with their trade.

B. E. Stratton (Judson Grocer Co.) was up in his Missaukee county territory last week. The average customer up that way longs for the date that Barney comes, as they say he always has a new story to hand out, and if it comes from Barney it is strictly original.

W. H. McCarty (National Candy Co.) was in Muskegon territory last week. Will says that the coming holidays will see the greatest trade in the candy line for many years and he hopes to land his share of the business.

Rhine Osting (Detroit Soap Co.) was up north on the G. R. & I. last week. Mr. Osting reports trade in the soap business as first class, he having landed several large orders. He is one of the old-young soap salesmen out of Grand Rapids.

Will Berner (Judson Grocer Co.) made the G. R. & I. north last week and reports his usual good business. Brother Berner is one of the hustling young salesmen out of Grand Rapids, but is a very poor attendant at Council meetings. We desire to see more of him in the future.

Brother Joshua Speed (Reynolds Roofing Co.) was east on the D. & M. last week. Mr. Speed says the dry weather—and dry territory—make very little difference with the roofing business. Josh. reports trade in roofing materials good.

Brother Geo. McWilliams (Kirk's soaps) makes the west half of Michigan and says his leading brands are keeping pace with former years.

Grand Rapids Council, No. 131, U. C. T., gave their first dance at Herald hall last Saturday night. Tuller's full orchestra furnished the music. While there was a big crowd in attendance, it was voted a success and everyone who was fortunate enough to attend reported a grand good time. The next regular dance will be next Saturday, Oct. 16. The demand for annual tickets shows how popular the U. C. T. dances are and we hope that all U. C. T. who are fond of dancing will make their wants known for tickets at an early date. Our

Committee is doing all in its power to satisfy those who attend.

F. H. Spurrier.

Speech's Greatest Value to Human Race.

Speech power was probably developed in the first place as a means of communication among primitive men living in groups or societies as a means of procuring co-operation of different individuals in a task in which the survival of the whole race was involved. But it has attained further significance. Without speech the individual can profit by his own experience, and to a certain limited extent by the older and more experienced members of his tribe.

As soon as experience can be symbolized in words it can be dissociated from the individual and becomes a part of the common heritage of the race, so that the whole past experience of the race can be utilized in the education, the laying down of nerve tracts in the individual himself. The community receives the advantage of the foresight possessed by any individual who happens to be endowed with a central nervous system which transcends that of his fellows in its power of dealing with sense impressions or other symbols.

The foresight thus acquired by the whole community must be of advantage to it and serve for its preservation. It is, therefore, natural that, in the processes of development and division of labor which occur among the members of a community just as among cell units composing an ani-

mal, a class of individuals should have been developed who are separated from the ordinary vocations and are, or should be, maintained by the community in order that they may apply their whole energies to the study of the succession of sense impressions.

These are set into words which are known to us as the laws of nature. These natural laws become the property of the whole community, become embodied by education into the nervous system of its individuals, and serve, therefore, as the experience which will determine the future behavior of its constituent units. This study of phenomena is the office of science.

Through science, therefore, the whole race thus become endowed with a foresight which may extend far beyond contemporary events, and may include in its horizon not only the individual life but that of the race itself and of races to come.

On the Installment Plan.

"I dreamed last night that I bought a fine set of books, so much down, so much a month."

"Pshaw! There's nothing remarkable about that. People actually do that every day."

"Wait a minute. I dreamed I finished paying for them."

When the conceited man sees his shadow he thinks it is night for the world.

Nothing ruins the moral digestion quicker than spicy conversation.

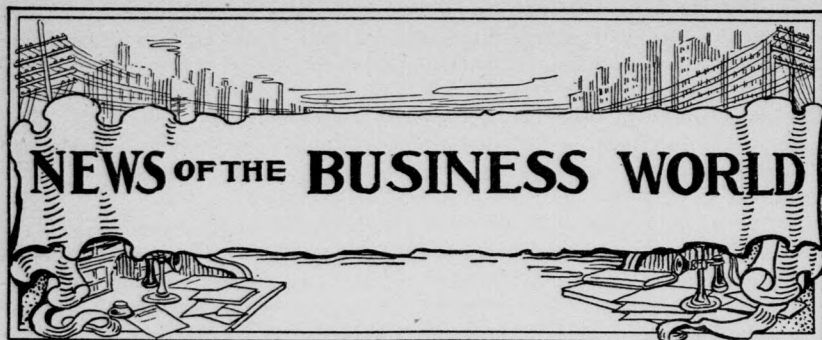
To Get and Hold Trade

Sell your customers absolutely reliable goods. Don't run the risk of losing their good will by offering an article of doubtful quality or one which may injure health.

When you sell Royal Baking Powder you are sure of always pleasing your customers? Every housewife knows that Royal is absolutely pure and dependable. It is the only baking powder made from Royal Grape cream of tartar. You are warranted in guaranteeing it in every respect the most reliable, effective and wholesome of all the baking powders. On the other hand, you take chances when you sell cheap baking powders made from alum or phosphate of lime. They are unhealthful and fail to give satisfaction.

Royal never fails to give satisfaction and pays the grocer a greater profit, pound for pound, than any other baking powder he sells.

To insure a steady sale and a satisfied trade, be sure to carry a full stock of Royal Baking Powder.



Movements of Merchants.

Frankfort—A. C. Little has opened a grocery store here.

Detroit—Myers & Finsterwald have opened a furniture store here.

Hancock—Bock & Co. have opened a cigar store, with G. H. Grahame as manager.

Manton—Linus Whitford is succeeded in the meat business by William Bradford.

St. Ignace—A. Goudreau succeeds Charles Hessel in the ownership of the City Bakery.

Deckerville—Zemke Bros. & Lawson have sold their stock of clothing to M. P. Peplow.

Big Rapids—L. F. Bertrou & Co. have added a line of crockery to their stock of hardware.

Otsego—N. E. Herrick, of Watervliet, is making arrangements to open a bakery here.

Jackson—C. W. Ballard, of Niagara Falls, succeeds William M. Palmer & Son in the shoe business.

New Haven—The New Haven Coal Mining Co. has increased its capital stock from \$80,000 to \$750,000.

Hancock—J. E. McAllister, of Ypsilanti, succeeds Dr. Metcalf in the ownership of the Metcalf pharmacy.

Marshall—W. H. Grandy is making arrangements to engage in the wholesale confectionery business here.

Ypsilanti—A. L. Evans, formerly engaged in the grocery business in Greenville, has opened a bazaar store here.

St. Johns—Spir & Pappas are succeeded in the confectionery and ice cream business by Pappas, Pappas & Chirigotis.

Mendon—George Crawford has sold his elevator to Fred S. Kelsey, of Detroit, who has taken immediate possession.

Bellevue—David B. Satovsky and A. Cooper have formed a copartnership and will engage in the dry goods business here.

Durand—J. G. Show, of Elsie, has purchased the grocery stock of P. C. Fires and will continue the business at its present location.

Colon—Robert Adamson, of North Adams, has rented the store lately vacated by L. P. Teel and put in a full stock of dry goods.

Coopersville—M. Durham has merged his hardware business into a stock company under the style of the Durham Hardware Co.

Olivet—Henry E. Green has sold an interest in his furniture and undertaking business to Maurice D. Burkhead, of Pottsville.

Red Jacket—Bachor & Sterk have formed a copartnership and opened a

clothing and men's furnishing store in the St. Jermain building.

Rockford—Crothers & Casterline have sold their stock of groceries to Harry E. Elhart, who will continue the business under his own name.

Thompsonville—Farrington & Anderson have sold their stock of general merchandise to J. E. Paul, of Frankfort, who will close it out.

Traverse City—E. Wilhelm has been succeeded in the dry goods and clothing business by the Spring-Holzworth Co., of Alliance, Ohio.

Flint—The Colter Music Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Devil's Lake—S. J. Fish has sold his store building and stock of general merchandise to Charles E. Richmond, who has just been appointed postmaster.

Pontiac—L. M. Casey has sold his stock of bazaar goods to the proprietors of the Boston Store, who will continue the business at its present location.

Saginaw—Estabrook & Co. have moved their clothing stock to 412 Court street, which is the store where their business was established nearly 30 years ago.

Muskegon—The grocery store owned by Kief & Son has been sold to Baker & Timmer. Mr. Timmer was formerly clerk for James Haan, on Pine street.

Coldwater—Judson L. Bassett has sold his stock of hardware to Edward Henning and George Wicker, who will add a line of bicycles and sporting goods.

Eaton Rapids—Geo. P. Honeywell has sold his drug stock to W. B. Mead, who has clerked for some time in the store of the Peck Drug Co. (Grand Rapids).

Owosso—Bert L. Axford, son of the late W. H. Axford, has assumed active management of the coal, wood and hay business conducted for many years in this city by his father.

Adrian—John Noveskey, who has been a clerk at the F. A. Lehr grocery for the past ten years, has purchased the grocery and meat market formerly conducted by Harry Harrison.

Fremont—Roy Miller and Harry Meeuwenberg have formed a copartnership and purchased the stock of groceries of C. F. Schuster and will continue the business at its present location.

Elk Rapids—Roy & Johnson, dealers in groceries, have dissolved partnership, Thomas G. Roy having pur-

chased the interest of his former partner. He will continue the business at its present location.

Flint—Max Livingston, who owns stores in Battle Creek and Kalamazoo, has recently rented a three-story building here, where he will open a first class ladies' ready-to-wear store by November 1.

Cadillac—W. O. H. Paul has sold his interest in the Cadillac Music Co. to Harry H. Ramsdell, of Manistee. The new owners, the other member of the firm being Clyde Ensign, will continue the business at its present location.

Grand Ledge—The Economy Clothing Co. has engaged in business for the purpose of trading in clothing, furnishings and general merchandise, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Shelby—J. C. Simmons has arranged to purchase the interests of the other stockholders in the Shelby Washing Machine Co. and will resume operations at the plant, paying special attention to machine work, sheet metal work and automobile repairing.

Lansing—The Cameron & Arbaugh Co. has established a branch dry goods store at Fowlerville, having taken a long-term lease of the Palmerton store there. E. D. Benjamin, formerly of Fowlerville, who has been with the firm at Lansing for the last two years, will move back to Fowlerville and act as local manager.

Manufacturing Matters.

Lansing—The Automatic Sales Co. has increased its capital stock from \$20,000 to \$50,000.

Saginaw—The Modart Corset Co. has increased its capital stock from \$75,000 to \$125,000.

Detroit—The Scotten Tobacco Co. has increased its capital stock from \$50,000 to \$200,000.

Ludington—The Cartier Lumber Co. has increased its capital stock from \$50,000 to \$200,000.

Bay City—The German-American Sugar Co. has increased its capital stock from \$750,000 to \$1,000,000.

Salling—The planing mill erected by L. Jensen is in operation. Mr. Jensen operates a sawmill in connection and is doing a satisfactory business.

West Branch—The Batchelor Timber Co. has erected an addition to the mill 40x80 feet, which will be utilized for sorting lumber before piling.

Ypsilanti—The Washtenaw Huron Mills has engaged in the general milling business, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed, \$2,500 being paid in in cash and \$10,000 in property.

Adrian—The Gibford Specialty Co. has been incorporated to manufacture and sell automatic machines, with an authorized capital stock of \$6,000 which has been subscribed, \$700 being paid in in cash and \$3,000 in property.

North Adams—With nearly \$20,000 liabilities and about \$13,500 assets, the North Adams Soap Co. has passed into the hands of a receiver. J. W. Marvin, a director, who petition-

ed for dissolution, was appointed receiver, with bonds of \$13,000.

Detroit—A new company has been organized under the style of the Detroit Drop Hammer Board Co. to manufacture and sell friction boards for drop forging hammers, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Jackson—The James Boland Rendering & Fertilizer Co. has been organized for the purpose of manufacturing and selling fertilizer, pure ground bone and hides and tallow with an authorized capital stock of \$25,000, of which \$23,000 has been subscribed and paid in in property.

Burr Oak—A new company has been organized under the style of the Beard Skirt Co. for the purpose of manufacturing and selling ladies' skirts and other wearing apparel, with an authorized capital stock of \$3,500, of which \$1,750 has been subscribed and \$1,337.50 paid in in cash.

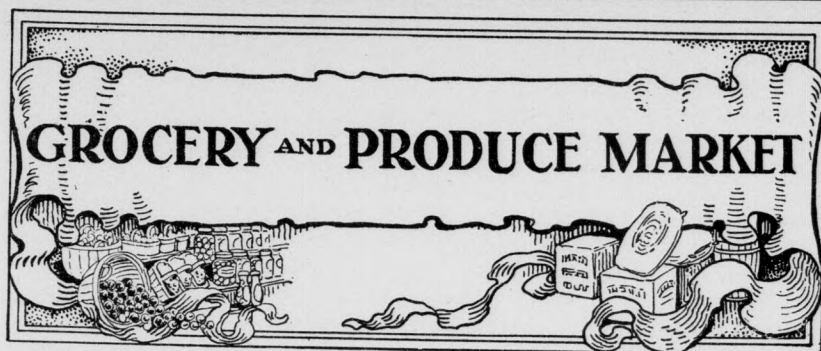
Bay City—The Michigan Turpentine Company, engaged in the production of turpentine from Norway pine stumps and timber, is erecting a large plant at this place. The main building—destructive distillation plant—is 90x100 feet on the ground. In this building the stumps and wood used in making the products will be carbonized and turpentine and its byproducts, tar, charcoal, embalming fluid, tree spray and sheep dip extracted. Seventy-five cords of raw material will be consumed every week. The refinery building is in course of construction. It is 45x125 area on the ground. The contracts for the machinery have been placed and the work of installing will begin shortly. The company has several thousand acres of raw material on the Mackinaw division of the Michigan Central. It is expected the plant will be in operation early next year.

The Expense of Being Careless.

A prominent business man says that the carelessness, inaccuracy and blundering of employes cost Chicago one million dollars a day. The manager of a large Chicago house says that he has to station pickets here and there in the establishment in order to neutralize the evils of inaccuracies and the blundering habit. Blunders and inaccuracies cost a New York concern twenty-five thousand dollars a year.

Many an employe who would be shocked at the thought of telling his employer a lie with his lips is lying every day in the quality of his work, in his dishonest service, in the rotten hours he is slipping into it, in shirking, in indifference to his employer's interest. It is just as dishonest to express deception in poor work, in shirking, as to express it with the lips, yet I have known office boys who could not be induced to tell their employer a direct lie to steal his time when on an errand, to hide away during working hours to smoke a cigarette or take a nap, not realizing, perhaps, that lies can be acted as well as told, and that acting a lie may be even worse than telling one.

Samuel Brown.



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 remain firm and show no advance over one week ago. The consumptive demand is very good. The receipts are fair 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—40c per doz.

Cantaloupes—Michigan Osage, 65c per doz.

Carrots—60c per bu.

Cauliflower—\$1.75 per doz.

Celery—18c per bunch.

Crabapples—\$1 per bu.

Cranberries—\$6.75 per bbl. for Early Blacks from Cape Cod.

Cucumbers—75c per bu. for garden grown.

Eggs—There has been a very active demand the past week on all grades of eggs. Fancy stock meets with ready sale at outside prices. There is a good consumptive demand 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 steady 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, 90c 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—Smocks are about the only variety still coming in. They command \$1.75@2 per bu.

Pears—\$1.25 per bu. for Sugar; \$1.35 for Duchess; \$1 for Kiefers.

Peppers—\$1.50 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—\$2.85 per bbl. for genuine Jerseys and \$1.90 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.

The Drug Market.

Opium—Is very firm but unchanged in price.

Morphine—Is steady.

Quinine—Is unchanged.

Russian Cantharides—Are very firm and tending higher.

Cocaine—Has advanced 25c per ounce.

Cocoa Butter—Has declined.

Glycerin—Is very firm and will probably be higher when the winter demand commences.

Hops—Are very firm and tending higher.

Manna—Has advanced.

Prickly Ash Berries — Are very scarce and have advanced.

Juniper Berries—Have again advanced on account of scarcity.

Oil Cubebs—Has advanced on account of higher prices for the berries.

Oil Wormwood—Is higher.

Gum Asafoetida—Is higher on account of scarcity.

Senega Root—Has advanced.

Saginaw—The General Motors Co. has taken over the plant of the Jackson-Wilcox-Church Co., manufacturer of automobile parts. This factory has been turning out auto parts for the Buick Motor Co., of Flint, also a General Motors property. It is understood that the Auto Trust, as the General Motors Co. is known, will greatly increase the capacity of the plant.

Sentimentality is a simpering poetess; romance a radiant young goddess.

A man does not make an owl of himself by making a donkey of others.

Tears in the eyes are often telescopes that bring heaven near at hand.

A clever woman can pull the wool over the eyes of even a bald-headed man.

A Mr. Zurleyn has opened a meat market on North Coit avenue.

You can not tell much about the goal of a life by its speed.

The Grocery Market.

Tea—The market continues strong and steady sales of a general assortment are reported. Japan medium and low grades are very firmly held and cables from all primary markets note firmer prices. Government standard has advanced ½c. Since the purchase of Early Ping Suey and Country Greens, the China market has advanced 1@1½c per pound and no decline is anticipated, as the shortage is claimed to be 20 per cent. less than last year. The Congou receipts thus far are six millions, against fourteen million pounds last year. Latest cables from Ceylon note a very strong market on all grades.

Coffee—Owing to the gradual advance in prices of coffee futures here and in European markets, as well as steady rises in the Brazilian markets, quotations on spot lots of coffee have strengthened. Rio No. 7 is firmer and in good demand from consumers. The increase in the world's visible supply of coffee was smaller than expected and amounted to 1,171,430 bags, with the total visible supply placed at 16,530,675 bags, against 15,145,943 bags on October 1, 1908.

Canned Goods—The corn situation is becoming serious, particularly for the buyer. From all accounts the pack of the country will fall far short of the normal. If it reaches 50 per cent. of that mark it will be all that some of the most sanguine in the trade expect. As jobbers bought far less than usual on future contracts, it is believed that there will be a big scramble for corn within the next few months. There is little demand for peas at present, but packers are not trying to force business and prices rest on a firm basis. String beans attract little attention at present, but a scarcity is expected later on by some who have kept in close touch with packing conditions. In sympathy with reports from the coast, the market for all California fruits is firm, though business is of a slight jobbing character at present. There continues a fairly active demand for spot red Alaska salmon, with little stock available for immediate delivery. With arrivals of new pack bought on contract at opening price and now on the way the stringency in the spot market will be relieved and some reaction in spot prices is looked for. Sockeye and chinook salmon are very scarce and there is little Alaska medium red to be had. Pinks are quiet and unchanged. Advices from Eastport received at the end of last week were to the effect that with the passing of the stormy weather the catch of sardines had improved.

Dried Fruits—Apricots are strong and active, on account of scarcity. Raisins are dull and weak; currants seasonably active and unchanged. Other dried fruits dull and unchanged. Some holders of figs, on account of good demand, have temporarily advanced prices. Prunes show no change in price and the demand is fair. Peaches are firm and show an advance of ¼ to ½c during the week. The demand is good.

Cheese—The market remains firm

at the same prices. The quality is running fair. No change is expected next week.

Sugar—The Michigan beet refiners are now accepting orders on the basis of 4.75, which is ten points lower than the market usually starts in on beet. This price was made when the Eastern quotations were 4.85 and New York refiners are now pretending to hold stiffly at 5.05, although orders have been accepted within a few days on the basis of 4.95. The raw sugar market has developed considerable strength during the week, although no sales have been made at any actual advance.

Syrups and Molasses—Glucose is steady and without change in price. Compound is in good demand for the season at unchanged prices. Sugar syrup is active for manufacturing purposes, but in light demand for straight use. Molasses is unchanged and beginning to show good demand. Prices show no change whatever.

Rice — Spot stocks of grocery grades are practically depleted and should the demand continue at the present ratio, prices no doubt will seek a higher level. Reports from the South note further advances in prices of rough and cleaned rice. In some sections millers demur as to the value on rough rice, compared with prices of cleaned rice. This has resulted in the closing of many mills, pending a higher market for the cleaned produce.

Provisions—Dried beef and smoked beef are firm at unchanged prices. Barreled pork, both butt and family, remains the same and shows a fair demand. Bellies show an advance of ½c per pound over one week ago. There is a good consumptive demand. Pure lard is firm at ¼c per pound over one week ago. Compound lard shows an advance of ¾c per pound over one week ago. There is a fair consumptive demand.

Fish—Cod, hake and haddock are unchanged and in fair demand. Domestic sardines are scarce and firm. Owing to the poor catch the price has jumped to \$2.50 for quarter oils during the week, this being equivalent to an advance of 30c. Some packers refuse to offer goods at any price. Imported sardines are in fair demand at fairly easy prices. Salmon is quiet at unchanged prices, the bulk of the demand for future delivery having been satisfied. There has been a large demand for mackerel for future delivery during the past week. Packers finally consented to drop prices 50 cents to \$1 from the first opening, as very little business had been done at the higher figures. The everyday jobbing demand for mackerel has been good, Norways naturally getting the most of it. The catch of Norways is said to be only two-thirds what it was last year.

E. L. May, who has been engaged in the grocery business at 229 Coit avenue for the past five years, has sold his stock to Henry Zuiderhoek, who will continue the business at the same location. Mr. May will devote his entire time to the upbuilding of the Grand Rapids Retail Grocers' Association.

THE FATHER OF WATERS.

Some Incidents of a Trip on the Mississippi.

Written for the Tradesman.

It was Monday noon at Memphis when the coaling up of the boat was finished, the black stevedores carried on the last pieces of freight and officers, passengers and all hands went aboard and we started up the river.

Our boat was the Ferd. Herold, built nearly a score of years ago by the St. Louis brewer of that name

It would require a pen of consummate skill to convey to the mind of the reader the change that takes place when one walks over the gang plank and goes aboard a Mississippi steamboat. It is like stepping upon another planet, for this little floating world has a distinct atmosphere of its own. Perhaps a poet might catch its charm and spirit and embody them in easy-flowing and melodious verse. Nor is the charm wholly one of atmosphere. There is unrolled before

ing by catching fish and by any other means honest or dishonest that comes to hand.

On our steamer interest centered largely in the stops that were made at the landings. No matter how frequently these came each was marked by a little ripple of excitement among the passengers and unusual activity on the part of the crew.

Everything is arranged to make a landing as quickly and easily as possible. From the forward end of the boat a boom projected from which the gang plank was suspended. This gang plank in ordinary language would be called a bridge, being about twenty-five feet long by ten feet wide.

No especial pomp nor ceremony attends the stop at a landing. The first thing you know the boat draws up near the shore, the gang plank is swung round and even before the end of it touches the bank the negro roustabouts are on it ready to rush off with boxes or barrels that are to be unloaded and to hurry back with whatever is to be taken on.

We stopped at every imaginable kind of place, sometimes at farms where they would be plowing almost up to the brink of the river, often at just a little shanty in the woods, sometimes at places where there wasn't even so much as a shanty—wherever there was an established landing and any passengers or packages were to be taken on or off. Of course we stopped at all towns and villages of any size. At such places a crowd always gathered when the boat drew up.

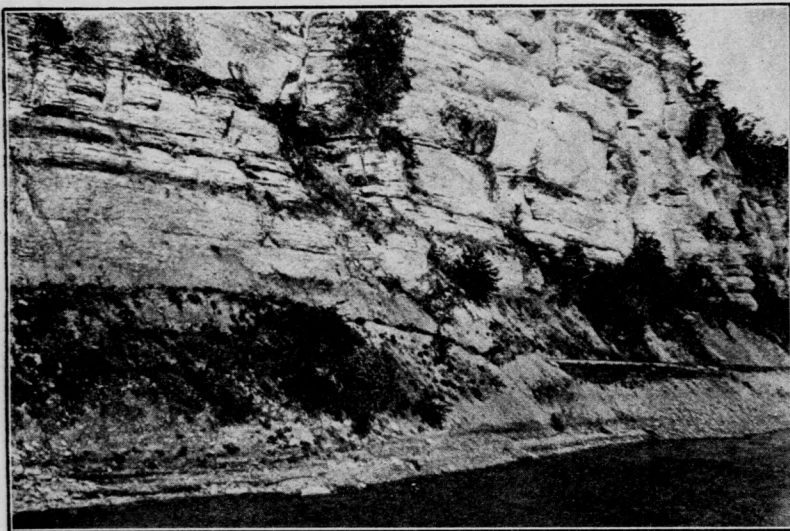
The freight carried was miscellaneous in character. When we started what we had on was mainly merchandise of various kinds. I noted

scrimmage between hogs and darkies, each hog was caught and hoisted with its feet upwards to the shoulders of one of the negroes, in which position and squealing lustily it was carried aboard.

On the downriver trips there are dry goods, groceries and all kinds of wares to be taken from St. Louis and distributed at points along the way, and during the winter there is cotton both ginned and in "snakes" to be carried to Memphis. "Snakes" are long gunny sacks filled with the unginning cotton. When a grower feels that the local gin is charging too high he sometimes sends his product in this form. We were told that stops are made even oftener when going down than when going up.

The negro roustabouts, of whom there were thirty-five, formed the most picturesque part of the personnel of the boat. They were strong stalwart fellows—they have to be for the work—tugged out in all kinds of old clothes, one or two working in the hot sun with overcoats on. Some of the passengers were inclined to pity the roustabouts and would remark: "They are just like slaves." But if you tell the sympathizer that these same black menials receive pay at the rate of from \$60 per month in the dull season to \$125 in the busy season, besides their board, and that in some things they dictate terms to the employers—he or she of the sympathetic turn is apt to take another view of the situation.

It is the business of the roustabouts on this run to put on coal and take off and put on freight at all points between Memphis and St. Louis. At both terminals this work



A Limestone Bluff on the Missouri Side of the Mississippi

and sold by him to the present owners, who run it on the Memphis and St. Louis division of their line.

This being a typical Mississippi River boat, a short description of it may interest the reader: At the bottom is the hold, which is used for coal and when necessary for freight. Next comes the main deck, where you find the engines and machinery, also a room partitioned off for kitchen, in which cooking and baking are going on. Usually most of the freight, animate and inanimate, is carried on this deck, and here are pens for live stock, since horses, cattle, mules and hogs often constitute an important part of the cargo.

Next above is the deck, on which are the cabin, the diningroom and the staterooms for passengers. At the stern end, just in front of the wheel, is a room used as a laundry. The chambermaid, who takes care of the passengers' rooms, conducts this, doing the table washing for the boat and also any pieces that the passengers may want done. She was a middle-aged negress, who had been on the river sixteen years and regarded all work on land as very precarious in respect to pay.

Over this deck is the hurricane roof, in the center of which is the Texas. In the forward part of the Texas are the officers' cabin and staterooms; back of these the C. C., or colored cabin, for the colored help. On top of the Texas is the pilot house.

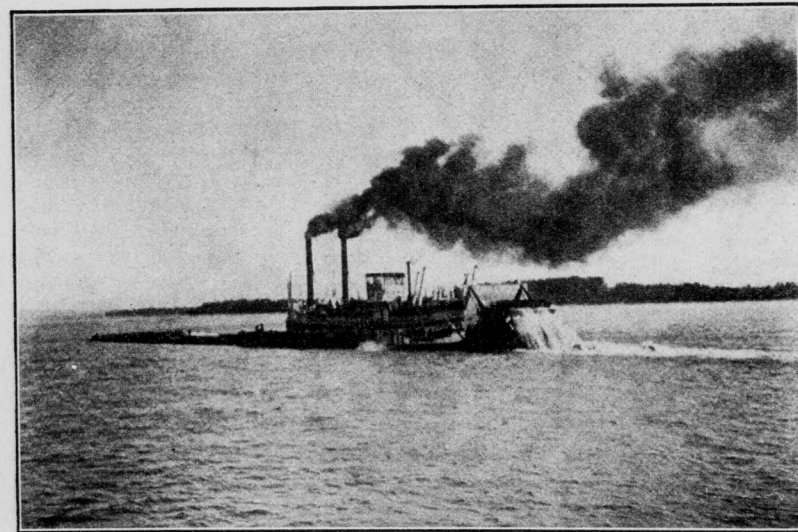
The boat is a sternwheeler, as are almost all of the river boats nowadays. The stern wheel gives a more economical application of power, can run more easily in shallow water and can get up to the landings better than the old-fashioned side wheels.

one a panorama of sky and water and verdureclad banks from which a painter could select many scenes of rare picturesqueness and beauty for his canvas.

Those were delightful days we spent on the river, days in which travel lost all traces of weariness. A slow railway train is an abomination, but the easy deliberation of its movements is one of the fascinations of the river steamboat. One would not care to add so much as a knot an hour to its progress. Elsewhere time may be money, but here is a place where happily one may forget both time and money.

The banks on either side were beautifully fresh and green, the foliage, while nearly full-grown, still showing the bright yellowish tints of spring. Miles and miles as we came north from Memphis were covered with a low growth of trees, willows and poplars being especially abundant. In some places the trunks were standing in water, for the river was high at the time. I remember we passed one cypress swamp. Often for a considerable distance there would not be a building or other sign of human occupancy or habitation. One easily might gain the impression that the region is one of vast and almost unbroken forests. In this respect the view from the river is, I believe, somewhat deceptive. The growth of trees covers the lowland, which in some places extends back from the river for some miles, but beyond this much of the ground is cleared and cultivated.

Occasionally we would pass a forlorn and dilapidated houseboat moored to the bank, and perhaps catch glimpses of the family dwelling thereon, who eke out some kind of a liv-



A Mississippi River Steamboat Pushing Barges Loaded with Coal

such items as furniture, fireworks, cane syrup, phonographs, snuff and a large consignment of malgamite. At one landing it would be a few cords of wood or a pile of lumber that we would take on, at another a little bunch of household goods, at others some mules or a few cows.

Animals are usually driven aboard, the negroes making a peculiar noise to hurry the beasts along. At one little landing there were five hogs to be loaded, which were in a pen some rods from shore. After a lively

is done by stevedores, but at Memphis the roustabouts draw wages for the day the boat is being unloaded and reloaded, although they do none of the work. Their work is heavy and they are expected to step pretty lively while they are at it, but much of the time between landings they are "resting and getting paid for it."

The others of the colored help have their berths up in the Texas, but there seemed to be no regular lodgings provided for the roustabouts and some of them could be found

asleep almost anywhere down on the main deck at almost any time. It is said that they spend a great part of their wages in gambling. If some one wanted to become an African missionary I imagine he could find a good field for his efforts among the roustabouts on the Mississippi and save the trouble and expense of going to the Dark Continent.

On our boat we noted that the lines of division of labor were drawn sharp and clear, each man doing his own work and no other. If one nail

ter in the Mississippi is so low as to make navigation of the large boats difficult or even impossible.

In going up the aim is to keep in the slack water at the sides as much as possible; in going down they take all the current they can. The pilot economizes power in other ways. Where there is an island in the river he may run through the shoot instead of taking the main channel. Sometimes he may straighten and shorten the course of the boat by taking an oblique cut from one side

should be said that we saw no cases of intoxication.

Neither did we hear anything of the profanity for which Mississippi River steamboats, at least in times past, have been famous, nor was there anything else offensive or objectionable more than one meets with on a railway train. Indeed, the boat was far cleaner than many passenger coaches.

Of course on a river boat whose main business is to carry freight one can not expect to find the style and elegance of a high class ocean steamer, but we certainly got the worth of our money. Just how it pays to carry passengers at all on the river we could not quite see. The explanation given us was, "It helps with the service." The fare from Memphis to St. Louis was \$7.50. This paid for the ride of 450 miles with three nights' lodging and almost three days' board thrown in. This was not a special excursion nor bargain day price, but the regular rate for passage.

Of the passengers, some like ourselves were taking the trip for the sake of the trip and were on all the way, while others came on from time to time and got off at landings farther up. Commercial travelers were conspicuous by their absence. I saw only one man who even looked as if he was out after orders. Nine miles an hour is too slow for the drummer.

One of the charms of river travel is the feeling of absolute safety. The boat we were on had a steel hull built with water-tight compartments, so that in case of even a big leak only one space could fill with water and the boat could not sink. Such precautions are necessary for disasters resulting in loss of life and property occur on the river, and yet the feeling of security was not because

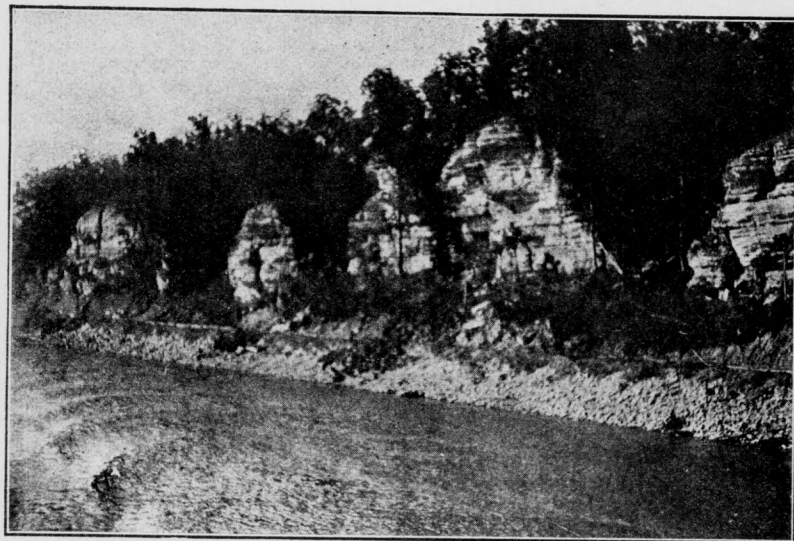
and clouds above and trees along the banks warmed with the red glow of sunset.

The inexhaustible richness of the alluvial lands along the Mississippi is proverbial. Overflows and malaria are the drawbacks, but where this ground can be cultivated it yields wonderful crops.

Changes were noticeable as we came northward. The crowd that would gather at each landing when the boat pulled up showed a smaller proportion of negroes. We would see two horses or two mules attached to the plow which was turning up the black soil on the riverside farm, instead of one mule as farther down. Far more enterprise is visible. The shabby little landing places are no longer seen and the stops are made at prosperous towns and villages.

There is also a difference in the physical make of the country. Bluffs now form the distinguishing feature of the landscape. Some are of clay, others are like a steep gravelly hillside rising from the bank, covered or partly covered with small trees and bushes. The highest and most majestic and also many of the lower ones are of limestone. Sometimes the bluffs will be along the Missouri side and the lowland on the Illinois shore, sometimes this will be reversed and the bluff be on the Illinois side and the lowland on the other.

In some places fissures in the almost sheer rock surface of a bluff cause a real or fancied resemblance to some common object, the ownership of which often is attributed to the Devil himself. His Majesty's tea table on the Missouri side was blasted away by the "Frisco" Railway, which has its track for some distance along the bank of the river; but his



Rocks and Trees on the Mississippi

was to be driven the ship carpenter was summoned to do it. At a landing the third clerk (the mud clerk of Mark Twain), or, if he was not on duty, then the second clerk, went ashore, collected for freight delivered and receipted for any that was taken. The purser, who is the head clerk, never did this.

The pilots play an important role on a river boat. On the Ferd. Herold there are two, equal in rank and receiving equal pay. Their time is divided into five watches and this brings it so that their hours of duty alternate from day to day. The one who is on from midnight until 4 o'clock in the morning to-day will be off to-morrow during those hours. One object of this plan is that both men always may be perfectly familiar with the whole bed of the river. Through erosion and deposit the banks and bottom constantly are undergoing change, so there is something to learn every day.

A pilot must have thorough knowledge and skill and exercise constant care and watchfulness. Considerable physical strength also is required to manage the big wheel by which he guides the course of the boat. His problems are those of navigating shallow water. Getting stuck means delay and loss for the owners and professional humiliation for the pilot. Should this occur going up stream the current helps in getting loose; if while going down they have big spars worked by steam to free the boat.

Our boat when loaded very lightly could run in three feet of water. When fully loaded she required seven and a half feet forward and five feet at the wheel. At times the wa-

ter of the stream to the other. This is called "flanking;" the current, the power and the set of the boat make the direction of the flanking.

When vessels meet on the river the down-going boat has the right of way. This she sometimes waives by giving a signal. After a response from the other boat she signals again, indicating whether each boat shall turn out to the right or to the left.

There was a bar on the Ferd. Herold, the privilege being leased by the owners to a man who secures his license to sell from the Government. Being so licensed does not entitle him to sell while the boat is drawn up to a landing which is on "dry" territory, but occasionally a thirsty customer may come aboard and ride to the next stopping place and while on the river fill up with the "booze" he could not get on shore.

There are temperance boats; these have no bars. The head steward on our boat, who has charge of the force of colored cooks, waiters and workers in the pantry, numbering in all seventeen or eighteen, gave it as his experience that he can get along better with his help on a boat with a bar. Then there are rarely more than one or two "under the influence" at the same time. If there is no bar when they come to a landing where liquor can be obtained the whole force may go on a big spree and he will be left without helpers at a point where he can not fill their places.

However this may be as a present condition, the bars of the river boats probably must soon go, the same as bars elsewhere. While the barkeeper on our boat was some of the time doing quite a business, in justice it

of the construction of the boat, nor because there was a watchman employed who is always supposed to be a good steamboat man and to know danger when he sees it. Really, a raft or a rowboat would seem just as safe. That muddy brown water, smooth as a mill pond, inspires one with confidence. It surely intends no mischief.

