

The Isle of Long Ago



Oh, a wonderful stream is the River of Time,
As it runs through the realm of tears,
With a faultless rhythm and a musical rhyme
And a boundless sweep and a surge sublime,
As it blends with the Ocean of Years.

How the winters are drifting like flakes of snow
And the summers like buds between,
And the year in the sheaf—how they come and they go
On the river's breast, with its ebb and flow,
As it glides in the shadow and sheen.

There's a magical Isle up the River of Time,
Where the softest of airs are playing;
There's a cloudless sky and a tropical clime,
And a song as sweet as a vesper chime
And the Junes with the roses are staying.

And the name of that Isle is the Long Ago,
And we bury our treasures there;
There are brows of beauty and bosoms of snow,
There are heaps of dust—but we loved them so!—
There are trinkets and tresses of hair;

There are fragments of song that nobody sings
And a part of an infant's prayer;
There's a lute unswept and a harp without strings,
There are broken vows and pieces of rings
And the garments that she used to wear;

There are hands that are waved, when the fairy shore
By the mirage is lifted in air,
And we sometimes hear, through the turbulent roar
Sweet voices we heard in the days gone before,
When the wind down the River is fair.

Oh, remembered for aye be the blessed Isle
All the day of our life till night;
When the evening comes with its beautiful smile
And our eyes are closing to slumber a while
May that "Greenwood" of Soul be in sight.

B. F. Taylor.





"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 20, 1909

Number 1361

SPECIAL FEATURES.

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A BIT OF AUTUMN COLOR.

There is a maple tree in one corner of my front yard, clad in all its splendor of autumnal glory. Perfect in its oval outline, its foliage as full as when summer kissed its delicate palms, it stands in its wonderful attire, the most beautiful tree I have so far seen this fall. Last night at sunset it was flooded with golden dying light. Plumy bough and feathery branch were a-quiver with a hardly perceptible breeze and the sunbeams, as they fell upon that trembling mass of color—of red and gold and shades of green—added a glory which pen can not describe.

So I stood enjoying the beautiful sight when a voice, "sweet and low" but very sorrowful said, "So beautiful, but oh, so sad!"

"Sad!" What could she mean? Where in all the world was there a sight so free from sadness as that shapely maple with its yellow, blood-splashed leaves? Where in the whole world of coloring was there a richer crimson or a shade of purple so royal? Where was sunshine so thoroughly sifted, and the air so full of shimmering October haze?

"So sad."

There was no sadness there for me. October, the master colorist, with palette and pencil was simply giving the final touches to the central figure of the loveliest landscape picture she will paint this fall. Ribbons dipped in dye something like this matchless russet; silks striving in vain to reproduce this dainty flush of red; tissues filmy and glinting and deserving to be laughed at for trying to rival these mellow tints—these are not the emblems of sorrow; grief here does not so array herself. We do not glove our hands with yellow when we attend the last sad rites of a cherished friend, and this maple is robed in gold! Plumes of scarlet are not the emblems that call for tears, yet the maple is a mass of varied color from base to tip. So, then, we are not to indulge in sadness, because the

outside world is gay and they who insist in believing that the time for such indulgence has come should not be willing to give as a reason the gorgeousness of the season which is never so jubilant as now.

Without knowing or caring much what the trouble is or where it lies, its existence is probably due to looking too far ahead and comparing the extremes found there and here. Another fact which has to be taken into account is the youth of this "maiden fair to see." Girls at this time of their lives have periods of depression. They like to borrow trouble and, making it real, cry over it. So this girl has been or is looking ahead in the closing story of the year to where the heroine dies, utterly forgetful of the fact that in nature there is no dying, only a long and life-restoring sleep. There is certainly nothing to be sad about that. Trouble and sorrow come fast enough without looking for them. We can prepare for them and should; but this turning from the splendidly painted page which Nature opens to us in October and becoming gloomy because sometime in December the weather is going to be cold and snow is to fall is at least ungrateful and not wise. Shall I grumble while I am eating my cake because, when it is gone, I shall have none? Oh, no; the hand that fashioned these leaves last spring has painted them now in the autumn; and as in the springtime I was joyful at their coming, so now, when I find them teaching me new lessons of beauty, I have no right to blind my eyes with ungrateful tears.

I sometimes wonder whether this sadness that comes when the color of the leaves is changing is a make-believe. I am well acquainted with this young lady who the same as tells me that my splendid maple has made her sad. She has not a want unsatisfied; death in her remembrance has never cast its shadow over her large circle of friends and yet at this, one of the fairest sights that has ever blessed her eyes she stands like "Niobe, all tears!" When I went to school within sight of the old homestead chimney, I used to write compositions on "Home," "The Absence of Friends," "That Sad, Sad Word, Farewell," and others of the sort. They were affecting, all of them, and I remember feeling bad when I wrote them. I came across them the other day and read them over. If any of my readers are inclined to sadness over a banquet of autumn leaves, let them come to me and I will read one or two of these compositions. I shall not vouch for the absence of tears; but that they will not be the result of sadness I can solemnly promise. So I am ready to believe that much

of the sadness that autumn brings is only an emotion and that imaginative.

What I said to my young friend in that splendid twilight and in the presence of that burning maple I will repeat here for the benefit of those young persons who may be similarly afflicted: Thrust aside all such sentiment which in a healthy mind excites only contempt. Give up entirely to the wholesome influence of this overwhelming beauty. In the whole round of the seasons there is no fairer lesson than this, more pleasant to learn or more blessed in its practical bearings upon everyday life. Forest and field and farm have put on their holiday attire to make us glad. The streams, beautiful in October if they ever are, morning and evening put on their mantles of mist and saunter leisurely to the sea. Arching skies, flooded with a softer light by day and a dimmer splendor by night, implore us then to glad. Let us yield to their silent appeals and with them rejoice at the profusion of purple and red, at the abundance of yellow and brown and of vanishing green. Let us do this now, and then when the days of real sorrowing shall come, even the sorrow will lose something of its gloom and death itself will be only a leafy gateway through which we pass to a world of more than autumnal glory.

THE SPECIAL WINDOW.

It is human nature to be attracted by novelty. The show window which can exhibit something new is the one which catches the public. This novelty should be of a form to amuse, assist or instruct. And if we can supply all of these lines in turn, the more successful will be the result.

A local hardware man has formed an attractive window by placing in it a speckled trout, nicely mounted, and one of the best ever taken in local waters. In the same exhibit are several specimens of duck, including the wood duck, blue-bill, bald-faced, mallard, and hooded merganser. These are all indigenous to the locality and all fine specimens.

The collection naturally attracts all lovers of sport. The hardware man has meantime placed his sporting goods in a conspicuous position. At the opening of the hunting season this is a most favorable means of seeking publicity. More, the lover of nature, the school boy, the curious of all classes stop to view the unusual display; and a bit of skilful window dressing should have something to tempt the miscellaneous purchaser.

In another window in the same town is announced a special sale of ostrich plumes. This may mean

something to 10 per cent. of the feminine inhabitants of the place. The other 90 may decide to make the old trimming do or to have something else or to go without on the plea of economy; but there is more than mere feathers for hats in this show. Every one who ever wore or ever expects to wear ostrich plumes becomes more or less interested in seeing the window.

It is a veritable natural history study, as valuable to the well-informed public as to the real student. Besides the rich plumes, ready for wearing, there are others showing the various stages of growth. Ostrich eggs are exhibited and the feathers which sell at from \$20 to \$200 per pound are displayed in a raw state. There are strings of the plumes after they are cleaned, but before they are graded and finished. Many learn for the first time that not only the cheap plumes, but the more expensive ones are made up of several feathers neatly sewed together end to end.

After being sewed the feathers are steamed to allow the divisions to resume their natural position, and they are then passed on to the curler, who gives them the artistic finish so much admired.

A brief history of ostrich farming, both in this country and in South Africa, whence comes the bulk of our supplies, is given. We learn the magnitude of the business. The entire exhibit, from the chick in the pinfeather stage to the finished plumes, is one which not only attracts but holds the attention. Many a fair one who had no thought of being a purchaser becomes one as a result of the visit through curiosity.

There is scarcely a place of business where it is not practicable to show timely scenes of a similar nature. They may not be valued at \$3,000, as was the one just cited, but they can present a novel side of a well-known subject. A bunch of cotton bolls costing a few cents will be a fine drawing card for your outing flannel or other cotton goods. A pot in which is a growing plant of peanuts is suggestive of nut butter; and thus the plan may be adapted throughout the list. Look over your new goods and place something new directly connected with their growth or manufacture in the window with them. Let the public know about it through the morning paper. You will be praised for your energy and the public will be pleased; and it is the pleased head which directs the hand into the pocket.

A German inventor has brought out a frame mounted on small wheels, which a soldier may carry to lie down upon to use in creeping over the surface of the ground.

OLD TIME WAYS.

A Retail Merchant's Methods Fifty Years Ago.

Written for the Tradesman.

White haired, just a trifle stooped about the shoulders and with voice worn and wavering because of over eighty years of service, a veteran retailer expressed grave doubts, the other day, as to the superior excitement and interest which, it is claimed by retail merchants of to-day, attaches to the business of merchandising directly to consumers, as compared with the same business 50 years ago.

"Just 50 years ago," he continued, "I was a retail merchant in a prosperous Michigan town which was thirty miles from the nearest railway and eighteen miles from the nearest lake port. That meant that in seasons of navigation I had to team my goods eighteen miles and that what few goods I ordered and received during the winter months had to be teamed thirty miles."

Then he waited expectantly for what he knew would come and was soon rewarded by a bystander who observed: "That must have been expensive."

"Not a bit of it," chuckled the old gentleman, "because it very rarely happened that I did not make money both going and coming, whether it was in the winter or the summer." Then he explained that when he had a lot of freight waiting for him at the lake port wharf he always hauled in a load of lumber or shingles or, after harvest time, a load of grain or fruits and vegetables. He kept two teams and sometimes would take in two loads at once, with the help of a sixteen year old brother.

"Those were the times I made money," he went on. "It was just at the tail end of the hard times, at that, when we didn't know, unless we received gold or silver—a very, very rare happening—whether we were accepting money worth nothing at all or fifty cents on the dollar."

"How could you make money under such conditions?" asked a listener.

"I'll tell you," replied the genial old historian with a twinkle in his eyes, "an' I don't want to brag, either. I was born in New Hampshire, served two years in a wholesale fish house in Boston and put in four years as supercargo on a coast trading sailing vessel out of New Bedford. An' I was always keen on a dicker. So when I came, in the early fifties, way out west to 'fever-an'-ague-land'—that's what they called Michigan those days—I brought my swappin' habit with me an' I had some money—real coin. And I hung on to both. Through acquaintances I had made in New York and the payment of some money and the acceptance of some credit, I was able to open up a general store with a stock of goods representing about \$3,000—a big stock for the times and the country I was coming into. By the way, part of goods I had on credit was six dozen black soft felt hats, each one of which had a tiny black ostrich tip in its band. Remember 'em?"

Waiting an instant for a reply which did not come, the garrulous old man remarked, apologetically: "Course not. You were in long dresses then. Well, they were called 'Kossuth hats.' Americans were in love with Louis Kossuth at that time and these hats in his honor were all the rage. Who do you suppose obtained credit for me on those hats?"

Of course no one could guess and so the Michigan retail merchant of nearly 60 years ago announced, proudly: "Peter Cooper went my security for those hats and I paid for them within 90 days from the opening of my store."

Then, after telling how the hats had been made by the son of a man named Avery, who had learned the trade of hatter by the side of Peter Cooper, while both were in the employ of the elder Cooper, and after being reminded that he was wandering away back beyond the "wild-cat days" in the West, he returned to the late fifties with: "Let's see. O yes, I was telling about the days of no money, nothing but barter. I had come through the hard times all right, was out of debt, had good credit in New York and Buffalo and had the biggest and best stock of goods in my section. And I just loved to dicker and trade and had every opportunity. Why, one time I bought twenty thousand feet of as clean, clear white pine lumber as was ever sawed for \$4.50 a thousand, to be paid for in trade out of my store. 'F I had that lumber to-day I could get at least \$80 a thousand for it."

"How much did you make on that deal, uncle?" asked one of his interested listeners.

"Well," and the old man rubbed his clean-shaven chin, "I didn't make so very much. You see the man I bought it from was head sawyer in the mill. He had taken the lumber for wages due him an' was sick. An' he stayed sick all winter an' way in to the following August when he died. An' he an' his family got everything they needed out of my store, meanwhile, an' never paid me anything except that lumber."

Then, as though to avoid comment on that lumber deal, he told how he accumulated a considerable quantity of dressed hogs, paid for in trade; also about half a million feet of white pine, for which he was to pay half trade and half cash. "An' I got the pine at a bargain, too," he interpolated. It was just at the opening of navigation and he went over to Chicago to see what he could do as to the lumber, leaving his store and the dressed hogs in care of his wife and brother. In Chicago, lumber was away down and finding a schooner there looking for freight, he made a dicker.

The result was that the pork was "put down" in barrels and, with the lumber and about 500 bushels of potatoes, was hauled eighteen miles to the lake port within two weeks, and loaded on the schooner and on the way to Buffalo with the chief dickerer aboard as a guest.

"I had sold my cargo before I had got across the canal on my way up

town," was the way in which the venerable narrator told of the result at Buffalo, "and cleaned up a trifle over \$500 in cash, real par money, on the deal."

"Don't you think that you were something more than a mere retail merchant, uncle," was the next question propounded.

"Not a bit," was the response. "All of us retailers had to do that sort of thing. The people didn't have any money, but they could and did work and they had to eat and wear clothes. They had the products of their labor and we knew how to get rid of those products on a large scale—that is, for mere retailers. Why, I knew a shoemaker who supported his family two years on the boots and shoes he made for me and my family and a few friends whom I prevailed on to go to him for their footwear. It was simply compulsion that we should help one another. And another time, our minister, that is the pastor of our church, had, I found out, been keeping his family of four and himself for nearly a month on nothing but corn meal and molasses and coffee, because he couldn't get his salary. I hired him to work for me—drive team, wait on customers and do any chores I wanted, at \$10 a week in trade. And he was a good worker and a good preacher. It was a good dicker for him and a good one for me."

"Did he get his salary, finally?" was asked.

"Yes, sir, he did, and he stayed with us eight years and when he left us to go to Chicago at \$1,200 a year—we had been paying him \$500—he said he had seriously considered becoming a retail merchant himself. But he didn't leave the ministry."

Charles S. Hathaway.

Movements of Working Gideons.

Detroit, Oct. 18—William E. Henderson, of Chicago, is National Secretary of the Gideons and his address is Room 601, Baltimore building, 17 Quincy street, Chicago.

The next Michigan State Gideon rally is to be held in Saginaw Saturday and Sunday, Nov. 6 and 7. Jacob J. Kinsey is now making arrangements for the occasion.

Samuel P. Todd, the former Chaplain and Field Secretary, was recently relieved of \$60 by a pick-

pocket as an introduction to "The City Made Famous." Brother Todd is not praying for the money to be returned, but for the sinner who took it.

C. H. Joslin led the Griswold House meeting Sunday evening. Mrs. Mitchell presided at the piano, while her husband aided in the singing. M. G. Wylie, wife and daughter were present and Miss Wylie favored us with a solo. Mrs. H. M. Ormsby, of Xenia, Ohio, James A. Malotte, of Detroit, A. L. Ellis, of Chicago, and Edward T. Murphy, of Denver, attorney for the National Syndicate of Manufacturers and Jobbers, were present. The latter gave a short talk on the benefits brought about by Bibles in hotels. Wheaton Smith gave the main address. A. L. Ellis related his experience, how he was changed from darkness to light. M. G. Wylie gave words of cheer and related the benefits derived from the organization. W. R. Barron will lead the next meeting. Aaron B. Gates.

Some mistake a shirking of the duties of this life for a call to the delights of another.

A hypocrite is one who wears a saint's uniform without doing a saint's work.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 00
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	1 50

Tradesman Company,
Grand Rapids.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

"Mail Order Houses Kill the Trade."

"You say, Mr. Blank, that the mail-order houses hurt your trade and you can't carry much of a stock on that account. Now, a great many merchants hold that all this mail-order talk simmers right down to one thing—that the man who is the best salesman is the man who sells the goods. Why, if I should offer to wager you that I could bring the most hardened mail-order buyer in this town into your store and sell him your goods, I don't believe that you would want to take the bet. First I would go out and get hold of him and get him into the store, show him things about it he never suspected, and tell him what excellent quality there is in the goods. I would bring it to his notice if he wanted a month's time to pay he could have it while he usually has to pay cash when he sends away. Further, I would impress upon him that every dollar spent in his home town helped to build it up, that that dollar stayed in this locality and circulated. He wouldn't leave without doing business with us, either.

"Now you are just as good a salesman as I am—better, perhaps—and I would hate to offer you this minute ten dollars if you would do just what I say—go out and get Mr. Blank, the mail-order patron, and bring him in here and sell him. If I made you such an offer I would surely be out my ten dollars. So, meeting mail-order competition is a question of getting after the man and selling him

—a matter of salesmanship in other words.

"You say, Mr. Blank, that mail-order competition has cut you out of this line and you don't care to handle it for that reason. Now as a traveling man going around and seeing store after store and town after town, I want to tell you honestly, fairly and squarely that what I have observed in the different towns is that the mail-order houses can not compete with the live local dealer. I know the first thing your customer will say on mail-order lines is that he can buy them cheaper from the mail-order houses. Suppose he can, are you—here on the ground—with all your advantages, not able to get a fair price, a living profit out of your goods? See the advantages you have to be compared with the one advantage of price that the mail-order people have to work on. You have the goods in stock. There is no way in which the mail-order customer can look the goods over for himself and see what he's buying. That's an immense advantage to the local dealer, when you stop to think of it.

"Then you have a big advantage in the fact that you know the customer, what his circumstances are to-day, or what they are liable to be to-morrow, and what his taste is. You can make a friend of him and educate him up to the point where he will be a regular customer.

"What are you doing to meet catalogue-house competition on this line; are you educating your trade the same as the mail-order houses are?