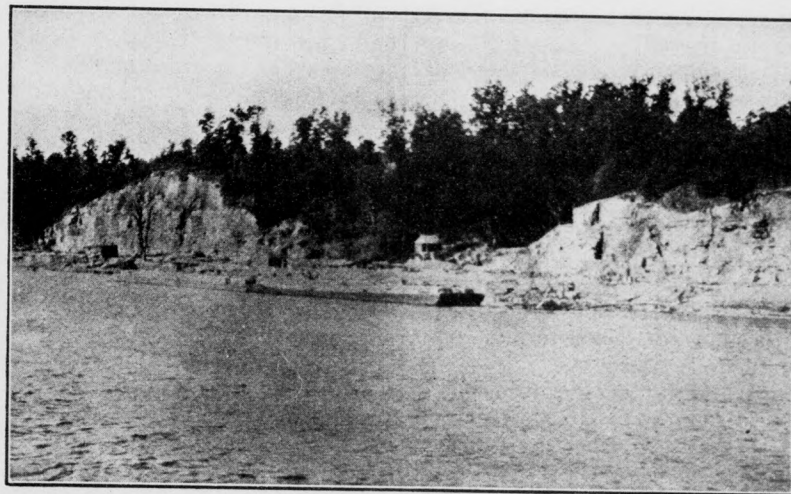
The river was of the same dirty color all the way from Memphis to St. Louis. At dusk it would take on beautiful tints, the reflection of skies

foot and his bake oven on the Illinois side have been undisturbed by the hand of man.

It was a Wednesday evening when we arrived at St. Louis, but so late that most of the passengers remained on the boat until morning. Then we walked over the gang plank into the bustle and hurry of St. Louis. The serene days on the river boat were over.

Quillo.

Any wisdom this world has it has from its fools.



Low Bluffs Along the Mississippi



DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

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E. A. STOWE, Editor.

October 13, 1909

WE MUST HAVE 'EM.

Beyond any question there are sane, conservative and reliable facts in evidence all over the country showing conclusively that there is a legitimate improvement in general business conditions and forecasting a widespread confidence as to a continuance of such conditions. Withal and because of experiences the past two years, all of these exhibits are made coincidentally with appeals for the exercise of high grade business discretion.

Never before have the American manufacturers of structural steel, steel rails, car wheels and axles been so driven with orders for future delivery; never before have the American manufacturers of freight cars, street cars, passenger coaches and interurban cars been so flooded with orders for new cars and repairs to old ones, and they are all of them rush orders.

The ship building companies around the Great Lakes and along the Atlantic, the Pacific and the Gulf coasts are filled with new craft which are being hurried to completion, so that the work of laying down the keel timbers of others already ordered may be likewise rushed.

And all of these evidences relate to the single matter of transportation—the keynote of successful business operations everywhere.

Right along the same line, and of especial interest to Grand Rapids, is the unmistakable renewal of confidence on the part of investors in the development of interurban railways. New lines are being financed and old ones long since located are being built all over the country.

There is no state in the Union which offers better opportunities for the successful operation of interurban electric railways than are the opportunities in Western Michigan, and there is no city of 100,000 population which is as meagerly provided with interurban transportation facilities as is Grand Rapids.

With a population of over 500,000 people within a radius of sixty-five miles and in one of the most active and successful industrial sections in the United States—to say nothing of

the agricultural district, which is second to none—Grand Rapids has at least four splendid openings for the profitable—that is to say, profitable to investors—operation of interurban railways, and it has electric power almost without limit.

Chief among these opportunities is the route of the Grand Rapids-Kalamazoo-Battle Creek line—three terminals, with a total population of 200,000, and all three bustling and well known industrial centers. Then come two equally good openings to the east, one via Lake Odessa, Grand Ledge, Lansing and Howell to Detroit, and the other by way of Ionia, Owosso and Pontiac to Detroit. The fourth opening—and possibly the equal of any of the others—is by way of Belding, Greenville, Alma, and so on, to Saginaw and Bay City.

There is no single factor of greater value in the building up of any town, village or city, where there are good available facilities for the carrying on of industrial enterprises, than is the interurban railway. Grand Rapids, the metropolis of Western Michigan, has these facilities. She has the wealth, but is minus the quota of interurbans she should have.

The time is ripe and it will not exist with equal potency forever. It will be weakened first and annihilated later unless the citizens of Grand Rapids awaken to the occasion offered. Other towns are alive. Why not Grand Rapids? Transportation is a power which may be harnessed, and can not safely be ignored by any community.

RUBBER AND GRAIN.

Men's first quality duck boots were sold to the dealer in 1897 at \$2.24 per pair and were retailed at \$3 per pair. During the month of October, 1897, the average price for corn was 26 cents per bushel, for oats 18 cents per bushel and barreled pork sold for 3 and four cents per pound, the result being that the farmer, in order to purchase a pair of duck boots, was obliged to sell eleven and a half bushels of corn or sixteen and two-thirds bushels of oats, or seventy-five pounds of pork.

Based on the wholesale price of September 20, 1909, first quality duck boots would retail at \$5 per pair, and at the current price of the same farm products, at the present time, the farmer would be obliged to sell in order to purchase a pair of duck boots eight bushels of corn or ten and five-eighths bushels of oats or forty pounds of pork, all of which indicates very plainly that the average farmer is much better able to pay \$5 per pair in 1909 than he was to pay \$3 per pair in 1897, at which time rubber boots were at the lowest price during the last fifteen years, while farm products were by no means as low then as they were during the few years preceding, so that the above comparison is entirely fair to the farmer, who is the largest user of rubber boots.

Peace with God is not a matter of patching up a compromise with the Devil.

REACHING BEYOND.

A farmer once resolved that he would increase his average acreage of oats threefold. Neighbors laughed at him, but he persisted and at harvest time his victory was assured.

It was done by the concentration of forces, intensive farming and the utilization of every assistance. He studied the nature of the land during the plowing; the seed was of the best variety and quality; it was put in under the most favorable conditions, the ground being highly fertilized.

There may be the same striving beyond in the commercial world with equally happy results. Is there not some branch of your trade which can be profitably extended? Are you not capable of using more intensive methods? Is there not some line in which by a better or more complete stock you can increase the profit?

It is safe to say that there is no business house in which there are not possibilities ahead. Riding a hobby is sometimes the quickest and most effective method of solution. Suppose that the hardware man should decide to make his hobby the pocketknife. This is something which all people need, although but a small percentage habitually carry it. But little capital is required to secure a varied assortment. Make it a business to fit out the school boy, the farmer, the young teacher; to supply the cheap 25 cent article and the one of the best steel blade. Reach out on all sides for patronage and you will soon find it.

One enterprising merchant noted that owners of autos found it difficult during long drives to secure good gasoline. He got a supply of the prime article and soon found his reputation extended for miles among tourists. Select a tangible object and reach determinedly for it if you would succeed. Neither grasping aimlessly at space nor sitting with bandaged hands will accomplish anything.

SLAVES OF THE UNIONS.

While the late State Legislature of Michigan played horse as to the enactment of a lot of fool legislation, the piece de resistance of that eminent(?) body developed when, like a cowardly lot of craven lick-spittles, they caressed the reptiliferous body of that slimy length known as organized labor and gave birth to the fifty-four-hours-per-week labor law imposed upon women who work for a living in stores or factories.

They did not even appreciate the fact that they were going beyond their constitutional limitations by enacting such a law and were blind to the fact that by depriving thousands of women and girls of the right to earn such a living as they are entitled to, they were, very likely, driving some of their own kin to the limits of despair.

A majority of the women and girls employed in factories and stores in Michigan are there because they are forced, not only to earn their own living, but are obliged to provide for others depending upon them.

A little thing like that, however,

does not count at the polling places and has no weight when matched up with the influence and the contemptible, lawless and inhuman methods of labor organizations.

High grade lawyers and jurists all over the State have declared that the law in question deprives women of their right to make contracts, puts a limit upon their capacity to earn money and so, placing them unfairly in competition with men and lessening their ability to provide for themselves and those depending upon them, makes them the victim of class legislation. And class legislation is unconstitutional.

MAKE YOUR OWN CALENDAR.

As no one can successfully plan for another, neither can one man successfully follow the scheme of another in his own work. He may adopt certain fundamental principles. In fact, there are many of these which are practically the same in all forms of business; but the idea because your neighbor always orders his winter stock on a certain day of the month, and the invoice contains so many yards of flannel or so many sacks of sugar, is no criterion for you.

It is your business to make your own calendar and make it in accordance with past experiences and future prospects. It pays to keep abreast of the times, of course, and the dealer who fails to order his grapes until the grape season is over or his customers are all supplied elsewhere is not working up to the best of his possibilities.

Because a rival in the edge of town finds a big profit in heavy working shoes for the residents who live in the suburbs and, perhaps, rarely visit your part of the town, it will not pay you to rush in that sort of goods unless prepared to sell them below the prices of your rival and push them vigorously. The trade to which you cater prefers a lighter material. Serve them, but never let a chance slip to enlarge your patronage in the manner indicated.

If you cater to the rural trade do not make the mistake of filling out a duplicate of the city man's order. You have an entirely different set of customers. If A. rushes in his stock of winter goods do not fall over yourself in trying to beat him; consider whether your shelves and your customers will be ready at this date. In short, keep your eye on the other fellows, but also have a regard for individual needs. Permeate the personality of your own business with your methods of conducting it.

You can not tell much about the breadth of a man's mind by the width of his mouth.

The outgoing of the heart to another means the incoming of heaven to yourself.

There is something wrong with the heart when it hurts you to see others happy.

The rough places are never smoothed by soft soap.

ONLY THE BEST.

There is a wave of wrath surging over the country. Everybody with anything to sell charges for it twice as much as he has any business to charge and matters have come to such a pass that a man with a large family and a small income is at his wits' end to know not what he is going to do but what he can do. He wants it to be understood, however, that he is an American—a fact he expresses in capital letters—and that the best is none too good for him and his. It is the best flour that goes to his house. "Only the choicest cuts of meat for me and mine. All wool for my winter clothes, thank you—it is cheapest in the end—and it is the shoe that fits and wears well that is the article I'm looking after. Price? I haven't cared to ask until I find what I want; I never do; but I suppose that shoes like everything else these times will double up on me. Time has been when the same butter man who gave me his best for 15 cents now calls for 30 and gets it; with the market flooded with potatoes he charges \$1 a bushel where for 40 cents a bushel I used to have my bin filled for the winter; and coal—humph! this year the kitchen stove has got to heat the house."

That last statement is the keynote to the whole matter. Simmered down it is merely a question of "got to." In the first place the American must admit that even the American with all his pride of ancestry throbbing in his veins will have to be governed by common sense, another inheritance to be proud of, and that if he is earning \$1 a day his expenses must—must is the word—not be more than that amount of income. That point settled beyond discussion the rest may not be pleasant nor easy, but it can and has got to be done. His bread may not be as white as he thinks it ought to be, but with his eyes shut he will find it as nourishing—good authority says more so—as the bread made from the dearer brand, and the family butcher will tell us with his right hand up that the cheaper meats make excellent dishes when properly prepared. "The brisket is juicy and tasty, but no one wants it. When the choice cuts are at their highest the common ones, which are just as nourishing, can be had for a few cents a pound." Why not take advantage of the cheap meats, then, at least until the wages of the bread-winner are raised, and not let only-the-best-for-me idea work such havoc as it is working in a great many households to-day?

Robinson has just settled the question in what he thinks is a sensible way: Ordinarily his tailor would be making him a \$45 suit, of course first-class; "but come to think it over I concluded to get along without the suit and when the whole thing settles down to trousers or no trousers I'm not going to pay \$12 up for that garment this year, and if my tailor can't give me a good fit with cheaper cloth I'll find a tailor who can." Robinson's good sense, which he has inherited from a long line of worthy ancestry, has come to his assistance

in this time of high prices, and it would occasion no surprise to learn that it is the "common cut" which greets the Robinson family at dinner, cooked according to directions handed down by a line of grandmothers, some of whom were noteworthy passengers of the Mayflower—only another way of saying that, plate beef or brisket, the meat was properly cooked and that that branch of the Robinson family has not disgraced the name they bear by eating anything except a tenderloin or a T-bone.

It may be said in conclusion that while "only the best" is good American and not to be found fault with, the idea may be carried altogether too far. It never is going to do for the man with the small income to live as the man with a large one does. That means malice and all uncharitableness and leads if persisted in to discontent, debt and disaster. What he should—what he has got to—do is to remember that he is a Robinson and the Robinsons, noted for their level heads—as far back as "Jack" anyway—have never been governed with the idea of doing what the other fellow does; just that and nothing more; that the culture they have and are conceded to have lies in the management of their affairs as their taste prompts and their means allow; that if it is turkey and cranberry sauce to-day, good for turkey and cranberry sauce, if the Robinson pocketbook is equal to it, and if tomorrow it is beans and brown bread, thank God for that, only be it known that the Robinsons are above a bill of fare and that their best is ready be the temporal conditions what they may.

ONE WAY TO PROSPER.

In the midst of a splendid agricultural district but located twelve miles from a railway, in Central Michigan, is a general store which has been operated nearly twelve years by a gentleman who, after putting in five years as a salaried clerk in a Toledo establishment, decided to engage in business on his own account.

The village in which he is located has a population of less than 100 and within three miles of his place there are, besides one other store immediately opposite his establishment, two other general stores.

"I saw that to come in and compete with three other merchants successfully," said this merchant, "I must have not only wisely selected lines of goods, but I must have opened up right so that when the people roundabout made their first calls, out of mere curiosity perhaps, some of them, I must make such a first impression as would cause them to come again. And about the first thing I did was to fit up a rest room 14x15 feet square in the back end of my store, with toilet accommodations for ladies, off one corner. Fifteen feet away was an old shed which I fixed over into a team shelter. Then I bought a four horse power gasoline motor, put down a drive well and installed a furnace and hot water heating plant in the store. In the rest room I had a large fireplace con-

structed. And then, with my goods all nicely shelved and everything ready, I opened up one cold morning late in March. From the beginning my place was popular."

When asked as to the expense of putting in the various conveniences he stated that it was less than \$600 and added: "I might have put that money into additional merchandise or into my safe to pay for produce as it comes in, or into a bank where it would have drawn interest; but in either event I do not believe the investment would have been so good as is the one I made."

Then he told how, at the start, people from all over the countryside would come in cordially enough, as a rule, but always with a slight air of doubt and sometimes with suspicion as to his standing. Once in awhile he would hear of a comment indicating anxiety as to how things would turn out with him, and for a time there were occasional roundabout enquiries as to his backers. "And with all, whenever I could, I would be perfectly frank, explaining to them that it was not my own money that was in the plant, but that I had staked my judgment and my reputation on the venture and had faith in the district I had selected, that I could make good."

And he has. Within four years from the time he began business this merchant who had to "team" all the merchandise he brought into his store and all the produce he shipped out a distance of twelve miles to the railway had not only paid every dollar, principal and interest, he owed to his backer, but he had put in a gasoline gaslighting plant costing several hundred dollars and had married the elder daughter of his backer.

"But what was the four horse power motor doing all this time?" was asked.

The reply was that it pumped ice cold water all the year round to the rest room and toilet, to the team shed, the store and a barn, and that it sawed all the wood and ground not only the feed for the merchant's stock—he kept two horses, a couple of cows and numerous pigs and chickens—but it went once in awhile to do a little woodsawing or grinding for customers two or three miles away. "You bet that motor has paid for itself a dozen times over."

KEEP OUT OF POLITICS.

It seems to be getting quite popular to tell at least a certain sort of Federal office holders that they must no longer mix up in politics. It was in Cleveland's time that the term "pernicious activity" gained currency and what was fixed as a standard then still obtains in greater or less degree. The President has warned the census employes, of whom there will be a multitude at work before long, that they must not be active in politics. This has been followed up by another warning through Census Director Durand telling the supervisors that they are not to hold office or membership in any political committee and advising them that this rule will be strictly enforced. It is not so very many years ago that an order

of this sort was unheard of and would have been laughed at if made. It was thought to be one of the important duties that a man should be busy in carrying his ward and town and county.

It will be a long time yet before patronage is not a very important part of politics and it will be a long time before those who hold Federal offices will not be expected to bring in some political sheaves at caucus and election time and it will be longer before service for the party is not regarded as a recommendation for appointment. The postmasters are expected to be an active and energetic force in the partizan and political affairs of their several localities and they seldom fail to deliver the goods. Whoever has the postoffices with him has a very considerable advantage. Some day it will come to pass that the postmasters instead of being selected by the congressman of the district for political activity will be chosen by the patrons of the office who are members of the party which controls the administration. When that is done, the congressmen will be relieved of an unpleasant duty and they will not be obliged to make a half dozen enemies in every first class village in their district. When that style of selecting postmasters obtains then the incumbent of the office will not have to be guided by the wishes of a distinguished friend but will owe his office simply to a majority of his own party in the community where he lives and thus his chief incentive will be to give them good service and merit a continuance of their approval. The business of the postal department is splendidly managed at present and is in good hands and the change would affect only the method of appointment.

Mrs. Ethel M. Bramer has been for some time a clerk in a store at Lawrence, Mass. A month ago she married George Bramer, a worthy young man, and they expected in time to have a humble home of their own. Last week Mrs. Bramer received a notice that under the will of the late Robert Benjamin Ribstock, of Penzeance, in the Sicily Islands, she has been given a legacy of \$1,000,000, principally in railroad bonds and stocks. Mrs. Bramer's home was for many years in Hamilton, Bermuda, and at her home Ribstock spent several winters. He had no relatives and as a result of the kindness displayed by the young woman and her mother the aged man stated in his will that he desired her well taken care of in the future.

The man in the moon has one advantage over his terrestrial brothers, he is most brilliant when full.

You can tell whether a man is walking with God by whether folks like to walk with him.

You can not measure a life by the distance between its early poverty and its later income.

This is a sad world to those who go hunting for pleasure.

JULIUS HOUSEMAN.

Side Lights on a Most Useful Career.

Julius Houseman, who spent the greater part of his life in Grand Rapids, was a successful merchant, manufacturer, banker and dealer in real estate. He was a useful man to the community, the State and the Nation, and in private life was respected and honored for his generosity, his public spirit, his sagacity, his inflexible integrity. In the service of the people at various times during his life he filled the office of Alderman, Representative in the Legislature, Mayor of Grand Rapids and Representative in Congress. Possessed of business ability of a high order, he was often called upon to administer estates, and in the performance of this duty he was ever the guardian and the defender of the rights of widows and orphans. "Houseman Field," donated to the Board of Education by his daughter, Mrs. D. M. Amberg, visibly preserves Mr. Houseman's memory, but the record of his good deeds is as permanent as the hillside upon which the field bearing his name is situated. The writer knew Mr. Houseman quite intimately and enjoyed his confidence. Meeting him frequently at a club or in his office the writer learned of many interesting incidents he had experienced in the course of a long and active business life. A single incident in the conduct of the administration of an estate the writer considers worthy of a place in these columns. It would serve the purpose of a dramatic composer or of a novelist admirably:

In the early sixties there lived in Grand Rapids a big-hearted jolly old German engaged in the practice of medicine. Like most men of his profession he was careless and neglectful in business matters. He had a substantial practice and was popular and highly esteemed. He had a liberal family of children, several of whom still reside in Grand Rapids. In the passage of time he purchased a piece of land upon a time payment contract and erected thereon a modest home. The payments were promptly met when due, and entered upon the original contract in the hands of a representative of the land owner. If Dr. Blumrich ever had a copy of the contract he lost or destroyed it. When the property had been paid for the Doctor did not call for a deed and the land owner evidently failed to execute one. Shortly after completing the payments the doctor died and Mr. Houseman was chosen to administer his estate, and then the fact occurred to the land owner that Dr. Blumrich did not possess a deed of his home. The land owner had decided to place his affairs in the hands of another agent, and when settling up with him the Blumrich contract was discovered. The land owner suggested that all worthless papers be burned, and the Blumrich contract was deposited in a package with the unvaluables. The agent suggested that the destruction of the papers be delayed until the following

day as he wished to make a record of several items contained in them. To this the land owner agreed. On the following morning, when the land owner and the agent met to conclude a settlement, the agent took up the papers and remarking, "We might as well destroy these now," opened the door of the stove and cast them into the fire. The agent's wife witnessed the act and heard the conversation between the two men. A few months later the old agent died, when it occurred to the land owner that he might regain possession of the Blumrich property, which had become quite valuable. Action was deferred for a year or two, but with each recurring visit of the land owner to Grand Rapids the desire to possess the Blumrich property increased. The widow of the former agent had married and it was presumed that all evidence relating to the sale of the property had perished with the deaths of the parties participating in the transaction and the destruction of the papers. The land owner demanded restitution of the property, which was firmly refused by Mr. Houseman on the part of the widow and the orphans. Suit was commenced and in due time the case was taken up in court for trial. The land owner testified that but a few payments had been made by Dr. Blumrich and that his purpose was to regain possession under the terms of the contract. He was allowed to present his proof without interruption, but when the defense took up the cross-examination a soiled and worn document was offered in evidence. Objection was made and the paper was placed in the hands of Judge Lovell, then Judge of the Kent Circuit Court, for examination. The Judge, usually calm and eminently judicial, read the paper twice with growing interest and ordered its admission. The land owner's countenance turned deathly pale and when questioned he reluctantly admitted that the paper bore his signature. It was the original contract with a record of payments sufficient to cover the price for which the property had been sold, with interest. The Court directed the jury to return a verdict of "No cause of action," and the land owner slunk out of court disgraced, discredited and dishonored. Mr. Houseman had visited the home of the former agent and obtained permission to examine the effects of the deceased from his former wife. The work required several days of close application, but it saved the Blumrich property for the rightful owners. The old agent had abstracted the contract and locked it in a private drawer before the papers were burned.

A man who stood very high in the estimation of the people and in his party was prevented from taking possession of a very important political office to which he had been appointed, nearly one year, by Mr. Houseman. The incident, as related by Mr. Houseman, was as follows:

"R. was the agent of an estate owning property in Grand Rapids. The heirs lived in Brooklyn. A friend of mine had purchased a piece of

land located on South Division street and had executed a mortgage to the estate for \$1,500. My friend had determined to move to another city and I bought the land subject to the mortgage. I called upon the agent and proposed to take up the mortgage, but he declined to accept payment, saying that the contract had but a few months more to run and his principals had directed him to accept payments only when due. I told him I had made preparations to sail for Europe and might be away from home one year. He said that would make no difference; that the matter could be cleared up upon my return. When I arrived home ten months later I learned that the agent had foreclosed the mortgage; that the property had been sold to the estate and that I would be compelled to pay a considerable sum, including court fees and an attorney fee of \$50, which had been pocketed by the agent, to redeem the property. I took this betrayal of faith as philosophically as possible, but I did not forget it.

"When the announcement of R.'s appointment appeared I called upon my friends in the business community and obtained agreements that they would not sign the bonds of the appointee without my permission. The amount of the bond was upwards of a quarter of a million dollars and I knew he could not secure bondsmen so long as my friends held off. The appointee called repeatedly upon the bankers, the merchants and the manufacturers, soliciting their assistance, but one and all declined. The authorities at Washington became impatient and asked the patronage dispensers representing the Grand Rapids district to name another for the place. The bondsmen of the former official were crying for relief and one of their number was unwillingly in possession of the office.

"The affairs of the appointee were growing desperate and finally his wife was prevailed upon to 'see Houseman.' The poor lady, in much distress, called upon me and between sobs and tears plead for assistance for her husband. 'Madame,' I remarked, 'I have great respect for you and you have my sympathy, but your husband is a d—d scoundrel. For a paltry sum of \$50 he proved to me that he is devoid of honor. On your account solely you can tell your husband to bring his bond to me. Perhaps I may sign it.'

On the following day, as humble as a whipped spaniel, R. called upon me, and after expressing my opinion of him and his kind I signed the bond. The rest was easy and the man served his term efficiently and honorably. The lesson was a severe one."

On one occasion Mr. Houseman and other members of a committee appointed for that purpose were engaged in counting the funds of the National City Bank. Old Mike Smith, who for many years served the Central High School as its janitor, peered into the room and gazed with wondering eyes upon the stacks of money lying on the table. Mr. Houseman invited "Mike" to enter and re-

marked: "There is quite a large amount of money on this table—more than \$100,000. Now, 'Mike,' if this money were your own what would you do with it? You would want to invest it to the best advantage. Come, now, 'Mike,' tell me how you would use it."

"I would purchase a house, lot and barn," 'Mike' replied.

"How much would you pay for it?" Mr. Houseman enquired.

"About \$1,700."

"Yes. You have now invested \$1,700; what would you do with the remainder?"

"I would buy a horse and buggy worth about \$300."

"Yes. That would be \$2,000. What would you do next?"

"I would purchase a good suit of clothes for myself."

"How much would you pay for a suit, 'Mike'?"

"Oh, \$30."

"And then what would you do?"

"I would spend about the same amount for a cloak and dress for my wife."

"Yes. Now you have invested \$2,060. What would you do with the remainder?"

"Oh, I would put it in the bank."

"Mike's" ideas of investments were like those of thousands of others who, having large sums to handle, would not know what to do with the same.

Mr. Houseman's generosity is well illustrated in the following transaction: One of the wealthy men of Grand Rapids in the years immediately following the Civil War was A. B. Turner. He had laid the foundation of a fortune while serving the Government in the army, as collector of internal revenue and as postmaster. He owned a valuable newspaper property, productive real estate and enjoyed a position financially seldom attained by men engaged in the printing and publishing business. Mr. Houseman sold a tract of timber to Mr. Turner for \$50,000, upon the purchase price of which \$10,000 was paid. The remainder of the purchase price was secured by a mortgage covering the land. Hard times ensued, affecting real estate as well as other properties unfavorably. Mr. Turner finally decided that the land contract was a heavier burden than he could carry and meeting Mr. Houseman one day he offered to surrender the contract and sacrifice the money he had paid upon the same in consideration of a release from further obligation. Mr. Houseman urged him to keep the land, expressing the opinion that it would pay him richly to do so. Mr. Turner, however, urged the acceptance of his proposition and finally Mr. Houseman agreed to an annulment of the contract provided Mr. Turner would accept interest at the rate of 6 per cent. per annum upon the amounts he had paid in principal and interest on account of the contract.

The property was taken over by Mr. Houseman, who sold it a year or so later and realized a profit of \$45,000 on the sale. Arthur S. White.

The New Home of the "Viking"



THE "VIKING'S" growth has been phenomenal, because of its many excellent qualities. The "Viking" line is so good in style, quality, value giving and pattern selection that, no matter how good your line or how solid your trade, you need "Viking" as a protection from making your competitors too formidable.

If "Viking," "Viking System," "Graduate" and "Flossy" Clothes for Young Men, Boys and Little Fellows are in your town—you know it. If they are not in your town—some one will have them soon. It better be you. Nuff sed!

SEND IN THE COUPON

Upon request we will send to you specimens of our forceful advertising equipment

BECKER, MAYER & CO.,
Congress and Franklin Sts., Chicago.

Sign and Mail This at Once

Have your salesman call with the Spring and Summer "Viking" line. Will look it over with the distinct understanding that I am under no obligation to buy, unless I am convinced that the line meets with my requirements in every respect.

Name _____

Town _____

Michigan Tradesman

State _____

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

THE HOLIDAY CAMPAIGN.

How Some of the Best Merchants Conduct It.

Written for the Tradesman.

In preparing for the holiday selling campaign too many merchants do not attach the importance to store front decorations that they should.

That a special trim is productive of results has been proven by an Iowa merchant who each year makes his store front the most elaborate in town. The awning frame is used for the foundation of a winter awning made of evergreen and holly. Even the posts in front of the store which support the framework are covered with wreaths and festooning typical of the Yuletide.

This background remains permanent throughout the season and each day new toys, such as sleds, skates and all sorts of things which are used for outdoor sports, are suspended and in this way are given prominent display.

A great many stores have a large trade-in holly and evergreens and Christmas decorations, and there is no better place to show them than in connection with some special exterior trim.

An attractive store front naturally appeals to the holiday shoppers and brings many people into the store who would otherwise pass on.

There are a great many merchants that use Christmas trees in various ways in front of the store to draw the crowds. In many instances these Christmas trees are displayed with the necessary Christmas ornaments and are sold already trimmed.

A great many ideas on special Christmas windows will be described in the Holiday Campaign, but the most important of all is the human interest window, and it is mentioned here because of its position:

The human interest window may consist of any kind of a window in which there is action, from the live Santa Claus to the smallest mechanical toy. In order to arouse the most spirited interest the attraction should be something that has never been seen before.

Santa Claus windows are always interesting and attract crowds, but it is the mechanical toy novelty that arouses the most curiosity and therefore is most productive of results.

A merchant in a town in Ohio uses the new mechanical toys in preference to any other kind of window displays. This man has realized from experience that the toy that can be put in motion is the biggest seller of all, and for that reason he uses his windows to exploit the big sellers and to center interest in his holiday offerings.

For instance, one day he will use one of the new hill climbing friction toys which he secures in the form of automobiles and steamboats, hose carts, vestibule coaches, police patrols, locomotives and tenders, gun boats and other toys which are made to climb an incline or speed grade and return and travel many feet on the level.

He has a boy demonstrator who shows how easy and simple they are to operate and when the window gazers are shown by the demonstrator what the new toy is and how it works these toys practically sell themselves.

Then the next day he will have the window filled with mechanical trolley cars with tracks and in the same window he will have a mechanical train outfit, which consists of a locomotive with stopper, tender and vestibule passenger coach, brick folding tunnel and a guard house.

Then he will have all different sizes and kinds of mechanical trains with tracks. He so arranges these attention-getters by a novel background that the window demonstrator may keep them all in operation and yet continue to go through the performance of winding and starting them.

This merchant aims to show some new toy each day and he naturally buys a large quantity, selling them all through this method of public demonstration.

The reason more toys are not sold is because the people do not understand the toys and it is impossible to expect anyone to desire something they do not understand.

In following out this idea of making unique window trims out of mechanical toys, the merchant should be particular about securing the newest things possible to obtain in order to give the people a genuine surprise.

Another attractive window is a revolving Christmas tree window, which has been used very successfully by a Kentucky merchant.

Instead of having stationary Christmas trees as most stores do, he arranged the trees so that they could be revolved by a belt which was operated by a water motor.

Anything in motion always catches the eye quickly and holds attention. These Christmas trees were elaborately trimmed and were abundantly supplied with display cards calling attention to the various departments and the bargains offered on the inside of the store.

The revolving trees were also used to call attention to any special entertainment features, free souvenirs, prize contests or anything which the merchant desired to flash before the public.

This method was also used to display the most desirable merchandise and it was possible to display more goods by suspending them from the revolving trees than if the trees had been merely stationary.

A Minneapolis merchant carried out a special combination inducement scheme. This plan was carried out in a series of newspaper advertisements which had the feature of making every woman in the home watch for and read the advertisements.

Prominently displayed in the headline were the words, "FREE. Your choice of any 25 cent article in our toy department. Don't forget to

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

BUTTER AND EGGS

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

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

T. H. CONDRA & CO.

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

We Want Eggs

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

Burns Creamery Co.

Grand Rapids, Mich.

Send Us Your Orders

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

Moseley Bros.

Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad
Both Phones 1217 Grand Rapids, Mich.

ESTABLISHED 1887

Egg Cases, Egg Case Fillers and Egg Shippers' Supplies

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

L. J. SMITH & CO. EATON RAPIDS, MICH.

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

"All orders filled promptly."

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

look for your boy's or girl's name in this advertisement."

This last sentence explains the scheme of getting the mother in the habit of reading the advertisement carefully. His plan was to insert the names of two different children in each advertisement, and they were printed in such small type they could only be found by reading the entire advertisement carefully.

The first name was placed in the midst of a list of Christmas suggestions. These suggestions were desired to be generally known and by placing one of the prize names in this space everyone who read the advertisement had all these facts brought quickly and clearly to the attention.

The second name appeared in the copy announcing a special sale. The offer alone was a big inducement for the people to come to the store and buy. Naturally, every reader would have taken advantage of the rare holiday bargains offered, but the insertion of the prize name increased the number of readers and consequently the offer was read by more people and with greater interest.

This merchant's advertisement was about as clever a conception of an inducement scheme as can be found. First he secured the attention and aroused the curiosity by publishing the names of children who would be given prizes, and as no one knew whose name was to appear the interest naturally was kept alive.

These advertisements were changed daily and no piece of copy appeared without the name of some child imbedded somewhere in the advertisement.

This method of advertising for children resulted in excellent business from the mothers as well as the children, because children, in most instances, have considerable influence on their parents when it pertains to purchasing anything that affects their comfort or happiness.

This plan also proved that almost every mother would go to the store which held out some attractive inducement to her child, and that the publishing of the name of the child in the advertisement was the direct cause of bringing parents to the store when no other inducement would have taken them there.

It was also an excellent method of winning the children to the store and making them familiar with the various departments from which they could make their purchases.

For the past four years a California department store has been conducting what it terms the Christmas Balloon Day. Usually the 23d of December is the day set aside for this event. The advertising man pronounces the scheme a great success and in speaking of it said:

"I know of no other medium of advertising which has brought us the results that this simple little Balloon Day scheme has. The plan is this:

"A few days before Christmas of each year we have an ascension of one hundred toy balloons. To each of these one hundred balloons is at-

tached a ticket bearing a number, and for the return of these tickets we award the prize which we have selected to go with the number. For a couple of weeks before the ascension of the balloons we advertise it extensively, both by circulars and through the daily papers.

"We found it necessary to either have the gas in the balloons weakened or to tie something to them that would weight them down enough to keep them in sight and to continually draw them down so the boys and girls could get them.

"The first time we let them loose only two or three of the balloons were found, and of course this was quite a disappointment to the boys and girls.

"After a day of experimenting we succeeded in regulating the weight which we attached to them. We used printed matter advertising certain lines in making the weights. The last time we held four ascensions, sending up twenty-five at a time, the first ascension taking place at 10 a. m. and three ascensions at intervals of two hours. This seemed to be more successful as it gave those who lost trace of their balloon an opportunity to return and be on hand for the next ascension. It also prolonged the affair, which was excellent advertising as it stirred up enthusiasm and interest among the boys and girls as long as the balloons lasted.

"The one hundred prizes were numbered and exhibited in the window for several days, and the awarding of them was done from the window in full view of the crowd outside the store."

It is easy to understand the attention and excellent advertising this scheme secured when several hundred shouting boys and girls crowded about the store at each ascension and would run about the streets in every direction with their faces turned upward watching every movement of the balloon they were following.

Many times the balloons would be followed through several miles of the residence portion of the town, and this naturally attracted the attention of people, and of course they found out what all the excitement was about. The greater the return of the prize winners the more successful the scheme will be.

This scheme could be carried out on a more elaborate basis. Wider interest could be secured by having a balloon ascension one day for boys and girls of a certain age, and the next day have an ascension for those of a different age, thus giving the small boys and girls an equal chance against their older and stronger brothers and sisters.

An enterprising Ohio store struck a popular chord during the holidays of last year by furnishing heat for the pedestrians who passed their place of business.

One of their best heating stoves was placed on the sidewalk, next to the curb, during the cold stormy days with a number of joints of stove-pipe attached to insure a good draft. A roaring fire was built and its glow-

ing through the mica doors attracted the attention of every holiday shopper and was the cause of a great deal of interest and comment.

The operation was repeated on other cold days and it proved the most attractive advertising scheme the firm had ever undertaken.

Passersby would collect around the stove more out of curiosity than for any benefit derived from the heat. It seemed to appeal to their sense of humor more than anything else and its success was due to the novelty of the experiment rather than to its practical value.

One of the most successful plans for pulling holiday trade was that of a contest for farmers conducted by a Wisconsin department store.

Early in December circulars were sent out announcing the Farmers' Prize Contest Day. The circulars read as follows:

Farmers' Prize Competition for Produce.

A grand prize to be offered by this store for the exhibit of produce. Will be sold at the market price. This contest is open to all farmers who live within twenty-five miles of the store.

First prize—For the largest dress-

For Dealers in
HIDES AND PELTS
Look to

Crohon & Roden Co., Ltd. Tanners
37 S. Market St. Grand Rapids, Mich.
Ship us your Hides to be made into Robes
Prices Satisfactory

BAGS New and
Second Hand

For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

W. C. Rea

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

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

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

Ask Michigan Tradesman, Grand Rapids National Bank, Commercial Agencies

Hot Graham Muffins

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

Wizard Graham Flour

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

Wizard Graham is Made by
Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

YX Ground
BRAND Feeds
None Better
WYKES & CO.
GRAND RAPIDS

All Kinds of Cut Flowers in Season
Wholesale and Retail

ELI CROSS
25 Monroe Street Grand Rapids

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

CONSIGN YOUR EGGS TO
GEORGE E. CUTLER
22 HARRISON ST. NEW YORK
OUR OUTLET UNEXCELLED
COMMISSION EXCLUSIVELY

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

A. J. Witzig

ed turkey we offer free your choice of any article marked at \$5.

Second prize—For the next largest dressed turkey we offer your choice of any article marked \$3.

Third prize—The farmer who brings in the most eggs on the Prize Contest Day (and trades them out) will receive a cash prize of \$5.

Fourth prize—The farmer who brings in on the Prize Contest Day the second largest number of eggs (and trades them out) will be given a cash prize of \$2; third largest, \$1; fourth largest, \$1, and fifth largest, \$1.

This prize contest was arranged in the midst of the heavy buying season and its purpose was to get as many of the country people as possible in town on a certain day and to induce them to concentrate their buying on this store.

The concern who conducted this contest were large dealers in produce and they were able to market everything that was entered in the contest and give the farmer the best possible price for the produce he brought in.

On the day of the contest as the farm products were brought in the name of the exhibitor was entered in a book and he was given an exhibit number which was placed in a small envelope and attached to his exhibit. Turkeys and eggs were then arranged in one of the windows in which the prizes were shown. This naturally attracted crowds to the store throughout the day.