Suppose that in every other home in your selling district there's a catalogue from some mail-order establishment. Have you your catalogue, or your advertisement, in there, too? Can't you get your literature in the people's hands just as well as the mail-order houses? Give your prices and they will compare them with those of the catalogue house; when the freight is added there will be very little inducement for them to 'send away' for their stuff.

"Are you using system, first in keeping these competitors from getting your customers, and next, in getting back customers who are doing a little purchasing by mail? Have you now in your file the names of people trading with you who are partially supplied by the big city houses? You use system in extending credit and in making collections, why not systematize your 'anti-mail-order' department and get after customers who have been bitten by the catalogue house bug? When you show a man that it's to his interest to trade with you—and you can do it—it'll take more than a big catalogue full of pictures to get his trade from you."

Samuel Burley.

He Passed.

"I had never thought of life insurance until father put it into my head one day after witnessing a game of football," said the athlete. "He told me it might be a good thing for me to get ten or fifteen thousand on my life and leave it to the heathen, and when I got time I went to an office

and made an application. When it came to my occupation and I answered that I kicked the ball mostly, the man said to me:

"We shall have to put you under the 'extra hazzardous' risk."

"What's that?"

"The same as if you worked in a gunpowder factory and expected to be blown sky-high any minute."

"But where's the risk in football?" I asked.

"Then he showed me a list of the crippled and killed for the last five years. There were names enough for a petition to the Legislature. When I had glanced them over I says:

"But what has this to do with me?"

"You play football."

"Well?"

"You may be killed any day by a kick."

"Look here, old man, here's a list of pretty near a hundred victims, while I am as sound as a nut. Why? Because I have a little way of kicking the other players, and none of them have a way of kicking me. Those victims are all my victims, and there'll be a dozen more before snow flies. Can't you see the difference between the kicker and the kicked?"

"Why, I think I can, now that you mention it," he replied, and I was passed in at the same rate as a clerk in a clothing store."

Many think that religion is a matter of notions or emotions instead of motives and motions.

To Wideawake Grocers:

Over 90% of the buttermakers in the country won't use any other butter color but Dandelion Brand.

Your buttermaking customers, too, are included. They know that Dandelion Brand Butter Color is best. And if you aren't selling Dandelion Brand you're losing two profits.

One profit on the butter color itself and another, and a bigger one, on the butter if you sell your customers' butter. For Dandelion Brand gives butter a rich, golden color that makes it look better to the consumer and brings higher prices.

Begin to get some of the butter color profits now. Takes no time to sell—just let your customers know that you have it. That's all the pushing needed.

**Dandelion Brand Butter Color Is
Endorsed by All Authorities**

**Dandelion Brand
Purely**



**Dandelion Brand Is the Safe and
Sure Vegetable Butter Color**

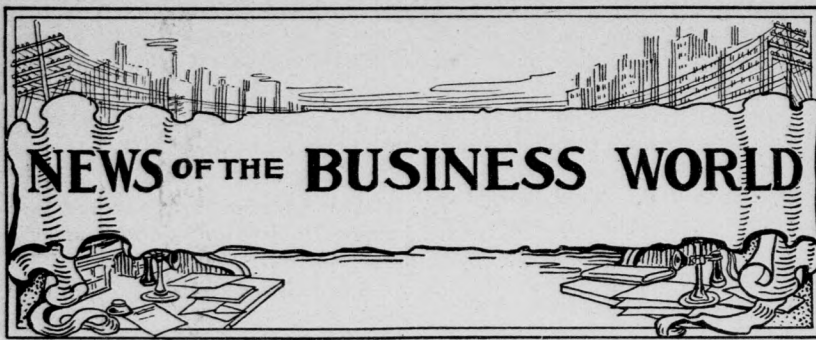
**Butter Color
Vegetable**

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

WELLS & RICHARDSON Co.

Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Grand Ledge—Clarence Dean has purchased the Hoover bakery.

Lowell—George Robson has engaged in the bakery business.

Sault Ste. Marie—James Eady has assigned his grocery stock to E. S. Royce.

Lowell—Stowell & Ford, hardware dealers, have dissolved, Mr. Stowell retiring.

Flint—The Merchants Supply Co. has been incorporated with a capital stock of \$50,000.

Manistee—John Mitchell has sold the stock in the New York Candy Kitchen to M. H. Ross.

Scottville—Mrs. H. B. McCowan has engaged in the crockery, glassware and bazaar business.

Seney—Grondin Bros. are preparing their camps for winter operations, which will be on an extensive scale.

Howell—The Chicago Clothing Co. has opened a store here under the management of M. E. Welch, of Detroit.

Hillsdale—A. J. Colvin has sold his meat market to Arthur Triechman, who will continue the business at the same location.

Nunica—William Barbrick & Co. have sold their grocery stock to a man named Reynolds, who will continue the business.

Mulliken—Noble & Potter have dissolved. F. J. Noble takes the implement stock and Harry Potter has the hardware stock.

Homer—Geo. T. Bullen & Co. will engage in the notion and bazaar business here as a branch of their Albion establishment.

Manton—Linas Whitford has sold his meat market to William Bradford, who has been connected with the market as cutter for a long time.

Lyons—Frank W. Steele has purchased the agricultural implement stock of E. L. Wilder and will continue the business at the same location.

Fennville—L. J. Struck and M. J. Gilbert have purchased the McGreal fruit evaporator and will continue the business under the style of Gilbert & Struck.

Olivet—Maurice D. Burkhead, of Pottsville, has bought a half interest in the furniture and undertaking business conducted by Henry E. Green.

Charlotte—David B. Satovsky and A. Cooper have formed a copartnership under the style of Satovsky & Cooper and engaged in the dry goods business.

Manistee—C. A. Zobel has bought out Julius Zobel in the clothing business. Julius has gone to Chicago and

other points to look up another business location.

Fowlerville—Frank Dickie, of Lansing, has rented the building owned by Hugh A. Loughlin, formerly used as a saloon, and will open a bakery and candy kitchen.

Fremont—D. P. Leffingwell & Co. have sold their stock of farm implements and harness to Stell & Oosting. Mr. Leffingwell goes to Howard City, where he conducts an implement store.

Vermontville—Frank Benedict has purchased the Zemke feed mill. He is having the place overhauled and put in first-class repair and expects in a few days to have the mill running full blast.

Battle Creek—V. G. Godfrey, a traveling salesman, has purchased a half interest in the cigar stock of Robert Melrose, 31 East Main street. The new firm will be known as the Wolverine Cigar Co.

St. Ignace—Chas. F. and David E. Murray, of this city, and Joseph Fenlon, of Hessel, have formed a copartnership to engage in the lumbering of a tract of about 4,000 acres northeast of Hessel. They already have begun work and will build extensive camps for their operations.

Lake City—Jesse Barrett and Jay W. Carr have purchased the Frye & Johnson timber on sections 1, 13 and 24, in West Branch township, and will cut it during the coming winter. The purchase includes the Frye sawmill at Missaukee. This will be moved to Merritt, where it will be set up and operated.

Petoskey—Harry A. Boyajian has sold his confectionery stock to Boyajian Bros., who will continue the business. Mr. Boyajian expects to leave soon for the South to spend the winter, but will return here in time for the opening of his place of business in the G. R. & I. suburban station next summer.

Marquette—Matti Koivisto has sold his Washington street grocery to John Lammi and Jafel Ryttonen, of Negaunee. Lammi & Ryttonen are conducting a large and prosperous grocery business in Negaunee, which they will continue in addition to the store here. Mr. Lammi will be in charge of the Marquette grocery, while Mr. Ryttonen will conduct the grocery at Negaunee.

Ishpeming—Johnson Bros., who have occupied the corner store room in the Dundon block with their clothing stock for some four or five years past, have rented the adjoining room facing Main street and will use both rooms, also the basements beneath them, in the future. The arches

in the partition will be removed and the interior will be rearranged. The firm's floor space will be about doubled. Next spring a line of ladies' shoes, suits, coats, etc., will be added.

Berrien Springs—D. G. W. Gaugler & Sons have closed a deal with Wm. F. Lyons, of Union City, by which Mr. Lyons becomes the owner of the furniture and undertaking establishment of the firm, Mr. Lyons taking immediate possession. This sale breaks a long chain of years in which Mr. Gaugler and his sons have been engaged in business here. For forty-two years the senior member of the firm has been an undertaker, and during that time has conducted more than 4,000 funerals. In late years Mr. Gaugler's sons, Frank and Gordon G., have had active charge of the business, Frank having the furniture department and Gordon attending to the undertaking.

Manufacturing Matters.

Elsie—The Mapleton Cheese Co. has increased its capital stock from \$1,000 to \$2,000.

Grand Haven—Peter De Boe, the confectioner, will also engage in the manufacture of ice cream at wholesale.

Grand Haven—Geo. T. Van den Berg has purchased the bottling and soft drink manufacturing business of Cornelius Nyland.

East Tawas—The hardwood mill plant of John J. Kantzler & Son has closed for the season, having cut up all the logs available.

Detroit—The Murphy Chair Co., one of this city's larger manufacturing concerns, is about to build a large addition to its plant, which its increased business has made necessary. The addition will be 100 feet wide by 10 feet long and five stories high.

Bay City—The Bay City Swing & Ladder Co. is erecting a large manufacturing plant. The main building will be 160x50 feet, with engine and boiler room detached. The company has purchased 500,000 feet of lumber to be delivered at the plant November 15.

Detroit—The Russel Motor Axle Co. has been organized to manufacture axles for motor cars, and for this purpose has purchased the A. P. Wagner tool works in North Detroit. The buildings are worth \$10,000, but the machinery that was recently taken out of them amounted to \$150,000.

Gaylord—The Kramer-Crego Company, which has timber interests in the Upper Peninsula, is preparing to erect a sawmill at Trout Lake, Chippewa county, and expects to have a plant in operation before the winter sets in. The company has a tract of about 1,800 acres near the station and other smaller tracts in the neighborhood. It expects to make a cut of over 6,000,000 feet with this mill, in addition to such other cuts as may be taken there for sawing.

Detroit—Another steel industry enters the local field. It is known as the Detroit Pressed Steel Co., capitalized at \$60,000. The company will make pressed steel parts for industries in general, but auto parts will be an important feature of the business. The stockholders are Henry

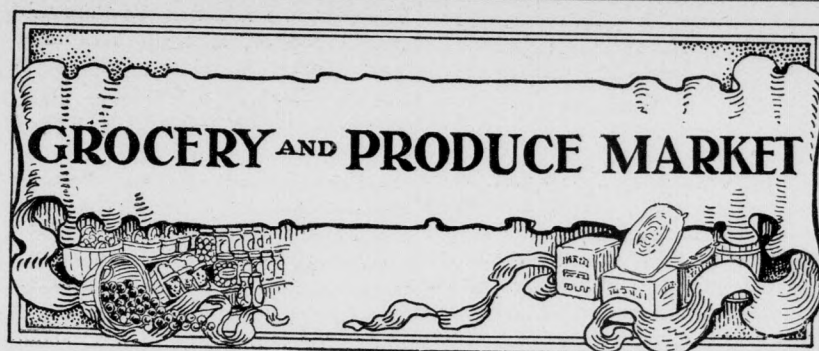
E. Bodman, Edward B. Caulkins, Edgar O. Durfee, Rudolph F. Flinterman, Hobart B. Hoyt, DeWitt H. Taylor, Albert E. F. White, Kirby B. White, A. H. Zacharias and Peter H. Zacharias.

Detroit—To secure an issue of \$400,000 of ten-year 6 per cent. bonds the Detroit Sulphite Pulp & Paper Co. has given a mortgage to the Security Trust Co. The instrument states that the mortgage was authorized by the directors Feb. 13, the purpose of the issue being to retire the indebtedness which has accrued against the company in the enlarging of its plant. For the company, the mortgage is signed by Herbert H. Everard, President, and William P. Holliday, Secretary.

East Tawas—The building here which once was the Holland-Emery sawmill is being dismantled and the lumber, which has been sold to John J. Kantzler & Son, is to be shipped to Bay City. When the Ontario government issued an order several years ago forbidding the export of saw logs from the province it left the mill without a timber supply as it had been getting its supply from Ontario. The machinery was taken out and removed to Byng Inlet, in the Georgian Bay district, and installed in the big mill operated by Holland, Graves & Montgomery.

Hastings—The Electric Fireless Cookstove Co. has filed articles of incorporation to manufacture and sell electric fireless cookstoves as well as the ordinary type of fireless cookers. Sebring Phelps is the principal stockholder and will give his entire attention to the manufacturing and selling end of the business. Mr. Phelps has taken out two patents on the electric features of these stoves and lays claim to being the first and only successful inventor of an absolutely fireless cookstove, which is accomplished only by the use of electricity, and which can be operated at a less expense than gas, wood, coal or gasoline stoves, besides lessening all dangers of gas or gasoline explosions.

Saginaw—This city certainly has reason to be grateful to its lumbermen. Years ago the late Jesse Hoyt, of New York, who operated a saw and planing mill and had extensive timber interests in Clare county and real estate interests here, presented the city with a fine park named in his honor and bequeathed \$100,000 for the Hoyt public library. W. R. Burt, another prominent lumberman, donated \$200,000 for a manual training school, and associated with T. E. Dorr, a lumberman now identified with the Pacific Lumber Co., and having other timber interests, donated \$75,000 for an auditorium. The late Gov. A. T. Bliss, who operated lumber mills all his life in this city, presented the city prior to his death with a fine park. H. Ezra Rust, the last of a family noted since the early days of the Saginaw lumber industry, is expending several hundred thousand dollars in creating a magnificent park, and now J. W. Fordney, lumberman and representative, proposes to fit up complete a handsome park containing ten acres and donate it to the city.



GROCERY AND PRODUCE MARKET

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 demand for all grades of butter. The market is in a healthy condition at $\frac{1}{2}$ c advance. There is a very good consumptive demand and the receipts are above normal for the season. We are looking for no further change in price during the next few days. Local dealers hold factory creamery at 31c for tubs and 31 $\frac{1}{2}$ c for prints. Dairy ranges from 18@19c for packing stock to 25c for No. 1. Process, 27@28c. Oleo, 11@20c.

Cabbage—40c per doz.

Carrots—50c 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—Hot house, \$1 per doz.

Eggs—There is an active market on all grades of eggs. The receipts clean up daily at outside prices. As long as the quantity arriving pushes the price above normal there will be a continued good market. Local dealers pay 23c f. o. b., holding selected candled at 25@26c.

Egg Plant—\$1 per doz.

Grape Fruit—First arrivals from Florida command \$5 per box for 54s and 64s. The price will be lower in a few weeks.

Grapes—12 $\frac{1}{2}$ c for 8 lb. basket of Concord, Wordens and Niagaras; 12c for 4 lb. basket of Delawares; wine grapes in bushel baskets, 60@75c.

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, 75c per bu.; Spanish are in fair demand at \$1.35 per crate.

Oranges—Late Valencias command \$3.35@3.65; Floridas, \$3.75 per box for 150s and 176s.

Peaches—A few Smocks are coming in daily, finding a market at \$1.50 @1.75 per bu.

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

Peppers—\$1 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, 10@11c; springs, 11@12c; ducks, 9@10c; geese, 11@12c; turkeys, 13@14c.

Squash—1 $\frac{1}{2}$ c per lb. for Hubbard.

Sweet Potatoes—\$2.75 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@9c for good white kidney.

The Grocery Market.

Sugar—Raws are stronger and higher, but Eastern refined is unchanged, being still quoted at 5.05c. Michigan refiners have advanced the price of beet from 4.75@4.85c.

Tea—The demand for all grades and kinds continues active throughout the country at full prices and offers below actual list are hardly considered. Medium and low grades of Formosas and Japans are reported especially firm, with an upward tendency. No further shipments of low grade Formosas can be secured and prices have advanced fully 2c. There is also a scarcity in low grade Indias and Ceylons and the prices of these teas have materially advanced. The trade is beginning to realize that the longer it delays in placing orders for full stocks the more it will have to pay for certain grades.

Cables from Brazil estimating the coffee crop for this season at 10,000,000 bags and 8,000,000 bags for the next season, also that the markets were very strong and excited owing to the light flowering of the crop, have served to advance prices on coffees for shipment. In addition to this phase of the situation the American markets have been influenced by the scarcity of the grades of coffee which are usually delivered on contract. In mild grades, washed and large bean, good roasting grades have been firmly held in sympathy with the rise in prices of Brazil coffee and large purchases made by Europe in the primary markets, which have advanced. Sales here, however, were moderate, but at slightly higher prices, showing $\frac{1}{4}$ c per pound advance for the week.

Canned Goods—All staple lines are quiet. Even corn, which has been the subject of considerable enquiry, is reported dull. The lack of demand is not due so much to the fact that buyers have been able lately to cover a part of their requirements by meeting the terms made by packers as to the absence of frost reports from the various packing centers, which encourages the hope among distributors that the shortage in the pack will not be anywhere as great as was feared. The open weather of the past week has, apparently, help-

ed Maryland tomato packers to make a larger output than they had counted on, and the result is freer offerings of full standard No. 3s. Interest in peas is not pronounced at present. California fruits are quiet at present, but the market for all descriptions is firm, based on the heavy consumption and the broken condition of stocks in both packers' and jobbers' hands. Southern fruits of all kinds, and particularly berries—with the possible exception of strawberries—are reported to be in a strong condition, with the most active consuming season still to come. Pink salmon is strong and there is said to be no surplus stock of Sockeyes or Columbia River Chinooks anywhere. Advices from Eastport still report a light run of fish and no packing of quarter oil sardines to speak of. Packers still withhold prices on that grade. Mustards are not plentiful, but the supply seems to be adequate to the demand and prices show no quotable improvement.

Dried Fruits—Apricots are scarce in first hands, firm and wanted. Raisins are dull and unchanged. Currants are in even seasonable demand at ruling prices. Apples are firm and in fair demand. Other dried fruits are dull and unchanged. Prunes show no change and a light demand. Peaches are firm and show a further advance of $\frac{1}{2}$ c during the week. The packers are reported to be paying 5c per pound for their raw stock, which is fully 1c higher than normal.

Syrups and Molasses—Glucose has shown no change during the week, although manufacturers are talking strongly. Compound syrup is in good demand since the cool weather came at unchanged prices. Sugar syrup is wanted as fast as made at full prices. Molasses is quiet and unchanged. The first new crop came in to New Orleans during the week.