At 4 o'clock the judges entered the window, in plain sight of the people on the street, to make the awards. The envelopes of the winners were then opened and the numbers indicated the exhibitors' names. In this way a perfectly fair decision was made.

After the awards were made the names of the winners were placed in the window with the produce and the prizes.

This plan secured a great deal of advertising among the farmers, and it was very successful in promoting sales at that time when competition among the stores was very strong. It brought customers from a long distance that were not in the habit of coming to this store.

In carrying out this plan the merchant should be sure that he is able to market all the products brought in at a fair price and satisfy the exhibitors with a square deal in awarding the prizes.

Sales plans to take care of the business during the last days of the holiday shopping are always desired by the merchant and they are usually not as plentiful as other kinds of sales plans.

An Indiana merchant conducted a very sensational sale during the last few days by starting a sale known as the "Thirty Minute Sale." The scheme was that for thirty minutes certain articles worth considerable more were sold for thirty cents. After that time the original price was paid.

He maintained the novelty of the sale by having ten-minute sales, in

which articles sold at ten cents for ten minutes only, and sixty-minute sales in which articles of one dollar value were sold at sixty cents for sixty minutes.

By this method of limiting the time to buy he stimulated a desire which practically cleaned up his broken stocks. In sensational sales of this kind the merchant must provide that no exchange or refunds will be made on the goods because they are sold below cost.

Frequently a sensational sale of this kind is just the thing to crowd the store with people in order that they may buy the other goods on sale, and even if the merchant does lose money on the special time sale, he makes it up on the increased sales of other articles.

An enterprising merchant in Pennsylvania stirred up interest in his holiday goods by publishing free coupons in the newspapers.

The copy was to the effect that the coupon was good for ten cents on any dollar article, which secured a great many ninety cent sales that otherwise might never have been.

There are a great many merchants who conduct variety or five and ten cent stores who do not desire to resort to any long drawn out holiday plan, but prefer some short inducement scheme which they can feature in their advertising for one certain day.

A Texas variety store used a plan which proved quite a drawing card in introducing a new line of home furnishing goods, and those are the departments which are usually pushed in the background during the holiday season.

His plan was to give away tin covers with enameled stew pans. These covers cost but two or three cents apiece and the cost was easily concealed in the price of the stew pans without adding anything to the price of the latter.

This little plan of inducement brought many people into the home goods department and boomed the sale on these lines.

H. Franklin Thomas.

The Putting-Off Habit.

The merchant who develops the faculty of cleaning up each matter which comes before him for attention and getting it off his mind at once enjoys a big advantage over the one who has permitted himself to become accustomed to putting off matters from time to time in the belief that to-morrow he will have more time to attend to things than he has to-day. It is not always possible to take final action promptly on the various problems which arise in the life of every business man, but in the majority of cases a decision can be arrived at on most points now as well as to-morrow or next week. If you have never made any determined effort to acquire this excellent habit of taking definite and prompt action on each matter which comes up in the regular routine of business, it will be well worth your while to give some thought to the question now.

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.

One of the Famous Farms of Kent County.

Chas. W. Wilde's farm, out in Walker, is one of the notable farms in Kent county. It is of 160 well tilled acres, but what gives it character and distinction is the forty acres devoted to fruit. Mr. Wilde's specialty is apples. He raises plums and pears, cherries and the small fruits, but the apple is his pride and his joy, and of the apple he has upwards of fifty varieties. He has early and late apples, red apples, yellow russet and green, sweet and sour and big and little, and if there are other adjectives to apply to apples he has them, too.

Mr. Wilde's father, Thomas Wilde, was one of the pioneers of Ottawa county. He came from New York State in the '50s and settled in Talmadge township, on land that he had to clear of its original timber before he could call it a farm. He was one of the first in that neighborhood to plant fruit. Some of the trees he planted are still bearing good fruit on the old Wilde farm. It was from his father that the son received his first lessons in horticulture and his fondness for it.

When Mr. Wilde left the old home to do for himself he located on a farm just over the county line in Walker. His first venture into fruit growing was with the small fruits, which with smaller outlay would give him quicker results—an important consideration for a young man with his own way to make. He tried peaches, but the conditions were not favorable. He planted cherries and plums, and in the meantime his apple trees were coming on finely. His farm seemed to be especially adapted to apples and gradually he centered his attention on this one fruit. He still has cherries and plums and pears, and enough of the small fruits for family use, but the apple is his main crop. His orchards spread over forty acres. How many trees he has he does not himself know, but the number runs up into the thousands. He has some fifty different varieties. A total failure of the crop is unknown on his farm. The yield some years is greater than in others, but there is never a year that he does not have some apples for the market. He cultivates carefully, prunes thoroughly and sprays frequently and the ordinary calamities of the fruit grower pass him by.

Mr. Wilde not only raises the choicest apples but he receives the highest market price for his crop. He has his own cold storage, where he can keep his fruit in perfect condition until the price he wants for it calls it out. This cold storage looks like a monster barn. It is 104x56 feet in area and higher than the average Monroe street sky scraper. Its walls are double and heavily insulated. There is a big ice chamber above, which is filled in the winter, and the storage for apples is below. The capacity is for about 4,000 barrels, and the building this year will be filled to capacity. This building has been doubled in capacity this season. In his cold storage Mr. Wilde has kept apples in perfect condition for more

than a year. But apple prices usually reach the high mark along in March and April, and it will be in these months that he will market the bulk of his crop.

One of the features of the Wilde farm is a long row of spruce trees. He planted them years ago. They are big trees now and besides being ornamental they serve as a wind break to temper the blasts of winter for his orchards. In his front yard he has many flowers—flowers of the good old hardy varieties. The flower garden is Mrs. Wilde's domain, but he also confesses to a fondness for the pretty things that grow and shares with his wife in caring for them. The flower garden is just east of the house and in view from the road. The garden has a shrubbery border and the house is covered with vines, and with a well kept lawn in front the place is as attractive as any city home.

Gradual Gain in Position of Local Banks.

The bank statements as they are published from time to time are interesting and instructive, not so much in themselves, however, as in comparison with the statements that have preceded. The comparison is usually with the last preceding statement or that of a year before, and if the figures show gain there is satisfaction in the circles of trade, and if they are less there is a wondering why. These short term comparisons, interesting although they be, do not begin to give the thrill that a look farther back will bring forth. The loans and discounts, for instance, show a total of \$17,065,881.38 in the last statement of Sept. 1. If we look back one year the total is found to have been \$16,739,415.07. There has been a gain during the year—a gain of a matter of \$326,000, but this is hardly worth bragging about. Go back ten years, to Sept. 7, 1899, and it is different. The total loans and discounts then were \$9,520,719.61. The total has not quite doubled, but the gain has been approximately 80 per cent. And who can look upon the figures and not be inclined to chestiness?

The bonds and mortgages now foot up to \$7,466,090.85. Ten years ago the total was \$2,991,698.72, less than half the present volume.

Ten years ago the commercial deposits aggregated \$4,117,802.65 and now they are \$10,338,048.69, or two and a half times greater.

In '99 the certificates and savings amounted to \$7,329,728.66, and now the total is \$13,562,622.67, not quite double but pretty close to it.

Outside banks carried balances here in '99 to a total of \$1,385,995.44, and now the total is \$2,583,930.64, or nearly double.

The total deposits have more than doubled in ten years, increasing from \$12,937,930.70 to \$26,576,497.47.

One year ago there were five National banks in the city with a total capital of \$2,200,000 and now there are four with the same capital. Then there were four State banks capitalized at \$450,000; now there are six with \$1,075,000. The totals are nine

banks and \$2,650,000 capital ten years ago and ten banks and \$3,275,000 capital now, an increase of one bank and \$625,000 capital. The banks appear to have prospered. Ten years ago the National banks had surplus and undivided profits of \$555,468.07, or approximately 25 per cent. of the capital, and now they have \$1,215,071.30, or better than 50 per cent. The State banks in '99 had \$173,516.04 surplus and undivided profits, or nearly 40 per cent., and now they have \$468,193.16, or about 46 per cent. The State bank statement, however, does not tell the whole story. It does not tell of the merging of the Kent and State banks and the conversion to capital of \$300,000 of their surplus. If this be taken into account about 40 per cent. more will be added to the gain in profits and surplus. The total surplus ten years ago was less than 30 per cent. of the capital ten years ago and now it is a fraction better than 50 per cent., and during all these years there has been a regular payment of dividends by all the established banks, and the new banks that have come on the scene from time to time have developed into dividend payers after a year or two. It is difficult to strike an average of the dividends paid, but it has been around 7 per cent. or better right through the year, which means that in ten years the disbursements have approximated 70 per cent. of the capital invested. With an increase of 20 per cent. in the surplus and undivided profits and 70 per cent. paid out in dividends it is obvious that the ten year period has been a good period for the banks in Grand Rapids.

Not Entirely Unbelievable.

"Scientists have decided that Methuselah was only 79 years old."

"That is more like it. It is absurd to suppose that any man could have lived to the age of 969 years."

"Oh, I don't know—there were no automobiles in those days."

With Skirts on High.

"Well, she's laid away something for a rainy day."

"Indeed? How much?"

"Two pairs of daintily embroidered stockings."

No one can labor for God without love for men.

—9,059-Word Business Book Free

Simply send us a postal and ask for our free illustrated 9,059-word Business Booklet which tells how priceless Business Experience, squeezed from the lives of 112 big, broad, brainy business men may be made yours—yours to boost your salary, to increase your profits. This free booklet deals with

- How to manage a business
- How to sell goods
- How to get money by mail
- How to buy at rock-bottom
- How to collect money
- How to stop cost leaks
- How to train and handle men
- How to get and hold a position
- How to advertise a business
- How to devise office methods

Sending for this free book involves you in no obligation, yet it may be the means of starting you on a broader career. Surely you will not deny yours: if this privilege, when it involves only the risk of a postal—a penny! Simply say "Send on your 9,059-word Booklet." Send to SYSTEM, Dept. 15-1013 151-153 Wabash Ave., Chicago

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



Registered,
U. S. Pat. Off.

52
HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

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.



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON



Effect of an Hourglass in a Window Trim.

Written for the Tradesman.

Sometimes an old-fashioned article in a show window so appeals to lovers of the antique that they are impelled to enter the store and ask some question or questions regarding its history, and, once having gotten inside, they see more modern things that excite their interest and enthusiasm to possess and they buy, whereas if the ancient piece had not been on exhibition there might not have been a single other object in the window that would have seemed of sufficient attraction to warrant the bother of crossing the threshold.

An hourglass about eight inches high appeared the other day in the window of a clothier and haberdasher who has a genuine love and intense reverence for the relics that have come to him by way of his ancestry.

Would you believe it, no less than eight people stepped inside to say that they had a timepiece at home

similar to the one in the window and they each had to tell something about theirs?

Three of the eight bought quite a bill of clothing—each one a hat, two of the trio a suit of clothes and the third an overcoat!

Now, how's that for sales brought about from seeing on display this sort of chronometer of some hundred years ago?

Possibly there are individuals reading this who have never seen this sort of instrument for the measurement of time.

The hourglass is composed of two hollow globular parts with a narrow hollow neck connecting the bulbs. Enough fine clean dry sand is introduced in one of the bulbs to take exactly one hour to pass through the tiny communicating orifice. Sometimes mercury is used in place of the sand.

Changes of temperature cause the glass to expand and contract, so that the time necessary for the sand to pass from one bulb to the other is

not always exactly the same. The variations in the dryness of the sand also have their effect on the time shown by the hourglass.

In the sixteenth and seventeenth centuries the hourglass method of indicating time was in vogue to adjust the length of sermons. One of the authorities on the subject of hourglasses pictures a sixteenth century one enclosed in an elaborate setting of wrought iron work, used in the pulpit of Compton Barrett church in Wiltshire, south of England. The holder of this hourglass extended from the wall by an ornamental arm fastened to a substantial wall bracket.

In the early part of the past century the hourglass was extensively employed in school teaching. My father's aunt was a schoolteacher and, if I remember rightly, he was one of her regular pupils. At any rate, I have often heard him tell about how the more observant of the scholars used to wildly raise their hand and when given permission to speak would in no uncertain tones offer the information:

"Oh, Teacher, the sand's most run out! The sand's most run out!"

Then the entire school would evince the utmost of interest in the turning of the hourglass to start them one and all on an hour nearer Eternity—only it is to be presumed they never gave that matter the ghost of a thought.

When clocks and watches were scarcer than now when nearly every domestic and almost every factory

hand can boast possession of the latter it used to be the way that when the august head of the household left the home the wife or other competent person in charge would start the hourglass to going and thus be able to keep the correct time until the return of the lord and master, when the hourglass might be allowed to lapse in its duty, to again be set to work upon a second or third outgoing of the owner of the pocket-timepiece.

I forgot to say that the hourglass stands in a framework of four stout little round posts with a square piece of wood, often of cherry, tightly attached to either end, so that there is no possible way for the sand to escape or to deteriorate except by natural erosion in long process of time.

Antiquarians are as fond of getting hold of an hourglass as of the old-fashioned warming pan or a genuine old piece of pewter.

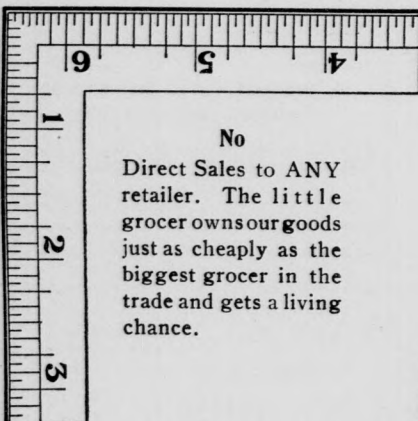
If the windowman is able to pounce upon either of these three interesting objects to help him out in his work he's a lucky dog. H. E. R. S.

Gives It Up.

His Son—Well, I've given up my idea of trying to get a college education.

His Dad—For what reason? Do you think you could not pass the entrance examination?

His Son—I could do that, but I have not the physique to go through the scrimmages.



No Direct Sales to ANY retailer. The little grocer owns our goods just as cheaply as the biggest grocer in the trade and gets a living chance.

Four Points

of the

Square Deal Policy

BEST SELLER ON THE MARKET

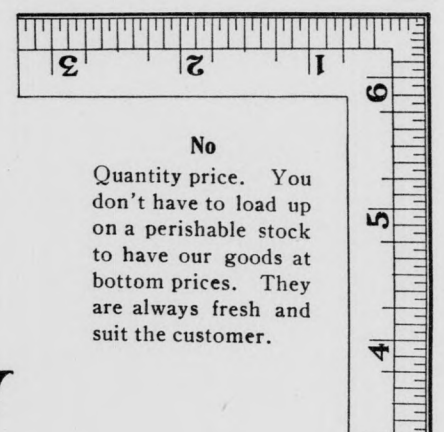


PROFITS SURE AND CONTINUOUS

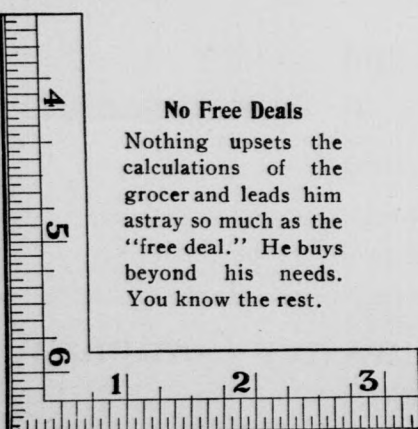
W. K. Kellogg

Kellogg Toasted Corn Flake Co.

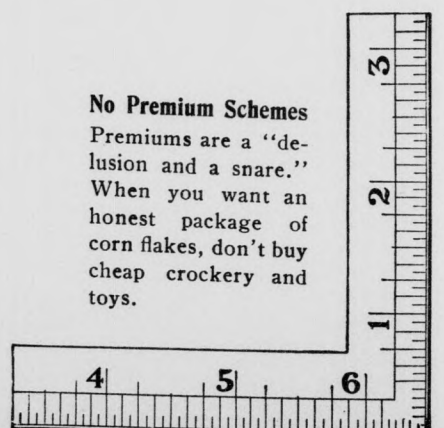
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DICK'S REFORMATION.

How a Poor Clerk Made a Good Manager.

Written for the Tradesman.

"Yes, sir, I was never more mistaken in a man in my life; and me in business for a quarter of a century at that," said Mortimer Layton as he threw the morning paper on his desk and smiled weakly, as though apologizing for his shortsightedness.

"How long was Dick in your employ?" asked Hod. Baker, the traveling salesman who had called Layton's attention to an article in the paper telling of Richard Cook's promotion to the management of a competitor's store, one of the largest retail establishments in the city.

"'Bout a year and a half," replied Layton, "and when he tendered his resignation, to tell the truth, I was glad of it."

"Well, Mort," observed Hod, "I didn't know Dick when he worked for you, but I have known him pretty intimately the past five years and I want to tell you that as a young man handling general merchandise at retail I don't know of his equal anywhere in the territory I cover. What were his characteristics as you knew him?"

Thereupon, handing a cigar to the traveler, Layton lighted one for himself and, passing the flaming match to his visitor, told how Dick Cook came to him a tall slender youth, 20 years old, fresh from high school and just a bit of a "sissy" in manner. "He was the personification of gentility, even although his attire was cheap and much worn. Somewhat deliberate in movement, his mind never appeared to be entirely centered upon whatever duty he had to perform."

"I recollect one occasion when he was putting up an order for a lady customer: I saw him standing with a half bushel measure filled with potatoes, poised above an empty basket but not emptying the one into the other. I watched him for fully half a minute and at last shouted: 'Dick, they won't sprout while you wait.' He looked at me wonderingly and, pouring out the potatoes, glanced at the lady and observed, 'I beg your pardon.'"

"Pure absent-mindedness," said Baker.

Layton related other instances, such as hurrying to open the front door for a lady customer about to pass out, while at the same time he would carry on one arm two or three tins of canned goods he was putting up for another customer, who was obliged to wait until he had dispensed his intuitive courtesy.

"And he was continually developing ridiculous contrasts," the merchant went on. "I have seen him try to do up a dollar's worth of sugar in a paper bag about half the necessary size and shortly after dump a half dozen lemons in another bag four sizes too large for such purpose. On one occasion, too, when he was engaged in arranging a new display of shelf goods—and he was mighty good at that work—he very politely asked

an old gentleman who was waiting to be served if he would kindly stay about ten minutes until the task in hand was finished."

"He wasn't lazy, was he?" asked the traveler.

"Not a particle. He was always busy, but seemed to insist upon doing the wrong thing as a rule," was the answer.

And so the review continued, showing that Dick Cook as a clerk was willing, courteous, neat and always on hand, but that his mind was so full of a great variety of things, all in disorder, that he was an irritation to his employer and the constant butt of his fellow clerks. "And yet," concluded Layton as Hod. Baker took his leave, "I am mighty glad he has panned out so well and am curious to know what has wrought the change."

* * *

A couple of months later the traveler again visited the merchant and as he entered the store was greeted with, "Hello, Hod., what can you tell me about Dick Cook's reformation?"

"I dunno, why?" responded Baker as he placed a grip on the counter.

"Oh, nothing, only he is 'making good' with a vengeance," said Layton.

At this Baker told of having called on Cook on his previous visit to the city and how, after repeating in a general way what he had heard about his initial experience as a clerk, Cook laughed heartily and said, "Mort. is all right; a good fellow and one who knows his business, and you may tell him for me that the few months I was with him set me right toward a mercantile career. I didn't know 'B from a bull's foot' when he gave me a job, but I was willing to learn and Mort. was a good teacher. Whenever I was in doubt about what to do I would watch my chance when certain that he was looking at me and then start in on my own hook. If I was right he let me go ahead without comment; if I was going wrong he would 'call' me."

"And he said a lot of nice things about you as a man," said Baker, "so that I finally asked him why it was, if you were so good and, if he liked the business, that he resigned. And what do you think was his reply?"

Layton scratched his head and answered: "Really I can't guess."

"Well, there were two distinct reasons," said Baker. "In the first place you had kindled in his brain an ambition to become just such a merchant as yourself; one who had an eye on everything all the time and knew just how things were going at every stage of the game and just what to do next and how."

"And the other reason?" prompted Layton.

"The other reason was that because of the presence in your employ of two sons and a nephew he felt he could not advance with sufficient rapidity to satisfy his ambition," was the conclusion. L. F. Rand.

The devil finds mischief for idle hands to do. The busy ones find their own mischief.

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THE SHREWD DEALER.

Some Ways by Which He May Be Checkmated.

An essential thing in selling goods is to be able to think quickly and to devise ways and means for meeting unprecedented conditions.

No two cases which a salesman has to handle are exactly alike. He has to be always ready to meet some unexpected objection from a customer—some phase of the selling game for which he is not prepared. He should have a mind trained to penetrate the schemes of buyers, who, knowing that they must buy his goods in order to supply their own trade, are resolved to force him into a corner and get what they have to have out of him at the terms which they think proper and convenient.

It is one thing to urge a man to buy something with which he is unfamiliar or has believed he had no use for; in such a case, as soon as the difficulty of making him familiar with it and convincing him of its utility is surmounted the salesman usually has a fair show. Any farther objections which he encounters are ingenuous and can be treated according to a pre-arranged method. But it is another matter to deal with the customer who is constrained to buy, and who has from long habit evolved numberless little schemes for twisting a bargain to his own advantage.

Buyers who are under pressure to buy develop a tremendous astuteness and are determined to get every advantage that they possibly can work the salesman for. Most of them have learned different ways to work an easy salesman. When he appears and lets out a red hot selling talk which evidences his reckless eagerness to sell, the dealer, although he intends to buy, affects a reluctance and indifference in proportion to the salesman's solicitude. He thinks: "This man is my natural prey. Watch me get just what I want out of him at my own terms." And he proceeds to victimize the salesman.

The following is a fictitious sale which illustrates the commonest way in which a buyer goes to work to force a salesman to give him what he wants at his own terms. We will call the salesman Gray and the customer Brown.

Brown is in the market for five products which he is determined to get below the market price if he can. By his being constantly in the market he is posted on the selling prices of Gray's competitors, and he knows on which particular products Gray is naturally lowest. He locates four of these and gives the salesman an order for them, beating him down as low on the price as he possibly can. When he reaches the fifth product, which we will say is pork loins, the salesman quotes the price at 11½ cents.

"Too high," says Brown. "I can buy pork loins at 11 cents."

The salesman replies that 11½ cents is the best he can do.

"Very well. You can cancel the other part of the order unless you put pork loins in at 11 cents."

The salesman weakens and finally gives in rather than lose an order which is mounting up toward a respectable total. As a result of this policy the customer has succeeded in buying the four items at the lowest market price, and the fifth he buys below the market. And the salesman, who thinks he has sold but one item low, has sold all five of the items below the market; or, in other words, has been the lowest seller of those five items on the market.

He should not have been alarmed by the customer's threat to cancel the order, because, if he were as shrewd as the customer, he would take that threat as the surest indication that the customer could not obtain a better price elsewhere. It would not be to his advantage to cancel the order for the first four products which he had bought low. Therefore, it should be apparent to the salesman that Brown's threat to do so is only a bluff in order to get his own terms. The salesman arriving at this conclusion should determine to stick to his price through thick and thin, and if he handles his man tactfully he will get it.

A salesman should not show by his manner that he is afraid that he will fail to make a sale. Such a manner invites people to take every advantage of him they can.

Imagine the situation reversed. Wilkins, who wants to buy a watch, comes to Smithers, who has a watch, and makes an offer for it. Now, Smithers may be in need of the money, and twenty dollars in exchange for the timepiece would look mighty good to him. But when he sees that Wilkins is only too eager to pay \$25, he begins to think that he could not part with the heirloom for less than \$40, anyhow. And so it gathers value with every offer that Wilkins makes for it, until the owner at last reluctantly lets it go for a miserly \$60, and allows Wilkins to think that he is under heavy moral obligations besides.

It is apparent that a man who shows a reckless eagerness to sell is going to be victimized along the same lines as the man who shows a reckless eagerness to buy.

This is not to be taken as meaning that a salesman can afford to assume indifference as to whether his prospect buys or not. He must not present his proposition with the "take-it-or-leave-it-alone" air of one who is merely in business as a pastime.

Perhaps some one may rise to enquire, "What is a salesman going to do if he dare not seem to be indifferent, and on the other hand must not show his eagerness to sell?"

The explanation is not very difficult: There is a great difference between the man who is eager to sell—whose object in talking with a customer is very plainly to get rid of his goods, to dispose of them at the best terms he can get, but at any rate to dispose of them—and the man who is eager to talk business, eager to infect others with his own belief in his proposition and to defend it from every misconception. This sort

of man will not be asked to sell at a sacrifice, because he has made it clear that his proposition is all that he claims for it, and more than worth the money. While he has not exhibited a mad desire to get rid of his wares, he is, on the other hand, so far from being indifferent that the fellow who is merely eager to sell is not to be compared with him as being forceful, emphatic and persistent.

In our business it is absolutely necessary for the salesman to have initiative. He will find that a great many of his buyers are schemers and diplomats to an extent that would make Tallyrand or Tom Sawyer look like innocents by comparison. But if the salesman is thoroughly acquainted with his business and has a keen mind to contrive resources he can often effect sales to the satisfaction of both his house and customer where otherwise he would fail.

Every salesman should have an idea of what the house is really doing—just in what manner it meets competition, just why its product has a tenable claim to superiority. Instead of getting down to the very heart of the matter and familiarizing themselves with every last detail and with every reason behind each detail, many salesmen are content to learn a little selling talk that covers superficially the essential points about their product. They spring this on their customers, trusting that they will never find a man of such a searching and inquisitive disposition that he will back them into a corner and demand the facts and reasons which they are not prepared to give.

As a case in point: I know a salesman who was years on the road selling toilet soap. For a long period that particular soap was without very heavy competition and orders from the salesman's territory poured in unceasingly. Evidently he was a first-class man who saw as many customers as possible in a day, made a good impression on each one personally and accommodated them by tak-

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ing their orders for a soap which they needed and which they knew they might as well buy of him as of anyone.

Then a competitor crept into the field. He sold a toilet soap the same size, put up in just as beautiful and artistic a wrapper at a lower price. Moreover his soap smelled just as sweet when he took the cover off the box.

The salesman of whom I spoke as having to meet this competition urged the quality of his soap as an offset against the lower price of his competitor's, but none of his customers would take any stock in his arguments. It was a long time before he could bring himself to ask his manager for help—because he had been so confident in his own ability to meet every adverse condition and to win out in the face of it. At last, however, he wrote in to the manager: "What am I to say that will make people buy my soap? Can't we afford to cut prices to meet this competition? Blank & Co. are putting up a product that equals ours and there does not seem to be anything else to do except cut to meet their price."

The manager telegraphed the salesman to come in to the office. When he arrived there he found the manager sitting at his desk with two handsome boxes of soap before him—one was his competitor's and the other his own.

"Don't you know the difference between these soaps?" the manager asked.

"Candidly, I don't," the salesman replied. "They seem to have imitated us pretty well."

Then the manager took his jack-knife and cut the two cakes of soap until he had got at the very heart of each cake.

"Smell them," he said, handing them over. The salesman sniffed first one and then the other.

"Why, there's no perfume to theirs," he said. "The perfume in ours goes all the way through. This little piece is as fragrant as a freshly opened box. I see the point!"

It developed that the difference in price of the two soaps was owing to the fact that one was an honest product, carefully and expensively perfumed all the way through—and the other was a product imitating the first in texture but absolutely lacking that expensive ingredient, perfume. It had been put up in perfumed wrappers, which gave out a delicious odor when the box was opened, and even communicated a scent to the soap itself when the soap was new. After a little use, however, the cake would be as dull and odorless as an ordinary cheap laundry product.

The salesman benefited by the lesson. He made a careful study after that of every product he handled, analyzed it, and analyzed competitors' articles so as to be able to compare them intelligently. It goes without saying that his trade on this particular soap began to improve and was soon back on the old basis. He was furnished with the implements of war.

The advantage of being able to think out for one's self expedients for getting business is well illustrated in the case of a young salesman, whom we will call Mr. Jenkins—that isn't his name—who had one, Grumm, a butcher in a Western city, on his list of prospects. Mr. Grumm enjoyed a reputation for being the most hard-headed, unapproachable and prejudiced old fellow that ever bought meat to sell to others or to eat himself. Salesmen were in the habit of referring to him as "the terror of the route."

Jenkins felt sure that ordinary tactics would fail to get Mr. Grumm's order. When he landed in Grumm's town he dropped into the store and began casually looking over the premises. This elicited an enquiry from Mr. Grumm as to what business Jenkins had in his shop.

"Why, I was brought up in the meat business," said Jenkins, "and whenever I have to wait around in a town I naturally drop into a butcher shop. It seems sort of homelike and less lonesome than hanging around the hotel."

He followed this up by a few good-natured remarks about what a nice place Mr. Grumm had and enquired about his refrigerating plant, with the tone of one who takes merely a fraternal interest in such matters.

Old Grumm was taken off his guard. He never suspected that Jenkins was a salesman; he put him down merely as a visitor who had the good sense to take an interest in and appreciate a fine butcher shop when he saw one. Grumm, it seems, was very human after all. He was only an ogre when approached by some one with something to sell. His refrigerating plant was the pride of his heart, and the fact that Jenkins took an interest in it made him feel that Jenkins was a bright boy whose conversation was profitable and whose companionship was worth while.

So he took Jenkins over his plant and they became quite old cronies in the course of a half hour. Jenkins confided that he was an employe of a Chicago packing house—and certainly no one was to be blamed but Grumm if the latter drew the conclusion that the salesman was merely an office man. The conversation drifted into affairs of the trade and Grumm found his visitor surprisingly well posted—able to "give him a line" on the choicest products. The information that Jenkins gave was exactly what any salesman would have given. Old Grumm would have discredited it and raised all sorts of objections if he had known that the man who was talking to him was after his order. As it was, however, he was as docile as a sheep. And it all ended by his asking Jenkins if he would, as a special accommodation, take his order for certain products, and by Jenkins saying: "Why, yes, I guess the firm wouldn't have any objection to my sending in your order, Mr. Grumm. I am glad to accommodate you in any way."

A woman's idea of slaying the fatted calf is to put the best tablecloth on the table.

An Unfair Advantage.

"Have you confessed all your sins?" asked the preacher, solemnly. "I guess I've about cleaned up," was the feeble response of the sick parishioner.

"How about those fish stories you are so noted for?" continued the pastor. "Were they all true?"

The sufferer's face took on a look of anguish and disgust. "Parson," he muttered, "that's a mighty mean advantage to take of a dying man!"

The Meanest of Men.

A noted physician and surgeon was once asked at a banquet whom he considered the meanest man. He replied:

"Well, gentlemen, I'll be candid in my reply to your question. A mean man is one who attends a dinner given by a physician, gluttonizes with ill effects and then goes to another physician to be set right again. He is the meanest of men."

They who really sympathize know the eloquence of silence.

Time: One Month Hence.

Book Agent—Is the lady of the house in?

Jimmy—Maw says which book are you sellin'—Peary's or Cook's?

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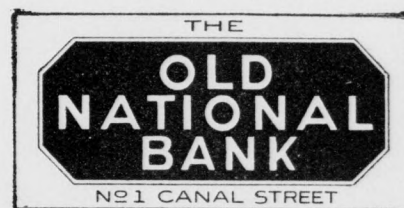
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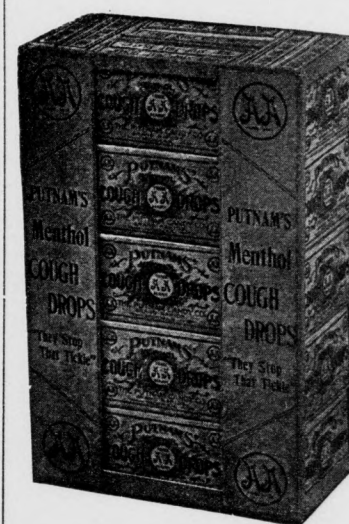
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PILLS AND PATRIOTISM.

Two Events Which Were Never Intended To Mix.

Brief as his professional career has been and few as his patients (he had had two cases in twice as many weeks), Dr. Tiler had his regrets and, what was more, he insisted upon nursing them; in fact, he had done nothing but smoke cigars and coddle and nurse these selfsame regrets until they had become part of his daily routine.

Now, it may be wondered what regrets a man of 24 with an office, cigars to smoke and a history of two patients could possibly have. But Dr. R. Ward Tiler (as numerous signs about the windows and doors of his office designated him) was a victim of peculiar temperament and unfortunate circumstances. So it happened that chief and paramount of all his regrets was the sad reflection that he had not charged his only two patients twice as much as had been the case.

Each day he mentally reacted the little tragedy of those two patients.

The first was a barber who worked in the shop on the first floor. He had come rushing into the office one morning with an extremely pale face and a thumb monstrously bundled with towels. By a clever combination of sharpening a razor and discussing the base ball situation he had succeeded in laying his member nearly inside out.

Tiler dressed the wound, sewed it up and gloated over it in a trancelike happiness for more than an hour and a half, and when the maimed barber suddenly broke away and enquired, "How much?" the young doctor was so rudely awakened to the realities of life that he could scarcely collect himself sufficiently to say, "Oh, a dollar," when the white jacket had disappeared out of the door. Only the silver dollar in the doctor's hand and a few blots of blood about the floor gave any evidence of his recent presence.

In the intensity of the moment a dollar had seemed a round charge, but the doctor could never outgrow the subsequent impression that he should have demanded twice that amount. But even this vain regret did not prevent him from pulling a man's tooth late one night, then in a burst of sympathy refusing to take more than 50 cents for his trouble on the grounds that it was done as an accommodation and not strictly within the technical limits of the practice of medicine.

It is necessary to review this very early part of the doctor's limited practice in order to more readily and completely understand how it was that later on a mixture of patriotism and too many patients cost him a great many pills and not a little pain.

He sat one red letter morning and gave himself over to cigar smoke and gloomy thoughts.

"Professional ethics are all right," he thought to himself, "and far be it from me to rob the poor, but the next unfortunate that finds his way into this little shop is going to pay for my foolishness. I'm going to

touch him just as much as he can stand."

This piece of mental indulgence brought so vividly to the mind of our medical friend his previous failures to grasp the golden hand of Opportunity that he sprang from his chair and began a vigorous pacing back and forth from one room to the other. His thoughts began to travel fast, and his legs, in endeavoring to hold their own with the procession, were executing an extremely rapid double quick, causing the bottles on the shelves and the ornaments about the room to utter a desultory and clinking protest, when Tiler was suddenly compelled to halt.

His line of march from the front office to the back one was blocked by an obstruction in human form, and judging from the bent figure's labored breathing and bandaged head it was not unreasonable to suppose that the presence in human form might also be a patient.

"Well!" burst out the doctor as he endeavored to recover his decidedly ruffled equanimity, "step in."

By this time the unexpected visitor had resolved himself, even to Tiler's confused and startled gaze, into a decidedly crooked and dried up old soldier.

"Yep, that's just what I was atrying to do," grunted the veteran in response to the doctor's invitation.

After a due amount of shuffling, groaning and complaining of the painful condition of his head the brass buttoned coat and blue trousers and all they contained were safely deposited in the patient's chair. The bandage was removed and amid a desultory eruption of croaks and half finished sentences on the part of the sufferer a little dressing and washing were accomplished.

"Ah, that's the easiest it's felt in weeks," said the old veteran as he pressed his head with his hands and swayed it from side to side, gazing with a curious admiring expression of countenance at the doctor.

"Oh, these horse specialists they have out at the home don't know nothing; no, sir. I'll tell you they don't know no more about medicine, and particularly what ails old fellows like me, than you know about sleeping in a trench every night for a month. We don't get no treatment: out there, no, nothing like it. He's hired by the Government to kill us off as quick as he can to save pension money. That's what he gets paid for. It doesn't seem to make no difference that we got ourselves this way afigthing for the country—no, I should say not," and the old fellow shook his head more vigorously and pronounced the last sentence with snarling emphasis.

Tiler was somewhat at a loss to know exactly what to make of this outburst, but he decided to be agreeable at any cost.

"Well, I'm surely glad I was able to give you relief," he said.

"That's what you did, Doc., and you'll get paid for it, too, don't you forget that."

The doctor, who was busy cleaning up the litter made by the operation,

was about to state that money was something he never could let quite slip from his mind or hands either when a volley of agonizing grunts and mutterings caused him to hesitate and turn his head in the direction of the patient.

He discovered that that individual was going through the most marvelous contortions in his chair. His head and shoulders were leaning far back over the arm, and his feet were only kept from flying skyward by the fact that he had hooked the handle of his cane about the leg of the table, clinging to the end of it with one hand as he worked at his trouser pocket with the other. Every time he tugged at his pocket he emitted a series of strange gasps and groans.

Thoughts of epilepsy and spinal meningitis flashed through the doctor's mind as he beheld this extraordinary performance.

A final spasm brought to light a large leather bag, and the table was released from the embrace of the cane, the old warrior resumed a normal position and, after devoting a few seconds to regaining his breath, poured the contents of the bag out on the table.

"It ain't much, but you're agoing to get what's acoming to you, if I have to wait until pension day, by George," exclaimed the invalid, as a collection of nickels and dimes rolled out on the table.

The strange gymnastics and peculiar conversation of the military patient began to work on Tiler's risibilities and, as he saw the stock of

small change debouch itself from its leather covering a decided feeling of sympathy for the old veteran made itself manifest. He was suddenly persuaded that he had unlimited funds in the bank. A keen pity for the patient and his small pile overcame him.

The old man was arranging the money in piles according to its denomination.

"A dollar and fifteen cents," he announced when the operation had been completed.

"Oh, put your money away, my good man," said the philanthropic M. D. "I'm always glad to help the suffering, you know, and wouldn't think of taking anything from any hero of Gettysburg or Bull Run. I'm glad you're better and let it go at that," and the doctor waved his hand as though he had some two or three hundred of these cases every week and could still accommodate more.

The old man did not need to be urged. The money was soon pocketed, and after an extremely profuse and hopelessly confused homily on the virtues of young men who still had reverence for the stars and stripes and the heroes who had defended them the old warrior took his departure.

As soon as the veteran had disappeared Dr. Tiler's sudden wealth of money and good spirits disappeared also.

"I'm a fool, now I know it," he said as he flung himself into a chair, stretching his long legs far out before him.

Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT
FROM THE VERY CHOICEST SELECTED NUTS

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

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

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

Send to us for particulars regarding all our packages.

The Franklin Baker Co.

700 N. Delaware Ave.

Philadelphia, Pa.

He had just cast the stub of his cigar into the fireplace in a fierce and savage manner and was softly but heartily cursing all old soldiers, and maimed ones in particular, when a familiar voice brought him out of his reverie and suddenly to his feet.

"Here, Doc.," said the voice, "I know you'll smoke these on an old soldier. You deserve more, and don't forget old Jim Haney'll always have a good word for you and it counts, too."

The doctor's mind worked rapidly and he concluded that it was best to look upon the matter in a cheerful and jovial light and not be eclipsed by his generous patient.

"Thank you, old man, I'm sure I'll enjoy them," he said to the donor, beaming on him with a dark smile, which was caused more by the intensely yellow and varnished appearance of the cigars than by any spontaneous good nature or surfeit of lively spirits.

After bestowing upon his benefactor an eulogy more flattering and decidedly less intelligent than the former one the figure in blue again disappeared out of the office door.

"There is a little sunshine in this vale of tears, after all," murmured the doctor cynically as he carefully fingered one of the bilious looking smokes.

The next morning as he was ascending the stairs to his office, punctual to the moment, Dr. Tiler was surprised—yes, extremely surprised, for it had never happened before—by being accosted by a high pitched squawk from the darkness above, "Be you this here doctor?"

Now, although this speech was rather loosely framed and might, if

liberally construed, apply to almost any reliever of aches and distresses, still our friend Tiler, being ambushed, as it were, spoke up hastily:

"Yes, sure."

By this time he had mounted the stairway and was somewhat taken back, to express it lightly, at beholding a crooked and withered relic of the days of Lincoln sitting on a window sill and beating the sole of his shoe with a heavy cane. From his light slouch hat to the frayed ends of his light blue breeches he seemed almost the exact counterpart of the patient of the day before. However, he ushered the man into the office and prepared himself for his story.

The ancient man of war, it would seem from his description of symptoms, was afflicted with every known ailment and several that as yet were in an experimental stage. His squeaking voice rose and fell and the farther along he got with his story the more interested he, himself, became. When he enlarged upon the exquisite agony of some of his bad days he almost seemed to smack his lips and gloat over it. He was but getting fairly launched on a completely new line of symptoms when the doctor thrust a box of pills and a prescription into his hand and told him to call again in a week.

"Well, you are just that bright sort of chap old Haney was telling us, by gorm; you'll do."

Here the man of many ailments reached down in the mysterious depths of his inside coat pocket and after many struggles and several false moves that nearly took him off his balance he drew forth two hard looking cigars and, placing them

carefully on the table, said, "God bless you," and was gone.

The reality of this recent visit and the broken condition of the cigars was gradually worming itself into Tiler's comprehension when the doorway was filled again and a third blue uniform was exposed to view. This visitor was a powerful looking man, with white hair, white mustache and a very red face. His voice was stentorian and his manner forceful. The doctor submitted without so much as a scowl. The red faced visitor talked of the glory of the flag, the blessedness of freedom, the injustice of the Soldiers' Home authorities, the meager and poor diet he had received while there and the particular rascality of the house physician.

"A man who knows nothing, never will know nothing and can't tell a pill from a marble. He's an old fraud and only got where he is because he's got a pull, that's all that got him there. But he won't stay, let me tell you, no s-i-r."

"Now, what we want, my boy, is more like you. I heard about you yesterday. Old Haney was up here, you know, and you fixed him up clipper and trim. Now, you see we get free treatment at the home, but it is free treatment; that is, it's no treatment at all. You're doing a great work in treating us old boys the way you do, and let me tell you, you'll never regret it, no s-i-r."

Having delivered himself of this at the hazard of a perfectly blue complexion the speaker pulled out a very large and grimy tobacco sack and proceeded to stuff his mouth.

"Say, Doc.," he continued when this operation had been completed to

his entire satisfaction, that is to say, when every stray string had been whipped into his mouth by a well executed twist of the tongue and a few fine grains had been wiped off his chin with his large right hand. "Say, Doc., that pill poker out to the home gave me some dope the other day that completely upset my eating gear. Wish you'd kind of give me a start right if you can. I can't eat near what I did and it's something pretty serious."

Even as the prisoner seeks freedom the doctor rushed to his back room, grabbed the first bottle he came to and taking a handful of pills dropped them into an envelope and thrusting it into the big man's hand informed him that he thought two taken every night and morning would fix him up.

"Well," said the patient as he slowly got under way toward the door, for his size was such as to preclude fast movements, "it's a pity we ain't got more like you; some of us old codgers might live a little longer if there were more like you—say, I don't smoke myself, but you're welcome to the chewing," and here he made an awful swoop for his tobacco bag and had almost succeeded in bringing it to light when the doctor assured him that, although very much obliged, he did not care for a chew just then.

It was a busy day for our friend Tiler. With every new caller there was a new set of ailments. Some of them were to be found within the realms of medical lore and a great part of them were alarmingly new and peculiar. The doctor bore up as well as he was able, and after every

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patient had taken his departure he would swear that the next fellow would pay handsome for all his trouble.

But their presence had its own effect, and to stop the storm of abuse heaped on the "Doc. at the home" and the list of wonderful ills our friend would pickly gather a handful of pills from the most convenient bottle and hustle his caller out of the office, praying that he might be the last.

It seemed to the young physician that his generous treatment of his patient of the day before had reacted disastrously. He had cast his bread upon the waters and it was returning in the shape of chronic ailments and flavorless cigars.

"The idea of all these old men coming way down here and sponging on me and running down that fellow at the home, leaving these chunks of rope and telling me of impossible pains and symptoms that never existed, and never giving me a chance to ask for my money, let alone getting it. It's some pleasure to ask for it anyway, and here they come in and get what they themselves call the best of treatment, and all they leave is a tobaccoless cigar."

As his mind was reflecting along these lines Tiler's eyes caught sight of the small pile of offending weeds. It was too much to contend against. He seized them, flung them into the fireplace, put on his hat, locked up his office and started home.

"Say, are you the young doctor?" enquired a battle scarred veteran in the hallway.

"No," snapped our friend. It was the first time he had ever denied being that distinguished individual.

"Say, what you been having up there all day," enquired the barber, who was taking "nine cents' worth of fresh air," as he termed it, between shaves, "an old camp fire rally or a Grand Army Reunion?"

"Both, I guess," groaned the doctor, vainly endeavoring to smile, but the fuel was too green to burn. The reflection on this little joke with the barber livened him up somewhat, but the sight of a blue coat would sour him at once.

The next morning on his way to the office he decided that he would absolutely refuse to heal any old soldier and if need be would put a sign up to that effect.

His mind busily engaged with these matters he was hurrying along the hallway to his door when a very angry voice called out:

"Hey! is this Doctor Tiler?"

"Yes," said the doctor in a very modest tone.

"Then you're the man that tried to poison my patients at the home about me, tried to show me up to them as a fraud and know-nothing, hey!" The emphasis on this last syllable was almost a scream. "Yes, and then to show your own ignorance, you filled them full of junk that's kept me busy all night trying to keep them from passing up the sponge."

The stranger's voice grew very loud at this stage and his attitude most threatening.

"I ought to punch your head, you low-lived quack, you dirty young upstart, taking advantage of doting old men and experimenting on them. You are lucky that they're not all dead. And taking their pensions from them when the State pays me to treat them. You rob them of their pensions and you rob me of my patients."

While recovering breath for a further tirade the angry man held his face close to Dr. Tiler's and seemed to fairly hiss his indignation.

Our friend Tiler was too much amazed and startled at the sudden turn affairs had taken to make any response.

"Curse you," exclaimed the excited visitor, after a brief pause, "don't you ever meddle with my affairs again. Do you hear?"

After shaking his fist in Tiler's face the Soldiers' Home physician turned about and stamped down the stairs in a towering passion, without giving the other a chance to reply or ever seeming to imagine that he would care to do so.

Dr. R. Ward Tiler gazed vacantly after the visitor for a moment, then pulling himself together he tried hard to smile as he unlocked his office door.

"I wonder if they pay pensions in stogies out there," he muttered to himself as he viewed his littered fireplace.

The doctor then and there concluded that patriotism and pills were never meant to mix.

Business Sense the Need of Every Woman.

"It is one of the saddest cases that have come my way," said the man. "My heart aches for that little woman. To be utterly dependent yet forced to get along without one's prop! No wonder the estate has gone to smash as it has."

"I thought there was plenty of money there," observed the woman. "I suppose it is another case of the American man's mistaken consideration. When will husbands and fathers learn that it is not kindness to act as if a business head on their womankind made them hydraheaded monstrosities?"

"You put it mildly. I'm inclined to think it wicked inconsiderateness. Take Mrs. Brisbane. Up to the hour of her husband's death she never signed a check, much less drew one. Bills were paid for her without question; she had money in abundance and spent it freely with no thought of how it came or where it was going. They were living far beyond their income—but how could she be expected to guess it? Now she is sole legatee and executrix of a badly mixed estate; the guileless dupe of a tricky lawyer."

"Yet John was such a perfect husband! Their married life was ideal. I have never known any man so thoughtful, so eager that the wife should not have a wish ungratified."

"Bosh!" growled the man. "It is such sentimental ideas that a woman is something to pamper and shield and treat as an imbecile generally when it comes to money affairs that work half the misery in this land of ours. Would it be a 'perfect father' who let his sons grow up utterly ignorant of business? It is not as if women never were forced to business dealings. They will be, and men know it, but blindly go on thinking themselves kind in not training their wives and daughters to meet the future."

"Surely Edith is an exception. Most women nowadays have more business sense. Remember what we are doing in the world."

"That would carry more weight if I were not in a bank. I have read much of this business woman germ, but am inclined to think the majority of your sex are immune. I intend to write a book some day on

'The Things Woman Do Not Know About Business.' Sometime, when you grow too uplifted over 'the new woman,' I will show you my list of the fool questions she can ask on subjects that are as A, B, C to every boy child.

"Don't imagine that I am holding this lack of business faculty against your sex. It is our fault. We men, as husbands and fathers, are responsible, and have been through the generations. To be strictly just, there is no lack of a business sense in women—that has been proved beyond denial by a disgruntled banker; all it needs is opportunity for development. It is precisely that developing that we are too lazy or too indifferent or shortsighted to bother with, though it may mean heart-breaking cares for our dear ones when we are gone."

If men can not or will not bother with the business training of their womankind, we women should see to it for ourselves. It is futile to deny that there is room for improvement. The most advanced "new woman" is forced to acknowledge our deficiencies in ordinary, everyday business matters.

How many women know how to make out and indorse a check properly? How many keep accounts, or, if they are kept, who do not dread striking a balance, much less have the haziest notion of double entry? How many can be sure they are making out a bill in proper form, or keep receipted bills in accessible files? Who has even rudimentary knowledge of bonds and mortgages or realizes what it means to let interest on a note lapse. How many of us would not feel petrified to be called suddenly to manage the simplest business affairs?

This does not mean women of independent wealth, or the comparatively few who have been trained by far seeing husbands and fathers to know something of money and its management. It does not refer to those who are earning their own living; though even among workers there is a surprising ignorance of common business forms. Many a girl knows better how to gain an income than how to manage it. It does mean the vast majority of women living at home, whose only idea of

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money is to spend it or to sign for more to spend.

How can such a state be remedied? Solely through woman's own determination to prove she can have a "business head" if so desiring. Let every woman, married or single, insist upon an allowance, though it be a small one; then learn to manage it on truly business principles.

With most of us our one idea of an allowance is a spending medium; we have no thought of it as a nucleus of a nice little income or a means to acquire business knowledge. What though your weekly or monthly stipend be small, do not carry it in your purse or tie it up in the proverbial "stocking," but start a bank account.

A bank account, even a tiny one, is not only an incentive to saving but is more worth than a half dozen school text books on commercial subjects to give a practical insight into ordinary business forms.

Not long ago a widow spent a whole evening laboriously making out three checks. It was a pathetic sight and one that brought home to the on-lookers the mistaken kindness of husbands and fathers. With a bank account such a lack of preparation for business responsibilities would be impossible.

Most women with a bank account grow interested unconsciously in interest bearing investments. The wise woman will look up these for herself, at least as far as familiarizing herself with the difference between "wildcat" and prudent money making. There would be fewer sad tales of dupes, if women put the same shrewdness into running their finances that they give to bedecking themselves.

Nowadays many of the larger banks have a woman assistant especially to help women depositors and there are books on finance and common workings of business that are not beyond the comprehension of those of us who humbly feel ourselves "dolts" in money matters. Thus though the men of the family laugh at our aspirations there is no need for ignorance.

Above all should we aim to know something of the business as well as the domestic side of husbands or fathers. This is often difficult; many men resent, for one reason or another, any questions by the women of their household on business affairs. Tact and real interest can usually overcome this feeling, and the right kind of woman will show herself so sensible in money discussions that old time prejudices will be overcome.

For their own sakes as well as for that of their family men should seek to uproot the idea that femininity and finance are hopelessly at odds. There would be fewer men killing themselves to provide luxuries for wife and daughter if the latter had more insight into business conditions and realized the risks and strains.

It must be a dreadful feeling for a man to realize that he must soon leave helpless women utterly ignorant of affairs to shift for themselves. Whether that man leaves a large or an involved estate these responsibilities

ties which women are unfitted to meet add a dreadful burden to grief—a burden that is needless and should be inexcusable.

Alice Mason.

Good Paper Now Made from Peat.

Paper from peat is a Michigan product, where the first peat paper mill is producing a superior quality of wrapping paper and boxboard. Peat exists in all the countries of Northern Europe, Siberia and, in much smaller bogs, in the United States and Canada. Deposits from ten to fifty feet in depth and many miles in extent are not unusual.

The first effort at papermaking from peat was made some years ago in Ireland, where it was announced that "making paper from the soil of old Ireland is an established industry." Later in Sweden a large enterprise erected a number of peat paper mills. But only in America were capitalists satisfied that peat made paper would command a price that would make its manufacture profitable.

It was demonstrated that a ton of paper worth from \$25 to \$30 can be made from peat at a cost of a little more than \$8, while the usual grade of strawboard costs nearly \$20 to produce.

The low cost is, of course, due in large measure to the cheapness of the raw material and the ease with which it is obtained, but it is also due to the simple and quick process by which it is turned into marketable board. From peat to paper in two hours! James Cooke Mills has studied the entire operations from the peat in the bog to the finished product cut, wrapped in bundles and loaded in cars within two hours. The finished product is superior to the cardboard made from straw or wood pulp in several ways. The passing of the peat pulp over hot rolls in the process of manufacture brings to the surface of the paper the natural oil of the peat, and makes the surface of the finished product waterproof and antiseptic. It is lacking in the odor characteristic of strawboard or wood pulp paper and it is extremely tough.

On account of the increasing cost of print paper it is expected that this quality soon will be made from peat. All that is required beyond the present process is a bleaching to reduce the brown paper to white. When this is accomplished peat paper plants undoubtedly will be established in many states of the Union.

Zulus Delight in "Canned" Music.

Zulu music is doomed. The American gramophone and the European concertina are penetrating every part of Zululand and taking the place of the eight native instruments on which they produce their monotonous native music.

The Zulu songs are both private and public. The private songs, like the poems, which every educated Japanese can write are those which a Zulu will chant to commemorate some event of his life or the lives of some friends. They may be even like the songs which some children

will sing about the happenings of their little day.

There are more public songs which are sung at the Feast of the First Fruits or at royal marriages or which are tribal songs or war songs, such as are possessed by every chief and tribe. But there is great freedom in rendering the songs and considerable alteration is made in the tune at different times, but the general meaning of the text and the main notes of the air are retained.

Rhythm is marked by action, such as stamping the feet, clapping hands, brandishing a dancing stick or by movements of the body. In singing a war song the men stand in a row or rows, the chief in the middle of the front row, and on either side the women and children keep time with their hands as the men stamp their feet.

The melodies as a rule have a descending tendency, each musical sentence beginning at a high pitch and descending towards its end. The harmony of the native tunes in correspondence with the melody is equally mournful. The Zulus fall without effort into a second or third vocal part for accompanying the tune. The absence of discords is most notable.

What We May Look For.

Earlie—Roosevelt is getting a record of all noises in the jungle with the phonograph he took along with him.

Willie—Gee, how funny! I guess after he comes back you can walk into a store and say, "Mister, give me a canned elephant's voice."

VOIGT'S

For Her Sake

When a woman hesitates after being asked what kind of flour she wishes, it's a sure sign she has never yet had the right kind.

If you will refer to her order slips you will find that Crescent flour doesn't appear there.

Comparisons will satisfy you that no woman hesitates when she knows, and users of Crescent flour do know.

Just give this lady a chance by suggesting Crescent flour.

We will assume all responsibility.

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CRESCENT

What You Get

Not what you pay is the true basis of flour value

FANCHON

"The Flour of Quality"

is made from better wheat by better methods—that's why it costs more. ❁ ❁ ❁

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Distributors

Grand Rapids, Mich.

A BIRTHDAY LETTER.

Just the Kind He Wanted from His "Unc."

Written for the Tradesman.

The following letter will explain the condition of things better than a page of particulars and for that reason I give it in full:

Meadowlands, Sept. 15, 19—.

Dear Unc.—I'm going to be 21 sometime next month and I want you to know it and I want you to make me a 21st birthday present.

Send no money, as the up-to-date advertisement puts it, but just the letter.

Because it's the only letter of this sort you will ever write me, it may be just as well if I offer a few suggestions:

To save some moments of your valuable time and considerable expense in ink and paper let me say that already I know that I must be good, if I ever expect to be happy.

Kindly refrain from trying to work over any old maxims. I know, for instance, that "Discretion is the better part of valor;" that "In the lexicon of youth there's no such word as fail," and there is positively no use telling me to "Hitch your wagon to a star;" I'm not going to do it.

You're going to be tempted, strongly tempted, to bear down pretty hard on habits and the vices. Please, Unc., "an' if you love me," don't. "All these things have I kept from my youth up," and anybody who knows my folks will tell you that they began harping on that string a good many years before I was anywhere near being looked at or even thought of as a youth. If there is anything about habits that's not been said already put it down and I'll keep it as a novelty; you can't say much about them without stating that their grip is "the grip of death;" and the minute you begin to say anything about vice, here's dollars to doughnuts that you'll wind up with:

"Vice is a monster of so frightful mien

As to be hated needs but to be seen;

Yet, seen too oft, familiar with her face,

We first endure, then pity, then embrace."

You will feel inclined to make out a list to be shunned, beginning with, "Look not upon the wine when it is red," but I wouldn't make it out. I don't want to stand on the threshold of my front door on my 21st birthday and look out on a sky shut in by a lot of threatening evils. There may be any number of thunder clouds beyond the horizon—I guess there are—and if the wind is this way I shall find out whether they are scuds or the tempest itself. Anyway for one day they are not going to bother me and don't you be troubled about them.

I'm going to tell you right here and now that I don't think there is any danger of my thinking too much of money and there is nobody in our family who expects to get a dollar unless he earns it honestly and, remember, I'm one of the family.

You may as well keep in mind, too, that I've been baptised and go to church often enough to keep track of the service.

I believe that's about all I'd like to have you guard against, and now go ahead and give me a good first-class letter that'll do me good to get and you to write.

Yours, a kid no longer,

Jack.

If anybody who is looking for a job wants mine, it's his for the asking. Making bricks without straw is pastime in comparison. I knew this boy's birthday was coming and, of course, I've been getting ready for it all along; but as I read down the list of topics I had concluded to touch upon I find that he has put a ban upon every one of them, so here I am—"in a hole," as he would say.

With everything I had thought out and planned and partly written knocked into pi and the birthday in question drawing near I have decided to shut my eyes and to go it blind, so to speak, and so here is nephew Jack's letter that he's going to be glad to get and I to have written. The date cuts no ice and, following old man Horace's advice about jumping "in medias res," here's the model 21st birthday letter for all coming time:

My dear Jack—You differ from the ordinary backdoor beggar mainly in a single particular: You don't want any money—a particular which is very lucky for both of us, for for the best of reasons you wouldn't get any if you did. Still "Silver and gold have I none"—I bet you a dollar you can't tell me what I'm quoting from—"but what I have that give I thee."

I may be wholly wrong, but there is something about your letter suggestive of the idea that the world and all that therein is is going to experience something of a jar when you are 21, because you are 21. I am safe in saying there won't be. In your own little world, my boy, the home world, let me call it, there will be something of a stir because you are going away from home on that day and you are never coming back again. Up in the attic of your childhood you have already put away the playthings that you have delighted in and got tired of and left, and you in your "freedom suit" and your trunk all packed with no end of blessings are going out into the world to win your way—a place and a good name among your fellowmen—mind I say men. Are your prospects good for securing these?

We homefolks are sure of it. From both sides of your family you have inherited a sound, wholesome, vigorous body without a single taint. We who know you are satisfied that on account of that worthy ancestry there is not a single lazy bone in your body nor a single muscle that is not on the alert to do its entire duty. If anybody calls you a fool you can afford to laugh at him. "Discre—" that was a slip and please don't mind it.—What I was going to say is, that while physically able to resent the insult, don't notice it. That same worthy ancestry, as far back as you care to go, certainly has nothing

imbecile about it. A sane mind in a sound body are your ancestors and these same qualities, my boy, you are going to transmit unimpaired. It is a part of genuine manhood to see to that and we who have followed you for the twenty-one years you can now call your own have no fear in that direction. Good common sense, the heaven-sent ability to look ahead, the wit and the wisdom needed to tell the difference between chalk and cheese—these are unquestionably yours and it will be your own fault if the coming years, so far as they refer to you, do not prove you worthy of this part of your inheritance.

Your letter exhibits a needless anxiety lest I bear heavily down on habits and vices. With those possessions, my young friend, which are peculiarly yours I candidly admit I have nothing to do. Be they many or be they few you are the only one in the wide world who can count them. After twenty-one years of life and living if you have found any prizes among them you will cling to them in spite of anything that I can say. Harmful or unhelpful, you will gauge them by your own standards and will govern yourself accordingly. Advice? I'm not built that way and I am never overgenerous with it, especially on 21st birthdays. I have a little remark to make which in my humble opinion underlies the whole matter and precludes the need of going into details and often offensive illustrations. At 21 and for a great many years after that important period a great many men get the notion into their heads that they can get along without God. It is the mistake of their lives. They simply can't do it; and the human life that is based on anything else is a failure. With Him for a foundation you see what comes of habit and what the opinion of Pope, whose lines you quote, amounts to;

"It is a tale

Told by an idiot, full of sound and fury,

Signifying nothing."

I note with considerable satisfaction the sentence wherein you say that you've been baptised and that you "go to church often enough to keep track of the service." Good boy. Keep it up; but don't for a minute suppose that going to church occasionally or all the time is going to save your soul any more than repeating "canned prayers" or saying Amen! to uncanned ones. The world is full of men who are pinning their faith on their devout observances of the sanctuary; who without a break can repeat the Lord's prayer; who "fast twice in the week and give tithes of all they possess," and who notwithstanding all this do not hallow the name of the "Father which art in Heaven" nor carry out in spirit and in truth what they pray for so glibly and to which they say "Amen!" so heartily. "Lord have mercy upon us and incline our hearts to keep this law," they repeat on bended knees and before the week is out, often before the day is out, even if it be Sunday, they have broken every law in the decalogue. So, then, my dear Jack, go on with the church and still

keep track of the service. The prayers won't hurt you, but in saying them think what they mean and live up to the meaning.

Let us hear the conclusion of the whole matter: "Fear God and keep his commandments: for this is the whole duty of man."

"For God shall bring every work into judgment, with every secret thing, whether it be good or whether it be evil."

With these things alive in your mind and heart, my Jack, I have no fear for you now or hereafter. For twenty-one years you have been getting ready for this day and for the work which is or will be put into your hands. You know what is to be done with it and how to do it. Go ahead and do it—your level best—and we, the old folks—the home folks—with throbbing hearts and quivering lips repeat, as you go away, "Unto God's gracious mercy and protection we commit thee. The Lord bless thee and keep thee. The Lord make His face to shine upon thee and be gracious unto thee. The Lord lift up His countenance upon thee and give thee peace, both now and evermore."

Ever as always,

Unc. Bob.

Admitting that all which goes before is pure fiction, it is still submitted that a word of preaching may not be wholly out of place to those neighborhoods which have among them young men who have just reached their first voting day. Never will they be so sure of their manhood as now, while we who have been there know that that same young manhood of all times in the world is weakest then. Impatient of restraint they can not and they will not tolerate the slightest approach to anything that even suggests interference, and the closer the kinship the greater the indignation. For reasons so far unexplained they fancy themselves the victims of the closest espionage, which they strongly resent, and not until they have outlived that foolishness do they ever amount to anything.

In the meantime the community where these young men live must 'hold its horses.' Look at it as we may, we are our brother's keeper, nor can we wash our hands, as Pilate tried to do, of whatever pertains to these young lives. We have reared them, we have directly and indirectly made them what they are and not until they have learned the ways of the world and acquired something of the experience needed to direct those ways have we any right to leave these young men to themselves and to the vicissitudes that are sure to beset them. "As ye would that men should do unto you is the law and the gospel!" and we can obey the commands of both in no way more surely than in dealing by these young men as we would like to have been dealt with when we were 21.

Richard Malcolm Strong.

The home is never brightened by the roseate hues on the end of a nose.

A GOOD SCHOOL.

How Far Should Public Education Be Carried?

Fifth Paper.

The last sentence in my last screed suggests the text for this: "Ten years of artistic teaching is better than twelve of fumbling." "Of course; of course," we all say. "Better no teaching at all than any fumbling." But, soft! In how many lecture rooms in our colleges and normal schools as well as in our public schools would that rule close with a bang? Fumbling has its uses. It is the great continuative—filler—between things that count. I know by experience that boys and girls are tough and will stand a lot of it. But we all agree that it should be reduced to a minimum.

But why the opposition between ten and twelve years of work? Well, that is a long story. Again I point to a library. After much discussion it was early determined that twelve years of work divided into three periods—primary, four years; grammar school, four years, and high school, four years—would make a reasonable preparation for the state institutions, general and technical, and furnish no mean preparation for life. I myself prefer to discard these old names and to consider only two divisions of the twelve-year course, each of six years, naming them primary and secondary. But this is a matter of names only; there is no natural break in the twelve years. As President Eliot says, "The public school course is one course—a unit from top to bottom."

Now we used to think the making of this system a great achievement—a work that we might fairly call upon the whole world to admire. Just now a more critical attitude prevails. Until recently it was urged that there was only the most feeble effort to bring young people to take advantage of the educational opportunities offered them. We began by claiming for our people every freedom except one—the freedom to be ignorant; at one time we were near conceding that freedom.

It is also said that our educational organization is loose and imperfect. The state claims the right to see to it that every community shall provide a certain amount and kind of education. Really the state does nothing of the kind. Two communities not ten miles apart may be found, one with almost the best schools in the world, the other with almost the worst. Now it is according to our system that if a community does not want a good school it need not have one. The community, acting through the School Board, can, within limits, make as good or as poor a school as they choose. The pity is that those most concerned have little opportunity to know about and little power to change the actual conditions. It is possible that a stronger system, in which larger powers were given to the state department of education, might result in good. I think it very certain that a larger community should participate in this action so that the expense of education might be equalized between

wealthy and poor, sparsely-settled and densely-settled communities. The schools of the adjoining towns and counties concern us hardly less than our own schools, and if feeble we ought to bear some part of the burden of supporting them. But this feeling is gaining ground in the state so that I can hardly think this the great need of our schools.

Finally, critics of our education say that our schools are not thorough and do not tend to make thorough men; that they encourage dawdling, inaccuracy and half-knowledge. It is easy to overstate this view, but it seems to me to have too much truth and to constitute the main defect of our schools. And, unfortunately, it is most true of our smaller towns, which ought to have our very best schools. No population in the world is capable of having primary and lower secondary education anything like as good as a prosperous semi-rural town of a thousand people surrounded by a thriving agricultural community. And yet many of these towns of, say, from five hundred to fifteen hundred are satisfied with very poor schools. I find two reasons for this: First, we are near pioneer days when many deficiencies had to be tolerated, and so we are still easy judges of ourselves in education. In some of these towns the schools have by no means kept pace with the social and agricultural progress.

In the second place the colleges have unwittingly increased the tendency to the spreading and scattering of effort by making requirements beyond the ability of the schools to meet. Some years ago I visited a school in a small town with eight teachers, all in one building. It was a loosely graded school of about eleven grades. The English and German were well done; United States history and civics were exceptionally well taught, one period a day being given to them throughout the seventh and again throughout the eleventh grade, and the third and fourth grade work were strong and fine. But the school authorities, urged by the Principal, were very desirous of getting upon the "approved" list of the colleges. They therefore invited a committee from a nearby college to visit and advise with them. The President himself came and did the only thing, I suppose, that he could do in requiring that the full time of three teachers, all college graduates, be given to the high school, the Latin and German courses extended and some other advanced work added. In compliance the half-day service of a new teacher was secured; the woman who had had charge of the third and fourth grades—a college-bred woman—was "promoted" to the high school; high school salaries were raised, the other salaries slightly lowered. Two years later I visited the school again and found 104 pupils in the lowest room, one-half attending in the morning and one-half in the afternoon; sixty-seven in the second room, very well taught, and the remainder of the teaching below the high school about as poor as could be, so that the attendance in these

rooms was very small. In the high school the rooms were bare and deserted. In ten years only two pupils have gone from the school to college; neither of these was graduated from college. Had there been a large rural population surrounding the town the result might have been different; but as it was I think any educational expert would judge the education given inferior to that offered twenty years earlier by the two district schools, one at each end of the town. It is a noble ambition in a small town to desire to open a way to all its young people to the higher general and technical education, but there should be a full understanding of the cost. Cases like the above are very common.

The glance given above at the organization of education in this country and some of the alleged defects of our schools growing out of this organization seemed to me necessary in making an answer to the question: How far carry public education? No answer can be given except: As far as the people choose. The legislative powers of the local school board seem almost unlimited in this direction and the courts seem little disposed to limit them. Court decisions on this head in this State are well known, and in other states they have not been different. In 1890 the City Solicitor of Boston expressed the opinion that the School Board had no authority to appoint instructors in hygiene in the city schools. The designation of the instructors was changed but the function was contin-

ued and found legal. It would be interesting to make a list of all the courses given in our land as part of common school education. The enormous power thus conferred upon local school boards places them under bonds to use this power wisely; to see to it that the elements of an English education be not neglected and that the elite of the teaching staff do not expend their efforts upon a few pupils in a few unimportant subjects. The "unapproved" schools may be a preparatory school of even a high type by doing the work that they attempt in such a way that no flaw will ever be found in it in their subsequent course. My attention was called not long ago by a college officer to the large number of students who go to college from these schools and the good account they give of themselves. With thirty or thirty-five pupils in a well-equipped room, taught by a teacher of scholarship and ability, the slight gap that may occur between the local work and the "requirements" of any college will easily be made up, while there is little hope of a pupil, however extended his course, who has not learned how to think, to study and to read, write and spell. Edwin A. Strong.

He Knew the Family.

Mr. Thompson (at Newrich's musical)—Did you notice with what style and grandeur Miss Amelia Newrich sweeps into a room?

Mr. Kane—Yes; but when it comes to sweeping out a room she isn't one, two, six with her poor old mother.

Some People

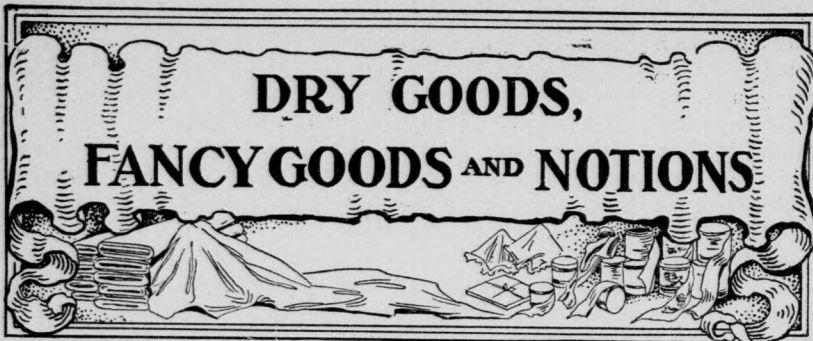
like all sorts of cereal foods, but
shredded wheat people like only

Shredded Wheat

They are not changeable or finical.
They know what they want. We have
"educated" them at great expense.
They recognize no substitute for
Shredded Wheat.

Why not help along the "educational" work
by telling your customers all about the delicious
dishes that can be made with Shredded Wheat?
Study our advertising matter. Send for our new
Cook Book and get posted on the cleanest,
purest, most nutritious cereal food in the world.
There's a good profit in it for you.

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



New Things Here and In Store In Neckwear.

Dark gray seems to have won first place among holiday colors. Stone, agate, cinder and "coal dust" are a few of the new scarf shades, but raisin, burgundy, grape, artichoke, ashes of roses, new rose, cedar, copper, castor and shrimp also aspire for favor. As formerly told, black-and-white and blue are colors much in demand. The whole color question resolves itself into a matter of preference, rather than propriety. Reports from different manufacturers concerning the colors most sought by their customers vary widely. Green has lapsed from approval, though there are whispers that brown is "coming in again." Retailers are choosing their holiday stocks without much regard for this or that in color, intent only on obtaining rich and harmonious shades and patterns. In a season free from the reign of any special color, selection must be a matter of guesswork and individual taste.

Quite new for the festal days are "shadow silks" in variegated tints printed on warps, producing a semi-visible Jacquard effect. Persians, though not new, preserve their popularity, and will be a normal factor in holiday bills. Reps, satins and twills with taffeta mixtures divide the orders. Nattes (basket weaves) have returned to favor. Designs to which richness is lent by their very plainness as masked treatments are conspicuous among the best grades of holiday cravats.

Weighing the outlook for spring, it is safe to predict that helio, wistaria, violet, purple and all similar tints, shading from very light to very dark, will command the lion's share of endorsement. There is a clear tendency to take up lighter and brighter colors next season, and manufacturers will exert themselves to accomplish this. Still, the immediate concern is holiday orders, and these loom big. September buying was far ahead of a year ago.

Folded four-in-hands continue to lead in quality scarfs, as hitherto. In French and reversible four-in-hands the width most countenanced is from 6-8 to 2 inches. The narrow forms still far outsell the broader ones, as they always will, so long as the double-band collar remains in vogue. Knitted four-in-hands are yet shown and sold by the best furnishers, and their predicted wane seems as distant as ever.

Last month the budding vogue of plaids and checks was chronicled in this department. Not a few of the

high-class holiday lines contain a goodly sprinkling of these patterns and it is probable that they will be more largely represented in spring scarfings. Stripes and figures have been done to death, and it is almost compulsory to turn to checks and plaids for relief from the sameness and tameness noticeable of late in neckwear designs.

Excepting the knitted article with fringed ends, there is nothing deserving of special mention in mufflers and reefers. Fashion still favors solid colors for evening wear, as white, black and pearl. Quite the "smartest" muffler is the white one. Knitted mufflers are luxurious and in keeping with wintry weather, conveying an aspect of warmth not characteristic of the ordinary silk article. The high military collar, now so fashionable on dress overcoats, ought to increase appreciably the sales of evening mufflers.

From all signs, holiday trade will hum with activity. Manufacturers can not turn out goods fast enough to supply the preliminary demand and it is urged that retailers place early orders and thus avoid the risk and disappointment inseparable from "rush deliveries." No dealer need fear over-ordering, if he uses normal judgment. Money is "loose," not "tight," and reports from widely distant sections point to uncommon prosperity. The farmer, who is the true barometer of industrial soundness, is marketing his products at the highest prices within recent memory. —Clothier and Furnisher.

Remnants—What To Do With Them.

The bugaboo of well regulated stores is an accumulation of remnants. It is a fact that very few store people make any great effort to get rid of short lengths, or lengths that are of little or no use for general selling. Somehow, clerks seem to think that when a customer asks for a remnant there is to be no credit for the selling, no profit made and little more than time wasted in waiting upon the sale—if there should be a sale. The simple result is that the great majority of clerks can not sell remnants. When a clerk puts no energy into the showing of a thing, cares little whether or not he sells it and fails to see where there is any advantage in passing it out unless there is a much-advertised remnant sale, it stands to reason that he can not and does not sell many remnants. It is one of the things that good management ought to impress upon the minds of the selling force—to sell a remnant whenever it is possible.

There is small probability of any clerk becoming so enamored of the selling of remnants as to incline toward a remnant "fiend;" and the risk is so small in that direction that any store manager can always find it to his advantage to impress upon the store force the value and necessity of passing out remnants of any and all sorts at every opportunity.