Breakfast Foods—Representatives of W. K. Kellogg were in this market Tuesday with samples of Flaked Rice, the new breakfast food which Kellogg is now arranging to place on the market. Like the Toasted Corn Flakes put out by the same manufacturer, the new article is superior in quality. To what extent it will compete with Toasted Corn Flakes and interfere with the sale of this staple remains to be seen. At the present time Toasted Corn Flakes is meeting with a very large demand in Michigan and some jobbers are inclined to question whether it is wise for the same manufacturer to put out a competing product.

Vinegar—The market is strong, on account of the higher price ruling for cider apples. Eight years ago cider apples could be purchased for 15c per 100 pounds. The price has gradually advanced every year until now the prevailing price is 45c per 100 pounds.

Pickles—The crop of cucumber pickles in Michigan was large this season, but other states did not fare as well. Fully half the pickles put up in this country are grown in Michigan, so that a small shortage in the other states cuts little figure in the aggregate. The quality of Michigan pickles is superior to those grown in

any other locality. Prices will change about the same as last year.

Cheese—There is a general advance averaging $\frac{1}{2}$ c per pound in every producing market. The make is not as large as usual for the season.

Rice—The New Orleans market is quiet and easier, but prices remain steady. Millers and planters are still apart on prices of rough rice. Estimates of the damage to Japan rice in the fields have been confirmed and samples exhibited here are of a disappointing character. Lower prices are not looked for.

Provisions—Smoked meats are firm and unchanged. There is a seasonable demand on all cuts. The market on pure lard remains firm at unchanged prices. Compound is firm at $\frac{1}{2}$ c per pound advance. Dried beef and canned goods remain unchanged. Barrel pork is 50c a barrel higher than one week ago.

Fish—Cod, hake and haddock have shown some slight activity since the cool weather began at unchanged prices. Domestic sardines are firm and unchanged, the minimum price for quarter oils now being \$2.50 f. o. b. This is an advance of 50c from the price ruling a few weeks ago. The demand is light, as there is considerable \$2 stock around. Imported sardines show no change and are in fair supply and moderate demand at unchanged prices. Salmon is quiet at the moment, sales for future delivery having been large. The general salmon situation is strong. The demand for mackerel has been active during the past week. The prices of Norways show no further change and are steadily held on the last quoted basis. Irish mackerel are also steadily held and in fair demand. Shore mackerel are practically out of it.

Simpson's Fancy Prints, such as Hazel Brown, Indigo Indines, Carmine Cloth, Linon and Dark Novelty will all be advanced to 5 $\frac{1}{2}$ c on the first of November. We will sell any of these prints as long as they last in our stock at 5c per yard. Send in your assortment quick while the styles are good.

Yours truly,

P. Steketee & Sons.

John T. Watkins has retired from the firm of Hoffman & Watkins and engaged in the manufacture of coffee roasters and the jobbing of roasting grades of coffee at 109 Kalamazoo street, West Lansing. Mr. Watkins is a man of indomitable energy and will undoubtedly meet with exceptional success in his new undertaking.

Mrs. Ella M. Saddler & Son have engaged in the grocery business at Hastings. The Lemon & Wheeler Company furnished the stock.

F. C. Stevenson & Co. have engaged in the grocery business at Greenville. The Judson Grocer Co. furnished the stock.

A mule does not cost half as much as an automobile, but is almost as dangerous.



Original Window Cards for Busy Merchants.

The
Time
Is Coming
When the Wintry Winds
Will Howl
Provide Against Them
With
One of Our
Dandy Fur-Lined Overcoats

Balmy June
Went
The Way Of
All Balmy Junes
Old Boreas
Will Soon
Get in His Work
Fortify
Against His Blasts
With
Our Warm
Winter Clothing

Some Matches
Are Made
In
Heaven
Our Matches
Are Made
Right Before Your Eyes
Cravats and Scarf Pins

Funny
How a Man Feels
When
He Proposes
The Big Book Store
Has
A List of Rules
To Make the Situation
Less
Embarrassing
To
The Novice

Woe Betide
The November Bride
If She Doesn't Decide
To Let Us Guide
To
Our Lingerie

The "Wedding Man"
Can Not Afford
To Overlook
The Sartorial Significance
Of
Our New Fall Line

We Have
All
Those Nice Little Presents
For
The Ushers
Also
The Pretty Bridesmaids
Are
Not Left Out

In
The Cold

Big Men, Little Men
Fat Men, Thin Men
All Sing
Our Praises
We Fit 'Em All
To
a
T

Money Makes
The
Mare
Go
Our Low Prices
Make
Our New Line of Shoes
Go
Just As Fast
As
The
Mare

It's An Awful Thing
To
Have
Big Feet
But We Can Fit Them
So
They
Won't Look
Near So Large

Strong and Good-Looking
Boys
Like to Wear
Strong and Good-Looking
Togs
Step In
We'll "Do the Rest"

The
Fatted Calf
For
That Prodigal Son
Our
Classy Suits
For
That Young College Fel

Our New Garter
Has
A Grip on Your Leg
Like
Our Grip on Your Heart

Cravats
To
Tie You to Us
Like
Ropes of Iron

Our Silks
Scarcely Need Assistance
Of
Our Selling Force
They Stand Alone
On
Their Merits

Motor Wraps
Knitted Scarves
Also
Vests
For

The Ladies Who Love
To Ride in Chug Wagons
In All Kinds of Weather

Not Hard To Find.

With everybody growling over the advancing price of everything, bought and sold, that same everybody is giving what he considers the only reason for it, so that, with the land full of consumers, the people of the United States of America are becoming a nation of philosophers as well as a nation of money-getters.

Of course, high finance "promulgated" first and all the people did not say Amen. There was a general idea that the point of view while intended to sweep the whole field of financial vision failed to do that. The reason given did not account for the cause. The common crowd, ignoring the general, wants to know why, with the earth pouring forth an unlimited increase, butter should sell at 35 cents a pound, when it used to be something less than half that; why potatoes should cost something over a dollar a bushel in harvest-time; why eggs should climb to a figure to put queer notions of self-importance into the hen; why meat is rising to a height that excites the envy of the Wright Brothers; why—there is no reason for extending the list, only the man who is buying necessities finds that his usual wage does not meet the requirements, and when asked why he says, "That's an easy one, and this is what I think about it:

"Everybody is grabbing for the dollars and every grabber is trying to grasp at one grip the most he can possibly hold. The corporations have the first crack at the pile and the big incomes are provided for. Then the trading world comes to the front and 'Good by, Johnny!' The old-fashioned way was to build up a trade on the principle of quick sales and small profits, but the trading world don't do that any more. The times have changed. For 'small' read large and everything is all right, the correct reading now being 'quick sales and large profits.' Let every man with something to sell do that and you see where we are and what it amounts to. Take a \$10 bill and get the children—say three—some shoes and how much do you bring back? Let your wife get them some stockings and what does she say when she gets home, and what about the quality of stockings she does get? Try getting some clothes for yourself and whether you buy any or don't, if you are at all inclined that way, you'll swear all the way home. Same way with everything, and for the same reason; quick sales and large profits from beginning to end and with every trader carrying out that idea the man, working for wages—that's me—and the man with a salary have got to grin and bear it, and that's all there is to it."

Here was a sufferer who had been thinking and when the inevitable question, "What's a good way out of

it?" followed, it was something of a stagger and the man hesitated.

"Well," he said, "a man in the rank and file may have an opinion, but it can't amount to much; but it does seem to me that, so long as the corporation set the pace for the high pay and the high prices, it would be a good plan to start in there for a beginning of revision downward. With that for an example the "quick sales and small profits" idea will slowly take root and very slowly spread, so that in time the common man may have a chicken for dinner on Sunday without going hungry for the rest of the week to pay for it."

There may be nothing in this beyond the fact that it is what one working man thinks. The working man in America is not stingy. He is not on the alert for getting something for nothing. With him equal exchange is no robbery and if what he buys is worth what he pays for it there is no grumbling; only he wants income enough to pay for what he does buy. That, as prices now are, he can not do and when he finds after economizing in every possible way that he can not make the financial extremes meet in the common vernacular of the day he "kicks," and in that same vernacular there is "going to be some pretty tall kicking if prices don't come down or, what is more in harmony with the opinion of the wage-earning part of the world, the income goes up high enough to meet the demands of the salesman, whatever these demands may be.

Establishing an Alibi.

Jenks—How did you come out in your lawsuit with Snippem and Fittem? Did they succeed in making you take the clothes and pay for them?

Jenkins—Not much! I proved an alibi.

Jenks—How did you do that?

Jenkins—Tried on the suit and the jury saw right away that I was somewhere else on the date the tailor claimed he measured me for it.

When a man feels that he is expected to make love he goes at it in a half-hearted manner.

The sting of a sorrow lasts only as long as we refuse to be sweetened by it.

I SELL
Coffee Roasters

And teach you to roast
your own coffee

I also sell roasting grades at
wholesale

J. T. Watkins
Coffee Ranch Lansing, Mich.

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.

FINE BUSINESS SITE.

Why the Suburban Grocer Got Bald Headed.

Written for the Tradesman.

The lady from across the street came in and bought a hoe.

"I've got to clean out them peas," she said to the grocer. "Henry has been in the city every night this week, and I'm not going to see them nice peas I planted last spring choked to death by the weeds."

"I should say not," said the grocer.

"We moved out here in the suburbs," continued the lady, "so Henry could get a breath of fresh air night and morning."

"Fresh air is a fine thing," admitted the grocer.

"He worked in the garden every morning for a long time, and watered the lawn every night."

"I noticed that," replied the grocer.

"Then he began to stay in the city evenings, and the lawn is all drying up."

"Too bad," consoled the merchant.

"And when he's away nights of course he can't get up early in the morning to hoe in the garden. I'm clean discouraged."

The lady stood leaning on the hoe looking out over the dusty street. It was six in the evening, and the trolley line was busy unloading city men at every corner. The street was not paved, and the cloud of dust which hung over it made it look like a picture of a battle in one of the old school books.

"I wonder," said the lady, presently, "if I could use your 'phone? I want Henry to bring some things out with him to-night."

"Sure! There it is, back of the desk."

The lady squared herself at the desk where the grocer's cash drawer was and shut out all approach to the same. After a time she found the number she wanted and began to whirl the automatic call.

"I don't believe I can make this thing work," she declared, finally. "I wish you would come over here and get me started."

The grocer dropped the soap he was exhibiting to a lady with a man's coat over her shoulders and went to the 'phone.

"This way," he said. "You bring it down and let it go back before you interfere with it again. What number, please?"

"Why," said the lady, "it is perfectly shameful, but I've forgotten the number of my husband's shop. Oh, try 4279. Is that it? No? Well, try 9427. There's a 27 in it, I know."

The woman with the man's coat over her shoulders was scowling in the direction of the desk, and the grocer called the number, handed the receiver to the lady, and went back to wait on her.

"Is this you, Henry?" went into the 'phone.

"Oh, I thought you'd be out early to-night."

"Got a date?"

"Well, you see that them things is sent out."

"Stores closed?"

"Then you write the order and shove it under the door."

"Oh, yes! What do I want? I told you this morning."

"They won't deliver up here?"

"That's all bosh. They will if you give a big order."

The woman with the coat went out with her soap, and the grocer had nothing to do but to listen to the one-sided conversation at the 'phone.

"Well, you try it. Order a hundred pounds of flour, and two dollars' worth of granulated sugar, and five pounds of bacon, and a ten-pound crock of dairy butter, and six dozen eggs, and a lot of soap, and cotto-suet, and Toasted Corn Flakes, and some candy for the children. I guess they'll bring that order out!"

The grocer went back to the door and faced the dust so she could not see the wrath in his face. The nerve of coming to his store to order a lot of goods from another house! His prices were the same as those of the city dealers, and sometimes he made a little cut on orders of that size, for trade was not brisk.

The lady talked at the 'phone, explained to Henry what she thought of his conduct, and held on until a good customer came in, red-faced and out of breath and blurted out:

"Why don't you answer your 'phone? I've been trying and trying to get you. We want this order filled, and I'll take the butter home with me. I've left the baby all alone to run over here."

The woman at the 'phone turned up her nose and continued her conversation. When she hung up the receiver she took out a nickel.

"I want a five-cent cigar for Henry," she said. "I suppose the five-cent ones are as good as any out here. Henry buys his down town, but I want one in the house."

The grocer rolled out the cigar and pushed the nickel back.

"Never mind that," he said. "I like to treat my good customers now and then."

The lady did not see the sarcasm in his manner. She grabbed the nickel like she was rescuing it from everlasting flames and chucked it into her purse. Then she went to the door and meditated.

"There!" she declared, presently, "I've forgotten to tell Henry about ordering some meat for dinner. We're going to have company, and there isn't a bit of meat in the house."

She walked back to the 'phone, but the grocer was too busy waiting on a customer to notice her distress at not being able to work the board.

"I don't think I'll bother with it to-night," she said, turning to the grocer. "I wonder if I could get you to buy three pounds of round steak for me when you go down in the morning?"

"Why, of course," replied the grocer.

"How much will it be?"

"I don't know."

"Huh! I should think you'd know the price of meat! Don't you let him put in the bone, and make him trim it nicely. If it is too far up it won't be good, and if it is too far down it

will be cut too thin. You'll be careful in ordering it, won't you?"

"I'll do my best," replied the man of many sorrows.

"And you've got a good ice box here?"

"Pretty good."

"And will you put the meat in the ice box just the minute you get here with it and send your boy over with it at a quarter to twelve?"

The grocer came near fainting, but he took a brace and said that he would be sure and do as requested.

"We don't take ice this summer," continued the lady. "It is so expensive, and the wagon don't always stop, either."

"I get mine regularly," said the merchant.

"And don't send that red-headed boy over with the meat," continued the lady. "He leaves the screen door open and lets the flies in."

"Perhaps I'd better bring it over myself," said the grocer.

"If you will be so kind. Then I can see if it is a good piece before I accept it. We have such trouble in getting good steak. I wish you'd put in a stock of meats out here."

"I may do so, later on," replied the grocer.

The dealer thought the woman had now played the limit. She had asked him to buy her meat for her, and put it on ice, and deliver it in person, reserving the right to reject his purchase at will, and had used his 'phone to order a lot of goods from a rival. He stood waiting for her to dig up the change.

"I don't know if I've got the change," she said, fingering her purse. "I'm quite sure I haven't. You put it down on a slip and I'll pay you the next time I come in. It's such a bother having Henry away evenings!"

The grocer followed the customer to the door and stood smiling at her as she went down the street.

Then came John B., the doctor from the other side of the square.

"What's the grin about?" he asked.

"I came out here," replied the grocer, "to escape the rush of the city. I thought I'd get out in a rural neighborhood, where I'd become personally acquainted with every customer and have a nice, friendly time filling orders."

"Well?"

"And I've got bald headed, and cross-grained, and I'm going to give up my lease and get a store somewhere in the slums. I rather think I shall like to do business with thieves and confidence people again. Say, if I had the nerve of that woman who just went out I'd go on the road selling sawdust for breakfast food!"

"I notice that you're getting old," laughed the doctor.

"Old!" roared the grocer. "I've aged ten years in the last ten minutes. You did right to move out into the suburbs. Doctors are needed out here. Not nerve doctors, but doctors up on mental diseases. The nerve of the natives is all right."

Alfred B. Tozer.

People who give sunshine never have to beg sympathy.

Earnestness Will Win.

Others judge us by the way we go at a thing. A young minister, unfamiliar with the time tables, was late in filling his appointment on the first Sabbath. As the car stopped after the audience had waited half an hour, they were relieved. But there was a tinge of amusement as he came bustling up the aisle, his apology made as he went, "Good afternoon, everybody! I'm late; but I know now how to plan and I shall not repeat the offense." Then, with a word to the organist, he went to work with a vim that convinced his hearers that he could not only preach but could do whatever he attempted.

No matter whether you are called upon to fit a pair of shoes, match a piece of lace or furnish the best plow for heavy soil, enter into your work with a will. Show your customer that you are interested in his behalf. Get waked up to the full realization of all there is in the subject.

The man or woman who wants to make a purchase of you is quick to resent any indifference shown. If you have not the article, you may be forgiven; but if you show plainly that you do not care, are not in the least concerned whether it is found or not, this is an offense not easily forgotten. If you do not more than half look over your own stock, the indifference touches; but if you get down to hard, earnest business, your work will be remembered.

Earnestness is a forceful lever in overcoming many obstacles. Through it seemingly impossible work has been and can be done. Without it all work lags or stagnates. It builds up business, increases trade, quickens our efforts and makes work more enjoyable. Its power is electric in keeping the machinery of trade in good working order.

There is a world of difference between self-reverence and self-adoration.

Only a dead faith can be separated from living morals.

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Grand Rapids, Mich.

Subscription Price.

Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.

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

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

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date. Sample copies, 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 20, 1909

WELL NAMED.

There is a bit of literary driftwood coming down to us from the early history of the oil regions to the effect that, having "struck ile," the fortunate striker placed his daughter at a fashionable boarding school. Visiting the institution some time afterwards and finding that his daughter lacked the ability to go on successfully with the curriculum of the school, he urgently asked the preceptress to buy the girl all that she needed and send the bill to him. It seems that the defect mentioned is not confined to the oil regions. The head of the naval academy at Annapolis seems to have found the same characteristic among the naval cadets, and has found it necessary to report five midshipmen for separation from the service on account of "inaptitude."

Whether the educational market was able to furnish the young woman with what she needed most and whether the defective five at the naval academy will be separated from the service for the same reason, the truth still stands, as it always will and must stand, that a peach can not be made out of a potatoe any more than a minister can be made out of a blacksmith, when once Nature has made her decree. In trying to reverse this there come up the uncounted instances of stopping a square hole with a round plug; and it is not too much to say that attempts to do that account for many of the failures that everybody can easily recall.