Little ends of this and that allowed to accumulate are not only untidiness in goods handling, but represent a considerable amount of absolutely useless capital, and there is not a day of business when some customer does not appear who would be willing to consider an offering of remnants to fill her needs or wants. Recently a clerk in conversation with the writer made the statement that within three days he had disposed of over twenty remnants ranging all the way from silk to apron check, and that he had done it without effort excepting keeping in mind what remnants there were of certain goods and bringing them forth for the inspection of customers who wanted small quantities. By simply asking the customer how much she needed and then fetching out something near her requirements and making the price, if it was not already marked, he had disposed of these goods with no loss on the cost and in fact had made a few cents on the whole of the transactions. More than that, he had "cleaned up" the stocks, had pleased customers and had set several dollars' worth of capital at work again.

The failure to take due and adequate notice of these possibilities with remnants is not altogether the fault of the clerks. If the boss or the manager will take the trouble and make the effort to impress upon the clerks that it is desirable and good business for them to keep their stocks clear of short lengths and undesirable accumulations of goods there will be harder and more efficient work to that end. When a clerk conceives that it is not to his advantage to spend time trying to sell a remnant when he might be able to cut a length from a large piece and make a profit, he is not going to work for a thing that seems to him to be a disadvantage in the opinion of the boss.

More than that, to establish in a corps of clerks the pride of han-

dling stock right, of keeping it clean of remnants, of always having the best possible condition of goods on hand free from undesirable patterns and lengths is something that goes a long ways in the building of a business that will run smoothly and

Ideal Shirts

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

Chambrays
Drills
Sateens
Silkeline
Percalles
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.

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.

Any Way
You Look at it.

The best fitting muffler made. We also have a good line of knitted mufflers to retail at 25c and a large line of reefers from \$4.25 up to \$12.00 per dozen.

P. STEKETEE & SONS Wholesale Dry Goods Grand Rapids, Mich.

show well at the end of the year. Even three remnant sellers in a store where there is general selling will keep the store remarkably and pleasingly clean of remnants. Such clerks should be encouraged and made to feel their work is appreciated.—Dry Goodsman.

Tact at the Telephone.

Talking over a telephone is an art. There are some people who are able to talk well face to face with the person with whom they are speaking who can not make a good impression over a telephone.

And in these days when so much business is done over the telephone, it is important to be able to conduct a telephone conversation which will have the right effect.

We know a young man who works in a certain establishment where the telephone is in almost constant use in transacting the business of the office. This young man is not a bad sort of a chap, but the boss always hates to see him answer a telephone call, for the young man grabs the receiver and bellows into the transmitter: "Hello!" in a voice which would seem to say, "What in thunder do you mean by calling us up?"

And then the young man will blurt out something in a gruff and unsympathetic voice and seem to be utterly at a loss for words to carry on a polite conversation in an ordinary conversational way.

Yet this young man can get along all right when he talks to a customer face to face. His mannerisms simply don't fit the telephone. He is a big, burly chap and somehow the things which he says to you face to face do not sound the same that they do over the telephone.

In talking over a telephone it pays to be a little too polite rather than not polite enough. And this is sometimes hard to do. Possibly you are being annoyed by some trifling occurrences at the store; possibly you have been interrupted too much and your patience is about exhausted. When the telephone bell rings you feel that this is simply piling up more unwarranted interruption, and you are sharp and crusty without meaning to be so. But the person at the other end of the line only knows that he or she is getting a sharp and crabbed reply, and sizes up the whole establishment on that basis.

The telephone is a powerful assistance to the merchant. The stationer, especially, is becoming more and more dependent upon the telephone for his business every day. But the stationer or other merchant who places his dependence on the telephone should by all means see to it that his telephone is answered by somebody with tact, with a pleasant clear voice and an equitable temperament, someone who does not get flustered and fussy and who can "handle" people and rub their fur the right way.—Office Outfitter.

Faith is often nearest to being dumb when it has most words.

The friends we buy are never worth what we pay for them.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 9.—Notwithstanding the large receipts at Rio and Santos since July 1, which might afford some cause for a decline in coffee, the market is remarkably strong and Rio No. 7s are quoted at 7½c. While the demand for this grade is excellent, the supply is not large. It seems something of an anomaly to have a rising market when supplies are so large at primary points, but this is what we are witnessing in the coffee market just now. In store and afloat there are 3,701,898 bags, against 3,188,198 bags at the same time last year. In sympathy with Brazilian sorts the mild coffees seem to have obtained a firmer hold and the market is active with an advancing tendency.

Teas retain their recently-acquired strength, and this is especially true of Pingsueys and Formosas, the latter being quoted at 16c, while the supply is by no means large. The market, in fact, is pretty well cleaned up all around, as orders have come by mail and wire from many sections, and November promises to start with cleaner floors than we have known for a good while. The advance seems to be "founded on facts" and, of course, proprietary brands are feeling the flood as well as bulk goods.

Sugar may be called fairly steady, although the demand is not at all of a rushing nature. At the close granulated is rather "wobbly" at about 4.95@5.05c.

Rice is not quite as active as a week ago, as the trade seem to have been fairly well stocked. Quotations are firmly sustained, however, and "bargain" sales do not exist. Prime to choice, 5¾@6½c.

The whole range of spices shows more activity and quotations are firmly adhered to. Some things are slightly higher and, in fact, the whole tendency is toward a higher level. African ginger, 9½@9¾c.

Molasses is firm and the demand is brisk every day. While sales are not individually large, the total amount makes a good showing. Good to prime centrifugal is worth 26@30c. Open kettle ranges from 28@42c. Fancy syrup is worth 27@30c, with supply moderate.

In canned goods the tomato packers have not received much encouragement for a short pack. The weather has been dry and warm, with not a sign of frost, and the supply of stock is seemingly endless. Probably there is not heat enough to ripen as thoroughly as in August, but the stock is too good to waste. As a result standard 3s are not quotable at above 60c. In fact, buyers are not tumbling over each other to buy at this price. It hardly seems possible for desirable stock to go lower. Corn is quiet, although prices seem to be pretty well sustained. Peas move in an every day manner and the general list is about unchanged.

The butter market is about unchanged. Top grades have shown a

slight advance and creamery specials are now quoted at 31@31½c; extras, 30@30½c; creamery held stock, 30@31c; Western factory, firsts, 24½c.

Cheese, 15½@16½c for New York State full cream. The market is steady and the demand is hardly brisk enough to clear up the surplus.

Eggs are doing fairly well and top varieties are a trifle higher. Western extras, 28@30c; extra firsts, 25½@26½c. Supplies generally are fairly large enough to meet requirements.

Soil Regulates Lightning's Action.

Lightning acts according to the soil and the rocks. On compact rocks it often leaves a blackish incrustation. In sand hills it produces fulgurites. These are nearly vertical channels lined with silica and sometimes branched. Fulgurites are found in all countries, but most abundantly in regions of frequent thunderstorms. They are particularly abundant in some districts of the Pyrenees. It has been proved they are of electrical origin by the production of artificial fulgurites by the discharge of highly charged condensers of great capacity through heaps of sand.

Artificial fulgurites may also be produced by accident. One of the wires of a tri-phase electrical circuit in Catalonia, Spain, broke a few miles from its terminus, at Girone. The accident occurred at night and terrified the passengers of a diligence by flames which appeared at many points of the ground. The two parts of the broken section of the wire had fallen in a field of lucerne where each part

lay in contact with the ground over a length of about forty-five paces. Throughout this distance and to four inches on each side of the wire the lucerne was killed.

Scattered along this furrow in the vegetation were found many spongy black vitreous objects. Some of these objects ended in polished balls, and nearly all were hollowed out lengthwise and crumbled between the fingers. They were found most abundantly near the ends of the broken wire, where some of the balls were two inches in diameter. A rude analysis of the soil showed that it was composed chiefly of sand with a little clay and limestone and traces of iron.

A Perfect Right.

The magistrate looked severely at the small, red-faced man who had been summoned before him and who returned his gaze without flinching.

"So you kicked your landlord downstairs?" said the magistrate. "Did you imagine that was within the rights of a tenant?"

"I'll bring my lease in and show it to you," said the little man, growing still redder, "and I'll wager you'll agree with me that anything they've forgotten to prohibit in that lease I had a right to do the very first good chance I got!"

Uncle Sam is pictured as a thin, cadaverous-looking man, but he has a strong constitution, just the same.

Love is eternal because it never worries about dying.

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.

PERFECT TOGETHERHOOD.

How Co-operative Campaigns Should Be Conducted.*

Eight or nine years ago the city of Flint had a population of about 12,000 and eight or nine years before that record had been achieved the late ex-Governor Josiah Begole, a plain, frank and successful man of business, incidentally an unqualified Democrat and something of a politician, declared: "Flint would be all right as a city if we could have an earthquake or something to wake up our business men." And when one of his friends asked if the speaker was asleep with other of his fellow citizens, Mr. Begole replied: "Yes, b' gosh, I am. Dunno but I'm sleepin' sounder'n any of 'em."

The people of Flint did not sit down and wait for an earthquake, but built up and fired off their own alarm, and to-day the city of Flint has nearly 22,000 people who live within her limits, nearly a thousand of whom, because of the lack of dwelling houses, are facing the approach of winter as dwellers in tents and other temporary, inadequate shelters and makeshifts.

Governor Begole did not live to see his beloved home town grow, and there is no evidence extant to show that his honest confession about sleeping soundly had any influence with regard to what has taken place in Flint the past eight or nine years.

It is an unimpeachable fact, however, that whenever a leading citizen of wealth and influence, one who has long been identified with the business interests of his home town, candidly and fairly criticises himself and his fellow citizens for sitting down and waiting for something to turn up, he sows seed which helps a community.

And that reminds me that of the multitude of resources ever available in behalf of any community, the always ready critic is most numerous. He will review, analyze and issue his pronouncement for anyone, on any topic, at the drop of the hat. And the funny thing about it is that he invariably takes himself and his views most seriously.

The critic I have in mind knows all about everything, intuitively. Moreover he knows that his opinions can not be successfully opposed and that his advice is well worth the fee he usually arranges for.

It is said that many years ago the Saadat of Goo-hoofen, in the Province of Ganefane, Africa, became interested in an American harvester machine—the first one ever seen in that semi-barbarous country. But before buying the implement he decided, even although he had seen the harvester reap and rake and bind perfectly, that he must have the advice of one of his wise men—an eminent critic of all things under the sun.

"Tell me what you think of this wondrous device, Sir Critic," said the Saadat.

At this the critic looked wise and remained silent as he made two cir-

cuits about the harvester. Then, touching various parts of the gearing, patting the cutter-bar with care and turning up his nose at the great labor saver as a whole, he proceeded with elaboration to point out faults of construction, parts that would surely give out within a month and other parts which, he insisted, would prove perpetual dangers to the life of the Saadat.

Such advice astonished the Saadat, who had thought only of the time to be saved by the use of the machine and of the greater area of grain crops he would be able to harvest and so compete successfully with the rulers of other provinces.

So the Saadat said to the critic:

"Findest thou no worthy parts, no possibilities of value in the machine?"

Gravely and perfectly satisfied with his own importance, the critic replied, "Oh, eminent Saadat and Father, I have not looked for such things. I am a critic, and we study and search only for shortcomings and dangers. That is my duty solely."

Then the Saadat clapped his hands and, in response two huge night-black eunuchs answered the summons.

"Seize this critic," said the Saadat, "and pay him his fee. Let him cut an acre of wheat with the sickle. Then give him a flail and make him thresh the grain and when he has finished his task bestow upon him the chaff for his reward."

That is the way to reward the pretenders; the all sufficient self worshipers and the thoughtless, careless ones who criticise merely for the sake of finding fault.

"Of all the cants which are canted in this canting world, although the cant of hypocrites may be the worst, the cant of criticism is the most tormenting," as observed by Laurence Sterne, the great English philosopher.

And now, having prepared the way so that in time you may get even with me, I am going to criticise:

Not the village of Sparta nor her people, not the city of Grand Rapids nor her people, not any specific community nor any particular municipality.

Paradoxical although it may appear and odd as it is beyond question, all the civilized peoples of the earth are seized with the idea of "Do it now." This would be perfectly splendid and tremendously valuable were it not that, in qualifying the personal pronoun of the third person, neuter gender, we are continually doing harm to the general proposition.

We seem to assume, by virtue of the Do-it-now slogan, that whatever we do must be done for to-day or next month or possibly ninety days hence; but only under very rare circumstances must we do anything the value of which will not develop until late next year or five, ten or twenty years hence.

Had the property owners of Flint begun four or five years ago to put up dwelling houses in excess of the demand at that time and continued the practice there would not now be about a thousand men, women and children living in crowded and disagreeable

quarters, in tents and in other hurried substitutes for comfortable homes.

Had the Federal Government of our country begun a quarter of a century ago to improve our inland waterways the industrial and mercantile interests of America would not now be so completely at the beck and call of the great railway combinations.

All over the United States and in nearly every city and village in the land will be found, invariably, either organized or not, a group of men sincerely, generously and more or less effectually engaged in a united effort for the uplift and advancement of the general interests of the community in which they live.

Sometimes these efforts are along broad, intelligent and patriotic lines toward constructive advancement, but they are too often handicapped by craftiness as matched against open-hearted, unsuspecting generosity and loyalty.

And so, if you will permit a brief reference to my hobby at this point, we strive for co-operation.

I have no copyright on this hobby, but I own an interest in it equal to the interest held by any other citizen, and no one will rejoice more than myself when every man living makes claim—and lives up to the claim—to such ownership.

That hobby is co-operation.

Co-operation is the cornerstone of all progress, whether it be of the household, the firm, the incorporated association, the village, city, state or nation.

And there can be no true co-operation that is not firmly founded on that best of all rules, "Do unto others as ye would that others shall do unto you."

Ideal? Of course it is ideal—the very apex of idealism. But, even so, it is not such a filmy, intangible, impossible thing as to be beyond the reach of any man living.

Take the village of Sparta, for example. Your resources—your natural equipment, I mean—are equal to those possessed by the average American village. The air here is as good as that which gives life to any other town, you have an abundance of good tillable land, you have good water in plenty and you have the intelligence, energy, foresight, thrift and skill to appreciate and utilize to the limit these and all the other of Nature's abundant benefactions.

It is only when man-made resources come into play that communities begin to differ. Sparta is at the intersection of two railways; she has good highways in many directions; she has farmers at every point of the compass the equal in ability of any other community of farmers; your merchants and manufacturers are in no sense inferior to the average men in those departments of human intercourse; your mothers, wives, sisters and sweethearts—well, I'd hate to be the man to underestimate their excellencies; your opportunities are the equal of any other section of the land.

In fact, any way you look at it any village or city in the country ambi-

tious to progress, either spiritually or in a material way, must first come to a realization that its efforts must rest upon co-operation.

And the best place in the world to begin the carrying on of a public propaganda in behalf of co-operation is where co-operation already exists.

Where is that? In your own homes; right here in Sparta. There you know, and you know it beyond any question, is where selfishness, pretense, avarice, penury and deceit are least in evidence, so far as you yourself and your family are concerned.

So take that home co-operation, even ever so little a bit, out into your offices, your stores and your factories each day. Once get into this habit and it will grow on you until, presently, you will awaken to a realization that others are doing as you do; that the little bits of fair, frank, square morsels of civic righteousness going out from your home each day are meeting and co-ordinating with scores of exactly similar bits coming out from your neighbors' homes and everything takes on a new phase—a brighter, better aspect.

Just here let me tell you that homes—good, comfortable homes housing industrious, thrifty, harmonious and happy family circles—are the greatest of all factors in the growth of any city or village.

And such homes can not be developed unless some one takes the initiative and begins a campaign of house building which shall always be in advance of the current demand for such shelters.

This can not be done without taking some immediate financial risk, and such a risk can not, in fairness, be taken by any but those who, from the material standpoint, are able to assume such a burden without seriously affecting their peace or prosperity.

Unfortunately, Governor Begole's remark did not apparently, as it should have done, prompt him or some other wealthy citizen to begin a campaign of house building at once, and because the earthquake suggestion was not heeded the city of Flint is to-day and for months has been seriously handicapped in its growth.

Supposing an industry employing 500 men should elect to locate in Sparta for one of many legitimate and good reasons which exist, and supposing that when the new enterprise was ready to begin operations the owners should find they were unable to get the character of workers they most desired—men of families, men of responsibility, steady habits and exceptional skill and reliability, because such men could not find homes for their families.

What would they do?

What would you think?

They would do the next best thing: They would take what they could get—immature, restless and indifferent youngsters who would stay a month or so and move on, discouraged old has-beens or the listless, intemperate and unscrupulous members of the labor unions.

You become impatient and loud in your denunciation of a community so

*Address delivered by E. A. Stowe at annual banquet Sparta Business Men's Association.

shortsighted and unpatriotic as to permit such a disaster to develop. You would criticise this neighbor or that one for his selfishness and in short, there would arise that most dire condition where all men would become knockers of their own town.

Such a condition need not develop and will not develop if the citizens of Sparta can successfully create a village spirit of co-operation, and such a village sentiment is an easy achievement if, putting all rivalry, jealousy and suspicion aside, each citizen will honestly do exactly what he is able to do.

Just now the city of Chicago is wrestling with the problem of what shall be done with its great, noisy, cumbersome and overshadowing elevated railway loop, in the expectation and general demand that a subway system of railways shall take its place. The subway will come, that is certain. The times, the city's condition and the probable conditions twenty years hence make such an improvement necessary, and not only will the elevated loop be paralleled underground but miles and miles of other subways not now considered will also be built because the business men of that city are a unit in co-operating in behalf of the general welfare.

The city of Cleveland, bonded for many millions of dollars for the creation of a magnificent civic center, is at work on the splendid plan because her citizens co-operated to that end. And my own home town, not yet ready to act upon the question, will, sooner or later, five, ten or twenty years hence, bond itself by vote of the people to complete its system of parks and boulevards; to rescue her river front from the scavengers and to develop a splendid civic center.

How do I know this?

Because I believe in the potency of co-operation and because I know that a group of public spirited, brainy and generous disciples of civic righteousness are co-operating in a propaganda having community co-operation as its goal and such an effort must and will succeed.

Large projects or small ones in behalf of the general welfare of any community are not developed instantly nor carried to a successful issue spontaneously. Time is required, education is required, courage, faith and patience are necessary, but, above all these, good citizenship and its corollary, co-ordinate effort, are exacted.

A recent splendid example of civic righteousness—which means local pride and loyalty and manly rectitude and generosity without self interest as a ruling factor—has been furnished by one of the leading citizens of Cadillac, who has looked ahead wisely. As a result of this foresight and prompt action the city of Cadillac will have the finest inland lake and park areas of any city in the State very shortly. It is acts such as this which inspire, centralize and perpetuate co-operation on the part of a community.

Fifty-six years ago, in the village of Stockbridge, Mass.—at that time

having about 1,500 inhabitants—the first Village Improvement Society in the United States was organized. This was done by Mrs. John Z. Goodrich, a lady of moderate means but active, intelligent, full of enthusiasm and clear in her faith as to the value of co-ordinate effort. She had no precedent to follow and no direct material benefit to gain. She believed in her neighbors and fellow citizens and began her campaign by beautifying her own home. She did not do this as a specific, all-alone idea, but as one feature of the village block in which her home was situated. And her design for that one block was conceived as a larger essential in a larger plan.

Keeping her ultimate purpose in the background and with her own home as an object lesson, she began a one-block beautifying campaign, and was so successful that she very shortly had her neighbors planning and at work on their respective premises toward that plan. Two seasons of quiet, unostentatious co-operative effort wrought such a change in the attractiveness of the neighborhood that a general spirit of co-operation throughout the village was generated and then, with Mrs. Goodrich as the President and guiding spirit, the Stockbridge Village Improvement Association was organized.

At this time the assessed valuation of Stockbridge represented a per capita valuation of about \$150. Today with a population of about 2,200, the assessed valuation of the village represents a per capita valuation of a trifle over \$1,400.

More than that, the village of Stockbridge is one of the most sanitary, convenient, beautiful and contented villages in New England, and

the influence of its initial movement of fifty-six years ago has passed throughout the Berkshire Hills country in all directions, across the State line to the west and permeating the shores of the Hudson; eastward across the Connecticut River and up the Chicopee and the Ware Rivers, over into Middlesex, Norfolk and Bristol, and so to the shores of all the ocean bays, and southward down the Housatonic, the Naugatuck and the Connecticut to the shores of the Sound.

Indeed, credit is given to Mrs. Goodrich's good citizenship and splendid womanhood as the primary influence in developing the wonderful and beautiful park system of Boston.

I have gone somewhat largely into the details of the Stockbridge first example of what one woman accomplished so that I might add that to-day there are over 5,000 village improvement associations in the United States and that, as a rule, they have been organized and are conducted by women.

I tell you this so that I may fix my argument by declaring my belief that women are superior to men in developing a practical, working and absolutely unselfish community spirit of co-operation.

Let me give you briefly one more near-at-home illustration: Seventeen or eighteen years ago a group of ladies, a majority of them mere high school girls, became dissatisfied with the slovenly looks of things in and around the railway station at Royal Oak, Mich., and, agreeing to work systematically and in thorough harmony—agreeing to co-operate, in other words—they began to clean up around the station. They pulled up weeds, tore down and carried away useless, unsightly temporary and ownerless bits of fences; carted away

old barrels, boxes and abandoned vehicles and wornout bits of machinery. That is to say they began to do this work themselves, but their example so inspired the gallantry of various young and even elderly men that abundant assistance was quickly supplied. Then they seeded the yard about the station and set out flowering plants and shrubs.

The work grew and spread until to-day the entire village is embodied in and immeasurably benefited by the spirit of co-operation.

Such moral novelties as I have outlined to you may be successfully transplanted. Such social and civic reforms have not only proved their value, but are proving daily their vitality, and that they are based upon bona fide community rectitude and patriotism. They stand for community betterment, regardless of social, religious, political, commercial or industrial interests as such. They are campaigns for the town and all of its people and interests as an entity. They represent what has been aptly termed a "perfect togetherhood," with results farreaching and permanent.

As a last word, will you let me give the cheapest thing one can give—a little advice?

As a first step acquaint yourselves accurately as to the simple, inexpensive results possible of attainment right here at home and then go after them altogether.

Next, inform yourselves practically as to the most necessary and the best results possible to achieve in the way of improvements and attractions—things which will make the farmers roundabout want to come here daily—and then go after them.

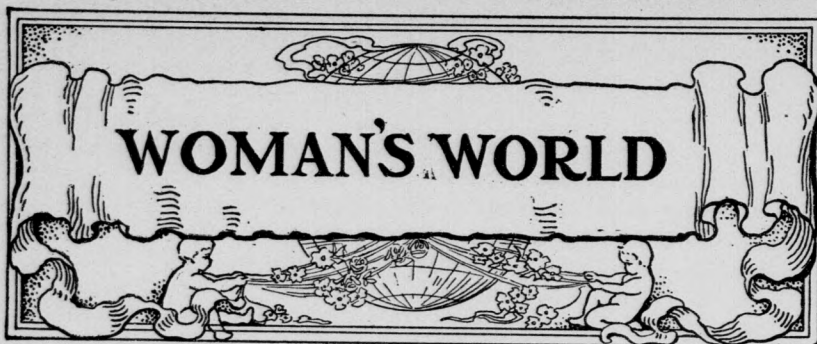
Finally, whatever you make a start toward, start together and as a unit, and don't stop until you get there.

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

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

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



The Homely Girl May Make Herself Attractive.

A girl who frankly confesses that she is ugly sends me this plaint:

"I am one of those unfortunate creatures whose friends describe them as plain and whose enemies declare they could break a looking-glass. I am invited out for the sake of my family connection and not because I am a drawing-room ornament. When a man asks me to dance he does it with an air of feeling that he deserves the Victoria Cross and wherever I go I am forced to listen to a paean of praise of those who have rosy cheeks and curling pompadours and large eyes and every feature I have not been blessed with. Now, do not tell me 'not to mind,' but tell me how I may offset my lack of good looks—if, indeed, there is any charm that atones for the lack of beauty in a woman."

My dear girl, I won't tell you "not to mind," for I have been there, too, and I know exactly how the ugly duckling feels. I know, too, that no woman was ever such a saint that she did not care how she looked, and that there is not enough philosophy in the world, no matter if a woman had cornered the whole visible supply, to reconcile her to being ugly.

When we pretend that we do not care we are simply telling lies to our own hearts and trying to bluff other people. Why should a woman not care for her looks? How can we help caring when at every turn in life beauty is held up as the open sesame to every advantage and pleasure and occupation? When a new woman appears on the scene you never hear people asking: "Is she good? Is she clever?" But the invariable question that is put first, and that is regarded as most important is "Is she pretty?" A woman's goodness is taken for granted. Her cleverness is something she always has to live down, but beauty is a letter of credit that she can present on the street car, at the ball, in the office—anywhere and everywhere—and that the whole world is willing to honor at sight.

This is a hard saying, but it is the truth, and there is never any use in blinking at a fact. The best way is to recognize it for an enemy and get out your gun for it, and, being human, there is comfort to the ugly woman in reflecting that, while the good lookinger has everything her way at the start, and is the hot favorite in the race of life, she does not always possess staying powers that enable her to win out. The race is not always to the swift, nor the battle to the peachy complexioned.

To be beautiful is a blessing so great that Nature vouchsafes it in reverse ratio to its desirability. There are millions of beautiful children, thousands of lovely young girls, hundreds of pretty women of 30, but very few who carry their good looks beyond 40 years, whereas, the plain woman may be relied on to hold her own. And there are comfort—deep, abiding comfort—and peace in the reflection that the woman who has never been a beauty will never be called on to endure the torment of being told how she has faded. Moreover, it not infrequently happens that she who has been noted in her youth for plainness blooms out in middle life into a kind of Indian summer loveliness.

But what shall the girl who is ugly, and who realizes the fact, do to offset her lack of personal attractiveness?

In the much-discussed play "Iris," the subtle Mr. Pinero makes one of the characters give his definition of a charming woman.

"A woman," he says, "should be beautiful to the eye, soft to the ear, gentle in her movements. She should be happy when she hears fine music and sees beautiful pictures. She should be kind to dumb animals and other people's children."

Perhaps that is not a very lofty ideal, but it describes the kind of woman we should all like to have about us, and that we should all find charming. Best of all, it is an ideal that lies within the power of every woman to achieve.

It has not escaped your attention, I trust, little sister, that there are many kinds and varying degrees of ugliness. There is the woman who is ugly because she is too lazy to be good-looking. There is the woman who is ugly because she is dull and heavy and tiresome. There is the woman who is ugly because of her ill nature and disagreeable manners, and there is the woman who is ugly with mitigating circumstances and attractions. For the lazy and the stupid ugly woman there is no hope, but the intelligent ugly woman, to whom Nature has been a cruel step-mother, often outwits the niggardly old dame and creates for herself an effect of beauty where there is no beauty at all.

It is a trick of dress, of manner, of charm, of carrying one's self 40 per cent. above par instead of 20 per cent. below. Nobody ever knows how a woman does it, but when I see a homely woman who enjoys a reputation for being handsome I always take off my best bonnet to consum-

mate generalship and genius. This is one of the arts that the stage has it in its power to teach women if they are only clever enough to learn it, for most of the actresses that we are fond of celebrating as "beauties" are not good-looking at all.

Mrs. Patrick Campbell is a worn, haggard, middle-aged woman with lines in her face—ugly until she begins to speak, and then such are the magnetism of her presence, the eloquence of her expression, the golden melody of her voice that the spectator is entranced and ready to swear she is more beautiful than a hundred Mrs. Langtrys and Lillian Russells. Duse is another homely woman until she thrills you with the incomparable fire of her acting, and the catlike grace of her movements. Maude Adams is an unusually plain woman, colorless, haggard, thin, little, yet whoever watched the airy, fairy impersonation of ethereal girlhood that she gives thought of her otherwise than as beautiful? It is a solemn fact that just to see the way these women surmount physical difficulties and give an illusion of beauty where there is none is worth \$3 of any woman's money.

The first thing the ugly girl should do is to beware of vanity. By that sin have angels fallen and pretty women made guys of themselves. How much more necessary, then, for the ugly woman to avoid it. It is, of course, a pleasing illusion that any of us can wear anything. This is a mistake, and the homely woman should sit down and take an unbiased view

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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.**

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of her own defects. The beauty may take liberties with her clothes. The ugly woman dare not be ill-dressed, for ninety-nine times out of a hundred when we speak of beauty we mean clothes instead of the wearer. There is comfort in this thought, and likewise in the reflection that it is perfectly possible for the homely girl to be so discreetly garbed, and present such a bewildering array of chiffons and frills, that she will make the beauty look like a marked-down remnant on a bargain counter. Indeed, it is a matter of doubt whether, when you can not have both, it is not better to have chic than beauty.

The pretty woman should so dress as to call attention to her face. The ugly woman should dress so as to concentrate attention on her clothes.

The next point of importance to the ugly girl is to cultivate her mind. It is to her everlasting advantage that few pretty women are clever. Things are more evenly divided in this world than we are in the way of thinking, and when Heaven bestows a beautiful countenance on a woman it generally leaves her brain-pan empty. We all like to look at a charming object, and for that reason the beauty attracts us at first; but but few of us care to contemplate still-life for long at a time, and before we know it we have begun to weary of the woman who has no wit nor intelligence. Here is where the ugly girl gets in her innings. It is up to her to make herself so entertaining, so bright and agreeable that no one will remember how she looks—only what she says. If you recall the old fairy story you will remember that it was none of the Grand Vizier's beautiful wives who was able to hold him in thrall and keep their heads, but the homely wife who was a good story-teller.

The woman who is intelligent, who is in touch with all the news of the day, who has read the last novel and seen the last play and heard a good story, has a dozen weapons in her armory, while the merely pretty woman who is dull and ignorant has only one. Furthermore, if she has some specialty, some stunt, as our vaudeville friends say; if she can sing coon songs, or dance fancy dances, or do something else that brightens and lightens up an evening's entertainment, she need never realize that she is ugly, for her sin will not be remembered against her in an ennuied society.

I think that mothers who have plain little daughters growing up into ugly girls should seriously prepare for this contingency. I have known a homely girl to be most sought after for a partner at balls because she had been taught to dance exquisitely. I know another—an ugly, jolly little snub-nosed, freckle-faced thing—who is never, never left out of anything because she has a most bewitching knack of thrumming a banjo and always has the latest music hall ditty on her tongue.

Another charm is tact, and this the ugly girl may also possess. Indeed, it may be said she has a monopoly on it, for the beauty is always so much absorbed in contemplating her own

charms she rarely has time to consider anyone's else. The homely girl, not having to admire herself, has leisure to admire other people and to remember their little weaknesses and vanities, and it is worth noting, in this connection, that none of us admire anyone else so much as we do the discriminating person who admires us.

Also cultivate sympathy, little sister. It is the best substitute that has yet been found for beauty. Of the woman who can laugh over our joys and weep at our sorrows we never weary, no matter how plain she may be. We sit at her feet as we never do at the beauty's and rehearse our triumphs and explain our defeats. She makes a man feel that he is the finest fellow in the world, no matter whether his triumphs consist in coloring meerschaum pipes or organizing a trust. She makes every woman feel that she has, at last, found a friend who understands her, and who is thrilled at hearing about her clothes and her cooks and her babies.

If we bore her she never shows it. If she has troubles of her own we never know them. She diffuses admiration of other people. She holds up a mirror in which you see a flattering reflection of yourself. The pretty girl expects you to be the looking-glass holder. I submit the inevitable result for your close consideration:

The pretty woman feels with justice that she pays her way through life by being a living picture, and that nothing else in the way of attainments or effort should be expected of her. The ugly woman knows that she must justify herself for existing at all, and that if she gets any cakes and ale she must earn them. Therefore, paste this on your looking-glass:

She must dress beautifully.
She must make herself agreeable.
She must be entertaining.
She must have tact.
She must be sympathetic.
She must be gentle and graceful.

Is such a woman ever ugly? I submit the question to hundreds of thousands of men who have married intelligent, agreeable, accomplished women, but women who never had, and never will have, a single title to good looks, yet these men see in their wives' faces the beauty that would shame a Venus de Milo.

I have said nothing of the beauty into which high and noble thoughts often mold the plainest face. Be sure of this: that life chisels its story on every human countenance and that if you live beautifully you will grow beautiful. It is the soul shining through and transfiguring the clay like the light through an alabaster vase. This is the best beauty, little sister, and it may belong to you.

Dorothy Dix.

Mountain Railways of Switzerland.

Switzerland is the home of electric mountain railways. There they are most numerous and longest. And they are quite profitable, yielding from 5 to 10 per cent. profit. Of all the lines the Jungfrau has been the most

expensive. Up to the end of 1907 \$1,451,462 had been spent in its construction, which has cost practically \$400,000 a mile of track.

American experts find that there are not the same opportunities here for such railways as abroad. The number of tourists at any single mountain resort here, like the Adirondacks of the White Mountains, is much less than that in Switzerland, and the altitudes to be ascended are less, so that there is less dependence on transportation lines for reaching the summits. Besides the cost of construction would probably be greater here than in Switzerland.

A prominent example of a mountain railway is Jacob's Ladder ascending Mount Washington in the White Mountains. This line has been in operation many years, but has not proved a conspicuous financial success.

There are several scenic roads in the Far West which seem to enjoy a better future. The line up Mount Lowe, near Los Angeles, and that up Pike's Peak, Colorado, carry a goodly number of passengers. The Pike's Peak line is to be considerably extended. Another important road of this sort goes up Lookout Mountain, near Chattanooga.

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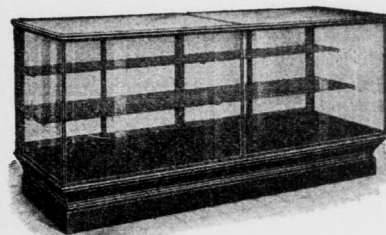
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Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

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

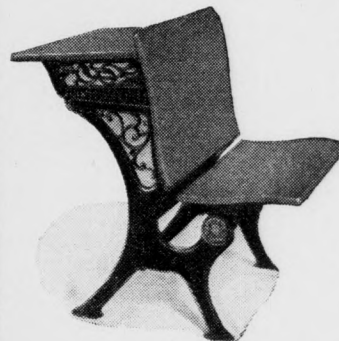
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More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

Teachers' Desks and Chairs

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Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

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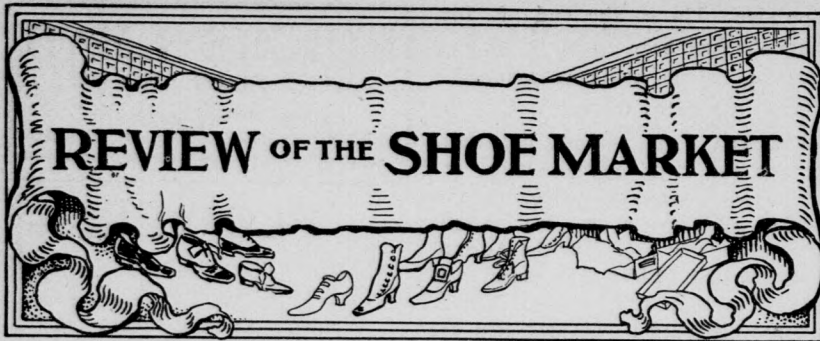
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Educating Customers To Better Shoe Values.

Written for the Tradesman.

Any Shoe
In This Window
For \$2.50

So read the window card which occupied a central position amid a large and varied display of fall shoes.

In another window, where all the shoes on display bore price tickets, I saw shoes priced from \$2 to \$3.50.

In another window there were a few shoes near the center of the display unpriced, while the shoes round about them were marked to sell at from \$2.50 to \$4. And the inference I drew was that the unpriced shoes were valued more highly than their companions—in-the-spot-light; and judging by materials and workmanship they were entitled to a more exalted appraisal.

One dealer advertises \$3 shoes for \$2.45; another \$4 shoes for \$2.95, and almost everywhere in newspaper shoe advertisements and shoe windows appeals are made to cupidity, and the ideas of "cheapness," "inexpensiveness," "low price," "cut price," and so forth, are scattered abroad, hammered in and eternally domesticated upon the noggin of the shoe-buying citizen. Is it any wonder so many people are eternally looking for cheap shoes?

In the meantime the leather market remains firm, with occasional upward tendencies and the sources of leather wax less and less adequate, while the automobile factories (working night and day to turn out those 200,000 automobiles to meet the American automobile demand for 1910) are clamoring for more leather and yet more leather.

Why Attempt the Impossible?

Why will intelligent shoe retailers cut such capers? Can a merchant sell \$4 shoes for \$2.95—and escape the sheriff? Can \$3 shoes—shoes of standard \$3 value, shoes of such material and workmanship as are ordinarily put into a shoe made to retail at that price—can \$3 shoes be retailed profitably at \$2.50 the pair? If Jones can do it, why can not Smith, and Johnson, and O'Bryan and all the rest do it? If one could, wouldn't all the rest be compelled to? When the thoughtful man reads such statements he asks himself a question something like this: "Have we here a tacit compliment which Mr. Retailer pays himself on the score of his unprecedented buying facilities or is our retailer friend departing from the truth?"

Now a downright unmitigated, wholly voluntary lie is tabooed by

the codes of civilized folk. The normal man doesn't like lies and he prefers not to do business with people who have established a reputation for lying. Also it generally falls out in the historical sequel of enterprises that men conduct under the sun that those who make a practice of lying do, sooner or later, get hoist by their own petards. "Lying lips" (and lying window cards, lying newspaper advertisements and lying publicity of all kinds, whether cut, carved, engraved, etched, photographed, lithographed, half-toned, line-cut, type-written, stenciled, mimeographed, or by any other process executed and spread abroad) "are an abomination unto the Lord."

Why, therefore, do intelligent men indulge in over-statement? Why do they take such desperate liberties with veracity? Can the human biped outwit Destiny? Can a two-legged man slip up on the blind side of Fate? Fate sees 'fore and aft' with equal ease; and rubber heels avail not.

If a Shoe Merchant Buncoes a Customer Who's It?

I knew an old schoolmaster, a princely and courtly gentleman of the old school, who had a proverb peculiarly his own. It ran something like this: "Fool me once and you're it; fool me twice and I'm it." But he was never known to be it. The boys never caught that sly, wise old master a second time. The boy or girl who betrayed the old gentleman's confidence once lost character forever and a day with him. No more little courtesies or gratuities. Hard work henceforth for the offender—hard-earned grades, a never-ending, up-hill pull with never a boost from the old master. And the boy or girl who tittilated over having scooped the master ended up with the painful realization that he (or she) was the party fooled, not the teacher.

A burnt child dreads the fire and a customer stung ever afterwards fights shy of the stinger. If a shoe merchant buncoes a customer, then, who's it? Answer: the shoe merchant.

As a general proposition—a fundamental law so to speak—it's tip-top merchandising to keep close to the eternal verities. You can't sell \$4 shoes for \$3.25 and you can't sell them for \$2.95—and make a profit. You know that—and some of the more thoughtful even of the uninitiated have themselves an inkling thereof—and if they go to school at your place of business for a single semester they'll get it so vividly borne in on them they can't forget it if they try.

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.



Shoes That Create Trade

The shoes we manufacture and sell are of many kinds and styles and are adapted to the foot-wants of nearly everybody, and this means that we put into them just what the wearer expects he is going to get; a good full value for his money in fit, style and service. And these qualities in our goods are such that they please from start to finish, and once you have started a man using them you have taken a step that secures you a permanent customer.

A test of a few pairs on your patrons' feet will satisfy you that our statement is true. Why not make the test? We go everywhere for business.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

"But," it is urged, "custom makes right," or, "they all do it—and besides there's nobody deceived, for the whole business is tacitly understood both by those who sell and those who buy." And thus does the sophist seek to justify his course by arguments vain and shallow.

Now when it comes to a bona fide clearance sale a dealer may very well afford to cut his prices in order to move special goods. On some shoes he can at certain times make very generous concessions, selling near cost, at cost, or even below cost. But this practice of constantly advertising cut prices is wrong. Custom can not make it right, even if it were a universal custom, which is not the case by a jugful. It is founded on deception. It is fed upon deception. It lowers the standard of shoe values, creates false conditions and complicates the business of legitimate shoe retailing.

Boost the Better Shoe Values.

We have all read about the merchandising methods of ante bellum days; about the prevalence of lying, deception and the concealed rock in turkey or bucket of butter.

In those days the jobber palmed off "skinned shoes," shoes with leather-board heels and cardboard innersoles. And he chuckled over the sale. If the dealer got wise later on he recouped by retailing them with never a qualm, proclaiming loudly and enthusiastically their alleged virtues. Later on when the rains and the slush came and the shoes went to pieces the retailer chuckled.

But to-day such methods are out of place. The jobber or manufacturer does not play that trick on the same merchant twice. If the goods fall too far short of the samples they are fired back. And the retailer does not fool the same customer twice. If the shoes behave too badly the customer protests—or goes elsewhere the next time he buys a pair of shoes.

Of course the fact remains that the desire to save money is all but universal. People do want to trade with the man who can (and does) give them the biggest values for the money. And this economical trait isn't a bad thing in itself—only it carries with it certain dangerous liabilities. It needs to be guided, directed and controlled; and when it comes to public economy in the matter of shoe purchases the shoe retailer is the one to help save the situation. He can best do this by being absolutely candid and square.

If he sells cheap shoes, or so-called popular priced shoes, he can not truthfully describe them as being "just as good" as the higher priced shoes. They are not. They can not be. The leather is not so good. The workmanship is not so good. They can not give equal comfort. They can not look so well as the higher priced shoes; they can not wear so long. They may be good shoes for the money—and there will always be a demand for the "popular priced" shoe. It has a legitimate place. I am not declaiming against the cheap shoe nor against the ones who retail it; only I would have the cheap shoe

stay in its place. Let it not be advertised and sold as the peer of the better grade shoe. There is where the harm comes in.

But after all hasn't the time come for boosting better shoe values? Does the average man pay enough for his shoes? There was a time in the history of American shoe industry when the retail selling price of machine-made shoes varied widely; a time when the values were surprisingly unequal. There was no such thing as a standard value. A man was liable to get a very inferior shoe for \$4, and he might get a fairly good pair for \$2.50. About this time a certain shoe manufacturer conceived the idea of producing a shoe of uniform value to retail everywhere and always at a certain fixed price. It occurred to him to associate certain shoe values with this fixed price in such a way as to create a standard shoe to retail at that figure. That manufacturer made himself a millionaire, created a national reputation and incidentally wrought a good work for the American shoe industry in that he introduced the idea of a fixed standard of shoe values to be associated with a certain price. The idea has been carried out and applied both in the production of cheaper shoes and in the production of the higher priced shoes.

Higher Prices Must Prevail.

I believe the time has come when the average man ought to be trained to pay more for his shoes. The better values carry increased satisfaction. I don't know just what the average man pays per pair for his shoes; but I have an idea the price would be somewhere in the neighborhood of \$3 per pair. Suppose the average man could be persuaded to pay \$4 the pair instead of \$3; he would be a better shod, better pleased, more stylishly dressed "average man"—and the shoe retailers of the land would be better off in a score of ways.

Now you can't get a good hat—a guaranteed hat with style features and the prestige of the maker's name for uniform goodness back of it—for less than \$4, \$5 or \$6. You pay \$2 for a pair of genuinely good gloves and dependable suspenders cost 50 cents per. Why don't we have a thorough-going, universal grading up in footwear?

Of all materials from which commodities are made for the use of the sons of men poor leather is the least satisfactory. It cracks, it peels, it rips, it rots, it scales, it scuffs it behaves most unseemly. Now the strenuous service necessarily demanded of shoes suggests that only the best of leathers enter into their construction. Let the utility and novelty workers in other lines use the culls.

Now since the sources of leather are limited, while the uses to which leather is put are increasing rather than diminishing, and since the price of labor will probably advance with the increased cost of living, certainly not decline, the day of cheaper shoes is a trifle remote.

Let the "average man" know the situation as it is. Give him facts and

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

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.

figures. Deal frankly with him. Show him what it requires to produce good shoes and explain to him why they can not be profitably retailed at \$2.95. Instead of perpetuating the fiction that splendid shoe values can be incorporated in shoes that retail for \$2.95, help to enlighten his mind and train him up to paying an adequate price for them.

Higher prices must prevail. This grading-up idea must be taken seriously and pushed vigorously.

Cid McKay.

Learning To Obey.

The first item in the common sense creed is obedience.

Do you work with a whole heart?

Revolt is sometimes necessary, but the man who mixes revolt and obedience is doomed to disappointment himself and everybody with whom he has dealings. To flavor work with protest is to fail absolutely.

When you revolt, why, revolt—climb, get out, hike, defy—tell everybody and everything to go to limbo! That disposes of the case. You thus separate yourself entirely from those you have served; no one misunderstands you—you have declared yourself.

But to pretend to obey and yet carry in your heart the spirit of revolt is to do half-hearted, slipshod work.

If revolt and obedience are equal your engine will stop on the center and you benefit nobody, not even yourself.

The spirit of obedience is the controlling impulse of the receptive mind and the hospitable heart.

There are boats that mind the helm and boats that do not. Those that do not get holes knocked in them sooner or later.

To keep off the rocks obey the rudder.

Obedience is not to lavishly obey this man or that, but it is that cheerful mental condition which responds to the necessity of the case and does the thing.

Obedience to the institution—loyalty! The man who has not learned to obey has trouble ahead of him ever ystep of the way—the world has it in for him, because he has it in for the world.

The man who does not know how to receive orders is not fit to issue them. But he who knows how to execute orders is preparing the way to give them and, better still, to have them obeyed. Elbert Hubbard.

Getting at the Facts.

The opening of court this week recalled the testimony of a colored witness before Judge Strimple a few months ago. It was a divorce case, and one attorney was attempting to show that the husband had been guilty of overdoing the drinking pursuit to the point of habitual drunkenness.

"How many drinks do you generally take in a day?" he asked the witness.

"How many does I gen'ly take?" the witness repeated. "Well, sah, I's gwine t' be hones' 'bout it. Sometimes I gen'ly takes five or six drinks in a day, an' then sometimes I gen'ly takes 'bout thuhty or fohty."

JIM'S RECONSTRUCTION.

He Came To Front When Occasion Demanded.

Written for the Tradesman.

No, the man wasn't lazy, but he never made a fuss if accident or condition gave him a holiday; so when the waves of hard times engulfed him and his little household Jim was not dismayed. He took his regular glass of beer and sat down in his rocker with a demoralized leg and smoked his pipe, contented and concluding that if that was to be the programme he hadn't any kick and that that was as good a place as any to wait for the prosperity that would be coming back one of these days.

The reader must not suppose that Crane made no effort to find work. He took a week's vacation to get his bearings, "kind o' resting up, you know," and then he sauntered out one morning after breakfast confident of announcing on his return that he was going to work in the morning; but the Fates this time were against him. Day after day he ransacked the town, but there was nothing doing and finally after some weeks of this he gave it up and he and his crippled rocking chair bewailed his hard luck together.

In the meantime Matilda, his wife, or "Tillie," as he called her, began to be uneasy. The flour in the bag was getting low and the last dollar's worth of sugar was slowly but surely melting away and then the dreaded time came when sugar and flour had gone the way of all provisions. Worse than that the little money put up for a rainy day little by little had dwindled to a very small sum and the only thing to comfort her was the creak of Jim's breakdown rocker as he swayed disconsolately to and fro.

Finally the woman's last resource was resorted to and one Tuesday morning Tillie came crowding through the back gate with a big washing, which she had brought from somewhere. Placing the load on the kitchen floor, out came the washboiler and half a minute later the little woman was filling it with water drawn from the cistern.

"Well, Tillie, I've an idea that that part of the job means me," and without farther question he located the boiler on the stove and filled it.

"What else?"

"Nothing and thank you very much for that. Lifting seems to tire me more than anything else."

As the work went on, however, Jim found that there was more than the lifting to be done in the doing of a family wash and, the mood seizing him, he yielded to it and found that his greater strength was called for more than once as the work went on. In the pauses that necessarily fell to him he watched his wife as she bent over the washboard and rubbed as if her life depended upon it, and a few ideas came to him as he waited for chances to lend a helping hand.

How did it happen that without a word and certainly without even a complaint had that little Tillie of her own accord gone out and at the very back door got something to do while he was calmly rocking and swearing

against the luck that had forced him into a tumbledown rocking chair? Perhaps, he'd better ask a question or two and learn something.

"What put taking-in-washing into your head, Tillie, and why didn't you say something about it?"

"Something had got to be done. We must eat. The last mouthful of everything was gone or going, you had done your best and were holding yourself ready to do anything that came up and with a patience almost pitiful to see were waiting for something that might be on the road but hadn't got here yet. Then the washing came to me. It is something that I can do and like to do, and we needed it. I heard that the Hiltons were at their wits' end for a washwoman and so on Saturday I slipped across the alley and asked for the wash—and got it!"

"As for saying anything about it, what was the use? I found what I wanted, it came in the nick of time, we had got to have something to eat and as long as you couldn't find anything to do and I could, I went ahead, just as you would if you had the chance. Better put a couple more of pailfuls of water into the boiler, Jim."

"Isn't she a corker, though!" was Jim's mental comment. "While I sit here grumbling, mad clear through because somebody doesn't come and crowd a job into my hands, she takes the first thing she can think of and goes to rolling up her sleeves to earn my dinner for me. I wonder how it

would do for me to follow her lead and do something if it'll only keep me out of that d—d rocking chair! The first thing that comes! Here it is, the Hiltons' washing. Jim Crane, you are going to do your share of this and you are going to do it as if you liked it and as if your life depended on it!

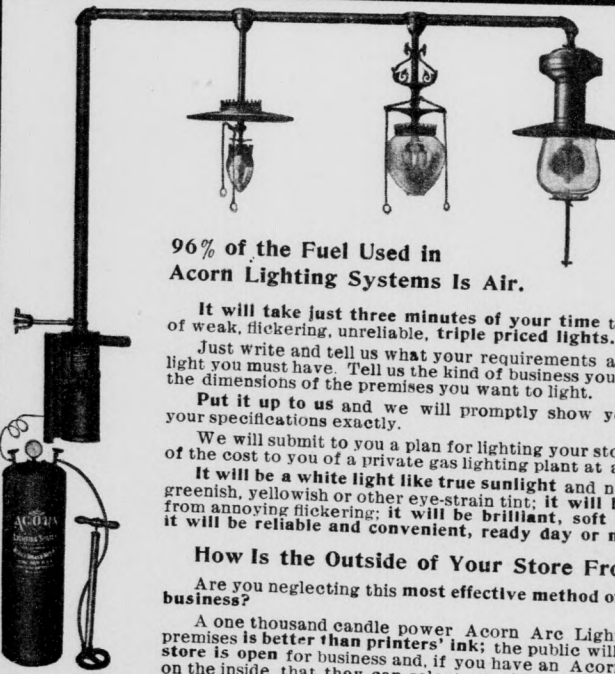
"There now, Matilda Jane, I've watched you until I believe I've got the hang of it and now you give me that apron you have on and watch me rub those clothes. No holding back. You know you promised to obey me and although at that time neither of us thought it meant washboard, washboard it is and here's for the washboard and thank God!"

"Jim Crane! Stop that sort of talk, you wretch!"

"Pardon, madam, I meant it reverently, not profanely. I am feeling the full force of your philosophy and I, too, am going to take up the first thing that has presented itself—this washing; at least, as much of it as I can do. Please, Tillie, let me try. If I can't do it, then I can't; but not until I try am I going to settle the question. Come, now, that's a good girl."

The woman saw that the man meant what he said and very reluc-

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

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

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

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

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

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

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

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

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

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

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

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

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

tantly the apron became a masculine garment.

"Now, ma'am, Jim-ima is at your service!" he remarked after the transfer of the apron had been safely accomplished. "If I don't do it properly reprove me, but tell me how. Hereafter as long as we are in business together the heaviest of the work comes to me. Now then," and suiting the action to the word the man bent to his task with all his might. It was fun alive and very lively fun at that. One of his rubs after he got the hang of the thing was worth two of hers, and jollier than either of them had been for weeks the work was done and the clothes were ready for the line.

"There now, Jim—I mean Jim-ima—you please take the basket to the backyard and I'll do the hanging out. I don't want the neighbors to see you doing that."

"I'll take off the apron, Tillie, but I'm not ashamed to be seen helping you hang out the clothes, not half so ashamed as I am to remember that for all these useless weeks I've sat in that—that old chair and rocked while you have been wondering why I did not bestir myself. No, I'm going to keep this thing up. It's as much my work under the circumstances as it is yours and I'm not only not ashamed of doing it but I'm not ashamed of being seen doing it. It's—how was it you said it?—doing the first thing you come across and doing it as well as you can that tells the story, and what's good logic for you is good for me, as I understand it," and loaded down with the full basket Jim scorning Tillie's proffered assistance, found his way into the backyard.

Then, from Tillie's point of view, the worse thing, that could, happened: Joe Cragin drove along the alley with a load of wood. He began to laugh the minute he took in the scene in the Cranes' backyard. When he got where he thought he could have the most fun he stopped his team and began his raillery. With a "Hello, Joe!" and a responsive "Hello!" the business in the backyard went right on and Joe, who wanted to see the end of it, gave his team a chance to breathe, crossed his legs and waited.

"At last, Joe, I've found something to do. For six good weeks, unless it was longer, I sat in the house and waited for somebody to take me up and put me down where I could go to work at something I wanted to do. Pretty soon the flour gave out and Tillie didn't want me to go hungry and what does she do but step over to Hiltons' and bring home this wash, and, by Gings! Joe, she was going to do this washing all by herself and started in. I'm not quite all mean and about that time I pulled myself out of my chair and made her—made her—let me take her place at the washtub. I've done fairly well, but next time I can do better and I am going to. So, if you hear of anybody who wants to put out their washing recommend me. Come on, Tillie, you come in and rest and I'll fix up the kitchen. So long, Joe," and Mr. and Mrs. Jim Crane went into the house,

while the teamster, slapping the horses with the reins, drove on muttering as he went out of the alley, "I'll be kicked if that isn't the best yet. Took the fust job he could git! That's good sense, but I'd be hanged before I'd take in washing!"

Mrs. Crane had an idea that Jim's vim wouldn't last long; "it's man's way," she concluded; but she was wrong. The next day came ironing, but Jim could do nothing commendable with the flatiron; but the spirit of determination was on him and, carrying out the thought of doing the first thing that came to him, he donned his apron and did such effective service that the housework was soon out of the way, the irons were soon hot and kept so and long before either expected it the last garment was smoothed and daintily put in the basket and Tillie was out in the yard with it before her partner suspected her design. That partner's legs were long and he soon caught her and with the high-piled clothes-basket on his shoulder it was soon deposited on the Hiltons' kitchen table, the kind-hearted matron of that household commending him for being the good helpmeet that he was and congratulating Mrs. Crane for having the husband in a thousand who was ready with will and sinew to make things easy for his wife.

In the meantime Joe Cragin found the backyard incident too good to keep; but, good as it was and tell it as Cragin alone could, it did not produce the expected applause. Once to the narrator's astonishment a heavy voice in the crowd shouted, "Well done, Jim Crane! That's the stuff that will take him through if anything will! Here's to Jim Crane!"

That same story was told in another way by Mrs. Hilton that same night at the supper table, and when she reached that part of the narrative where with head up and with earnest voice he put down the basket of clean clothes, saying as he did so, "This is the best we can do"—we!—"Mrs. Hilton, and we hope it will please you," one would have thought that he had done a wonderful thing; and he had, a remark which called forth from the opposite side of the table only a "M—hm," but it sounded as if there was a meaning behind it and there was.

That very night after the meal was over Hilton lighted his cigar and went out to enjoy it under the big apple tree in his backyard. Looking across the alley into another backyard he saw Jim and Tillie sitting on their backsteps, enjoying the quiet of the twilight after their hard day's work. Exactly as if it had been the usual thing for years the man with the cigar opened his own backgate and was soon seated on the doorstep of the Cranes'. Shortly after there was the transfer of a cigar from the Hilton vest pocket to the mouth of the other him in the crowd—isn't three a crowd?—and when both cigars were finding success in making the whole air balm Mr. Hilton made a business proposition to Jim Crane that fairly lifted him off his feet. He had been wanting a man a long time

and for almost as long he had had his eye on Jim in connection with it. His wife had been telling him about the washing and before she had done he concluded that that was exactly the man he had been looking for. Would he take the position? "The man that's up against it and takes what comes to him with no questions, doing his best to make it a go, isn't going to be without a job if I'm anywhere about. I can tell you that."

"Take the position? Of course I'll take it; only, Mr. Hilton, I must tell you that it's this wife of mine that set me agoing. It was she who took the washboard, the first thing she could get her hands on, and it was she who finally drove the same idea into my stupid head."

Prosperity followed and when the other day he was asked the foundation for it he answered, "Washboard!" without another word.

Richard Malcolm Strong.

His One Mistake.

Four politicians on the street car were talking about the Taft administration, and after ten minutes' conversation they agreed that up to date the President had made no mistake. The only other passenger seeming to have any particular interest in the conversation was a rather oldish man, with sorrowful eyes. He was a careful listener and as one of the politicians got off he was followed to the sidewalk and accosted with:

"I heard all that you men said about Taft."

"Yes?" was the reply.

"You had it pretty nigh right."

"Yes."

"He has made just one mistake, since he has been President, and I thought you ought to know it."

"I shall be glad to. What do you refer to?"

"I live at Chugg's Corner. I wanted to be postmaster there, but Mr. Taft appointed Simeon Barrows in my stead. Just one mistake, sir, but it's going to cost him a second term! So long, sir."

Another Filling.

"Why does Dr. Borem, the dentist, keep the patients at his office waiting so?"

"There's method in his madness. By the time he gets at you, you need another filling."

A Great Scheme.

"I purchase a great amount of chewing gum for my wife!"

"Why?"

"It keeps her mouth working without talking!"

Why not a retail store of your own?

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

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The only Wholesale Electrical House in Western Michigan

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ADVERSE SUGGESTION.

How Crime Is Stimulated by Daily Press.

During the past few years the public mind has been filled with numerous sensational accounts regarding the existence of and deeds perpetrated by, a mysterious organization known as the "Black Hand," composed mainly of Italians, which organization conducted a blackmailing business on a large scale, the refusal to comply with its requests frequently resulting in assassination by knife, pistol, poison or bomb. The daily press, particularly the sensational publications, have contained countless reports of the operations of the band of desperadoes in all parts of the country, the accounts often being accompanied by ghastly pictures illustrating the scenes of the crimes, the blackmailing letters bearing the impress of a black hand, and other details of the crime. The public mind has been inflamed to a high degree because of these accounts, and the epidemic has spread with alarming rapidity. Originally confined to people of Italian birth, the criminal manifestation has spread to people of other nationalities in this country, and in many of our large cities there exists a state of fear almost unbelievable in a land like our own in this age. There is a feeling that the atrocities of the Mafia and other Italian secret societies are being repeated in our own country. To read many of the newspapers one would be led to believe that a huge mysterious, sinister organization, with centers and branches and agents in every town, was at work systematically conducting a scientifically organized campaign of crime, far-reaching in its ramifications, and so cleverly managed and conducted that detection is rendered almost impossible. In many cases people receiving the blackmailing letters, bearing the dread impress of the black hand, have been so impressed by previously read newspaper reports that they have given the money to the blackmailers without further parley, fearing to incur the dread vengeance of the sinister "Black Hand" Society of which they have read so much.

True Story of the "Black Hand."

Now what are the real facts of the case? All well-informed newspaper men in the large cities, as well as the leading police officials, know that there is no such organization as the "Black Hand" of the current newspaper reports. The true story is known to every editor whose journal nevertheless continues to print the "Black Hand" story and thus aids in spreading the reign of terror among the people. There is no secret about the matter in newspaper and police circles—the facts are known there—but, nevertheless, the fiction of the "Black Hand" continues to be exploited sensationally for the purpose of adding "life and spice" to the news columns, and of causing an agreeable thrill of fear to travel up and down the spine of the sensation-loving reader. What is this "True Story of the 'Black Hand'?"

The beginning of the "Black Hand" myth is to be found in the imagination of a reporter of a New York newspaper several years ago. There had been reported to the police a case of attempted blackmail in the Italian Quarter, which ordinarily would have filled about five lines of small type in an obscure corner of the paper in question. These petty blackmailing schemes, accompanied by threats and often resulting in actual murder, were no uncommon things among the lowest class of Italian immigrants. In fact, the crime was an imported one, following the immigrant across the ocean. This system of blackmail, generally involving only small sums, was well recognized in the Italian quarters of New York, and very little was said to the police about the matter, the Italians usually settling the matter between themselves and then keeping quiet about it.

Birth of the "Black Hand."

In this particular case, however, the attention of the reporter was attracted by the impress of a black hand, on the black-mailing letter. Signs of this kind, black hands, skull and dagger, etc., were common in such cases, and no significance was attached to them by those familiar with the subject of such crimes. But this reporter saw a chance for a "good story." He set his imagination at work. The "Black Hand," a Society of international extent, with centers and branches, spies, agents, generals and a perfectly organized plan for campaign for conducting blackmail on a large scale! Ah, ha! A fine story! Why not, indeed? And so he then and there deliberately invented the story of the mysterious "Black Hand" Society; and the next morning his journal contained a long account of the matter, with big black headlines and photographs of the "Black Hand" letter.

The Growth of the Myth.

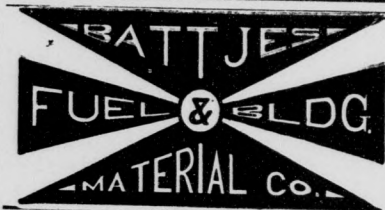
The story caught the popular apprehension. People shrugged their shoulders and talked about the Italians and their secret societies, comparing them to the secret organizations believed to be existent among the Chinese and equaling in sensational interest some of the wild tales of the French novelists. Other papers took up the matter, finding that the story had caught the public fancy. In order to "hold up their end" they were compelled to assume that the original story was true and that everyone had known it for a long time. Reporters began to exercise their imaginations, and every few days some new and even more sensational story would be printed, showing some new and startling discoveries regarding the mysterious "Black Hand." Papers in other cities joined in the sensation. Weird tales were concocted and served to the public whose appetite had been whetted and who cried for "more and worse." Some papers even published copies of the rituals and oaths of the Society, and told weird and gruesome tales of the fate meted out to traitors and resisting victims. For a time the public interest was held and then some other sensation superseded

ed it. The reporters forgot the story—but others remembered it. If the whole matter had terminated at that point it would not have caused so very much harm, but what had happened was merely a seed-sowing. The growth of the idea, with its blossom and its fruit, was yet to come.

The Blossom and the Fruit.

Just about the time that the public had about forgotten the story of the "Black Hand" New York and other large cities began to be startled by stories of fresh outrages involving blackmail threats and even murder by gangs who had assumed the name of the "Black Hand" and who used the symbol on all of the threatening letters. Some even went so far as to send letters to the newspapers, announcing the fact that the Reign of Terror had begun and that the "Black Hand" had renewed its campaign of crime. Among the Italians, and even outside of the people of that nationality, "Black Hand" outrages became quite common. Every few days some new atrocity was perpetrated. The police and newspapers were startled, and although many of them knew the original story and its origin, they almost began to believe in the existence of the dread Society.

But, when arrests began to be made at different points, and an investigation was instituted, it was discovered that the gangs of blackmailers were isolated, separate and disconnected, and that they had no relation to any national or international society named



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Manufacturers of the famous
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See that they
Have the "Sun-Beam" label
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H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and
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Tops, Sidewalk Manhole Covers, Gate
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Jobbers
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Exclusive Agents for Michigan. Write for Catalog.

ed the "Black Hand." It was discovered that these gangs of low scoundrels and some of a higher degree of intelligence had read the sensational accounts of the original "Black Hand" Society and had conceived the idea that people being so thoroughly informed regarding the "Black Hand," and their minds being so filled with terror regarding it, many nervous or timid individuals could be easily frightened by blackmailing letters bearing the dreaded impress of the "Black Hand." And the results showed that they were right. Whenever a person received one of these terrible letters he would feel that unless he complied with its demands he would bring down on his head the vengeance of the powerful international secret Society, who would hound him to death. And accordingly the blackmailers found the scheme to be the best plan of extracting "easy money" that had been conceived for years.

The Aftermath.

At the present time, in all of the large cities, there are numerous cases of the terrible blackmail being perpetrated under the shadow of the fear of this fictitious "Black Hand" Society. Many of these cases are never reported to the police, for fear of invoking the vengeance of the Society. There is, of course, no such Society—nothing but isolated gangs of ruffians and low miscreants plying their nefarious art under the guise of the "Black Hand." The newspapers, although knowing the truth, still continue to label every case of Italian murder, or other crime, as "Another 'Black Hand' Atrocity!" or "The Vengeance of the 'Black Hand!'" or by some similar heading. All this, of course, adds to the public fear. Persons who would not fear an ordinary scoundrel or gang are terrorized at the thought of a great "secret society" arrayed against them. But, even as it is, the public is gradually awakening to a realization of the facts. There have been a number of cases recently reported in which the blackmailers have been killed while attempting to extort money. Only a few days ago in Chicago, a man was shot and killed while presenting a "Black Hand" letter to an intended victim. Some of them have been even routed by a hatpin in the hands of an indignant woman. The people are gradually awakening to a knowledge of what a lath-and-plaster thing the "Black Hand" is after all.

Incubating Crime.

But a great damage has been done—one which it will take many years to neutralize. Many young men, and older ones, as well, have been impressed with the fact that it is a comparatively easy thing to frighten ignorant people by "Black Hand" letters and to extort petty blackmail. This crime has increased at an alarming rate in many of the larger cities of the country and among the smaller towns as well. There have been developed a new kind of crime and a number of new criminals to perpetrate it. The evil effects of this pernicious "Black Hand" sensation will remain with us for many years. It

has made many new criminals, some of whom may remain criminals all their lives. For years to come the roll of the penitentiaries will bear the names of many who would never have become criminals had not the "Black Hand" stories given them the suggestion and incentive toward "easy money" by "working the 'Black Hand' racket," as the crime is known among the criminal classes. The "Black Hand" racket has become as much a part of the vocabulary of crime as is the "hold-up stunt," which was largely exploited in the same way, many of the accounts of both crimes having been practically a course of instruction for suggestible youths of weak moral fibre and unsettled character.

We have dwelt in detail upon this "Black Hand" business for the reason that the known facts of the case and the recorded results show conclusively the evil effect of sensational newspaper accounts of this kind along the well-known lines of suggestion. Every psychologist will agree in the statements contained herein. What we have said is no wild theory, but a well established scientific fact.

A Typical Case.

The particular case to which we referred at the beginning of this article is especially sad. It shows in a distressing way the existence of the very facts which we have just stated. It is a typical case of Adverse Suggestion toward Crime arising from sensational newspaper reports.

This particular case was reported by the Chicago papers in June last. Omitting names, the facts are as follow: Two boys, one of but 14 years of age, the other 15 years old, of respectable parents, and of religious training (one of them had just taken his "first communion" in his parents' church), had become so much impressed by the newspaper accounts of the successful "Black Hand" schemes that they determined to "make a fortune" in this way. They concocted a letter, addressed to a business man of Chicago, announcing the fact that the dread organization, the "Black Hand," was on his trail. The imprint of the black hand was attached. The letter demanded that a sum of several thousand dollars be placed in a certain spot, else the Society would wreak its vengeance upon the man and his family. He was cautioned against informing the police, the fate of death being threatened if he violated this injunction. Other letters followed, and telephone calls were made. The man, becoming frightened and believing that the "Black Hand" was really after him, notified the police, who laid a trap for the plotters. The man went to the appointed spot, at the stated hour, and deposited a roll of imitation money and then left. The detectives in hiding then saw the boy approach and take the bundle. They shouted to him that he was under arrest but he fled, only to receive the bullets from the pistols of the detectives. He fell, mortally wounded, and was carried to a hospital, where he died a few hours later. Before dying he made a full confession, stating that he and

his companion had "read of the 'Black Hand' doings," and had decided to "make an easy fortune" at one swoop. His dying confession corroborated in every detail the claims and statements that we have embodied in this article regarding the effect of these "Black Hand" stories upon the suggestible, impressionable youthful mind. The case is typical of hundreds, or thousands, of others not so well known. The tragic outcome serves merely to emphasize it.

The Blood on Our Heads.

And so, this youth of 14 years, well trained, of good parents, surrounded by a good environment, went to his death as the direct result of Adverse Suggestion of crime as contained in the daily press. There is no excuse for this. A crime has been perpetrated against this boy—a crime as great as the one which he sought to commit. We have not only to forgive this boy—but also to ask his forgiveness for allowing to exist the conditions which brought about his downfall. His blood is upon our heads, try as we may to escape the accusation. Our ignorance and our supine indifference have allowed these conditions to exist. How long, O Lord, shall this thing be allowed to oppress Thy people?

The Kidnaping Epidemic.

Akin to the "Black Hand" epidemic suggestions were those arising from the recently reported cases of kidnaping of small children. A celebrated case was reported in the papers all over the country. Not content with stating the crime and describing the child and the kidnapers, all of which would have served a good purpose in attracting public attention toward the detection of the kidnapers and the recovery of the child, the newspapers entered into long and sensational details of the

method employed. Every step of the plot and plan was stated in full. As in the "Black Hand" cases and similar recitals of crimes, the reading of the accounts was akin to receiving a course of instruction in kidnaping. And the result showed that there were people ready and willing to profit by the full instruction so cheaply given. From different parts of the country came accounts of kidnaping, all evidently based upon the original crime, so closely were many of the details copied. The similarity was too strong to have been a mere coincidence. It was a clear case of cause and effect—of action following suggestion. This particular epidemic, however, was checked in its early stages by the arrest and conviction of the original offenders, which served to chill the ardor of the imitators.

Course in Safe-Breaking.

Several years ago a newspaper in one of the large cities published in its Sunday edition a full account of "How Safe-Breakers Operate," which was claimed to have been written by "A Notorious Retired Safe-Breaker." Instructions were given under the guise of the recital, in the art of opening safes and robbing them of their contents. The natural result followed. A number of new crimin-



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

STEIMER & MOORE WHIP CO. WESTFIELD, MASS.

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

Marks of Quality



Jennings' Extracts

For thirty-six years the name Jennings on a bottle of Extract has been a guarantee of superior strength and purity. Protect yourself and build up your extract business by selling Jennings' Flavoring Extracts.



C. P. Bluing

C. P. Condensed Pearl Bluing is highly concentrated and non-freezable. Its use assures wash-day satisfaction and brings repeat orders. C. P. non-freezable bluing should be on your shelves now—your jobber has it.

The Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872

als—amateur safe-breakers—arose in various parts of the country, each crime being modeled on the printed account. Some were successful, others not. In several cases, when the arrests were made, the young criminals (alas! they are usually young, in these cases) were found to have in their possession copies of the Sunday paper containing the "instructions." If the "retired safe-breaker" really wrote this story then he committed a crime far worse than any of his previous ones. For his original crimes were crimes against property, while his last one was a crime against souls! And if the first-named crimes were punishable, should not that last one have also been followed by severe punishment? Is it right that a man should be punished for wrecking the safes which contain our money, and allowed to go free when he wrecks the lives and souls of our young men? Is this justice?

Psychological Crime.

These crimes of Adverse Suggestion are psychological crimes—as heinous as the physical crimes which we punish by imprisonment or death. Is it not time to recognize this fact and to adjust our criminal codes accordingly? As we have said in a previous article, it is not necessary to "suppress the news" in order to prevent this Adverse Suggestion of crime. Criminal news may be reported and printed in such a way as to offer no Adverse Suggestion—even in a way to offer a suggestion against crime rather than for it. Every newspaper man

knows this. The newspapers are not the real offenders. The real criminal is the public which demands and insists upon being given the "disgusting details" of these things—which cries for the sensational accounts and "instructions in the crime" in all of the leading cases. It is these "details" which give the Adverse Suggestion—these word pictures which produce mental images in the imagination of impressionable people, along the lines of suggestion. Psychologists understand how and why these suggestions are received and accepted by impressionable and suggestible people. They understand also why the suggestion "tends to take form in action" corresponding to it. This is no idle fancy of fanatics or theorists. Psychological crime is a reality and the world should awaken to the fact. Society to-day is an "accessory before the fact" in many of these cases. Some day some lawyer will create a painful sensation by producing these facts and putting leading psychologists on the stand, when defending some client in a criminal case in which is involved the element of Adverse Suggestion through the newspapers. If it be a crime to sell morphine or cocaine to those addicted to the drug habit—a serious crime to sell liquor to the Indians in the West, lest they be started on the "warpath"—then is it not a crime to pour these Adverse Suggestions into the minds of suggestible and impressionable people? Modern psychology gives no uncertain answer to this question. And the public will see it plainly, some day—

some day after it has taken even more toll from the people.

Billboard Suggestions.

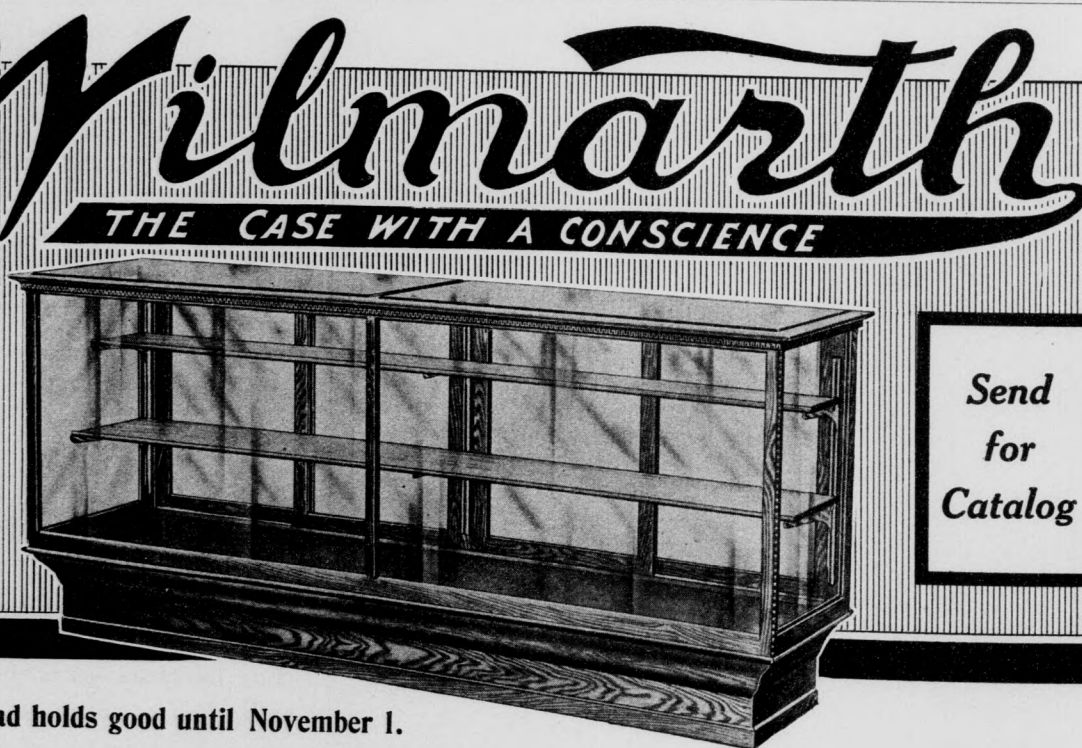
There has been a movement under way in many of the large cities to repress the posting of immoral posters and pictures on the billboards and walls. This movement, however, seems to have confined itself to efforts to prohibit the posting of pictures tending toward lewdness and vulgar display. So far as it goes this movement is commendable, but it does not begin to go far enough. In order to really be effective it should include a crusade against theatrical posters depicting crime. To some this may seem like fanaticism, but if these objectors would but converse for a short time with people engaged in the work of protecting and sheltering delinquent and defective children they would see a new light in the matter. Some of the objectionable posters depict villains attacking others with knife or pistol, "hold-ups," train robberies and similar crimes. Busy men and women pass by these pictures without receiving any impression except possibly a feeling of disgust. But one witnessing the attention paid to these prints by the children in the poorer section of town, and realizing the suggestive effect upon the minds of these children will see the thing from a different angle. To listen to the discussions of some of these children and to note the criticisms bestowed upon them is an experience calculated to startle the average citizen who has paid little or no attention to the subject.