For a good many years there has been an itching desire throughout the country to send boys to the national schools at West Point and Annapolis. Whether this was due to a paternal wish to be free from farther responsibility or to the notion that boys in these schools were a distinction worth having is a matter still to be decided; but there never has been a thought as to the boys' inclination or ability to master what is generally conceded to be a very hard and a very exacting course of study. One instance among many comes up for illustration: The boy was the son of a distinguished man in

the Middle West. The paternal head was bothered by the buzzing of the West Point Academy bee and his son's appointment was secured to the great disgust of the selected cadet. The paternal will proved the stronger in this case and much against his will the son was admitted to the academy. He did not stay. The boy found himself among surroundings wholly uncongenial to him and after his first examinations he was dropped and came home. "Too much for you, were they?" "Too much, nothing!" was the explosive response. "I'm no more fit for a soldier than I am for any other impossibility; but that doesn't 'cut any ice' with father. So I did the next best thing: took the exams, and flunked; and here I am."

So the rigorous examinations saved one boy from being a failure, and to that thinning out process are undoubtedly due other instances where the inaptitude of the cadet at the academy has been the means of leading him to other fields of endeavor where the inclination born in him has expanded and borne fruit more than a hundredfold.

Here is another case—they are "thicker than blackberries"—where a good farmer was spoiled by trying to make a preacher of him. The boy, never a student, completed his college course and graduated at the theological seminary. He found out then that he "couldn't preach for sour apples," and went back to the farm where, according to last accounts, he was successful enough to be contented and happy. It is a case of inaptitude for the calling of the clergyman, and one of the first duties of the theological seminary is or ought to be to detect this inaptitude early and so prevent the failures which in too many instances do get into the pulpit with the sanction of the theological seminary.

The whole matter comes right down to this: the parent, following his own sweet will, can not fix the future of his child. Nature does that, and experience teaches that he who goes against Nature deserves the failure that invariably follows his effort.

EXTERMINATE THE RATS.

If these vermin have gained a footing the sooner you make up your mind to abolish them the better. They are too expensive. They are repulsive to your patrons. They are too great a menace to health.

It is estimated that a single rat will consume sixty cents' worth of grain in a year. We all know who have had experience with this rodent that what it eats is but a small part of what it destroys. Besides damaging many other eatables it undermines walls, starts fires by gnawing matches and has even been guilty of perforating lead pipe; while it is so prolific that it is estimated that a single pair unmolested and suffering no losses would in three years increase to over 20,000,000.

If we allow the rats to rummage promiscuously among goods, even if they are not defaced there will be a dropping off among patrons. The very idea is revolting among food

supplies; it is only a little better along other lines. Even although the story that they breed other even more detestable vermin may not be fully credited. Rats are in themselves despicable.

Recent investigations of science put a new ban upon the animal and should not the first two reasons for banishing it be sufficient, there is now one presented of far greater importance: The rat is the bearer of disease of the worst sort. The bubonic plague is now known to be widely disseminated through this medium. Recently it was made public that more than 300 of the 1,100 inmates of the penitentiary at Allegheny, Pa., are suffering from tuberculosis, the disease having been thus spread through rats and other vermin.

It is certainly high time that a war of extinction was made upon them, although this would doubtless be more bitter necessarily than any in which our nation was ever engaged.

There are many methods which will destroy two or three. Then they become wary and only the very young ones are so rash as to be duped. Few other animals are so shrewd and their methods call for a continual change. When the steel trap is passed by the skillful manipulator tries burying it in grain. If the wire cage that has a capacity for catching several is used throw a piece of old carpet over all but the entrance and another family may be induced to enter. Change of bait or of location will frequently prove a success. Never allow the trap to remain long with its prisoners. Others will detect the odor and avoid it.

Fill up their holes. If this is not feasible use lime, copperas or chloride of lime freely about their haunts. They do not enjoy having their feet burned and soon take leave. In some parts of Germany they are using a trap so connected with an electric battery that a rat on entering opens the circuit and is instantly killed. As but a low degree of electricity is required there seems no reason why this plan may not become general.

Just now prevention seems to be a most efficient weapon. Concrete foundations are practically rat-proof. Grain bins are also easily made proof against them. By keeping food out of their reach and refusing to allow the accumulation of garbage one may render the premises undesirable to them, while the trap, persistently used, will increase their dislike, even if they grow too wise to enter it.

To stop runaway horses a Michigan man has patented a brake, consisting of a pointed rod, to be hung under a vehicle and attached to the reins in such a manner that unusual pressure upon them will force the rod into the road.

A German inventor has taken the comic supplement artist seriously and patented an umbrella which may be turned into a boat, with rudder, sail for the stick and seat to be placed across the ribs.

No man is fit for another world who is not efficient in this one.

SECESSION IN CALIFORNIA.

The people of the southern half of California are very much wrought up over a proposition to secede from the northern part of the State. They claim that assessments for State taxation bear rather inequitably upon their section, forcing them to bear a greater share of the burden of State government than should be placed upon them. The movement is meeting with much enthusiasm, and before it has been squelched it is apt to breed some trouble and a good deal of hard feeling.

There is really very little chance of such a movement succeeding, as the consent of the people of the entire State of California would be necessary, as well as the consent of Congress, neither of which is likely to be given. It was the gold excitement of more than half a century ago that caused a sufficient rush of population to California to make its erection into a State desirable.

The area of California is enormous—large enough for a dozen commonwealths if the population and soil were of the right sort—but much of the country is mountainous and much of the remainder is arid, so that a population of less than two millions is sparsely distributed over the soil outside the few large cities, which include almost one-half of the total. It is likely that Oklahoma will come near to showing as large a population as California, although it is a baby State.

To cut such a State in two would be to create two weak States to replace one not over strong in population at best. We have too many rotten boroughs of states already enjoying in the Senate the same rights of representation as the biggest state in the Union. Further mistakes of that sort should not be repeated, and no existing state should be divided up into separate commonwealths until its population has become so large as to be unwieldy under a single state government.

There probably were excellent reasons in earlier days to admit sparsely settled territories as states, but no such reasons exist to-day, while, on the contrary, there are a number of reasons which render small states undesirable. There is a sufficient multiplication of confusing and conflicting laws to make conservative public men opposed to a needless increase of the evil.

The people of California will probably work out some sort of compromise of their differences without dividing their State, at least it is to be hoped they will, as there is not the faintest prospect that Congress could be induced to agree to such a useless addition to the number of States.

Your religion meets a good test when you find a stranger spreading himself in your private pew.

The man who does not acquire wisdom as he grows older bunkoes himself.

Life is never healthier for taking religion as a pill.

THE COMING KEYNOTE.

It was to be expected when President Lowell, of Harvard University, assumed the duties of his office that at that time there would be a change of policy not only in regard to the University over which he was taking control but that the policy itself would serve as a keynote to the educational interests throughout the country, all of them greatly influenced by the leading educational center of the land.

For a long time there has been the idea abroad that Harvard in thought and in method was not in perfect harmony with the rest of the country in the training of young men. It is believed that, while the American home turned over to Harvard its first born and its best and without stint in every direction drew no limiting line, the home-coming laurel-bearer has not realized the home ideal. There is too much of the self-centered in action and in speech and, after making all due allowances for the boundless knowledge which by right the college graduate is expected to possess, there is that indefinite something else which the seal of a great university should leave upon and with those who have enjoyed to the full all that cultured refinement can stamp upon the manhood it has prepared for the broadest and most enlightened citizenship that the world knows.

If, and the conjunction contains no challenge, a single book shelf of moderate dimensions contains a liberal education is it quite the thing for an institution of learning, a university, for example, to insist on four years to acquire that "liberal" education; and, admitting that, is not the cost of the four years' course at the university a pretty big price to pay for an education, even a liberal one, that by actual measurement is five feet long?

Another thought which Puritan New England shares with the rest of the country is what is for a better term called a religious indifference. True or untrue, the college generally is not troubling itself much in regard to matters spiritual; and without insisting on it the Harvard student has with him the idea that his indifference is something to be proud of. What is good enough for the Harvard man is good enough for the rest of the student world, and what the student world, as such, accepts young men not students readily take for granted and so the country is filled up with a countless class of young men who look upon the Bible as a sort of literary hayseed and its subject-matter as something not worth the consideration of the university student.

What has all this to do with Harvard University? Nothing, now; only an opportunity is now given to the opponents of Harvard to say that the policy obtaining there for lo! these many years and that has filled the land with unbelievers is the natural result to be expected from a man who at this age and period of the world declares that in the religion of the future, as he conceives it, "There will be no authority, either spiritual or

temporal, no deification of remarkable human beings * * no supernatural element, no sacrament except natural hallowed customs, no imagination of the justice of God, no condemnation for the mass of mankind."

For some forty years the man who believes this has been at the head of Harvard University, and like all believers presumably has been carrying out his belief. From this point of view and especially by those who believe this to be the condition of affairs the change of policy at Cambridge will be considered with composure if not with delight.

The declaration of President Lowell that he is "in favor of men learning one thing well and something of everything" will meet with favor the country over. It is the real farmer who states this thought best who says that "This manuring in the hill never did amount to anything, while the one thing learned well and something of everything after a thorough preparation of the whole is what will produce the harvest that's worth the reaping." This smacks rather strongly of the old method that called for thorough preparation first and then the specialty, a method that frowns down upon all cutting cross-lots and "quick meal" work and a method which furnishes the strongest guarantee for that training, moral, mental and physical, which theory and practice have been able so far to secure.

FOR THE MICHIGAN MAN.

Between the personal efforts of well organized and energetic land companies in the Far West, the systematic work of the emigration agents of great railway corporations and the picturesque and almost endless follow-up campaigns of public welfare associations Northwest, West and South, the real home-seeker is bewildered. "Shall we go," he asks, "to British Columbia, Washington, Oregon, Montana, the Dakotas, Arizona or Texas, or will it be better to stay right here in Michigan?"

Answering that question attention is asked as to the resources of Michigan. To begin with, there is not a spot in our State where the home-seeker can fail to find good water in abundance; next there is not a spot in Michigan that is more than twenty-four hours away from a market town, while in ninety-five cases out of a hundred there is a market town within less than half a day's travel.

Compare this fact with the other truth, that thousands of the "new country" locations elsewhere are from one to three and four days away from a railway and a market town.

There is not a spot in Michigan which is a day's travel from a school house and a church, whereas Out West or South or Northwest there are thousands of locations where if the home-seeker has a school or a church it must be, practically, at his own individual expense.

Away in the far off country, especially in the irrigated districts, land sells for from \$50 to \$100 or more an acre, fuel of all kinds is extremely expensive and public utilities, such as good roads, mail service, railway

service, and the like, are few and far between.

On the other hand, there is an abundance of good tillable land in Michigan which is available at from \$10 to \$25 an acre; fuel is plenty right on these lands, public utilities are frequent and numerous and—

Well, just as an example:

Last season the Belding-Hall Manufacturing Co., of Belding, planted ninety acres of stump land at Ely, four miles southwest of Pellston, Emmet county, to potatoes. Forty acres of this area had had one crop previously, leaving fifty acres of virgin soil. When this crop came up it was thoroughly harrowed and later it was cultivated once. Because of stumps this crop had to be harvested entirely by hand. Counting the cost of seed, the cost of labor and every item of expense connected with raising the crop, harvesting it and loading it on the cars the outlay was 19½ cents per bushel. The crop, as sold, was 12,432 bushels, for which the company received 45 cents per bushel, or a total of \$5,594.40, which, with the total expense of \$2,424.24, represented a net profit of \$3,170.18, or over \$35.22 per acre.

In this way, in one year, the company raised enough potatoes on the ninety acres to considerably more than pay the original cost of the land, and with the property free and clear of debt, a nice balance in the bank and no water or irrigation tax to pay each year the property is looked upon as an excellent investment.

Just think this over awhile, Mr. Home-seeker.

SCIENTIFIC SELLING.

Time was, in the old, old days, when the average customer who entered a retail store of any kind figuratively entered it with a warning on his lips. He had figured that his was but a limited and uncertain knowledge as to the quality of goods he wished to buy; that he did not know positively just what price he ought to pay and to cap the climax, he looked upon clerks—who possessed the information he did not have—as clever swindlers eager to cheat him on both quality and price.

The store counter was a sort of bar over which the merits of the situation must be threshed out, pro and con, to a verdict. For that reason the customer insisted upon pulling out both warp and woof to see if the fabric were all wool; or upon soaking the bit of calico with saliva to find out if the color would fade or of tasting the sugar in search of sand, and so on.

To-day the successful merchant and the successful clerk are those who give an absolutely square deal to the customers, and men of this class are so numerous that the crook—the pinchback dealer—has little or no show except as a blatant blower for goods offered under the fiction of some make-believe sale, a transient nuisance which, happily, is becoming less frequent as the months are passing.

The salesman who earns a good salary and promotions now and then is the one who knows the lines he

handles, who appreciates the fact that he deals with people who rely upon his rectitude and his judgment and who strives to give them just exactly what they desire. Such a salesman, through experience and a careful study of people, becomes scientific in his vocation without becoming dishonest.

And no man can become such a salesman unless he has not only the ambition to succeed but the unfaltering determination to be honest with his customer and to himself.

A certain proportion of customers faced daily by the retail salesman is not favorably disposed at the outset, and the dishonest salesman will fail to win over such a customer twenty times where the square dealing salesman will win nine times out of ten, because customers study clerks quite as often as clerks study them, and the chap who is trying to "do" a patron more often than otherwise unconsciously reveals that intent. The truthful, conscientious clerk has absolutely nothing to conceal and a customer is not slow to recognize that fact and so gives his confidence in return.

OUR BOYS.

In every town there is a problem connected with their welfare. In the smaller ones the tradesman must in a large degree help to solve it. If there is no club room they come to the store to be entertained. You may wish that your room could be freed from the loafer pests. Yet they are good customers and you can not afford to offend. And so they persist in coming night after night.

But what is the trend of conversation? Is it elevating or the reverse? Are they lifted up or dragged down? Is your store retaining its good reputation or is it falling into disrepute? Are the boys gradually getting into little games that are virtually gambling, indulging in stories that had better remain untold, or in any way lowering their standing and that of your house?

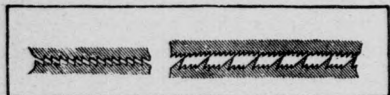
There are some prohibitory rules needed; there are trends which will uplift. A successful village merchant handles phonographs and makes it a point to supply good music during some part of the evening if desired. He has many choice selections and the result is that he is building up a healthful taste for the art. Those who once preferred the rag-tag song now choose music of a much higher order. The reform could scarcely have come if publicly declared as a reform. It has been worked by allowing the good to take possession and exclude the baser sort.

There are many ways through which the store may become a prime factor in elevating the boys of the community. Strive to gain their good will, their confidence. Give them the best possible in word, thought and deed, as well as in goods. Countenance no indecency. If your room must be the evening gathering place, let the air be pure for the moral as well as the physical being.

BREAD WITHOUT FLOUR.

Preparing Wheat For Food Without Grinding It.

Numerous ways of preparing the wheat grain for food without grinding it into flour are now in vogue, but the product is in all cases a so-called cereal of the "breakfast-food" variety and does not take the place of bread. There are, however, little-used methods of preparing bread from the grain without previous grinding; and the improvements on those recently introduced by two French inventors bid fair to make the resulting article of food familiar and popular. If this



DETAIL OF SCREW-THREADS.

method becomes common we shall hereafter, instead of buying flour, purchase wheat in the grain, soak it and run it through a machine, from which it will issue as dough ready to be baked into bread. Whether the millers will approve of this flourless bread is another and a somewhat interesting question. Mr. Henri Blin, who describes this new process in *La Nature*, writes as follows:

"To transform, all at once and without intermediary, the grains of wheat into a substantial and healthful bread would seem to be the ideal desideratum. But the practical solution of this interesting problem meets with serious mechanical difficulties, such as the complete trituration of the bran, the heating of the starch when treated in the dry state, and, above all, the routine and powerful interests of the flour trade."

A process intended to bring about the desired result, we are told, was devised some time ago by a Frenchman named Sezille, but it has not been successful in that his apparatus was not able to effect simultaneously the grinding of the wheat, the pulverization of the bran and the kneading of the dough, with or without admixture of yeast and salt, with the water necessary to do this work in the closed space of one and the same machine. This very thing has now been accomplished by a process invented by Messrs. Desgoffe and Georges. Says the writer:

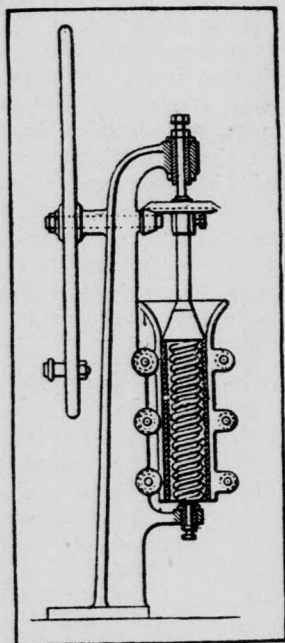
"These various functions, in spite of their lack of similarity, are practically united by the use of a special breadmaker called an 'antispire,' whose use concentrates the work of the mill, of the bolter and of kneading in a light apparatus that may be operated by hand for small quantities of the product, or by any kind of motor with power proportionate to the desired output."

This machine, or "panificator," the writer goes on to say (we omit his detailed description) consists of a large screw turning loosely in a case on whose inner surface is also a screw thread running in the opposite direction. Between the main threads on the cylinder are smaller threads, and the depth of the groove between the main threads grows progressively smaller from one end to the other, so

that it will hold the entire wheat grain as it enters the machine, but at the exit will accommodate only the pulverized wheat. The grain is introduced through a funnel at one end of the machine, which may be mounted either horizontally or vertically. We read:

"To bring about direct panification on the Desgoffe-and-Georges process the wheat must be previously prepared; it is washed in much water to remove impurities, after which it is poured into another receptacle having twice the capacity necessary to hold it in its dry state. About a pint of water to a pound of wheat is added; with tepid water six hours is sufficient to soak the grain so that it swells to double its volume. As soon as the grain has been soaked through it may be panified; it is then mixed with the necessary quantity of yeast and salt, or this mixture need not be made until the wheat has been passed through the machine.

"Thus prepared the wheat is poured into the funnel of the panificator,



BREAD-MACHINE MOUNTED VERTICALLY.

whence it penetrates automatically into the body of the machine, passing through a distributor whose output is regulated proportionally to the power available.

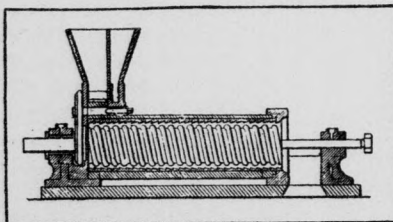
"From the distributor the wheat falls between the threads of the moving screw and those of the fixed contrary screw, which crush simultaneously the envelop and the body of the grain, making of them a homogeneous mixture, which, just before leaving the machine, already forms a smooth paste, but the work of kneading is terminated by the operation of a glider formed of two parallel surfaces whose distance apart is regulable. These surfaces are channeled in opposite directions; one is movable and is the extremity of the screw itself, while the other is fixed to the contrary screw and has a central hole through which the dough escapes in the form of a continuous roll. * * * *

"To prevent all heating of the mass during the work and to maintain the proper degree of moisture a current

of water is sent through the interior of the machine. * * * *

"The dough, on issuing from the machine, is put into baskets, which are covered with woolen cloth and allowed to stand in a warm place. As soon as it begins to rise it is divided into long loaves and placed on wooden tables covered with warm cloth, until the moment when it is put into the oven. The latter, after the bread has been introduced, is sealed with clay.

"After baking forty to forty-five minutes, as to the degree of heat, the



BREAD-MACHINE MOUNTED HORIZONTALLY.

form of the loaves and their size, they are removed and then a brush, slightly moistened, is passed over the smoking top of each loaf to give to the crust an aspect more agreeable to the eye.

"Bread obtained by this process contains a succession of holes whose size increases as they approach the crust, which is very thin. The odor given off is very agreeable and much more pronounced than that of ordinary baker's bread.

"The Desgoffe-and-Georges process would appear to combine all the advantages of the direct panification of wheat. The amount of bread made from 100 pounds of ordinary wheat treated by this process is 150 pounds (180, in a state of dough). The inconvenience of bran in the dough is done away with by reducing the whole grain to a homogeneous mass. "This method enables us to obtain a dough containing the wheat in its entirety, and consequently a so-called natural, total, or rational bread."

The Track of the Camel in the Store.
Written for the Tradesman.

In one of the school readers in use more than forty years ago was a story of an Oriental who had gone forth to seek a camel which had gone astray. Meeting a traveler he asked him if he had seen a stray camel.

"Was it loaded with wheat on one side and honey on the other?" asked the pilgrim.

"Yes."

"Was it lame in one foot?"

"Yes."

"Had it lost a front tooth?"

"Yes."

"Was it blind in one eye?"

"Yes; that was my camel. Where did you see it?"

"I have seen no camel at all," said the traveler.

"How, then, could you know all about it?" cried the astonished owner.

And then the traveler told him that he had seen the track of a camel and by careful observation of the signs along its trail he had learned these things. He had seen ants on one side carrying grains of wheat; on the other side bees were at work on bits of

honey; one footprint showed that a toe was gone; the camel browsed only one side of its path, and wherever a mouthful of grass was cropped off there was a tuft left in the center. So he knew it was loaded with wheat and honey, was lame, blind in one eye and had lost a front tooth.

No doubt there are a great many small stores where the track of the camel is frequently found. Of course it is not the proprietor who leaves the track but his assistant. Let the proprietor be away an hour or two and when he returns he discovers the camel's track. By following it about the store he can tell nearly every kind of goods that has been sold or looked over during his absence.

Perhaps the first thing he notices is the cover off a sugar or cracker barrel or the door of a bin open. Then he looks around and sees the lid swung off the coffee-mill or the scoop not quite in place; a tea-chest is open, also the cheese-case, or else the cheese-knife is on the counter outside the case. The cash drawer is left part way out, the oil pump was stopped on the up-stroke, a spice scoop is lying beside the scales, there is sugar on the counter, showcases are littered with goods from which a purchaser has selected an article, and so it goes about the store. The camel has made no attempt to cover up his track.

It is all right for a deliveryman or a clerk to "get a hump on himself" when the press of business requires it, but it is not always necessary for the camel to leave a disfiguring track behind him. In doing many kinds of work it takes no longer to leave everything in proper shape than it does to slam things down carelessly, haphazard, hit-or-miss.

After a rush, in which things must be left as best one may, the first thing is to set everything to rights—clear up, pack away, rearrange, get ready for the next customer. But the camel, having served his customers, sits down to rest or enters into conversation with some other idler and leaves a track which annoys his careful employer.

It is not the best way to earn promotion, which in a small establishment does not mean work of a different kind of an advanced grade, but more wages and a more intimate relation with the proprietor, which will tend to a more thorough knowledge of the business and a better equipment for service in an enlarged capacity, either as an employe or as proprietor of a store.

Every worker must leave traces of his work, but let it be evidences of carefulness, order, neatness and completed tasks, rather than the other kind—the camel's track.

E. E. Whitney.

And More Than Three.

Mangel—Our big note will be due to-morrow. What can we do about it?

Wurzel—The law gives us three days of grace, doesn't it?

Mangel—It used to, but its days of disgrace now.

Man rises above the beast as he surmounts the instinct of selfishness.

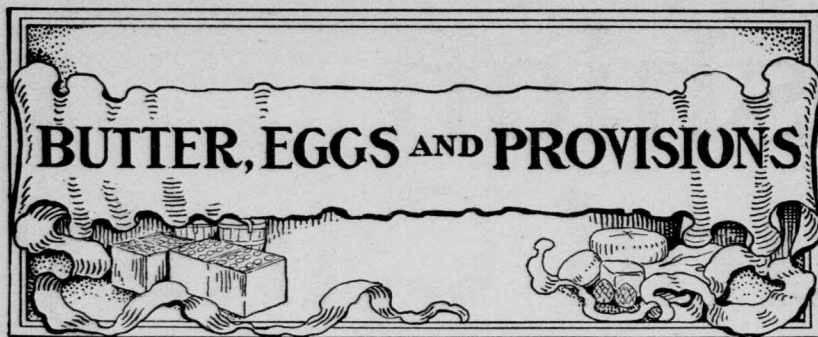
Ye Olde Fashion Horehound Candy

"Double A" on Every Piece



Is good for young and good for old,
It stops the cough and cures the cold.

Made only by **Putnam Factory** National Candy Co.
Grand Rapids, Michigan



Oleo Is Checking Extreme Prices of Butter.

A gentleman who represents one of the large creamery concerns came into my office a few days ago to talk over the butter situation, and to give me what he considered a most important side of the question of production. He remarked that he had followed closely the reports of the market, but there were some features that seemed to be somewhat lost sight of in the calculation.

"It is a pretty well settled fact that the consumption of butter in this country has been increasing for the past half dozen years faster than the production; in fact, the output of butter in the United States has made little or no gain in that period," he said. "The increase in the number of cows is small, pasture lands, especially in the dairy belt, are becoming less as farmers turn more of them into grain fields. Then the demand for milk and cream for the city population is increasing to an enormous extent, while the quantity absorbed by the condenseries, etc., is reaching into figures that can hardly be comprehended. You can see how New York City is extending her sources of supply, and I am free to say that unless there is a change in the tide of affairs more than half of the creameries and cheese factories now in operation in this State will be closed within the next ten years. Look at the situation of Boston, Philadelphia, Chicago and other large cities. The famous Elgin butter section is now given up largely to the production of milk for the Chicago market or for condensing purposes.

"Then you want to stop and think of the very rapid increase in the consumption of ice cream. Comparatively few years ago it was a luxury outside of the cities. Now every small town, and even the farming districts, enjoy it at very moderate cost. When you put all of these outlets for milk and cream together it is easy to see why the butter production of the country is not increasing; and you will find ample reason for present high prices. Is there not also good reason to believe that we must have high prices for years to come or until we either get supplies from other countries or the trade turns more largely to substitutes?"

The talk interested me and I saw the force of what my visitor had said. Knowing that there is no probability that the present duty of 6 cents a pound on butter will be changed for years to come I have been casting about to see what the chances are for a larger use of oleo-margarine and have found into some

things that have greatly surprised me. Since May 1 a distributing store has been in operation on one of our leading downtown streets, and up to this week single pound prints have sold over the counter at 22 cents. An advance of 1 cent is now announced because of the higher cost of the material that enters into its manufacture. I understand that the trade is steadily increasing, and the goods are sold openly and for just what they are. One of the large retail grocers with several stores has just taken out a license and will furnish oleo to customers who want it. As the wholesale price of a fine article is about 17 cents it will be seen that the retailer gets a handsome profit when he charges 22@23 cents. A large jobber who has heretofore been using a low grade of oleo for bakers' trade is now stocking up with finer goods. Report comes to me from pretty good authority that one of the large department stores is selling close to 16,000 pounds of oleo a week.

I have referred rather specifically to this matter because the way the oleo business is being pushed convinces me that it is becoming an important factor and must be reckoned with in any calculation of our butter market this winter. The shortness of our butter supply insures good prices, but the rapidly increasing sale of oleo will probably hold in check the extreme views that some operators have entertained.—N. Y. Produce Review.

Nothing To Boast Of.

In ante-bellum days Col. Moore of Kentucky owned a large number of negroes. He was a kind master and never punished his negroes with the whip. One day one of the field hands named "Jupe" was guilty of some negligence and was sent to the woods at once to cut down and split up a black-gum tree, practically an impossible task. Jupe cut down the tree and labored hard to split the tough wood, but in vain. In the meantime a thunder-storm came up and Jupe sought refuge under a brush heap. Directly the lightning struck a large poplar near by, splitting it into kindling-wood. After the storm had passed, Jupe crawled out from his place of security and after taking a careful look at the remains of the poplar tree, which were scattered all over the woods, said, "Mr. Lightning, I wish you had just tried yo' han' on dis black-gum. Any blame fool can split a poplar!"

Most children bear unmistakable evidence of having been born to make a noise in the world.

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

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

WHAT WE THINK.

What Makes the Greatest Changes in Men.

The average epigram is more clever than true, but occasionally one is perpetrated which contains the elements of truth in a large measure. Such a one is "Man is as old as he feels," the other, and untrue, half being "Woman is as old as she looks."

The writer of these lines has lived up to the border of 60 years without becoming gray headed, wrinkled of face or hump backed. If he had never worked hard these things might not be worth mentioning, but when I add that I have been a constant and persistent worker in a good many fields of human effort, extending from the heaviest manual labor to sixteen hour days in a newspaper office, it will be seen that I might have been a physical wreck on the borders of senility without having any blame attached to me.

The plain truth is that men do not wear out from constant work nor from heavy work. We are told that worry killed the cat, which I do not believe, for the cat is all that goes to make for placidity and freedom from worry.

I speak advisedly when I say that ninety-nine times in a hundred men grow old at 60 because they worry about their work. They keep thinking they are working too hard, and the psychological effect of any habit of thought invariably impresses itself on the physical courage of the thinker.

I believe it to be true that most men honestly think they have a hard time getting along in business. This leads to worrying because they find it so hard to make a living. They worry because they have not made more money, because they are not able to live in the style of others with whom they are acquainted, because they come to believe that the world and the powers that be are against them. They brood over their imaginary troubles, forget to keep their spines straight, forget to keep step with the world, forget to smile and think too much of old age.

A Frenchman once said there are just two diseases known to man; the one he gets well of and the one he dies of. Reasoning along the same line, there are just two things to create worry: the thing we can help and the thing we can not help. If we can help it the thing to do is to apply the remedy, so worry is useless in that case. If we can not help it worry is absolutely useless, so why worry about it?

About a thousand times in a year we hear some one say: "If I had done differently I would have been better off." It is an open question whether there is any truth in such a reflection. The fact is that we all commit serious mistakes, but spending time and vitality in worrying over them is such a waste of time that it is absurd.

It is not so much what we eat, drink, smoke or do that affects our youthfulness as what we think. I have the authority of a good old book, which is not read enough in

these days, for asserting that "As a man thinketh so is he." It is what we think that makes the greatest changes in us. If we think we are overworked, underfed, abused and ill used generally the effect on us will be exactly the same as if we suffered all these "slings and arrows of outrageous fortune."

The difference between work and drudgery is the mental attitude we assume toward any given active effort. A man works harder at playing baseball or golf than he does hoeing potatoes or running a lawn mower, yet a good many people will follow a golf ball for hours or put forth every effort possible in a game of baseball without once suspecting they have been working at top speed. They will end the day feeling in perfect condition, whereas if they had been condemned to make brooms in the bridewell the end of the day would have found them exhausted.

Every one knows this is true, and that it is true proves that work may become restful and exhilarating if we put ourselves in the mental attitude which allows us to enjoy it. If we like our work and think it a pleasure it will not wear us down and make us grow old before our time. I have seen Thomas A. Edison more than once. An undersized, slightly built man, without any appearance of great physical powers of endurance, yet he often works day and night for days without excessive reaction because he loves his work.

I have worked from Monday morning until Saturday night with just four and one-half hours of sleep, divided into two periods. Then I slept over Sunday and Monday morning went back to my office feeling no ill effects of the physical and mental debauch. I liked the work, was interested in seeing it through and my mental condition kept me going.

The way to accomplish much is to do just one thing at a time. My rule for many years has been not to think about the work before me except to plan an orderly way of doing it and then, beginning at the beginning, do one part of it at a time, giving no thought to how much was still undone. This saves worry and allows one to pay his whole attention to the matter in hand.

Worrying never accomplished so much as the striking of one key on a typewriting machine. It is absolutely nil so far as results are concerned, except that it reduces the capacity of the one who worries. The man who has not learned that vital energy is required in thinking as well as in physical effort has not learned the rudiments of the economical expenditure of human force. Grief, joy, anger all react on the physical condition of the one who feels these emotions. In the same way time wasted in thinking over the things we must think of if we worry reflects on our physical condition and uses up our vitality.

I smoke moderately, I eat only what tastes good to me, and of food of this kind only as much as satisfies my appetite. I eat much fruit, keep my temper, love my neighbors as

much as I can, and think of my enemies as little as I can, and do to-day only as much of my work as I can do well. I go to bed before midnight and get up by 6 o'clock in the morning. I might have succeeded better at something else than the work I do, but I am not certain of this, therefore try to do my work as well as if I had been especially born to do it. I do not feel old. I do not expect to for several years to come.

Miller Purvis.

Willing To Support Her.

Two young ladies boarded a crowded street car on Monroe street and were obliged to stand. One of them, to steady herself, took hold of what she supposed was her friend's hand. They had stood thus for some time when, on looking down, she discovered that she was holding a man's hand. Greatly embarrassed, she exclaimed:

"Oh! I've got the wrong hand!"

Whereupon the man, with a smile, stretched forth his other hand, saying:

"Here is the other one, madam."

Most of our cares are cured by care for others.

True worship waits for no walls.

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

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

Wanted

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

F. E. STROUP, 7 North Ionia St., Grand Rapids, Michigan
Ask Michigan Tradesman, Grand Rapids National Bank, Commercial Agencies

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

Ground
YX
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.

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

OUT AROUND.

Jobbers Spent Three Days on a Special Train.

The fourth annual Grand Rapids Wholesalers' Trade Extension Excursion last week was a gratifying success. It started Wednesday morning, with forty-five houses represented. In three days forty-two towns were visited, calling for 390 miles of travel. The Pere Marquette furnished the special train of baggage car day coach, dining car and two compartment sleeping cars. Hugh J. Grey, of the passenger department, and Superintendent Oliver, of the dining car service, accompanied the train to give their personal attention to details and C. A. Disbrow, of the Board of Trade, was very efficient in looking after the comfort and convenience of the travelers. The party took their meals and most of them slept on the train.

The excursion was not a pleasure jaunt, although enjoyment was not by any means lacking. It was three days of hard work devoted to meeting old customers and friends and looking for new. The stops were short, averaging half an hour for the smaller places up to an hour for the more important points and three hours at Greenville and Belding. The stops were carefully calculated to be just long enough to "see the trade," and they came so close together that there was scarcely time for a game of cards between.

The trade excursionists had lists of the people they wanted to see in each town and other data, and when the train stopped the usual proceeding was to march in a body to the business section and then to scatter, each seeking his own. The time was too limited for long visits, but the travelers had the opportunity to meet their customers face to face and to size up their circumstances and conditions and to enquire into trade and prospects. They did not solicit orders, but the view was to learn how to make an intelligent campaign for future business. After each stop many of the excursionists were busy making notes and memorandums until the next place was reached. The business men visited seemed pleased to see the Grand Rapids delegation and as for the excursionists they were very well satisfied with what they saw, heard and learned, with the opportunities to meet old friends and the chances they had to make new ones.

The excursion followed the Pere Marquette to Howell on Wednesday, making twelve stops. To Grand Ledge this is acknowledged Grand Rapids territory, and beyond it is debatable with Detroit and Toledo. Howell is only fifty-six miles from Detroit and here occurred one of the most enjoyable events of the trip: A brass band was at the station and a large delegation of business men headed by Mayor Wilcox received the visitors and had automobiles to take them for an electric light view of the city. The business places, even the banks, were all open until 8 o'clock, thus enabling the visiting merchants to see them, and then an

informal reception was given in the pretty parlors of the Ladies' Literary Club. An hour was spent in social chat. Refreshments were served and words of cordial welcome were spoken by Mayor Wilcox. The subsequent proceedings were turned over to L. E. Howlett, who as toastmaster called for speeches from President Heber A. Knott, of the Grand Rapids Board of Trade, Chairman A. B. Merritt, of the Wholesalers' Committee, Walter K. Plumb, R. J. Pendergast and E. A. Stowe. The Howell business men had no organization and the speakers from Grand Rapids spoke especially of the benefits to be gained through getting together. After the session, although it was nearly midnight, the Howell business men held a meeting and effected a temporary organization by the election of R. B. McPherson, President; E. A. Stowe, Vice-President, and L. R. Manning, Secretary and Treasurer. A Committee on Constitution and By-laws was appointed and at an early date the organization will be completed. Howell has over 200 business houses and the opportunities are great for organized effort. E. A. Stowe, the Vice-President, is a prominent attorney of Howell and to meet him was one of the pleasures of the trip for E. A. Stowe, of Grand Rapids.