The Gentle Art of Killing.

Some weeks ago we were passing through a part of the city supplying the principal attendance of the cheap "blood and thunder" theaters. Our attention was directed to a large billboard upon which were spread large posters depicting a murder of a woman by a masked desperado. Imagine our surprise, upon listening to the remarks of a crowd of urchins, none of whom seemed over 12 years of age, when we heard one little fellow in knee-breeches finding fault with the picture because it showed the villain using his knife in a style other than that approved of by the critic. The youthful expert in the gentle art of assassination then proceeded to instruct his audience in the proper manner of using a knife to "slit a throat," as he expressed it. He showed how this criminal and that one had used his knife, which knowledge, we saw, he had obtained from other pictures, judging from his remarks. In order to make his words effective the boy pulled from his pocket a large knife with a blade several inches long and grabbing a comrade whom he bent backward, he went through the pantomime of murdering him. Not content with this, he instructed his admiring audience in the art of using a knife as a dagger, showing that most of the pictures which gave the knife held pointing downward from "de little finger side" of the hand were incorrect, and that the knife should be held as a sword "from de tum side, stickin' right out." The audience seemed to agree with him fully and

Our
Special
Offer
Is
Still
Open

20
Different
Styles



Send
for
Catalog

The special offer made in last month's ad holds good until November 1.

We have filled hundreds of orders on this special proposition. Are you going to pass it by?

HERE IT IS: We will make a special proposition to all customers who will order before November 1. This is to introduce our goods where they are not now in use. This offer is so exceptional that we can sell but one order to a customer at the price, and wish it understood that it cannot be duplicated in the future.

For sixteen years we have been making good show cases. We have left no stone unturned, spared no expense, to build the best case possible. Write for catalog.

WILMARTH SHOW CASE CO., JEFFERSON AND COTTAGE GROVE AVENUES, GRAND RAPIDS, MICH.

732 Broadway, N. Y.; 813 Washington Ave., St. Louis; 233-235 East Jackson Blvd., Chicago.

showed an almost equal knowledge of the subject. The acts of criminals were introduced into the discussion, and there was evident a close mental connection between the newspaper reports of crimes and the billboard pictures of similar crimes.

The Billboard School of Crime.

These billboard pictures afford a complete school in crime to the children who are most likely to be affected by them. These pictures are not, as a rule, posted in the parts of towns in which dwell the children whose parents carefully guard them against influences of this kind. This because it does not pay to advertise these shows in these sections. These cheap "blood and thunder" shows are generally produced in neighborhoods from which they draw their principal patronage—the poorer sections of the town. The children of these sections lack many of the protective influences bestowed upon those of wealthier parents, and much of their time is spent upon the streets in companionship far from desirable. Settlement workers can tell you many shocking tales of this state of affairs. These children see these objectionable pictures before them week after week and take a great interest in them. The youthful mind likes pictures of action, and these pictures are full of action of the very worst kind. The youthful mind becomes filled with mental images of every conceivable kind of crime, and, as, according to a well-known psychological law these "mental images, constantly held, tend to take form in action," the result may be imagined.

Images Take Form in Action.

From time to time we read of young boys practicing upon other boys, or young children, the scenes depicted in some of these billboard pictures. Only a few months ago a young child was smothered to death in this way by some boys who were "playing robber" a la the billboard display. We hear of cases of boys being gagged and robbed of money given them for the purpose of buying groceries and provisions. Last year, in a neighboring city, a gang of boys caught a strange boy and "lynched" him "for fun," as the perpetrators afterward declared. They had sought to "play" a Wild Western lynching party, and had accordingly tied a rope into a noose, which they passed over the head of the strange boy, and then drew him up over a beam. When he was lowered life was extinct. Another crowd of boys kept some smaller boys "prisoners in a cave" (the cave being a cellar of an abandoned house) for two days. These crimes existed as mental pictures in the minds of these boys before they "took form in action." And they existed as printed pictures before they became mental pictures. It is very easy to trace cause and effect in occurrences of this kind.

You Are Responsible For It.

All this does not make pleasant reading—it is not intended as such. It is stated without dressing up or softening, that it may reach your consciousness in its exact crude and elemental reality. Ask any settlement worker or anyone connected with the

Juvenile Court of a large city if this statement is an exaggeration. You will be surprised to hear such people say that we have told but the superficial facts, and that under and behind these things lie others which are unprintable and almost untellable. You who have never noticed these things are asked to use your eyes and your minds hereafter. Take a good look around you, and see these things with the eyes of a child. The child notices and sees everything in the shape of a picture with action in it—put yourself in the place of the child and see for yourself. Then ask yourself if you would like your children to be subjected to such influences and Adverse Suggestions of crime nearly every day. But do not stop here. Even if your children are safely protected and guarded—how about the children of others who can not guard their little ones as you do yours? Your duty does not cease with protecting your own children—do not echo the excuse of Cain and exclaim that you are not the keeper of your brother's children. For you are responsible in so far as you refrain from exerting every proper effort to terminate the evil which threatens the children of others.—Progress Magazine.

Why He Believes.

They were having a controversy on the car about Cook and Peary, when an old man hitched along toward the disputants and said:

"Gentlemen, I don't want to butt in, but I know Dr. Cook personally."

"Oh, you do?" said one.

"I do. I lived right beside him on Pushwick avenue, Brooklyn, for two years."

"And what do you know about him?"

"A lot, but I base my belief in his truthfulness on just one instance. Yes, sir, just one instance."

"Well, let's have it."

"He came to my house one day and asked me if I had a wheelbarrow. I said I had. He asked me if I would lend it to him."

"I will, Doctor," I said, "if you will bring it back by 2 o'clock, as I shall want to use it then."

"And he borrowed it?"

"He did."

"And he brought it back by 2 o'clock?"

"He did. Yes, sir, he was there with it. He was there to the minute and I want to tell you that a man who will bring your wheelbarrow back when he promises to can't be a liar about anything else on the face of this earth."

And after giving the assertion due consideration the others fully agreed with him.

Not At All Alarmed.

He (anxiously as she finishes her second plate of cream)—Did you know that over 4,000 microbes of various kinds had been found in a single cubic inch of ice cream? Horrible to think of, isn't it?

She—Yes, and do you know, I hate microbes, so I believe I'll eat another plate of the cream just to punish them.

First Things First.

"How's yer wheat?"

"First rate."

"Pigs doin' well?"

"Fine."

"That puny colt come 'round all right?"

"He sure did."

"Glad to hear things is so likely, Bill. How's yer wife?"

The secret of success is exclusive persistence.



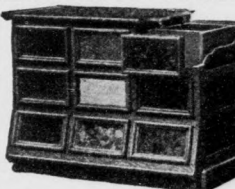
Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States. Manufactured by Wells & Richardson Co. Burlington, Vt.

Post Toasties

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

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



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

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

A Superior Photo-Engraving Service

The success of our large and increasing business is due to the fact that we make plates superior to the general average. * * * * *

We want the patronage of particular people—those whose requirements call for the best in designing and illustrating, and who realize that the better grades of work cannot be bought for the price of the commonplace. * * * * *

The scope of our work is unlimited. It embraces all branches of commercial illustrating for typographical purposes. * * * * *

If you are not obtaining engravings equal to the standard of your requirements in printing quality and illustrative value, we would suggest that you permit us to demonstrate the value of a really intelligent service in combination with a high-class product. * * *

Tradesman Company

Grand Rapids



Confidence In Himself Through Knowledge of His Proposition.

Most of the individual failures in salesmanship are the results of dishonesty.

And it is a kind of dishonesty that is more consequential than that which collects the employer's money and fails to turn it in.

When we employ a man usually the principal consideration is his honesty—that is, his superficial honesty—will he take what does not belong to him?

There is a more fundamental quality of honesty required than the one usually thought of and that is honest thinking.

If a man thinks honestly he will not steal his master's goods, and he will not waste his money in fruitless effort to dispose of those goods.

The character of a man's thought governs his acts.

The character of his thought includes that about which we are usually so particular: His morals.

When we determine a man's ability to think straight we determine his disposition to act straight, and include the efficiency of his work.

The most crooked point in the thinking of most salesmen is in reserving all their time, effort and thought for the actual point of contact rather than in preparation for the point of contact.

A case in court, for instance, is not won or lost in court. It is won or lost by the preparation or lack of preparation before the trial.

A sale is not made nor lost in the presence of the prospective buyer at the point of contact; it is made or lost by the preparation or lack of preparation before the point of contact.

The sale of a thing is made by the presentation of its merit to the needs of a possible user.

The preparation for a sale consists of a knowledge of the thing for sale, its merit, and a knowledge of conditions which surround the buyer in its use.

The closing element of a sale is confidence.

The preference for one thing over another offered for sale in competition is confidence.

The first element that a salesman has to combat is the lack of confidence. In the past there has been so much of the shell racket spirit in sales, a spirit of getting all you can and giving as little as possible in return—a nothing for something policy, that the initial buyer is still suspicious even under the rapidly advancing new order of commerce.

When a salesman hesitates in his presentation, or is compelled to evade a question of the buyer, or give an indirect answer by reason of ignorance, he is at once destroying confidence.

As we have said before in this magazine: a salesman should not represent anything but the best in its particular line. To undertake to sell a thing that is defective and does not possess the qualities that are necessary to present in order to make a sale is to destroy the greatest of all individual assets—character.

If a salesman discovers that his goods do not possess the presented merit, he should get out of that line into another. There are too many things of merit awaiting selling ability for any man to destroy his character in selling goods by dishonest presentation.

Crockery salesmen, as a class, are the most conscientious as to the merit of the line they handle. If one of the high-priced manufacturers' salesmen receives an offer from a pottery other than the one he has been representing he will spend a month to six weeks of his own time and money in traveling about getting the opinion and experience of the trade in that particular line.

Like an old and honorable business, these men regard their good will as their greatest asset.

A newly established chinaware pottery has to practically give their product away for several years until they have proven its merit to the salesmen in the trade.

The genius for salesmanship consists primarily in the infinite capacity for taking pains in seeking out reasons why of the thing for sale, and secondarily in a study of the application of these reasons to a possible buyer's conditions.

The "reasons why" should be studied at the point where the goods are made, sold and used, and not at the point of contact with the prospective buyer.

The "reasons why" consist of the selling reasons, those points which will interest the buyers, the separation of the interesting from the uninteresting. It is what newspaper men call a nose for news.

Finding these reasons is like the lawyer seeking evidence and authority before trying a case. It is done by infinite digging—by study and questioning those who produce, sell and use the thing sold.

The salesman who goes out to call on buyers without this primary preparation is about as foolish as a manu-

facturer of a technical line the writer once knew: He spent \$25,000 on a booth and exhibit for an industrial exposition, placing in charge of a stenographer with cheese colored hair and an office boy. The girl flirted with the sports and the boy went off to where the peanuts and popcorn flowed. When a visitor wanted any technical information there was no one to give it. There was a point of contact, but no current.

This primary preparation does not complete a salesman's education any more than graduation from high school completes a young man's general education. His secondary education should continue by a study of conditions which surround the buyer, and for more selling reasons.

If a salesman knows what he has, and what the buyer wants or needs, he can nearly always effect a compromise to a sale.

Go into a country hardware store where they handle a large miscellaneous stock, and the clerk with the largest individual sales account is the salesmen in the National Cash Register organization is that they have made their men rather than selected successful ones from other organizations.

They have selected their raw material and really manufactured salesmen by requiring the recruits to actually go to school and gain a constructive knowledge of the machine they are to sell, its application to every business, and its selling arguments.

John H. Patterson, the father of this institution, discovered the wisdom of this very early in its history. He was managing the sales himself at the time, when he noticed that one of the men, whose sales for a long period had remained at almost zero, suddenly took a jump to the head of the whole of his little body of travelers. This freak of record so impressed Patterson that he called the man in to learn the real reason. The salesman explained it in this way:

"I knew enough selling arguments to make a sale, but in the confusion and talk that attended a call I would forget to use about half of them. I also noticed that what made the most impression one place made little or none at another, and that I could always think of a lot of things that might have appealed after I had been turned down and had left the prospect. I couldn't tell in advance just what reasons would appeal in each individual case, so I went home, wrote down my canvass as I knew it, with a few additional arguments that I had learned by actual contact, and committed them to memory. Then I began to make sales. I was not telling one-half of my story to a storekeeper on one side of a street and the other half to another around the corner. By this means I not only made sales at initial calls, but went back and sold many where I had previously been turned down.

This story is not intended to present the wisdom of making a parrot canvass in all cases, but it does forcefully illustrate the wisdom of taking infinite pains in preparation

before the actual point of contact is reached.

This incident was the beginning of Patterson's school for formally training salesmen; for after hearing this recital he called in all his men, had an interchange of "reasons why," and reduced them all to printers' ink for future salesmen.

Even in the case of a man leaving the organization and returning after a year or so, he is compelled to attend this school to review the old and learn the new and their selling arguments.

Personal salesmen can learn much from the methods of John E. Kennedy, the father of "reasons why" advertising, and who first proved that goods could actually be sold direct by printers' ink. He has reduced advertising to an engineering basis, and is the most heartily hated man in the so-called advertising profession; for by his accomplishments he has turned the spotlight on the thieves and required the four-flushers to deliver.

Kennedy says that his results are not from actually writing the advertisements, but rather the preparation to write advertisements.

He does just what the personal salesman should do—prepares himself, and printers' ink is simply his point of contact.

Kennedy's detailed method is something like this: If he is asked to write advertising for a washing machine, for instance, he will go to the factory, interview every department head with a view of studying the "reasons why." Then he will study the manufacturing methods for selling merit. He will follow this by going to a retail store where they are sold, and in the guise of a prospective purchaser, get their best retail salesman in an argument—to

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.

A Question in Addition And Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

Hotel Livingston
Grand Rapids

draw out still more "reasons why." He might even pursue his study to the point of going around with a house-to-house canvasser, even interviewing some of the users, and finally taking one of the machines home for use in his own family. By this process he not only discovers all the maker, seller and buyer know about the machine, but learns a lot more that they did not know.

Kennedy is not a literary man, he isn't even a brilliant writer in the commonly accepted sense of the term, but by his digging in his preparation and his separation of the interesting from the uninteresting in putting forth the "reasons why" he writes advertisements that create a desire and inspire the buyers' confidence to the point of sending the money.

If goods can be sold with printers' ink by the infinite capacity for taking pains in preparation then more goods can be sold through personal effort by the infinite capacity for taking pains in preparation.

And, by the way, Kennedy will not write advertisements for goods without real selling merit.

A salesman can not hope to convince the buyer until he has first convinced himself.

A salesman can not hope to inspire confidence in his goods until he has inspired confidence in himself through a knowledge of his proposition.

David Gibson.

The Traveling Saleswoman Is a Success.

The traveling saleswoman is the latest feminine edition to commercialism, and although the "Bob Blake" grip knights are still many hundred times in the majority, a large number of wholesale houses, including drug, clothing and grocery lines, are being represented throughout the country by women; and judging from the favorable comments these houses make regarding the ability of their saleswomen to secure business, the outlook is promising for many more women to earn their livelihood via the "road" profession.

The manager of one cloak and suit house waxed enthusiastic in declaring his preference for women representatives. "A stylish, good looking woman with any degree of intelligence," he says, "can always make arrangements with us on the basis of \$100 a month and expenses, with a commission of 10 per cent. on goods sold at the end of the year. She has the advantage of the salesman in carrying a line of women's suits and coats, for she can convert herself into a model, and by donning her samples she will nine times out of ten secure the country merchant's order by such demonstration. She knows how to exploit the merits of her goods and can always vary her line of 'talk' so that it will make a straight, convincing appeal to the merchant."

Another city wholesale firm says it prefers women to men as traveling representatives because of the fact that scarcely any merchant, unless he be a recently imported savage, will refuse, when tactfully approached, to

let the woman representative display her line of merchandise and quote prices; and even although his jaw may clamp tight on the sentence, "It is no use, but I'll look at the line," often he has a change of heart which shatters his obduracy and his order is extracted without a struggle.

A merchant of this peevish temperament would no doubt absolutely refuse to let the salesman show his wares, without which privilege business is hopeless, and further impress his declaration of hostility by curtly ordering him away.

The work of the traveling saleswoman has many advantages, for in-

would fail to secure on Friday or Saturday, on Sunday she is just a woman, and a dreadfully lonesome one sometimes up there alone in her hotel room with its hideous patterned carpet and impossible scenery pictures. The forenoon she can while away by going to church, and the afternoon by writing letters, but when evening comes she just must think her thoughts, and they fly miles and miles away, and finally rest, like all normal thoughts, on the one place etched on every human heart—home.

Fortunately, however, there are twenty-seven week days and only four Sundays in a month, so our traveling

bert W. Beals and wife; Kalamazoo by John Van Brook, Edith Van Brook, Samuel Hoekstra and wife, Clarence Hoekstra, O. H. Chamberlin and wife, Catherine Chamberlin, George Dibble and mother, P. C. Kuntz and wife, C. F. Gilbert and wife, H. W. Meeker and wife, Chas. Meeker, W. S. Sheldon, Jr., and wife, W. F. Parmelee, Miss Myrtle Kuntz, Miss Dolly Kuntz and George Moore and wife.

Samuel Hoekstra, the toastmaster, called on W. S. Colegrove, who said: "I have mingled and worked so long with Gideons and their interests that I am glad to be numbered with you, all leading and guiding to the same haven, personal work in season and out of season, those we meet on the train and in business, the same work the Master did, mission work, Bibles in every room of the hotel, their influence and importance deserving united effort."

The ministers present voiced the same sentiment.

Clarence Hoekstra was requested to sing a solo, which was rendered in notes almost seraphic.

Harry Dibble sang several solos and was joined in song by Clarence Hoekstra.

The trio, Colegrove, Van Brook and Dibble, sang inspiring selections.

All enjoyed the meeting, the banquet and the good fellowship. The morning hour service on Sunday at the M. E. church was led by Gordon Z. Gage and was attended by those who had received inspiration at the evening service.

Evening service at the Mission was addressed by W. S. Colegrove and Geo. J. Cooper. The audience was dismissed three different times, but held their seats until 11 o'clock.

Aaron B. Gates.

The Boys Behind the Counter.

Ithaca—Chas. Maxted, for a year or more a clerk in Crawford's drug store and previous to that for some time with J. H. Watson, has secured a position with H. E. Bucklen & Co., at Chicago.

Quincy—Frank H. White, who has been clerking in Collins & Lockwood's grocery store at Coldwater for some time past until recently, is now clerking at No. 6 grocery, where he put in several years as clerk when H. A. Graves ran the store.

Eaton Rapids—John Manzer has a position in F. W. Mendell's dry goods store.

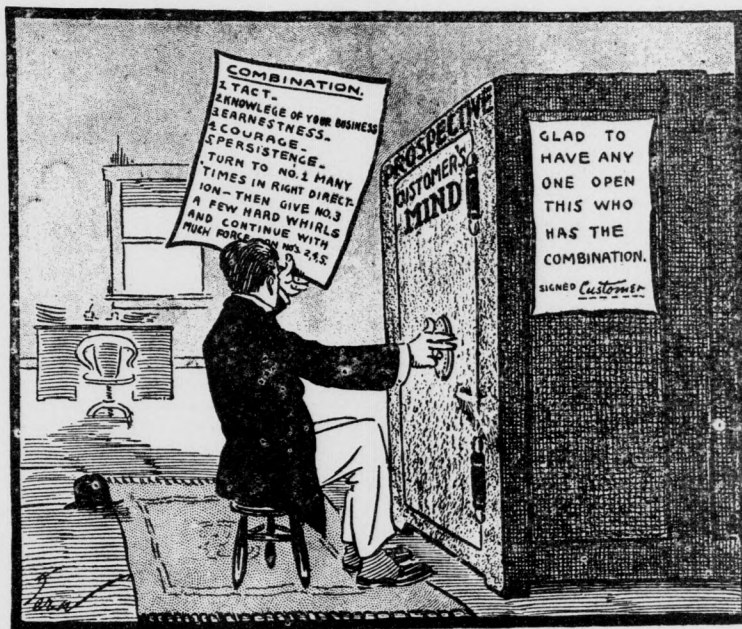
Petoskey — Clarence Averill, of Cadillac, has taken a position in the Levinson Department store, having charge of the men's furnishing goods department.

Adrian—Roy Bassett, who for the past eight years has been employed at the Economy store, has taken a similar position with the Albion store in the shoe department, a situation vacated by J. P. Thornton.

GET ONLY THE BEST

American Gasoline
Lighting Systems Are Standard
Send for estimates on your store, residence, lodge or church.

WALTER SHANKLAND & CO.
85 Campau St. Grand Rapids, Mich.



THE RIGHT COMBINATION.

Many a salesman has walked straight into the liking and confidence of a prospective customer with the utterance of his opening sentence, merely by the ingratiating power of a pleasant manner. Courtesy and cheerfulness are legal tender in every clime. They make up half the salesman's stock in trade. They are his passports through the ante-room of guardian clerks, his introduction into the privacy of inner offices. Armed with these and with persistence, a salesman can secure an interview with any citizen of the American republic. With these he can announce his errand on even terms of dignity with any prospect. With these he can ward off rebuff, dispel impatience, conquer prejudice, shame abuse into apology—make headway where no other human power could penetrate. Anger is powerless when met with good humor. Indifference is transformed into interest by the magnetic power of tact. A prospective customer's mind is a castle that can not be carried by storm nor taken by stealth; but there is a natural way of approach and a gate of easy entry open to the salesman who carries the magical keys of courtesy and cheerfulness. Fit these properly in the lock and the most heavily barred door will turn on its hinges.—Seventh Ginger Talk.

stead of fading away at a dusty desk or behind a bargain counter, she has all the benefits of fresh air and delightful changes of climate as she flits from town to town, from state to state.

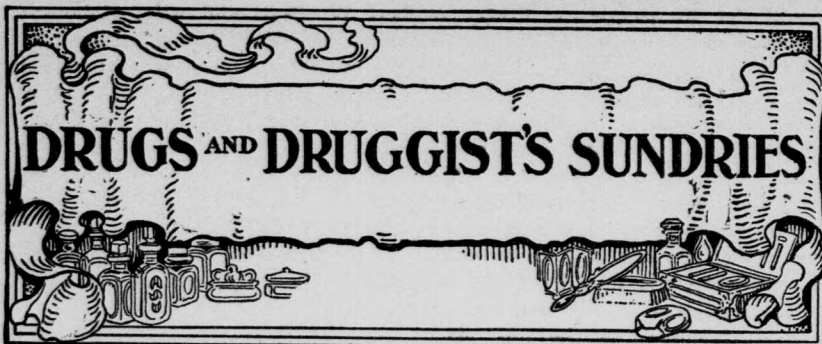
While it is imperative that her clothes be up to date, her traveling wardrobe usually is limited to two suits, one a dark plain tailored garment for travel wear, the other of lighter color for wear when calling on trade, and just "frilly" enough to be charmingly feminine. Besides these she carries in her suitcase one little silk or mull dress for a semblance of "fussification" on Sunday, the hardest of all days in the annals of the traveling saleswoman, for although she may be able to make a complete walkaway with an order her brother

saleswoman need not be long suffering. At all events, her career is one of unmonotonous variety.

Roselle Dean.

Movements of Working Gideons.

Kalamazoo, Oct. 11—The following attended the Gideon banquet at the Y. M. C. A. in this city Saturday evening: Rev. Alba Martin, Rev. J. E. Smith, Rev. Koviker and wife, Rev. Gotwold and wife, Rev. DeVinney, Rev. J. C. Lawrence, Rev. W. S. Colegrove and wife, Rev. Hondolink and Rev. H. D. Williams and wife, all of Kalamazoo. Fort Wayne, Ind., was represented by Geo. J. Cooper and wife and Frank Kelsey; Chicago by J. C. Young; Detroit by Gordon Z. Gage and Aaron B. Gates; Saginaw by Jacob J. Kinsey; Jackson by Her-



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.

LOOKS CROOKED.

New Scheme for Selling Toilet Goods To Merchants.

The Tradesman has received complaints regarding the Mutual Manufacturing Co., of Canton, Ohio, which is selling an assortment of toilet articles to merchants on a scheme plan which has every appearance of being a skin game. The assortment costs \$378.40, for which the wily agents of the Canton concern secure a note, due in five or six installments. The contract certainly bears evidence of being so drawn as to trick the unwary, and it is full of "jokers" and kinks which ought to warn any careful merchant against the tricksters. As a matter of fact, they put up a good appearance and stay so long and talk so loud and urge their goods with so much energy that the merchant is finally tired out and signs the note, under the impression that he is simply signing an order. Within a few days after the contract is executed he receives a letter from the Trade Discount Co., New First National Bank building, Columbus, Ohio, stating that it has bought the note at a discount and will exact payment thereon at maturity. This tends to carry out the idea that the note has passed into the hands of an innocent third party, so it can be enforced under the law. This is an evidence of fraud on the face of it, because a concern so well rated as the Mutual Manufacturing Co. would hardly enter into an arrangement of this kind unless it wished to take advantage of some legal technicality. The Tradesman would be pleased to hear from such merchants as have been induced to sign this contract; and if, in any case, the contract has been found to be a good one for the merchant and the goods are salable and the scheme goods feature has proven to be satisfactory, the Tradesman would be very glad to know it.

Use of Drugs Declines.

Dr. R. R. Ross, Superintendent of the Buffalo (N. Y.) General Hospital, gave some striking illustrations of the rapid decline in the use of drugs in the various hospitals of the country at the eleventh annual conference of the American Hospital Association, recently held in Washington, D. C.

Dr. Ross declared that fifteen years ago the annual cost of medicines for each patient in the Massachusetts General Hospital was about \$2, while last year it was only 91 cents. He showed that the cost of drugs in the Buffalo General Hospital also had shown a marked decrease for the past year.

"It is difficult to predict what the future of medicine in hospitals is going to be," said Dr. Ross. "Undoubtedly drugs will continue to be used, but other agencies or some agency still unknown to us will have a place. There will perhaps be doctors to preach and pray, doctors to prescribe the correct methods for the use of the mind, specialists on fresh air and exercise and doctors to prescribe drugs and operate. These statements may seem to be in lighter vein, yet hospitals are beginning to adapt themselves to the changed conditions."

It's Hot Soda Time.

The time has come for drinks piping hot and cheering. In other words, it's hot soda time. The question is, Are you going to take advantage of it?

Perhaps you think that because your soda fountain was some little trouble to you during the past summer you will not serve hot drinks this winter. Have you forgotten how the soda fountain receipts helped out the total of your month's business? And have you remembered that to serve hot drinks by the medium of a modern urn is far less trouble in one day than is a soda fountain in an hour?

We wish to let the firms who sell urns do their own talking, but the fact remains that the initial investment need be but \$25 or \$30 with all essential requirements included. And it is also a fact that the profit margin on hot drinks is higher than that on fountain drinks. It is simply a matter of turning to your own advantage the natural inclination of two-thirds of the people who enter your store to take a nip of something hot.

The longer the tunnel the greater the cutoff.

Every great life has some great love.

Twenty-Six More Members.

Traverse City, Oct. 11—Twenty-six additions have been made to the membership list of the Michigan Retail Druggists' Association during the past week, as follows:

H. B. Longyear, Mason.
H. N. Parker, Tekonsha.
Willis Pennington, Interlochen.
A. L. Walker, Three Rivers.
C. H. Bostick, Manton.
Floyd Cade, Manton.
L. C. Dawes, Kalkaska.
E. M. Colson, Kalkaska.
H. E. Stover, Kalkaska.
F. B. Gannett, East Jordan.
C. J. McNamara, East Jordan.
Fred Glass, Petoskey.
A. W. Peck, Traverse City.
B. Plottner, Harrietta.
H. B. Fairchild, Grand Rapids.
A. E. Kirkland, Lakeview.
J. D. Kirkland, Lakeview.
L. M. Hutchins, Grand Rapids.
F. B. Johnson, Muskegon.
W. D. Jones, McBain.
G. D. Platts, McBain.
W. H. Rodenbaugh, Manton.
W. S. Stevens, Mancelona.
W. K. Walker, Elk Rapids.
F. M. Fisk, Cassopolis.
M. J. Karchner, Thompsonville.
C. A. Bugbee, President.

Formulas for Toothache Wax.

Try the following:

I.
Hard paraffin 1 dr.
Burgundy pitch 1 dr.
Oil of cloves 20 min.
Creosote 20 min.
Melt together the paraffin and pitch and when the mixture is nearly cool

add the oil of cloves and creosote, and make the mass which is thus formed into pills or small cones.

2.
Extract of opium 5 grs.
Camphor 5 grs.
Balsam of Peru 5 grs.
Chloroform q. s.

3.
White wax or spermaceti 2 parts
Carbolic acid (cryst.) 1 part
Chloral hydrate 2 parts
Melt the wax or spermaceti, add the carbolic acid and chloral and stir until dissolved. While still liquid immerse thin layers of carbolized cotton, remove them when saturated and allow them to dry. M. Billere.

Reliable Dusting Powder for Poultry.

Insects may be driven from poultry by means of a powder made as follows:

Sulphur 4 ozs.
Tobacco-dust 6 ozs.
Oil cedar 1/4 oz.
Crude naphthalene 3 ozs.
Insect powder, to make 2 lbs.
Randolph Reid.

Formula For a Fumigating Powder.

Take as follows:

Frankincense 3 ozs.
Benzoin 3 ozs.
Amber 3 ozs.
Lavender flowers 1 oz.

Mix. This is designed to be ignited upon coals, a stove, or hot iron to diffuse an agreeable aroma in an apartment, and incidentally to destroy noxious effluvia.

Randolph Reid.

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.

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 @	75			
Magnesia, Sulph.	3 @	5	Sanguis Drac's	40 @	50	Oils		
Magnesia, Sulph. bbl	@ 1 ¼		Sapo, G	@ 15		Lard, extra	bbl. gal.	
Mannia S. F. ...	75 @	85	Sapo, M	@ 10	12	Lard, No. 1	60 @	65
Menthol	3 00 @	25	Sapo, W	13 ½ @	16	Linseed, pure raw	50 @	58
Morphia, SP&W	2 90 @	35	Seidlitz Mixture	20 @	22	Linseed, boiled ..	56 @	60
Morphia, SNYQ	2 90 @	35	Sinapis	@ 18		Neat's-foot, w str	65 @	70
Morphia, Mal . .	2 90 @	35	Sinapis, opt.	@ 30		Turpentine, bbl....	62 ½	
Moschus Canton		40	Snuff, Macaboy,			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 ½ @	10	Green, Paris	21 @	26
Pepsin Saac, H &			Soda, Boras, po .	5 ½ @	10	Green, Peninsular	13 @	16
P D Co.	@ 1 00		Soda et Pot's Tart	25 @	28	Lead, red	7 ½ @	8
Picis Liq N N ½			Soda, Carb	1 ½ @	2	Ochre, yel Ber 1 ¾	2	
gal. doz.	@ 2 00		Soda, Bi-Carb ..	3 @	5	Ochre, yel Mars 1 ¾	2	@ 4
Picis Liq qts	@ 1 00		Soda, Ash	3 ½ @	4	Putty, comm'l'r 2 ¼	2 ½	
Picis Liq pints ..	@ 60		Soda, Sulphas ...	@ 2		Putty, strict pr 2 ½	2 ¾	@ 3
Pil Hydrarg po 80			Spts. Cologne	@ 2 60		Red Venetian . 1 ¾	2	@ 3
Piper Alba po 35		30	Spts. Ether Co. .	50 @	55	Shaker Prep'd 1	25 @	1 30
Piper Nigra po 22		13	Spts. Myrcia	@ 2 50		Vermillion, Eng. .	75 @	85
Pix Burgum	@ 3		Spts. Vini Rect bbl			Vermillion Prime		
Plumbi Acet	12 @	15	Spts. Vi'i Rect ½ b			American	13 @	15
Pulvis Ip'cet Opil	1 30 @	50	Spts. Vi'i R't 10 gl			Whiting Gilders'	@ 95	
Pyrenthrum, bxs. H			Spts. Vi'i R't 5 gl			Whit'g Paris Am'r	@ 1 25	
& P D Co. doz.	@ 75		Strychnia, Crysl	1 10 @	1 30	Whit'g Paris Eng.		
Pyrenthrum, pv.	20 @	25	Sulphur Subl ...	2 ¾ @	4	cliff	@ 1 40	
Quassiae	8 @	10	Sulphur, Roll ...	2 ½ @	3 ½	Whiting, white S'n	@	
Quina, N. Y.	17 @	27	Tamarinds	8 @	10	Varnishes		
Quina, S. Ger.	17 @	27	Terebinth Venice	25 @	30	Extra Turp	1 60 @	1 70
Quina, S P & W	17 @	27	Thebbromae	48 @	50	No. 1 Turp Coach	1 10 @	1 20

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

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By Columns

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Ammonia A	1	
Axle Grease A	1	
Baked Beans B	1	
Bath Brick B	1	
Bluing B	1	
Brooms B	1	
Brushes B	1	
Butter Color B	1	
Candies C	1	
Canned Goods C	1	
Carbon Oils C	1	
Catsup C	1	
Cereals C	1	
Cheese C	1	
Chewing Gum C	1	
Chicory C	1	
Chocolate C	1	
Clothes Lines C	1	
Cocoa C	1	
Cocanut C	1	
Cocoa Shells C	1	
Coffee C	1	
Confections C	1	
Crackers C	1	
Cream Tartar C	1	
Dried Fruits D	1	
Farinaceous Goods F	1	
Feed F	1	
Fish and Oysters F	1	
Fishing Tackle F	1	
Flavoring Extracts F	1	
Flour F	1	
Fresh Meats F	1	
Gelatine G	1	
Grain Bags G	1	
Grains G	1	
Herbs H	1	
Hides and Pelts H	1	
Jelly J	1	
Licorice L	1	
Matches M	1	
Meat Extracts M	1	
Mince Meat M	1	
Molasses M	1	
Mustard M	1	
Nuts N	1	
Olives O	1	
Pipes P	1	
Pickles P	1	
Playing Cards P	1	
Potash P	1	
Provisions P	1	
Rice R	1	
Salad Dressing R	1	
Saleratus R	1	
Sal Soda R	1	
Salt R	1	
Salt Fish R	1	
Seeds R	1	
Shoe Blacking R	1	
Snuff R	1	
Soap R	1	
Soda R	1	
Soups R	1	
Spices R	1	
Starch R	1	
Syrups R	1	
Tea T	1	
Tobacco T	1	
Twine T	1	
Vinegar V	1	
Wicking W	1	
Woodenware W	1	
Wrapping Paper W	1	
Yeast Cake Y	1	

3

CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Long Tom	5
Yucatan	55
Hop to it	65
Spearmint	55

CHICORY

Bulk	5
Red	7
Eagle	5
Frank's	7
Schener's	6

CHOCOLATE

Walter Baker & Co.'s	
German Sweet	24
Premium	35
Caracas	31
Walter M. Lowney Co.	
Premium, 1/4s	32
Premium, 1/2s	32

COCOA

Baker's	
Cleveland	39
Colonial, 1/4s	41
Colonial, 1/2s	35
Epps	42
Huyler	45
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 1s	40
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 1s	40
Webb	30
Wilbur, 1/4s	39
Wilbur, 1/2s	40

COCOANUT

Dunham's 1/4s & 1/2s	26 1/2
Dunham's 1/4s	27
Dunham's 1/2s	28
Bulk	12

COFFEE

Rio	
Common	10@13 1/2
Fair	10@14 1/2
Choice	10@16 1/2
Fancy	20

Santos

Common	12@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19

Maracalbo

Fair	16
Choice	19
Fancy	19

Guatemala

Choice	15
Java	12
African	17
Fancy African	25
O. G.	25
P. G.	31

Mocha

Arabian	21
Package	
New York Basis	
Arbuckle	14 25
Dilworth	13 75
Jersey	15 00
Lion	14 25

McLaughlin's XXXX

McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
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Extract

Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CRACKERS

National Biscuit Company	
Brand	
Butter	
Seymour, Round	6 1/2
N. B. C.	6 1/2

Soda

N. B. C.	6
Select Soda	8 1/2
Saratoga Flakes	13
Zephyrette	13

Oyster

N. B. C., Round	6
Gem	6
Faust, Shell	7 1/2

Sweet Goods

Animals	10
Atlantic, Assorted	10
Arrowroot Biscuit	16
Brittle	11
Cadet	8
Cartwheels Assorted	8
Cavaller Cake	12
Circle Honey Cookie	14
Current Fruit Biscuit	10
Cracknels	16
Coffee Cake, pl. or iced	10
Cocanut Taffy Bar	12
Cocanut Bar	10
Cocanut Drops	12
Cocanut Honey Cake	12
Cocanut Hon. Fingers	12
Cocanut Hon. Jumbles	12
Cocanut Macaroons	18
Current Cookies Iced	10
Dandelion	10
Dinner Biscuit	20
Dixie Sugar Cookie	9
Family Snaps	8

4

Family Cookie	
Fig Cake Assorted	12
Frosted Cream	8
Frosted Ginger Cookie	8
Florabel Cake	12 1/2
Frosted Honey Cake	12
Fluted Cocanut Bar	10
Fruit Honey Cake	14
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Gimcracks Cake	12
Ginger Nuts	8
Ginger Snaps N. B. C.	7
Ginger Snaps N. B. C.	7
Square	8
Hippodrome Bar	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Honey Lassies	10
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	8
Jersey Lunch	8
Jubilee Mixed	10
Kream Klips	22
Laddie	8
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Fruit Square	12 1/2
Lemon Wafer	16
Lemona	8
Mary Ann	8
Marshmallow Walnuts	16
Molasses Cakes	8
Molasses Cakes, Iced	9
Mottled Square	10
Newton	12
Nabob Jumbles	14
Oatmeal Crackers	8
Orange Gems	8
Penny Cakes, Assorted	8
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzellettes, Hand Md.	9
Pretzellettes, Mac. Md.	9
Raisin Cookies	10
Revere, Assorted	14
Rosalie	8
Rube	8
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	16
Sunside Jumbles	10
Spiced Gingers	9
Spiced Gingers Iced	10
Sugar Cakes	8
Sugar Squares, large or small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Vanilla Wafers	16
Victors	12
Waverly	10

5

DRIED FRUITS

Sundried Apples	
Evaporated	7 1/2
California Apricots	
10@12	
Corsican Citron	
@15	
Imp'd 1 lb. pkg.	
@ 8	
Imported bulk	
@ 7 1/2	
Peel	
@ 7 1/2	
Lemon American	
@ 18	
Orange American	
@ 18	
Raisins	
Cluster, 5 crown	
@ 1 75	
Loose Muscatels 1 cr.	
Loose Muscatels 2 cr.	5 1/2
Loose Muscatels, 4 cr.	6 1/2
L. M. Seeded 1 lb. 6 1/2	7
California Prunes	
100-125 1/2 lb. boxes	4
90-100 25 lb. boxes	4 1/2
80-90 25 lb. boxes	5
70-80 25 lb. boxes	6
60-70 25 lb. boxes	6 1/2
50-60 25 lb. boxes	7
40-50 25 lb. boxes	7 1/2
30-40 25 lb. boxes	8 1/2
1/4c less in 50 lb. cases	

FARINACEOUS GOODS

Beans	
Dried Lima	
Med. Hand Pk'd	5 1/2
Brown Holland	2 50
Farina	
24 1 lb. packages	1 50
Bulk, per 100 lb.	3 50
Hominy	
Flake, 50 lb. sack	1 00
Pearl, 100 lb. sack	2 45
Pearl, 200 lb. sack	4 80
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50
Pearl Barley	
Common	3 00
Chester	3 00
Empire	3 50

Peas

Green, Wisconsin, bu.	
Green, Scotch, bu.	2 30
Split, lb.	94

Sago

East India	
German, sacks	5
German, broken pkg.	5
Tapoca	
Flake, 110 lb. sacks	6
Pearl, 130 lb. sacks	4
Pearl, 24 lb. pkgs.	7 1/2

FLAVORING EXTRACTS

Foots & Jenks	
Coleman Brand	
Lemon	
No. 2 Terpeneless	75
No. 3 Terpeneless	1 75
No. 8 Terpeneless	3 00
Vanilla	
No. 2 High Class	1 20
No. 4 High Class	2 00
No. 8 High Class	4 00
Jaxon Brand	
Vanilla	
2 oz. Full Measure	2 10
4 oz. Full Measure	4 00
8 oz. Full Measure	8 00

Lemon

2 oz. Full Measure	
1 25	
4 oz. Full Measure	
2 40	
8 oz. Full Measure	
4 50	
Jennings D. C. Brand	
Terpeneless Ext. Lemon	
No. 2 Panel	
75	
No. 4 Panel	
1 50	
No. 6 Panel	
2 00	
Taper Panel	
1 50	
2 oz. Full Measure	
1 25	
4 oz. Full Measure	
2 00	
Jennings D. C. Brand	
Extract Vanilla	
No. 2 Panel	
1 25	
No. 4 Panel	
2 00	
No. 6 Panel	
2 50	
Taper Panel	
2 00	
1 oz. Full Measure	
90	
2 oz. Full Measure	
1 80	
4 oz. Full Measure	
3 50	
No. 2 Assorted Flavors	
1 00	

GRAIN BAGS

Amoskeag, 100 in bale	
Amoskeag, less than bl 19 1/2	
GRAIN AND FLOUR	
Wheat	
Red	1 12
White	1 11
Winter Wheat Flour	
Local Brands	
Patents	6 10
Seconds Patents	5 60
Straight	5 10
Second Straight	4 70
Clear	4 00
Flour in barrels, 35c per barrel additional.	
Warden Grocer Co.'s Brand	
Quaker, paper	5 30
Quaker, cloth	5 50
Wykes & Co.	
Eclipse	5 20
Kansas Hard Wheat Flour	
Judson Grocer Co.	
Fanchon, 1/2s cloth	6 30
Grand Rapids Grain	
Milling Co. Brands	
Purity, Patent	5 70
Wizard, Flour	5 60
Wizard, Graham	5 50
Wizard, Corn Meal	4 00
Wizard, Buckwheat	6 00
Rye	4 50

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family... 50 Golden Horn, bakers... 50 Duluth Imperial... 50 Wisconsin Rye... 40 Judson Grocer Co.'s Brand Ceresota, 1/2s... 60 Ceresota, 1/4s... 60 Ceresota, 1/8s... 60 Lemon & Wheeler's Brand Wingold, 1/2s... 60 Wingold, 1/4s... 60 Wingold, 1/8s... 60 Worden Grocer Co.'s Brand Laurel, 1/2s cloth... 60 Laurel, 1/4s cloth... 60 Laurel, 1/8s cloth... 60 Laurel, 1/2s paper... 60 Laurel, 1/4s paper... 60 Laurel, 1/8s paper... 60 Voigt Milling Co.'s Brand Voigt's Crescent... 50 Voigt's Flour... 50 (whole wheat flour) 50 Voigt's Hygienic Graham... 50 Voigt's Royal... 50 Wykes & Co. Sleepy Eye, 1/2s cloth... 95 Sleepy Eye, 1/4s cloth... 95 Sleepy Eye, 1/8s cloth... 95 Sleepy Eye, 1/2s paper... 95 Sleepy Eye, 1/4s paper... 95 Sleepy Eye, 1/8s paper... 95 Meal Boiled... 30 Golden Granulated... 30 St. Car Feed screened... 30 No. 1 Corn and Oats... 30 Corn, cracked... 30 Corn Meal, coarse... 30 Winter Wheat Bran... 30 Middlings... 30 Buffalo Gluten Feed... 30 Dairy Feeds Wykes & Co. O P Linseed Meal... 30 O P Laxo-Cake-Meal... 30 Cottonseed Meal... 30 Gluten Feed... 30 Brewers' Grains... 30 Hammond Dairy Feed... 30 Alfalfa Meal... 30 Oats Michigan carlots... 40 Less than carlots... 40 Corn Carlots... 70 Less than carlots... 70 Hay Carlots... 12 Less than carlots... 12 HERBS Sage... 15 Hops... 15 Laurel Leaves... 15 Senna Leaves... 25 HORSE RADISH Per doz... 90 JELLY 5lb pails, per doz... 25 15lb pails, per doz... 25 30lb pails, per doz... 25 LICORICE Pure... 30 Calabria... 25 Sicily... 14 Root... 11 MATCHES C. D. Crittenden Co... 40 Noiseless Tip... 40 MOLASSES New Orleans... 40 Fancy Open Kettle... 40 Choice... 35 Good... 22 Fair... 20 MUSTARD Half barrels 2c extra MINCE MEAT Per case... 20 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... 25 Queen, 16 oz... 45 Queen, 28 oz... 70 Stuffed, 5 oz... 90 Stuffed, 3 oz... 15 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob... 90 PICKLES Medium Barrels, 1,200 count 60 Half bbls., 600 count 30 Small Half bbls., 1,200 count 40 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, Tour'n't whist 2 25 POTASH Babbitt's... 400 PROVISIONS Barreled Pork Mess, new... 22 Clear Back... 24 Short Cut... 21 Short Cut Clear... 21 Bean... 20 Brisket, Clear... 24 Pig... 24 Clear Family... 21 Dry Salt Meats S. P. Bellies... 16 Bellies... 16 Extra Shorts Clear... 13	Lard Pure in tierces... 13 Compound Lard... 9 80 lb. tubs... advance 50 lb. tubs... advance 20 lb. pails... advance 10 lb. pails... advance 5 lb. pails... advance 8 lb. pails... advance 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 California Hams... 11 Picnic Boiled Hams... 15 Boiled Ham... 22 Berlin Ham, pressed... 11 Minced Ham... 11 Bacon... 17 Sausages Bologna... 8 Liver... 5 Frankfort... 10 Pork... 11 Veal... 11 Tongue... 11 Headcheese... 9 Beef Boneless... 14 Rump, new... 14 Pig's Feet... 10 1/2 bbls., 40 lbs... 20 1/2 bbls., 40 lbs... 20 1 bbl... 90 Tripe Kits, 15 lbs... 80 1/2 bbls., 40 lbs... 100 1/2 bbls., 80 lbs... 300 Casings Hogs, per lb... 32 Beef, rounds, set... 25 Beef, middles, set... 80 Sheep, per bundle... 90 Uncolored Butterine Solid dairy... 10 Country Rolls... 10 Canned Meats Corned beef, 2 lb... 25 Corned beef, 1 lb... 10 Roast beef, 2 lb... 25 Roast beef, 1 lb... 10 Potted ham, 1/2s... 35 Potted ham, 1/4s... 35 Deviled ham, 1/2s... 35 Deviled ham, 1/4s... 35 Potted tongue, 1/2s... 35 Potted tongue, 1/4s... 35 RICE Fancy... 7 Japan... 5 Broken... 6 SALAD DRESSING Columbia, 1/2 pint... 25 Columbia, 1 pint... 40 Durkee's, large, 1 doz... 40 Durkee's, small, 2 doz... 25 Snider's, large, 1 doz... 25 Snider's, small, 2 doz... 15 SALERATUS Packed 60 lbs. in box... 30 Arm and Hammer... 30 Delaund's... 30 Dwight's Cow... 30 L. P... 30 Wyandotte, 100 1/2s... 30 SAL SODA Granulated, bbls... 85 Granulated, 100 lbs. cs... 100 Lump, bbls... 90 Lump, 145 lb. kegs... 90 SALT Common Grades 100 3 lb. sacks... 25 60 5 lb. sacks... 25 28 10 1/2 lb. sacks... 25 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 Strips or bricks 7 1/2@10 1/2 Pollock... 5 Halibut Strips... 14 Chunks... 15 Holland Herring Pollock... 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2 bbls 4 50@5 25 White Hoop mchs. 60@75 Norwegian Round, 100 lbs... 75 Round, 40 lbs... 90 Scaled... 13 Trout No. 1, 100 lbs... 75 No. 1, 40 lbs... 25 No. 1, 10 lbs... 90 No. 1, 8 lbs... 75 Mackerel Mess, 100 lbs... 14 Mess, 40 lbs... 60 Mess, 10 lbs... 63 Mess, 8 lbs... 135 No. 1, 100 lbs... 130 No. 1, 40 lbs... 50 No. 1, 10 lbs... 150 No. 1, 8 lbs... 125 Whitefish No. 1, No. 2 Fam... 30 100 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... 25 Bixby's Royal Polish... 85 Miller's Crown Polish... 85 SNUFF Scotch, in bladders... 37 Maccaboy, in jars... 35 French Rappie in jars... 4 SOAP J. S. Kirk & Co. American Family... 400 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars... 30 Savon Imperial... 30 White Russian... 35 Dome, oval bars... 30 Satinet, oval... 20 Snowberry, 100 cakes 4 00 Proctor & Gamble Co... 300 Lautz Bros. & Co. Acme, 70 bars... 400 Acme, 30 bars... 400 Acme, 25 bars... 400 Acme, 100 cakes... 25 Big Master, 70 bars... 280 Marseilles, 100 cakes... 50 Marseilles, 100 cakes 5c 400 Marseilles, 100 ck toilet 400 Marseilles, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer... 400 Old Country... 340 Soap Powders Lautz Bros. & Co. Snow Boy... 400 Gold Dust, 24 large... 400 Gold Dust, 100-5c... 400 Kirkline, 24 4lb... 300 Pearline... 300 Soapine... 400 Babbitt's 1776... 300 Roseine... 300 Armour's... 300 Wisdom... 300 Soap Compounds Johnson's Fine... 50 Johnson's XXX... 40 Nine O'clock... 35 Rub-No-More... 35 Scouring Enoch Morgan & Sons. Sapallo, gross lots... 900 Sapallo, half gro. lots 4 50 Sapallo, single boxes... 25 Sapallo, hand... 25 Scourine Manufacturing Co... 100 Scourine, 50 cakes... 180 Scourine, 100 cakes... 350 SODA Boxes... 5 1/2 Kegs, English... 4 1/2 SPICES Whole Spices Allspice... 10 Cassia, China in mats... 10 Cassia, Canton... 15 Cassia, Batavia, bund... 25 Cassia, Saigon, broken... 50 Cassia, Saigon, in rolls... 50 Cloves, Ambayna... 22 Cloves, Zanzibar... 16 Mace... 55 Nutmegs, 75-80... 35 Nutmegs, 105-10... 25 Nutmegs, 115-20... 20 Pepper, Singapore, blk... 15 Pepper, Singp. white... 25 Pepper, shot... 17 Pure Ground in Bulk Allspice... 14 Cassia, Batavia... 28 Cassia, Saigon... 55 Cloves, Zanzibar... 24 Ginger, African... 15 Ginger, Cochin... 18 Ginger, Jamaica... 25 Mace... 65 Mustard... 18 Pepper, Singapore, blk... 17 Pepper, Singp. white... 28 Pepper, Cayenne... 20 Sage... 20 STARCH Kingsford, 40 lbs... 71 Muzzy, 20 1lb. pkgs... 5 1/2 Muzzy, 40 1lb. pkgs... 5 Gloss Kingsford... 75 Silver Gloss, 40 lbs... 75 Silver Gloss, 16 3lbs... 6 1/2 Silver Gloss, 12 6lbs... 8 1/2 Muzzy 48 1lb. packages... 5 16 5lb. packages... 4 1/2 12 6lb. packages... 6 50lb. boxes... 4 SYRUPS Corn Barrels... 31 Half barrels... 33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans, 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 10 2 1/2lb. cans 3 dz. in cs. 2 15	Pure Cane Fair... 16 Good... 20 Choice... 25 TEA Japan Sundried, medium... 24@26 Sundried, choice... 30@33 Sundried, fancy... 36@40 Regular, medium... 24@26 Regular, choice... 30@33 Regular, fancy... 36@40 Basket-fired, medium... 30 Basket-fired, choice... 35@37 Basket-fired, fancy... 40@43 Nibs... 26@30 Siftings... 10@12 Fannings... 14@15 Gunpowder Moyune, medium... 28 Moyune, choice... 32 Moyune, fancy... 40@45 Pingsuey, medium... 25@28 Pingsuey, choice... 30 Pingsuey, fancy... 40@45 Young Hyson Choice... 30 Fancy... 40@50 Oolong Formosa, fancy... 45@60 Amoy, medium... 25 Amoy, choice... 32 English Breakfast Medium... 25 Choice... 30 Fancy... 40@45 India Ceylon, choice... 30@35 Fancy... 45@50 TOBACCO Fine Cut Cadillac... 54 Sweet Loma... 34 Hiawatha, 5lb. pails... 55 Telegram... 30 Pay Car... 33 Prairie Rose... 49 Protection... 40 Sweet Burley... 41 Tiger... 41 Plug Red Cross... 31 Palo... 35 Hiawatha... 35 Kilo... 35 Battle Ax... 37 American Eagle... 37 Standard Navy... 37 Spear Head, 7 oz... 37 Spear Head, 14 oz... 44 Nobby Twist... 55 Jolly Tar... 30 Old Honesty... 33 Smoking Sweet Core... 34 Flat Car... 32 Warpath... 32 Bamboo, 16 oz... 25 I X L, 5lb... 27 I X L, 16 oz pails... 31 Honey Dew... 40 Gold Block... 40 Flagman... 40 Chips... 33 Kiln Dried... 21 Duke's Mixtures... 40 Duke's Cameo... 43 Myrtle Navy... 44 Yum Yum, 1 1/2 oz... 39 Yum Yum, 1lb. pails... 40 Cream... 38 Corn Cake, 2 1/2 oz... 26 Corn Cake, 1lb... 22 Plow Boy, 1 1/2 oz... 39 Plow Boy, 3 1/2 oz... 39 Peerless, 3 1/2 oz... 35 Peerless, 1 1/2 oz... 39 Air Brake... 36 Cant Hook... 30 Country Club... 32-34 Forex-XXXX... 30 Good Indian... 25 Self Binder, 16oz. 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 Market... 25 Splint, large... 30 Splint, medium... 30 Splint, small... 25 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals 1/2 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... 240 Barrel, 10 gal., each... 255 Clothes Pins Round Head 4 inch, 5 gross... 50 4 1/2 inch, 5 gross... 55 Cartons, 20 2 1/2 doz. bxs... 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete... 40 No. 2 complete... 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in... 70 Cork lined, 9 in... 80 Cork lined, 10 in... 90 Mop Sticks Eclipse patent spring... 90 No. 1 common... 80 No. 2 pat. brush holder... 85 12lb. cotton mop heads 1 40 Ideal No. 7... 85 Pails 2-hoop Standard... 2 15 3-hoop Standard... 2 35 2-wire, Cable... 2 25 3-wire, Cable... 2 45 Cedar, all red, brass... 1 25 Paper, Eureka... 2 25 Fibre... 2 70 Toothpicks Hardwood... 2 50 Softwood... 2 75 Banquet... 1 50 Ideal... 1 50 Traps Mouse, wood, 2 holes... 22 Mouse, wood, 4 holes... 45 Mouse, wood, 6 holes... 70 Mouse, tin, 5 holes... 65 Kat, wood... 80 Kat, spring... 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1... 9 25 18-in. Cable, No. 2... 8 25 16-in. Cable, No. 3... 7 25 No. 1 Fibre... 10 25 No. 2 Fibre... 9 25 No. 3 Fibre... 8 25 Washboards Bronze Globe... 2 50 Dewey... 1 75 Double Acme... 2 75 Single Acme... 2 25 Double Peerless... 4 25 Single Peerless... 3 60 Northern Queen... 3 50 Double Duplex... 3 00 Good Luck... 2 75 Universal... 3 65 Window Cleaners 12 in... 1 65 14 in... 1 85 16 in... 2 30 Wood Bowls 13 in. Butter... 1 25 15 in. Butter... 2 25 17 in. Butter... 3 75 19 in. Butter... 5 00 Assorted, 13-15-17... 2 30 Assorted, 15-17-19... 3 25 WRAPPING PAPER Common straw... 1 1/2 Fibre Manila, white... 2 1/2 Fibre Manila, colored... 4 No. 1 Manila... 4 Cream Manila... 3 Butcher's Manila... 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls... 19 YEAST CAKE Magic, 3 doz... 1 15 Sunlight, 3 doz... 1 00 Sunlight, 1 1/2 doz... 50 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... 10 Haddock... 8 Pickrel... 12 Pike... 9 Perch... 8 Smoked, White... 12 1/2 Chinook Salmon... 15 Mackerel... Finnan Haddie... Roe Shad... 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 Lamb... 50@75 Shearlings... 40@65 Tallow No. 1... 5 No. 2... 4 Wool Unwashed, med... 28 Unwashed, fine... 23 CONFECTIONS Stick Candy Standard... 7 1/2 Standard H H... 7 1/2 Standard Twist... 8 Cases Jumbo, 32 lb... 7 1/2 Extra H H... 10 Boston Cream... 12 Big stick, 30 lb. case 8 Mixed Candy Grocers... 6 1/2 Competition... 7 Special... 8 Conserve... 7 1/2 Royal... 13 Ribbon... 10 Broken... 8 Cut Loaf... 8 1/2 Leader... 8 Kindergarten... 10 French Cream... 9 Star... 11 Hand Made Cream... 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-in Pails Gypsy Hearts... 14 Coco Bon Bons... 14 Fudge Squares... 13 Peanut Squares... 9 Sugared Peanuts... 12 Salted Peanuts... 12 Starlight Kisses... 11 San Blas Goodies... 13 Lozenges, plain... 13 Lozenges, printed... 12 Champion Chocolate... 13 Eclipse Chocolates... 14 Eureka Chocolates... 15 Quintette Chocolates... 14 Champion Gum Drops... 10 Moss Drops... 10 Lemon Sours... 10 Imperial... 1 Ital. Cream Opera... 12 Ital. Cream Bon Bons 12 Golden Waffles... 13 Red Rose Gum Drops 10 Auto Bubbles... 13 Fancy-in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies... 50 Lemon Sours... 60 Old Fashioned Horehound drops... 60 Peppermint Drops... 60 Champion Choc. Drps... 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12... 1 10 Bitter Sweets, as'd. 1 25 Brilliant Gums, Crs... 60 A. A. Licorice Drops... 90 Lozenges, printed... 65 Lozenges, plain... 60 Imperial... 60 Mottos... 65 Cream Bar... 60 G. M. Peanut Bar... 60 Hand Made Crms 80@90 Cream Wafers... 65 String Rock... 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Ass'tmt 3 75 Ten Strike No. 1... 6 50 Ten Strike No. 2... 6 00 Ten Strike, Summer assortment... 6 75 Scientific Ass't... 13 00 Pop Corn Cracker Jack... 3 25 Giggles, 5c pkg. 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 Filberts... 12@13 Walnuts, soft shell 15@16 Walnuts, Marbot... 13 Table nuts, fancy 13@13 1/2 Pecans, Med... 13 Pecans, ex. large... 14 Pecans, Jumbos... 16 Hickory Nuts per bu. Ohio, new... Cocoanuts... Chestnuts, New York State, per bu... Shelled Spanish Peanuts... 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 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
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 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

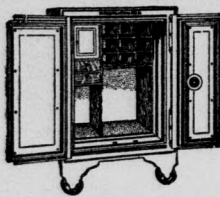
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. ..1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..8 55
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

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.

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.

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—Drug and grocery stock, good manufacturing town 30,000. Invoices about \$2,500. Good location. Long lease, low expenses. Good reason. Address No. 88, care Tradesman. 88

For Sale—Best equipped grocery and market in town of about 15,000 inhabitants. Will sell cheap. Best of reasons for selling. Address No. 87, care Tradesman. 87

For Sale—Drug store in good residence section of Detroit. Doing good business; rent low; will clear \$2,500 annually. Sell at inventory—about \$3,000. Full investigation invited. Address No. 92, care Michigan Tradesman. 92

For Sale—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan. 86

For Sale—Bazaar and millinery stock and building in a small town. For particulars write L. M. Noble, Spencer, Mich. 85

Bakery, lunch counter. Machinery, rotary oven. Inventory \$900; price \$700. Reason, taking up profession. Must sell by November 15. Investigate. John Mosey, Stevens Point, Wis. 84

For Sale—\$4,000 stock clothing, gents' furnishings, cloaks, shoes, dry goods and fixtures. On main business street; low rent and insurance. S. O. Sanderson, Rochester, Minn. 82

For Sale—New clean stock of groceries, Central Michigan town. Invoices about \$1,000. Rent reasonable. Good reasons for selling. Address No. 80, care Michigan Tradesman. 80

For Sale—Stock of drugs and groceries, invoicing \$3,500. \$2,800 buys it before Nov. 1st. Address No. 90, care Michigan Tradesman. 90

Write Pekin Egg Case Company, Pekin, Ill., for prices on egg case fillers. 94

Any intelligent person can start without capital; great money-making office business, anywhere; good for \$10,000 yearly; practically infallible, dignified, legitimate, particulars free. Address Responsible, Lock Box X 3055, Boston, Mass. 83

Wanted To Rent—Store in live town, possession before Sept. 1, 1910. Address 81, care Tradesman. 81

To Rent—Doctor's office and residence in Ypsilanti; oak finish with laboratory, garage in connection; fine location for good doctor. Address A. W. Woodbury, 814 W. Congress St., Ypsilanti, Mich. 91

Premium plan that increases business. Wonderfully successful. Makes big hit with customer. Conducted at profit. Only one merchant in town gets plan. Particulars free. Peerless Premium Plan Co., 907 Ohio Bldg., Toledo, Ohio. 89

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

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—Todd "Protectograph" check protector. Latest model \$30 machine. New, price \$15 on approval. R. Payne, Marietta, Ohio. 68

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—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

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

For Sale—After Jan. 1, old established drug and stationery business in the best part of Michigan. Owner going West. Can satisfy purchaser as to business done. Look this up. Address Capsicum, care Tradesman. 48

\$1,000 buys complete bakery, oven, mixer, etc., \$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 Furnishings stocks. We buy anything any man or woman wants money for. Write us today and we will be there tomorrow.
Paul L. Feyreisen & Co.,
184 Franklin St., Chicago, Ill.

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

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

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

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 44x68 ft., two floors and basement with fixtures for dry goods, shoes and groceries. Can be had for \$65 per month on a lease for three years. Or can be had with shelving only at \$50 per month. A. E. Putnam, Milan, Mich. 977

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 25x35 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—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. 543

HELP WANTED.

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

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.

Wanted—Position as book-keeper or general office man by young married man, who has outgrown his present position, where ability, hustle and responsibility are appreciated. Not particular as to location. Address "Willing," care Tradesman. 93

Sober, industrious photographer looking for location, write E. R. Adamson, Belleville, Wis. 44

AUCTIONEERS AND SPECIAL SALESMEN.

The noted Illinois auctioneers will close out your stock the right way, sales held in six states, quit business by a sure method. Free booklet. Breckenridge Auction Co., Edinburg, Ill. 986

LITERARY ASSISTANCE

Assistance given in reports, debates, toasts, addresses for occasions, orations, lectures, speeches, club programs. Dept. L., Bureau of Research, New Albany, Indiana. 940

Want Ads. continued on next page.

Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

FAMOUS FOUNDLINGS.

Many Waifs Are Found in the Hall of Fame.

The majority of waifs pass onward in the great human crowd, claiming no distinctive individuality for themselves, but many have risen in giant stature above the ranks.

There was D'Alembert, the French philosopher and scientific leader. He was left on the steps of the church of St. Jean le Rond in Paris on the evening of Nov. 17, 1717. He was found and given over to the civic authorities, who named him Jean le Rond after the church on the steps of which his infant head was first pilloved. When he came to know his origin, he added to his cognomen the surname of D'Alembert, by which he is known in history.

This man covered himself and his country with honor and was not ashamed of the fact that was a foundling. He acknowledged his entry on the stage in these words: "Tis true I am a foundling; 'tis true I was left on the steps of a church, but I do not care anything who my parents were. 'Tis enough for me to know I am here."

D'Alembert was a member of the Academy of Sciences, a deep philosopher, profound mathematician, and brilliant all round scholar. He was the first to give a theoretical explanation of the curious phenomena which are witnessed when a body passes from one fluid to another and becomes more dense in a direction not perpendicular to the surface which separates the two fluids.

His fame filled all Europe. Catherine of Russia in 1762 offered him a yearly salary of 100,000 francs to tutor her son and he declined. As a further inducement she volunteered to give welcome to all the friends he might choose to bring to the royal court; still the philosopher persisted in his refusal. He died full of years and honors. In his fame was forgotten the fact that he was found on the steps of a church.

Perhaps the first foundling of which history makes mention and undoubtedly the most illustrious of all was Moses. Moses was purposely abandoned by his mother, because of persecution, but that makes him none the less a waif. A kind fate, inspired, no doubt, by a Divine Providence, brought him into the kind hands of Pharaoh's daughter and he was brought up in the luxury, elegance, and culture of the Egyptian court and fitted for the great work which was to be his in delivering his people from their cruel taskmasters and persecutors.

'Tis claimed that Homer was a waif and that bad care in his early days caused him to go totally blind when a young man. The story goes that he was found under a myrtle tree, in the Island of Scios, and found by a goatherd's daughter. He was half starved, flogged, and made to work as a slave. When he escaped from captivity he procured his food by singing snatches of epic among the people of the islands and the

mainland of Greece. He is considered the Father of Poetry.

Aesop, of fable fame, the simplest of all the ancient writers, and who set a style copied from his day to the present time, was also a foundling and suffered from bad treatment. When a child he was dashed to the ground for crying, with the result that his spine was broken and all through life he was a hunchback.

Oedipus, the royal foundling of Mount Cithaeron, gave the solution to the Riddle of the Sphinx, while tending the flocks of Polybius on the Sacred Hill.

Modern accomplishment is not behind when the roll of waifdom is called. Foundlings have played a part in making history in our own time.

The man who found Livingstone and opened up the dark continent to the light of religion, civilization, and progress was a waif. He was a Welsh boy named Rowlands and was brought up in a poorhouse in that country. One day he happened to be standing in the way of an angry man. "What is a thing like you good for anyway?" roared the man. "They make men out of such things as I am," quietly returned the boy. He was right. Hard knocks made a man of young Rowlands, the poorhouse waif.

At the age of 15 he came in a vessel to New Orleans, where a merchant adopted him and gave him his name. He drifted into journalism, attracted attention, and the New York Herald sent him out to Africa with the command: "Go, find Livingstone!" He found him and he himself became the world's greatest explorer. England received him with open arms, the queen knighted him, he was returned to the British parliament, and married one of the greatest heiresses in Britain. His name is inscribed on the everlasting tablet of fame, not as John Rowlands, but as Sir Henry M. Stanley.

In August, 1857, a train pulled into Tipton, Ind., with a load of street Arabs on board; they were almost all waifs, sent out to the Western farms by the Children's Aid society of New York. Judge Green was approached and asked would he take "a kid."

"Yes, I will take one," acquiesced the bluff judge, "provided you give me the raggedest, ugliest, and dirtiest one of the bunch."

Johnny Brady stepped forward and "guessed he would fill the bill." He did not know his age, who were his folks, nor anything about his antecedents. Johnny was good at guessing. He "guessed" a longshoreman named Brady had given him his name, he guessed the man was his dad, at any rate they had been pals until the latter kicked him out and told him to shift for himself.

There was a bright future awaiting this "guesser." Judge Green took him, he worked his way through Yale and when he had finished his college course he did not stop working. He became a Presbyterian preacher and a missionary in the Northwest and wound up by working

himself into the chair of state as Governor of Alaska.

Another waif in the same crowd sent out on that occasion from New York was Andy Burke. He, too, was a hustler. Nature compensated him for what she had denied him in motherly care. He persevered until he, too, became Governor of the State of North Dakota.

Thomas M. Waller, formerly Governor of Connecticut, was left an orphan at the age of 9. When a newsboy on the city streets he was picked up by a Mr. Waller. This man adopted him and allowed him to assume the family name, upon which he reflected much credit by his subsequent career.

Possibly the best interpreter of the Bible is Kitto. His Scriptural lore was the admiration of all his contemporaries. He was reared in a workhouse.

Fifty years ago a baby girl was picked up on the streets of Montreal. She was a child fair of face and sweet to look upon. She excited the pity of a prominent family named Stephen. They took her in and she came to be known as Alice Stephen. When Lord Mount Stephen, President of the Canadian Pacific Railroad, went to England he took Alice with him. By this time the people had almost forgotten the mystery of her birth. In London Stephen was elevated to the peerage. He lived in a magnificent mansion, 17 Carlton terrace, in Millionaires' road.

Alice Stephen was the belle of the season. She was so fair of face, spirituelle, and ethereally beautiful that the people called her "Our Lady of the Snows," never dreaming that the fanciful title was truly a fitting one for the little waif who had been abandoned in the snows of a Canadian winter.

This little girl foundling was to shake the golden apples from the tree of fortune. She married Lord Iddleigh, son of Sir Stafford, the earl of Northcote, who in a short time succeeded to the title. She was created lady of the Imperial Order of the Crown of India and to-day she presides with grace and dignity over the destinies of the united colonies of the Australian commonwealth, as wife of the earl of Northcote, the governor general of the great southland.

Let us not despise the waifs and street Arabs.

From the gutter and the garret, the poorhouse cell, and the doorstep have come men and women who by nobility of their lives and by worthy actions have adorned the brows of humanity with laurels of real merit which shall keep green for generations to behold.

Instead of neglecting the poor boys and girls into vice—starving them into sin—let us extend the hand of help, say the kind word and give them a chance. They may become men and women of might.

Madison C. Peters.

The heart never has room for so much more as when it is filled to bursting with love.

Animals of the Subterranean World.

The under life of the caves has a world of its own. Animals are born in subterranean caverns hollowed out by streams, develop, reproduce, and die while forever deprived of the sunlight. There is no cave mammal except a rat, nor is there a cave bird. There are no animals that require much nourishment.

Grottoes with underground rivers have the most life. Usually the subterranean life resembles the general types of the country. It has entered the cave and become acclimated there, undergoing divers adaptive modifications. So we generally find, in modified forms, the life of our time. But in some caverns there seem to be the remains of an ancient animal life that has everywhere else disappeared from terrestrial rivers and lives only in certain caverns.

The creatures of modern species that have adapted themselves to underground conditions are sharply separated from the light dwellers. Their skin is whitish or transparent. The eye atrophies or disappears altogether. The optic nerve and the optic lobe disappear, leaving the brain profoundly modified. Other organs develop in proportion. Those of hearing, smell and touch, get large. Sensitive hairs, long and coarse, appear all over the body. These changes are produced gradually. In animals kept in darkness it has been possible to see the regression of the eye and the hypertrophy of the other sense organs. With fishes observed since 1900 the absence of light determined a remarkable arrest of growth. Their length was about two inches and their weight less than an ounce, whereas similar fish kept in daylight reached five inches and two and seventh-tenths ounces.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 13—Creamery, fresh, 27@30½c; dairy, fresh, 22@28c; poor to common, 20@22c.

Eggs—Strictly fresh, 28@30c.

Live Poultry—Fowls, 11@12c; ducks, 14@15c; geese, 11@12c; old cox, 10@11c; springs, 12@13c; turkeys, 12@15c.

Dressed Poultry—Fowls, 13@14c; old cox, 12c; chix, 14@15c.

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, 50c per bushel.

Rea & Witzig.

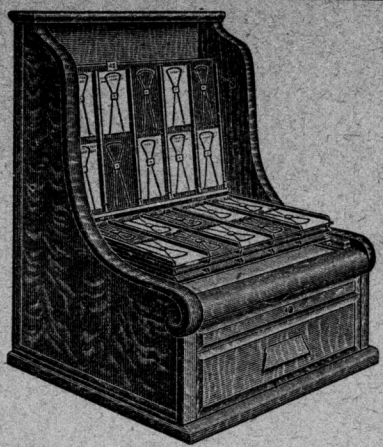
Great love has made great sacrifices, which it required a greater love to accept.

Nowadays a brave man's adventures all take place in his pocket-book.

BUSINESS CHANCES.

For \$100 you can now grasp a fortune one thousand annuity limited to one hundred people. We mean just what we say. Pamphlet free. Joyce Mfg. Co., Macdowall, Sask., Canada. 95

Bakery—Fine location on one of the principal streets in the best business city of 15,000 in state. Town is now booming; three large factories in course of erection. Property goes with this. Good reasons given for wishing to sell to parties interested. D. McAuliff, Brazil, Ind. 96



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Don't you think that it would handle your accounts in a satisfactory manner?

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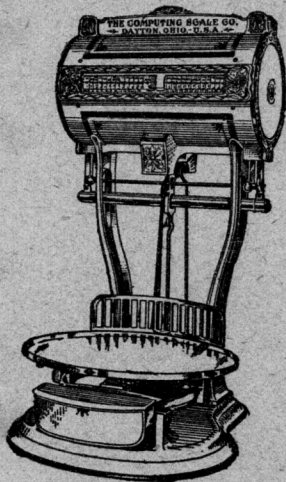
Far and away the most satisfactory coffee ever offered to the general run of coffee users.

The test of time and the encomiums of thousands of discriminating people justify us in making very strong and emphatic claims for our superb brand of family coffee. Sold in every State and Territory of the Union—and in places more remote—"White House" coffee carries conviction to the homes of coffee lovers and makes friends and endorsers wherever it finds the slightest opportunity.

Dwinell-Wright Co.

Principal Coffee Roasters
BOSTON AND CHICAGO

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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 $\frac{1}{4}$ of 18c. This is only one of hundreds of similar problems which confront the retailer each day.

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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



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Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

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Say "BLUE LABEL" to a housekeeper and she'll say, "CURTICE BROS CO.'S KETCHUP." Our extensive advertising **started** people buying it. Its quality **kept** them buying it.

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ROCHESTER, N. Y.



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Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog—and they could probably have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

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