The second day of the excursion, Thursday, was from Howell by way of the Grand Trunk to Durand, thence by the Ann Arbor to Ashley, and from there by the Grand Trunk to Greenville. Much of this territory is disputable with Detroit and Saginaw, but everywhere the Grand Rapids traders were received with great cordiality, and it is believed the exchange of greetings will result in mutual good. At Greenville, which was reached at 8:30 in the evening, the business men were at the station with automobiles to take the visitors uptown and a pleasant social hour was spent at the City Hall. President Henry S. Jacobson, of the Greenville Board of Trade, presided. There were speeches by the President of the Greenville Council, Heber A. Knott, A. B. Merritt, Walter D. Plumb and E. A. Stowe. This reception was not on the programme, but was very enjoyable and gave the Greenville and Grand Rapids merchants an excellent opportunity to become acquainted. The last day of the trip was from Greenville to Edmore, thence to Howard City and back to Greenville and then home by way of Belding, all on the Pere Marquette. The visit to Greenville this time was purely business and the merchants were at their places of trade, where they could be found with the least delay. The three hour stop was none too long for the purposes of the trip, not even on top of the social session the night before. Belding was not reached until after 5, and half an hour was spent in making a hurried trip through one of the Belding Bros. & Co.'s silk mills before calling on the business men.

The excursion reached home about 9 o'clock Friday night, with a record of having not varied more than ten minutes from the schedule as pre-

viously arranged and without an accident of any kind. The weather the first day out was suggestive of mid-winter, but Thursday was clear and the occasional shower Friday was not enough to count. The excursionists were all in good health and not one of them missed the train or even delayed its departure by late appearance.

Many pleasant incidents occurred along the way besides the receptions at Howell and Greenville. At nearly every stop the leading business men were at the station to welcome the visitors and to escort them uptown. At Freeport they had badges of welcome to pin on the visitors before turning them loose. President Herbert S. Miller, of the Freeport Business Men's Association, leading in this formality. At Clarksville automobiles and carriages were in waiting. At Corunna J. C. Quayle and a delegation of business men met the excursionists and took them uptown on the street cars. At Middleton many of the business men were at the station and before leaving they showed their hospitality by passing the cigars. At Carson City automobiles were waiting to take the visitors uptown and they received a handsome bunch of asters from a lady who saw them coming. At Vickeryville the President of the village and prominent citizens were at the station to extend greetings and welcome. At Sheridan, which was reached after dark, the train was met by Mayor Kidder and a brass band and the visitors were escorted in a body uptown, where they were received with fireworks and a cannon salute. At Carson City Austin W. Murray delivered a bushel of fine apples for distribution on the train and at Coral this was repeated by Skeoch & Chapel. At Edmore in all the windows were cards of "Welcome; Edmore is the best small town in the State; Grand Rapids next." At Lakeview were automobiles to take the visitors to the Lakeview Hotel, where refreshments were served, and C. M. Northrup & Co. distributed cards upon which was inscribed, "Cook and Peary out of the race; Grand Rapids, who knows how, has discovered Lakeview, the biggest little city in Michigan." After leaving Lakeview Sherwood Hall brewed a big bowl of egg nog, using a favorite Southern formula, and this was served with his compliments.

On the way home from Belding the excursionists held a session in the day coach, with A. B. Merritt presiding. Walter K. Plumb spoke of how beneficial the trip had been to them all and offered the following:

Whereas—This, our fourth annual trade excursion, has been productive of great trade benefits and

Whereas—The cordial relations which these annual events have established with the trade tributary to our city are of great value to our market, its manufacturing and wholesale interests, be it

Resolved—That it is the sense of the members of the Grand Rapids Wholesale Dealers' Committee of the Board of Trade enroute assembled that our fourth annual tour has

been the best and most satisfactory of these trips to date, and we heartily concur in recommending to our membership a fifth annual Trade Extension Excursion for next year, the territory and date to be later determined.

Other resolutions were adopted thanking the Grand Rapids National Bank for contributing the services of Earl McVay as stenographer and typewriter for the trip and thanking Mr. McVay personally for his services; acknowledging the perfect train and diningroom service given by Hugh J. Grey and Superintendent Oliver; thanking C. E. Tarte, of the Citizens Telephone Company, for the courtesies he had given the tourists enroute, and expressing appreciation for the work of planning done by President Knott and Chairman Merritt.

The towns visited on this excursion are mostly agricultural centers and the travelers could not but be impressed by the atmosphere of satisfaction. Every town has a bank and a number of them have several and nearly every town has its newspaper. Between here and Howell general farming is the rule, with much corn and grain raised, and beyond Lansing much attention is given to live stock. The second day was from stock raising through a rich bean country into the famous Michigan potato belt. The third day was through a district of potatoes and beans. All along the line the banks, which are in close touch with the agricultural interests, report good crops and prosperity among the farmers. Many apples are grown as well as potatoes and beans along the second and third days' travel, and in the Greenville district the apple crop is of growing importance. Henry B. Fairchild and other veterans recall when this region was covered with pine and the only industry was lumbering. When the pine had been cut it was a land of stumps and as dreary as could be imagined. Now it is a region of fine farms, with improved land quoted at \$40 to \$60 and even \$100 an acre, with very little wild land left except back from the railroad. The rapid improvement of the country and its apparent prosperity impressed the tourists as to trade possibilities and the importance of keeping in close touch with the business men there.

Forlorn Hope.

"Yes, it must be a terrible thing to go through life without your limb. But you must remember it will be restored to you in the next world."

"I know it will, mum, but dat don't encourage me, for it was cut off when I was a baby, an' it won't come within a couple of foot of de ground when it's restored."

Plausible.

"I've just figured out how the Venus de Milo came to lose her arms."

"How?"

"She broke them off trying to button her shirtwaist up the back."

A man never improves his character by posing for a reputation.

Six Per Cent. Irrigation Bonds at Par---Secured by a Thousand Farms

We Own and Offer

\$500,000 FIRST MORTGAGE 6% BONDS of the

Big Lost River Irrigation Company

Blaine, Bingham and Fremont Counties, Idaho

(The American Trust & Savings Bank, Chicago, Trustee)

Dated July 1, 1909. Principal and semi-annual interest payable January 1st and July 1st at the American Trust & Savings Bank, Chicago, or at the First National Bank, New York, at the option of the holder. Bonds mature serially January 1st, 1915, to January 1st, 1923. Denominations \$100, \$500 and \$1,000. Bonds maturing from January 1st, 1920, to and including January 1st, 1923, are optional on January 1st, 1910, or any interest date thereafter, at 103 and interest.

Project Under Government and State Supervision

These bonds are issued by the Big Lost River Irrigation Company in accordance with the Act of Congress known as the Carey Act. They have complied with the provisions of this Act and have the approval of the Secretary of the Interior and the State Engineer of Idaho on the plans and specifications for the construction of the works, and the approval of the water supply to be furnished through the canals to the land for irrigation purposes.

Location:

The District is located partly in three counties—Bingham, Blaine and Fremont Counties. They are noted as being the choice sugar beet section of Idaho; 62 per cent. of the sugar beets raised in the State and 25 per cent. of the potatoes come from these three counties. Of the \$28,000,000 invested in irrigation works in the State over \$6,000,000 is in these three counties, and of the \$68,000,000 farm products raised in Idaho last year \$13,000,000 came from these three counties.

The Oregon Short Line Railway passes through the southern boundary of the district, and a right of way is now being secured for a line which will run through the center of the tract for a distance of twenty miles.

The Products:

The principal products are wheat, oats, potatoes, alfalfa, sugar beets, fruits and all garden produce.

Markets:

Surrounding the district on all sides is the great sheep grazing section of Southern Idaho. The sheep men look to the irrigation sections for alfalfa and winter feed, making a constant and increasing demand. Montana annually imports \$10,000,000 of farm products, and the Copper Mining camp of Butte is situated only 200 miles from the district and affords an outlet for a large amount at favorable prices. Sugar factories at Idaho Falls are ready to contract for all of the sugar beets raised. Salt Lake City, situated 250 miles to the south, annually buys great amounts of these farm products. Portland, Oregon, one of the largest grain shipping ports in the world, is only 600 miles distant.

Water Supply:

The Big Lost River and Antelope Creek furnish the water for the district. Accurate measurements of the streams have been

recorded by the Government for several years, and in connection with a great natural reservoir, Mackay Lake, 133,000 acre feet of water will be impounded, more than enough to supply with water the 125,000 acres in the completed district.

Security:

This issue of bonds is secured by a first mortgage on all of the property of the Big Lost River Irrigation Company, consisting of valuable water rights, 80 miles of canal now completed and the Mackay Reservoir, which is now in process of construction. It is estimated that the entire system will be completed and ready for operation for the irrigation season of 1910.

Additional Security Held by the Trustee:

In fixing the price of the water rights for the lands under this canal system, the State Land Board of Idaho appraised these lands and placed on them one of the highest valuations of any Carey Act land approved by the State Engineer for segregation, and the price of the water right at \$40 per acre. The contract provides that \$4.00 of this amount shall be paid in cash and the balance in easy installments. To secure these deferred payments, the farmer gives a first mortgage lien on his land and on his water right and these mortgages are assigned to and deposited with the American Trust & Savings Bank, Chicago, Trustee, as additional security to the bondholder. As these mortgages are retired; funds are provided for the principal and interest of this bond issue.

By the terms of the trust deed bonds may be issued not to exceed \$25 per acre; and the Trustee is restricted from certifying any bonds until there have been deposited with the Trustee these farm mortgages as stated above. Our experts estimate the value of this land with a full paid water right at not less than \$100 per acre, so that the security is estimated at four times the amount of the bond issue.

Summary of Strong Points:

Mortgage liens on agricultural lands representing in value about four times the amount of the bonds.

Serial payments—quick reduction of debt.

Water supply, irrigation works and land approved by the National Government and by the Government of Idaho.

Exceptional location, surrounded by irrigation sections of demonstrated value.

Economical distribution of water by gravity pressure.

Engineering features approved by the Bion J. Arnold Company, of Chicago.

Legality approved by Adams & Candy, of Chicago.

These securities have been thoroughly investigated on the ground by officials of these companies in turn, and we offer them with great confidence.

Price Par and Interest, Netting 6 Per Cent.

Orders may be telegraphed at our expense.

Child, Hulswit & Co.

BANKERS

Michigan Trust Building

Grand Rapids, Mich.

Trowbridge & Niver Co.

BANKERS

First National Bank Building

Chicago, Ill.

HOW IS A LAD TO KNOW

As To What He Can Best Undertake.

Written for the Tradesman.

"How is a lad 17 or 18 years old to have any clear idea as to what department of human endeavor he is best fitted to enter?" asks an affectionate and generous father who is a retail merchant and says that he is hopeful that his son may aspire to something more influential and important than his own calling.

Such an enquiry and its addendum may be discussed from various standpoints. Those studious delvers and careful record keepers who delight in such problems agree that about 2 per cent. of the youngsters who have just graduated from high school or are about to graduate have clear, well worked out conclusions as to their natural bents and in relation to their own abilities, and that 50 per cent. of that 2 per cent. succeed in carrying out their ambitions.

Other investigators have concluded and announced that at least 75 per cent. of the commercially successful men of to-day are those who, either as orphans or the sons of fathers who were not wealthy, were forced, as mere boys, to look out for themselves and possibly for others and so were compelled to learn the value of money and to save a portion of their earnings.

Yet another theory, backed by investigation and careful analysis, declares that while a vast majority of young men just beginning their lives as business men artisans, clergymen, lawyers, doctors, merchants, architects, engineers, and so on, do so by accident or because of unforeseen circumstances, a majority meet with only moderate success because, during the initial few years of their efforts as students, first, and practitioners later, they are uncertain and in doubt as to whether they are proceeding wisely.

An eminent octogenarian who was tremendously successful as a manufacturer and beloved as an employer of labor once declared that he had seen hundreds of boys enter his shops because they needed employment and wages and cheerfully undertook whatever offered. Three-fourths of them were failures because, almost instantly, they wanted something different and within a fortnight were talking higher wages. "The boy who wins," he added, "is the one who accepts a position, no matter what, and goes at it as though expecting it would be his occupation through life. Such boys are immediately interested in their work, are observing, faithful and accurate and almost before they realize it have learned all there is to learn about their jobs and so are ready to go a step farther up. Such a boy is invaluable because one knows that he will master each step and will, ultimately, reach the top. Those are the boys who become master workmen, foremen, superintendents and presidents of our great industries and, more often than otherwise, they are boys who did not have educational advantages except they were provided by themselves."

"When I see a boy come into our shops at a wage of \$6 a week or perhaps \$9," said the superintendent of one of the departments of the American Car & Foundry Co., "and observe that he spends no time looking around to see what others are doing I call the attention of the foreman or the assistant foreman where he is employed and ask them to keep tab on him for two or three days and report to me. Once in awhile I am disappointed but not often, and I have seen dozens of such boys grow to manhood and become high salaried workers and good at handling men and materials."

Any number of such records might be rehearsed and they all embody the idea that the boy who succeeds is the one who is willing and anxious to work, willing and anxious to learn and willing and anxious to save a portion of each day's wages. That is about all there is to it, seemingly, because such boys very soon become so thoroughly informed and so entirely competent at whatever they undertake that, no matter whether they enjoyed the occupation at the outset or not, they very promptly learn not only to like it but to hold high aspirations in relation thereto.

Now as to the matters of importance and influence, referred to by the enquiring father who aspires to something higher than merchandising at retail for his son:

All retail merchants can not become Marshall Fields or John Wanamakers and it is fortunate that it is so. Fortunate for the thousands of villages and cities in the land and fortunate for the people who live in those cities. Why?

Because with very, very rare exceptions the most influential citizens in the average American city or village is the retail merchant. He is not only very frequently called to the highest municipal office in the gift of his community, but he is found a leader in religious and educational matters and it is the retail merchant who is first and most surely appealed to in furthering any proposition, industrial, commercial or purely civic, conceived for the betterment of the community. The average retail merchant has a closer, more intimate knowledge as to his fellow citizens, their families, their ambitions, pleasures, disappointments, disasters and sorrows than is possessed by others, and so his influence, rightly exerted, is as potent as may be—much more than is the influence of the large majority of other citizens who know only on hearsay or casually.

Perhaps our friend's son would make a miserably unsuccessful merchant. We do not know, and possibly the father is correct in his ambition; but, if so, it is not because retail merchandising is an unimportant, ineffective occupation. Heredity may not cut much of a figure in the case and possibly the matter of environment is a feeble factor. We do not know, and perhaps the father does.

If he is in doubt on any one or all of these points he would best leave the problem in the hands of his son

and devote his entire powers of paternal love and fatherly influence to the task of impressing upon the son's mind the value of sticking to whatever he decides to undertake, of working, observing and studying constantly until he masters it and, whatever his income may be, of saving a specific portion thereof every week.

L. F. Rand.

The Sowing of Wild Oats a Costly Crop.

You may think, young man, that it is necessary for you to sow a lot of wild oats in order to show that you are a young fellow of spirit.

That pernicious and fool doctrine has done more harm to the world than almost any other saying that I know of.

You can make a fool of yourself and afterward straighten up and make a pretty decent, useful sort of a man, but let me tell you this, when a mistake is made the effect of it can never be entirely eradicated. Your heart is a machine that is intended to do so much work in a given time. When you are sowing your wild oats you are overtaxing that machine and sooner or later the extra strain you put on it will tell. I have seen men who abused themselves for many a year. They kept on sowing wild oats and for a good while they seemed to be all right, but after awhile the machine went to pieces, just as an engine that has been overstrained will run along for a time and do the extra work, but sooner or later it fails. I have spoken of your heart, but after all that is only part of the wonderful machine that has been given you to work with. When you are sowing your wild oats you are abusing every part of that wonderful machine, your body, and when you have injured it you never can make it quite as good as new.

But that is not the worst of it: The young fellow who sows wild oats abuses the best part of himself, his mind. He loses the fine sense of honor and conscientiousness that counts for so much in after life.

You think that it is exhibition of manliness and smartness for you to be wild. You are afraid if you do not act wild you will be known as a sissy-boy. Some time in the future when you find out what you lost and what damage you did yourself you will know that you were just a little smooth faced fool and that what you thought was manliness was really weakness and folly.

Because, young fellow, it takes more strength of character and manliness to resist the temptation to do these foolish things than it takes to drift along with the tide and do as the wild young men do. Really, young man, when you take a little time to think it over you must know that it doesn't take much brains or manliness to make a fool of yourself. Anybody can drink whisky, but the fact is that it is the mark of a fool and not of a wise man to do it. You think that it looks manly to go along the street smoking a pipe. You think perhaps that in the eyes of business men that will make you seem more important. Well, let me whisper this

to you: It does not. Even the business man who smokes himself thinks less of you when he sees you going down the street smoking either a pipe or a cigar. He knows that you are trying to show that you are traveling with the jolly boys and the jolly boys are not the kind that he needs in his business. Now, you may not think that the business men are not paying any attention to you, but there is where you are mistaken again. If you are doing as the rest of the swift set are doing he ranks you with them and comes to the conclusion that you will not cut much figure so long as you try to travel that gait. There are chances, mighty good chances, in this world for the right sort of young fellows, fellows who have enough strength of character to pursue an independent course and not just trail along with the rest of the set and do the same fool things the rest of the young men in that set do. The young fellow who attends to business, who lets all such foolishness as whisky and pipes and billiards alone, stands a good deal better show of getting a good job than the fellow who is putting in most of his time in sucking at a pipe or chasing round a billiard table. Yes, there are more young men than there are good jobs, but there are more good jobs than there are young men who are really fitted to take them.—Merchants Journal.

Bound To Be Contented.

Some time ago there was a flood in British Columbia. An old fellow who had lost nearly everything he possessed was sitting on the roof of his house as it floated along when a boat approached.

"Hello, John!"

"Hello, Dave!"

"Are your fowls all washed away, John?"

"Yes, but the ducks can swim," replied the old man.

"Apple-trees gone?"

"Well, they said the crop would be a failure, anyhow."

"I see the flood's away above your window."

"That's all right, Dave. Them winders needed washin', anyhow."

Never judge people by their clothes. Even a poorly dressed man may be a millionaire.



The New Flavoring

Mapleine

(BETTER THAN MAPLE)

Crescent Mfg. Co., Seattle
Sole Manufacturers

The Old Is Still Good.

Written for the Tradesman.

"A penny saved is two pence dear," and a few other similar proverbs which Benjamin Franklin gave out as hints to those who would be rich, are sneered at to-day by a vast majority of the young people, and their argument is that conditions in 1736 were vastly different from those at present prevailing.

But are they prodigiously changed?

Are the basic principles of life any different from those which were recognized and observed centuries ago?

Is it any more easily possible to-day to gain an honorable living without industry, thrift and more or less skill than it was two centuries ago?

Does the typical spendthrift get on in the world steadily and more reputably than did his recklessly extravagant ancestor of the sixteenth or seventeenth century?

"I'd rather keep a peanut stand on the street corner than commit myself to a life of working for somebody else," says the chap who has worked on a salary basis for twenty-five or thirty years, but the chances are, had he begun life working for himself, even for a most meager income, that such a man would have been a failure as a business man on his own account because he lacks the initiative impulse or sense; was shy on leadership and did not know and could not learn how to save a portion of his earnings.

Just such men existed and just such comments (based upon a lifetime of failure) were made when "Poor Richard" was providing texts for the epigram builders of to-day that are frequently voiced at present.

The men who earned, saved, turned their money over and over again and always at a profit in the days of saddle riding, coach driving and sailing vessels were no whit different from the moneymakers and lenders who know all about traction shares, gas and electric light and power shares, and so on.

The essentials in business have not very materially changed in the centuries and the old "penny saved is two pence dear" is just as potent as ever.

The singular thing is that, despite the ages of experience humanity has to its credit, and in spite of the confirmations of that experience rehearsed by fathers to sons, very, very few of the youngsters become convinced. Rather, they are sceptical and, firm in their faith that things will be different for them, they insist upon learning their lessons for themselves. Chas. S. Hathaway.

Base Ball in Grand Rapids Fifty Years Ago.

Written for the Tradesman.

It may be interesting to know that on the evening of May 9, 1859—over half a century ago—a meeting was held in Withey's hall to "organize a base ball club in Grand Rapids, to be governed by the rules and regulations of the National Association of Base Ball Players."

At that time there were base ball clubs in Detroit, Ann Arbor, Adrian, Jackson, Kalamazoo and Grand Rap-

ids, but they were absolutely independent organizations and each one, meagerly informed as to the rules and regulations that had been evolved by the newly organized Association in the East, was in the habit of making its own ground rules, which were based upon the unwritten rules of "long ball" or "rounders," and so were a combination of both.

The meeting in Withey's hall was the first step taken in Michigan to organize under the National rules, but, unfortunately, no record is known as to the result of that meeting beyond the preservation of a few names of the youngsters who were members of the Club. They were Gilbert and Stewart McCray, Lewis Morrison, S. H. Ballard, Warren Smith, "Billy" Godfroy, John Squier, Michael Cordes, "Hobe" Chipman, P. F. Sliter and "Billy" Martin. The late E. S. Eggleston, Dr. J. C. Parker and John W. Peirce were honorary members. There is no record as to positions played except that "Billy" Godfroy was said to be the best catcher in the Club and that the McCray boys were both first-class pitchers. The favorite ball ground was on "Baldwin's berry field"—north of Lyon street and east of Prospect street—although games were also played on the "Gunnison flats," on the West Side.

The next notable base ball crowd in Grand Rapids, along in the late 60's and early 70's, included John J. Belknap, A. B. Porter, the late N. B. Scribner, Barney Berry, Lute Lockwood, James Smithers and others, and this Club, playing in approximate conformity with the rules, had many a warm contest with teams at Ionia, Lowell, Lamont, Grand Haven and other nearby places and were usually the winners. The star base runners of this team were A. B. Porter, John J. Belknap and N. B. Scribner. Barney Berry was a star short stop and the team as an entity was known as "a crowd of heavy batters."

As Ordered.

A produce commission house, which prides itself on filling all orders correctly, recently received a letter from a customer saying:

"Gentlemen—This is the first time we ever knew you to make a mistake in our order. You are well aware that we buy the very best country eggs. The last you sent are too poor for our trade. What shall we do with them?"

The fair fame of the house for never making an error seemed to be at stake, but the bright mind of the junior partner found a way out of it. He wrote:

"Gentlemen—We are sorry to hear that our last consignment did not suit you. There was, however, no mistake on our part. We have looked up your original order and find that it reads as follows: 'Rush fifty crates eggs. We want them bad.'"

Then His Honk Would Be Heard.

"Do you own an automobile?"

"Well, not so that you could hear it coming. I'm waiting until I can buy one for a dollar down and a dollar a month."



There's a good profit for you in Karo—

There's satisfaction for every customer in Karo.

It is good down to the final drop. Unequalled for table use and cooking—fine for griddle cakes—dandy for candy.

Karo

on your shelves is as good as gold itself—doesn't tie up your money any length of time, for the steady demand, induced by its quality and by our persistent, widespread advertising keeps it moving.

Develop the Karo end of your business—it will pay you handsomely.

Your jobber will tell you all about it.

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Summer and Cottage Furniture: An Inviting Exposition

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

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

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Making your will is often delayed.

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

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A GOOD SCHOOL.

Some Ways Its Usefulness Can Be Determined.

Sixth Paper.

There is no test for a good school—that is, no simple and easily applied test—although it is well to add that the non-existence of a thing does not prevent a great deal of talk about it. I am often asked for a test of a good drinking water, the explanation being kindly added, "I mean something that you can put into the water to tell at once whether it is fit to drink." Alas, it is not so simple a matter. And so with a good school.

I used to suppose that certain persons were divinely gifted with the ability to tell a good school or a good teacher at a glance, they were so ready to admit the possession of such a gift; but when I found how far astray in their judgments they often were I began to suspect the whole class. At present I would sooner trust a school official who should say, as a city superintendent said to me the other day, "In the matter of education the real thing is not easy to discriminate. The very elect may be deceived. I am newly elect here and am very liable to be."

And yet the difference between the best and the poorest school is enormous. This is true, even in a commercial way. A good school is an asset of great value. But more: a school may be so excellent, so trusted and so used as to render the bringing up of children in that neighborhood to lives of honor and usefulness extremely certain; or it may be so bad as to make life in the vicinity intolerable, permanently lower the standards of morality and render the locality a cipher in state and national affairs.

A very common test for a school is that pupils like it. "Johnny likes his school," is the usual formula of approval. And the test is a valuable one, even although in Johnny's mind the question is between school and the cornfield; or between idling at home alone and going where something is doing, even although a part of that activity concerns itself with Latin and algebra. There are many things going on in a public school not set down in the course of study, and some of them quite as interesting. In this respect the children are very much like their elders who console themselves at their daily tasks by thinking of the hour of whist or the spin in the motor car or, "just fooling with the dog," at its close. The point is that the men work and the children go to school uncomplainingly. The test is a valuable one.

A still better test, in my own thought, although here the majority opinion is against me, is devotion to some particular teacher. "Johnny likes his teacher" is also a usual formula of approval of a school. The objection to this extremely common personal devotion to a favorite teacher, amounting at times almost to an infatuation, is that it diverts attention from the truth that the teacher is trying to impart to the teacher herself. A pupil may dearly love a teacher and yet forget every lesson

and neglect every duty which she makes it the business of her life to teach. The most spiritual and powerful address to teachers to which I ever listened strongly urged this point of view. "Do not seek a personal following among your pupils. Strive to secure devotion to the truth you teach rather than to yourself," said this wise and good woman. Tennant, the great revivalist, was passing one summer day through a small town in New Jersey in which he had carried on a series of meetings during the previous winter. As his horse was slowly plashing along the sandy street he was suddenly startled from his reverie by a man in a state of extreme intoxication who staggered out of a saloon and called to him to stop. At first Tennant tried to avoid him, but, finding it impossible, he waited for him to come up. The drunken man precipitated himself upon the great preacher, "Why, Mr. Tennant! Mr. Tennant! don't you know me? You are the man who converted me." Tennant looked at him sadly. "Yes, you look like one of my converts; if God Almighty had converted you you would not have been in this condition." The teacher is most honored by those who heed his words. Milton says, "The sheep look up and are not fed." Yes; they look up in adoration at their shepherd and that is well; but if they would grow they must bury their noses in the succulent grass. But for all this I must maintain my point that the test is a valuable one. High regard, devotion and personal affection are spiritual forces of great power and tend not only to induce imitation of the person admired, but to set in motion new regenerating forces of character. The devotee is really helped by his devotion.

An earmark of a good school is found in the fact that the pupils are interested in the very things for which the school is maintained. I have indicated above that many side issues may properly come in to render education attractive—or at least endurable—to pupils, but if they take the place of the main issue they indicate a low type of school. I heard a gentleman say not long ago that three of his sons had graduated at a large university and yet he felt sure that no one of them ever, during his university course or afterward, spoke or thought about his class work except during the class hour. I question whether he knew what his boys were thinking about through all those years, but I am certain that if this could truly be said of any public school it would show that its usefulness was small. Not to have an aim, not to feel its worth and to press on to its accomplishment is to be outside the main current of life.

A good school makes a new social climate within the institution, with new interests, new enthusiasms, new groupings. It acts as a solvent, like pioneering or picnicing. Boys and girls who before had few interests, a narrow range of habits and who had fallen into sets and groups gain new interests, form new groups, do new things. Some fine morning the big

bad boy, at once hero and bully of the school, has vertigo. He is dazed and bewildered because he finds nobody looking at him. He plays his best cards, but fails to focus attention upon himself. The teacher has not discredited him; she has simply made him uninteresting. There is no necromancy about it. She is really interested in other things and her interest is contagious. She is not trying to look over his head. She really does so.

A good school also allies itself with good things outside the school without losing its grip upon things inside. This thought is so common in these days that I will dismiss it with a single example. I once lived for a few months in a town of some 20,000 inhabitants, where I was constantly asked in the early days of my stay not "how I liked the town," but whether I had noticed that none of the boys ever threw missiles of any kind. It seemed that some months previous to my coming there had been such a riot of breaking windows and street lamps and of the destruction of property generally that a meeting of citizens had been called to consider this along with other juvenile delinquencies. The teachers of the public schools, headed by the high school principal, offered to see what could be done about throwing stones, sticks, snowballs, etc., within the city limits. As a result everybody, even the Chief of Police, agreed in saying that the throwing of missiles had entirely ceased. Now I have seen some boys in my day and I do not believe that for two years—that was the usual story—a stone was thrown in the city. I can only say that I never saw one thrown and that not a pane of glass was broken in even the most desolate and abandoned house in the outskirts of the town. When the State Superintendent of Public Instruction conferred the degree of L. L. D. upon the principal in recognition of great proficiency and some original work in Latin, he referred publicly to his wonderful influence over the boys of the town as not incompati-

ble with high scholarship. Really, there was nothing wonderful about it—the teachers simply wielded an authority conferred upon them by the citizens of the town such as the people of most cities are unwilling to yield to any one.

I am aware, as I advertised at the outset, that I am not making much of this search for some marks of a good school, although I am sure that it would be very useful to the average citizen to know how his school stands among the schools of the State and of the world. At least he should be unwilling to condemn until he has some test upon which he can rely.

Instead of seeking for particular marks of a good school would it not be better to view the matter more broadly and ask what the public schools are for and whether they are fulfilling their mission? This enquiry I would like to enter upon in a very simple way in my next.

Edwin A. Strong.

A Chance.

The Night Nurse—Has that medicine come that the doctor promised to send?

The Day Nurse—Not yet.

The Night Nurse—Then I guess the patient will live through the night.

Kent State Bank

Grand Rapids, Mich.

Capital . . . \$500,000
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For this reason, among others, the stock of

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We Solicit Accounts of Banks and Individuals

Hosford Defends the Pioneer Merchant.

Written for the Tradesman.

"A lot of money was made by the pioneer merchants," said old Sam Katon as he emptied his briar pipe and began refilling out of the box of "Peerless" on the counter. "Member old Lampton, Jude?"

"Wal, I shud remark," returned the other old resident, working his jaws rapidly on his quid of borrowed "Flounder." "Them was the days when men made money hand over fist. Old Gideon Lampton made easy and spent easy; he was rich one day and pore as Job's turkey the next. He got religion when he was pore; went back to his sins the minute the greenbacks rolled in. Queer duck was 'old Gid.'"

"That's no dream," mumbled the other old resident.

"Gid. was a strong Methodist when he felt like it, but nobody took him seriously," remarked Philo Hosford, who had not before spoken. "I knew Gideon Lampton when he first came to the lumber country. He was a hustler all right, but made many enemies and wound up a rough and tumble existence by dying in poverty after all."

"So? I heerd 'at he went West ter live long of one o' his darters," said Jude Drenks. "Seems to me I did hear 'at he hadn't much, though, when he passed in his checks. He was a mean old curmudgeon in some ways, mean as pore whisky and twice as dangerous. I reckon there's a thousand men 'at hated the groun' old Gid. walked on."

"That's true enough," agreed the first speaker. "Gid. Lampton hadn't an honest hair in his head. While he made money and pretended to be pious he worked the people to the limit. He cheated whenever he had a chance, and few there were that cared a rap for the old fellow in adversity. How true it is that 'As ye sow that shall ye also reap,' or words similar. I never thought much of such men as many of our pioneer merchants were—skinnners by nature; bound to cheat at every opportunity."

"I trust, gentlemen, that you don't mean quite all that you say," put in Mr. Hosford. "Nearly every merchant I ran afoul of in an early day was honest and obliging. Of course there were exceptions, but I am not conceding that Gid. Lampton was one of them."

"You don't mean to say that the old reprobate had an honest streak?"

"I do say it most emphatically."

"I guess you never got into his clutches."

"That's what I did once upon a time, and that is why I say Gideon was not as black as you two try to paint him. I know he had his weak points, but one of them was not love of money. Gideon Lampton was the reverse of a skinflint. He was generous to a fault."

"Generous!" and Jude Drenks nearly fell off his chair, while the first old citizen flourished his pipe and groaned. The idea that good could come out of Israel seemed to quite paralyze the two old residents.

Philo Hosford smiled and folded his arms.

"I maintain," said he, "that the pioneer merchant you speak about had beneath his rough exterior a heart that pulsated with human kindness. In more cases than one he was generous to a fault."

"I'd like to know when," gasped Sam Katon with a grunt of disgust. "Why, that old villain robbed everybody, even to widows and orphans! Shoot, don't talk to me of that man's good heart; he hadn't any—that part of his anatomy was flint, right down hard flint and not flesh and blood."

"Wuss nor 'at," coincided old Jude.

"It seems that I am up against it," said Hosford, "and yet I am not going to take back jot or tittle of what I said about Gideon Lampton. I have known him to put his hand down in his pocket and aid a sick man to the extent of his last cent. He took in a dying logger who had been turned from several doors and cared for him until he died, paying both doctor bill and funeral expenses. When Bill Henderson's horses were killed in a rollway accident Gideon headed a subscription paper with the largest amount of any of the signers and there were several better able to pay than he."

"Oh, yes, of course," sneered Katon. "I understand all that. Putting his name at the top was one of the old rascal's tricks, but there came a day for payment when the old man fell down. He was great on a splurge, but not in it when it came to making good. Old Gid. liked to be in the limelight and sometimes he did put up, when by doing so he could make a nice profit, not otherwise, you may be sure."

"Go on and heap up the abuse," grunted Hosford. "I know some things that no amount of talk by outsiders can feaze. I was down and out, homesick and penniless, when old Gideon, this bugbear of your imagination, gave me twenty dollars, with his blessing, and sent me on my way rejoicing. That was about the time of the breaking out of the Civil War. I never shall forget the kind advice old Gid. gave me; he was like a father."

"Is it possible?"

"Quite possible," continued Hosford. "I remember the old chap's kindness the more because of the fact that he had beaten my father in a suit at law some time before and the elder men were enemies. I got home after a spell and have always felt kindly toward Mr. Lampton for his advice and pecuniary aid in time of trouble. I lived in the south part of the State at that time, and, believe it or not, I was two weeks making my way home."

"We believe it, of course," said Jude.

"Old Gid. must have had a remarkable streak of goodness just at that time," suggested Katon. "His kindness to you was in direct contrast to his treatment of his only son, whom he sent to jail for stealing a horse. He also sold two kinds of whisky out of one cask. Didn't know that, did you? Well, it's true. When

old Gid. came to the woods after deserting his wife in an Eastern State he set up a tent and sold whisky to the Indians and poor whites. He sold three and five cent liquor over the bar all out of the same cask. Nobody would have found out the truth had not the backwoods nobody, Jim Fishet, tapped the barrel through the tent and began treating his friends at a cent a glass. When old Gid. found out he was being robbed a row started, the tent was demolished and the cheat plainly disclosed. How was that for honesty? It was of a piece with all of old Gid.'s doings."

"Jes' like the ornary cuss," supplemented Jude Drenks. "He got inter trouble onct fur passin' bogus money. Oh, yes, he had a heart all right, but as for its ever beatin' in a friendly way fur any human critter I don't believe it. No, sir," as Hosford looked daggers, "I bet you hed ter pay back that twenty about as soon's you 'arned it, with good round int'res' ter boot. Own up, Phile."

"Never did," said the immobile Hosford.

"And old Gid. never asked for the loan?" queried the astonished Katon.

"Never," said Hosford.

"Queer," grunted Jude.

"Somewhat queer perhaps," chuckled Mr. Hosford. "You see, that was the time of State banks and wild-cat currency. As a boy I did not know until I tried to pass the twenty that it was on a bank that had gone out of business six months before."

"Oh!" gasped Jude.

"That accounts for the old man's generosity," Katon argued.

"Perhaps you are right," agreed Hosford with a dry laugh.

J. M. Merrill.

He who makes no friends has his greatest foe in himself.

They Took His Advice.

The head of a large business house bought a number of those "Do it now" signs and hung them up around his offices. They were effective beyond expectation, and yet it can hardly be said that they worked well. When after the first few days the business man counted up the results he found that the cashier had skipped off with \$15,000, the head book-keeper had eloped with the stenographer, three clerks had asked for a raise in salary and the office boy had set out to become a highwayman.

Called.

Harold—Bah Jove, I told my tailor I'd like to marry some rich girl and become interested in settlement work.

Percy—What did he say?

Harold—He said I'd better get to work and make a settlement on that suit I bought two years ago.

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

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



GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU

3% to 3½%

On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success

Capital, Surplus and Profits \$812,000

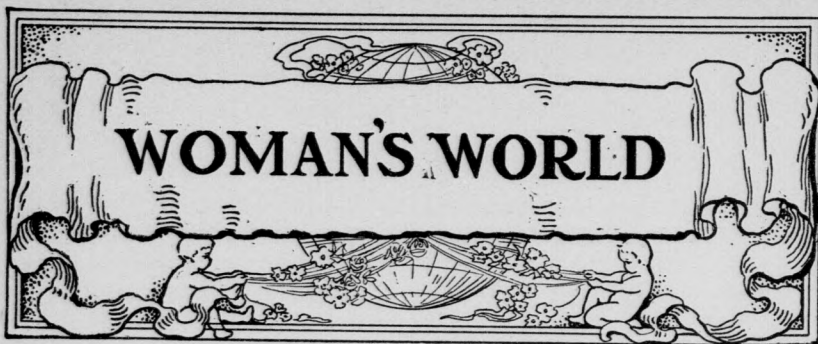
All Business Confidential

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

Capital
\$800,000



Resources
\$7,000,000



The Perfect Woman Not Yet Discovered.

In common with the remainder of my sex I yearn for the admiration of man. Oh, you need not deny it, sister. I know that out in the world we assume a lofty air of indifference to the opinion of our brothers, but this is the confessional, and it is the solemn truth that from the cradle to the time when she works herself into the grave trying to please him, the main object of every woman's life is to win the applause of man.

Now, not only for my own personal profit but with a view to being a missionary to my sex I have been at much trouble to collect a large amount of valuable data on the subject of what qualities men admire in women, and what attributes go to make up the masculine ideal of the perfect woman. I have found:

1. That a woman must be beautiful. This demand, however, is not so discouraging in reality as it looks on its face, since not one man in a million knows a pretty woman when

he sees her, or is any judge of beauty. He can be fooled by a pretty dress, a lively manner, an agreeable talker. Every man is a Paris who sets his own criterion of beauty, and we have all seen him bestow the apple upon some pretty homely Venuses. Nevertheless, beauty is the first item on his list of feminine charms, the one thing he never fails to continually compliment her upon, but nothing disgusts him so much as for her to be vain. Therefore, a woman should be beautiful, but not know it.

2. A woman should always be well-dressed. There never was a man who was not a slave to frilly skirts and frou-frou petticoats and high-heeled slippers. No young man will go out with a girl who does not make a good appearance and look smart. Few husbands exist whose love can stand curl papers and wrappers. Even on the street car and in business men make an insidious distinction between the woman who looks dowdy and the one who is silk-lined. It is men who make women's clothes the most im-

portant thing in the world to her, and yet they never weary of upbraiding her for thinking so much about dress. A woman, therefore, to come up to the masculine ideal, should always be the glass of fashion, but she should not spend much time nor money in being it.

3. A woman should be intelligent. She should keep up with the times so as to be able to understand when a man expounds the political situation, and tells how he could have settled the coal strike in two minutes, with one hand tied behind him, or how he could run the Government without a hitch, but she should never know enough to argue the question with him or have an opinion of her own. In other words, she should know enough, but not too much.

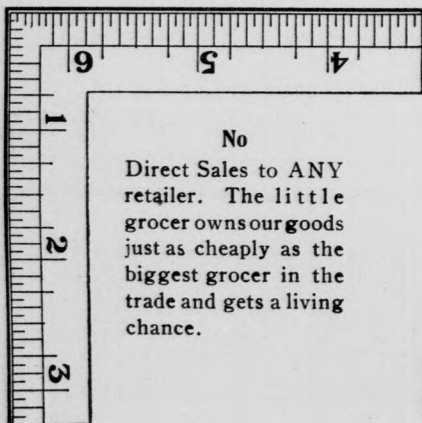
4. A woman should be sympathetic. She should be one of those comprehending creatures to whom it is an unalloyed joy to tell the sad, sad story of your life. She should be willing to listen by the hour while a man descants on his achievements, his hopes, his prospects. She should be able to rejoice with him when he rejoices and weep with him when he weeps, but if she should happen to have any hopes or plans or troubles of her own she should keep them to herself. No living man will sit patiently by and let a woman confide in him, and if she attempts to tell him her troubles he gets up and flees. A man's definition of sympathy is a quality that is strictly feminine. There is no reciprocity in it so far as she is concerned. Therefore, a sweet,

sympathetic woman is one who will let you tell her your troubles and who never comes back with her own.

5. A woman should have a sense of humor. Nothing so bores a man as a woman who does not understand a joke, and who never sees the point of his witticisms, but a man loathes and fears the female who has the gift of saying smart things herself. The reason there are no woman humorists is because every time a woman attempts to tell a funny story she gets sat down upon. A man's idea of a woman with a proper sense of humor is one who will laugh at his old jokes forty-seven times handrunning and never attempt to tell one herself.

6. A woman should be religious. It gives the average man a genuine shock when he hears a woman express a belief in the new thought, or the higher criticism or any of the agnostic fads of the day. His ideal woman always says her prayers before she goes to bed, and prays for him and goes to church, and is as orthodox as the Confession of Faith, but he is perfectly willing for her to monopolize the virtue of piety. Therefore, a woman is a saint as long as she goes off to church by herself and leaves a man to the Sunday papers. If she makes him go with her she is a bigot and a fanatic.

7. A woman must be gay and lively, because men want to be amused and entertained, and in this country women have to make all of the running. They must be able to play a good hand at cards, because it bores

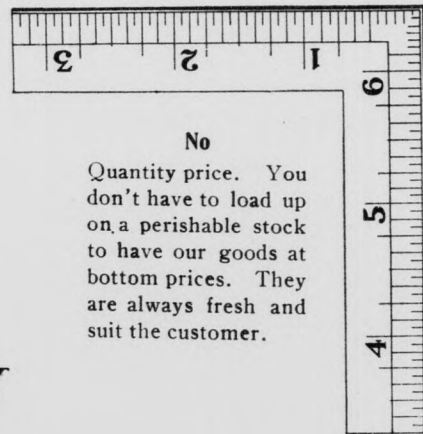


No Direct Sales to ANY retailer. The little grocer owns our goods just as cheaply as the biggest grocer in the trade and gets a living chance.

Four Points

of the

Square Deal Policy



No Quantity price. You don't have to load up on a perishable stock to have our goods at bottom prices. They are always fresh and suit the customer.

BEST SELLER ON THE MARKET

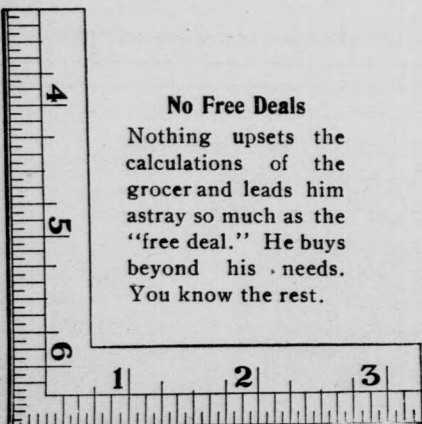


PROFITS SURE AND CONTINUOUS

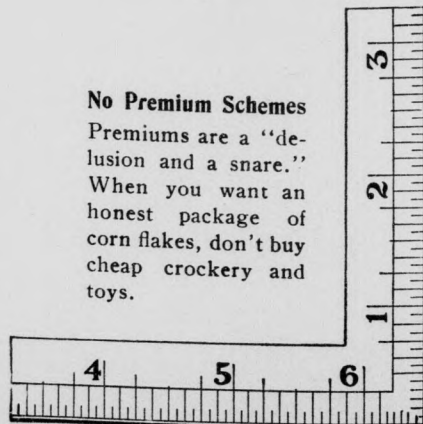
W. K. Kellogg

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.



No Free Deals Nothing upsets the calculations of the grocer and leads him astray so much as the "free deal." He buys beyond his needs. You know the rest.



No Premium Schemes Premiums are a "delusion and a snare." When you want an honest package of corn flakes, don't buy cheap crockery and toys.

men to play with bunglers. They must read the new books that deal with the vital things of society, because men want to discuss them. They must go to see the problem play because men take them to see it, but man's ideal of femininity is still artless ignorance and unsophistication. Therefore, woman must know her world and maintain the air of a vestal virgin. She must be able to play professional poker like an amateur. She must drink her cocktails with an expression of imbibing fresh milk.

8. Before she is married a woman **must be a butterfly**, all beauty, grace and airy frivolity, one of the fragile creatures who has done nothing all her life except dance and flit about from flower to flower. As soon as the wedding ceremony is over she must be metamorphosed into a household grub who knows how to cook and sew and make herself generally useful. Therefore, an ideal woman is one who combines the delicacy and beauty of a china cup with the staying powers of an iron pot.

9. A woman should never, never desire to have any life outside of her own home. Heaven put her by the fireside and she must never budge. The woman with the career is man's bete noire. He never pictures the perfect woman as anything but a clinging vine, who is content to hang on a wall and take thankfully whatever is given her, and ask some man every now and then what he thinks she thinks about things. Still, he expects this flabby creature to know how to get out and hustle when the time comes when she needs to and when she can not do it, because she has no backbone, he berates her for

it. Therefore, a woman should know how to cling enough to be interesting and to work enough to be profitable.

10. A woman should be domestic. She must be able to keep a clean hearth and manage her household without ever letting any one hear the rattle of the domestic machinery. She must have everything done on time, without ever discussing the servant girl question. She must be a devoted mother, but she must not tell the smart things her babies say, and she must worship her husband without ever bragging of his perfections to other women. Still, for all that, every man likes to talk about his family. Therefore, a woman should do all the work of the household and let the man take the credit.

11. A woman should be reasonable. A woman's home and children should be sufficient to her, and she ought not to want to have any amusements outside the nursery and the kitchen. If she does it shows a very unhealthy moral state. Nobody, however, can expect a man to be like that. He needs something to divert his mind after a hard day in the office or store, and it is nothing but right that he should sit up playing poker or go on an occasional bat. A dear, loving wife will see it in this way, and when she opens the door for him at 3 a. m. she will wear a glad, sweet smile and spend the next morning applying wet towels to his aching brow. Still, it would not do for her to attempt to break the monotony of her life by straying off any. Therefore, a good wife is one who excuses things in her husband that he would not overlook for a minute in her

12. A woman should also have good common sense. She should be liberal enough to know that you can not tie men down to the same code of morals and manners as women. No girl should investigate a man's past or meddle much with his present, and a married woman should never take her husband's little flirtations seriously. It is a wife's business to make a happy home and take what she can get thankfully. Of course no man could take this point of view about himself. He demands an absolutely clean bill of lading with the woman he marries, but that is another question, and nothing annoys him more than the foolish suspicions and jealousies of women. Therefore, an ideal woman is the one who realizes early in the game that what is sauce for the goose is not sauce for the gander.

13. A woman should be a wizard with money. She should be able to dress so as to reflect credit on her husband, keep a fine table, entertain, send the children to school and yet run up no bills and make no demands for an appropriation. Of course, no man will say that he expects his wife to be able to work miracles and make one dollar do the work of ten, still that is about the size of it. If there were no financial problems in the home there would be few quarrels. Therefore, the ideal woman is one who can live and make a large show on nothing a year.

Summed up, the modest requirements of our brother are that a woman should be:

Beautiful, although ugly.
Intelligent, but humble.
Witty, but dumb.
Domestic, but brilliant.

Clinging, yet helpful.

Gay, but discreet.

Adoring, but not jealous.

Fashionable, but economical.

And that she should be as wise as the serpent and harmless as the dove, and have both eyes so fastened on her own conduct that she would have no time to watch his.

No wonder no man has yet discovered the perfect woman!

Dorothy Dix.

No Room For More.

The Rev. Daniel Isaacs once alighted at an inn to stay over night. On asking for a bed he was told he could not have one, as there was to be a ball that evening and all the beds were engaged.

"At what time does the ball break up?" asked Mr. Isaacs.

"About 3 in the morning, sir."

"Well, then, can I have a bed until that time?"

"Yes, certainly; but if the bed is asked for you will have to move."

"Very well," replied Mr. Isaacs, and away he went to get between the sheets.

About 2 o'clock in the morning he was awakened by loud knocking at his chamber door.

"What do you want?" he asked.

"How many are there of you in there?" enquired a voice.

"There's me and Daniel and Mr. Isaacs and an old Methodist preacher," was the reply.

"Then there's plenty of you."

And the speaker passed on, leaving Mr. Isaacs to enjoy his bed.

There are a lot of people trying to light the world by painting their lanterns.

Tradesman Company

Engravers

Woo & P.H.O.

TELEPHONE NO. 5095

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.



OVERPERSUASION

Should Not Be Resorted To By the Tradesman.

Written for the Tradesman.

It doesn't pay for a storekeeper or his clerk to try to dissuade a person against his or her will.

Last spring a young brother of mine went to a men's furnishing establishment to get himself a cap.

The store is large and well known and the general run of its employes have the reputation of trying to please the buying public. But one of them slipped a cog somehow in my brother's case.

In this instance he not only was not pleased in the sale, but that sale was the means of so displeasing him that he has "everlastingly cut out that place," as he puts it.

The boy wanted a cap to wear to school. He is a young shaver; you could count his years on both hands and one hand more. Like most fellows of that age, he is a trifle more than beginning to "take notice" in little matters of dress.

The cap he intended to buy was to be of black or navy blue, so that it would go nicely with almost anything in the way of suits. Besides this advantage either black or navy blue would have to recommend it the fact that it would not particularly show dust or soil as would a delicate color or any combination that had dainty colors or white in it.

When the boy returned home he had discarded his old cap and surmounting his curly pate was a cap displaying enormous black and white plaids.

I observed that the young man was minus the jubilant air that should accompany the wearing of any new clothes that satisfy one and below the visor there was a scowl that is not in evidence when the world, wheeling around on its axis, "goes well" with a lad. Also the door shut with an ominous slam, a slam betokening a mind scarcely at rest with all mankind.

"What's the matter, brotherkin?" I asked as the boy flung himself into an easy chair.

"Matter enough!" he exclaimed with spirit. "A young jack-a-napes in the hat department of Blank & Co.'s has inveigled me into taking a cap that I don't like, and furthermore never will like so long as the thing shall last, and it is two sizes too small for my kopf into the bargain!" with a vicious kick at the cat which he knew would just miss her.

"Well, but, my dear," I expostulated, "you did not have to take the headgear when you knew you didn't

like it, and you must have been thoroughly aware whether or no it fitted your noddle."

"I told the clerk, and I kept telling him, that the cap wasn't at all to my liking, but I guess it had been a 'sticker' and he wanted to get rid of the measly thing so foisted it on to defenseless little Willie. Besides, I informed that clerk—drat him!—that the cap was a million miles too small for me. But it made no diff. to His Clerkship—he just overruled my every objection, so that, really, I seemed to be unable to come away without taking the lid with me. But I shall never wear it," and my sweet brother tweaked the tablecover.

"Take it back and get what will give you satisfaction in material and size," I sensibly advised.

"I'll do no such a thing," my brother indignantly declared.

"What I shall do is simply to keep strictly away from that establishment in the future. I shall get my stuff in some other place—some store where they won't try to make me take what I know very well I don't want and that is a misfit."

It seemed to me that my brother's antipathy to that special store was somewhat unfounded, and yet I could not blame him, for I myself once formed just as intense a dislike for a store where I had a similar experience, only the hated purchase was shoes instead of headwear.

The dealer at whose store I bought the offending footcoverings was the most specious of talkers. He could without the least particle of effort persuade you into the conviction that the moon really is composed of the most vivid of emerald cheese. You could not, to save your life, successfully dispute the cunning arguments he would put forth in support of his theory.

I wanted all-leather shoes—I came home with cloth tops. I wanted laced shoes—I came home with buttons up each outside. I wanted short vamps as my feet are long to start with—I came home with long vamps. I wanted medium soles—I came home with soles thick enough to wade a creek.

I never went into that store again and furthermore I never wish to—I would think all the while of those shoes, whose every line and other item of which I abominated.

I never wore the shoes once. They littered up the house for all of six months. Then I gave them to a poor girl who is only too glad to get anything that spells s-h-o-e-s if they will only hold together.

That store might have had my patronage for years had the proprietor not lacked the essential characteristic of letting a customer have her way in buying things for her own self to wear.

When so-called box coats were in the height of their popularity a certain bright young lady of Grand Rapids, and decidedly pretty, too, went over to Chicago to do some trading. Among other things that she contemplated buying was a street coat.

She went to one of the largest stores, where she chanced to fall to the more or less tender mercies of a pertly officious girl clerk.

This attractive young lady from the Furniture City was not long in stating her requirement.

Coat after coat was brought out of its receptacle and tried on her petite figure—many styles, many colors of garments. The tightfitting ones better suited her ideas. She had generally worn one of these and knew them to be becoming. But for some then occult reason the clerk insisted that a short tan box coat was "just what you want." The customer could not understand why the voluble clerk ever kept coming back to one of the tan coats on the box lines. She thought that it might be for the reason that the box design was likely to go out of fashion sooner than the tight-fitting garment. At any rate, no matter what was tried on, the clerk, as said, kept reverting to the box coat, saying that the patron was slender and slender people were the

Ideal Shirts

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

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

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

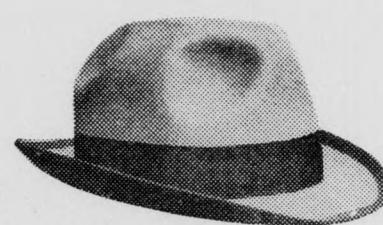
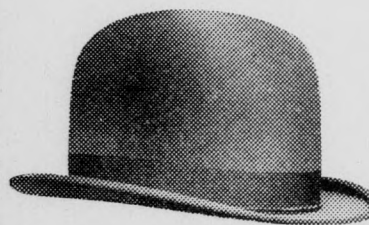
Plain Black
Two-tone Effects
Black and White Sets
Regimental Khaki
Cream
Champagne
Gray
White

Write us for samples.

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

PURITAN HATS

1910 Spring Line Now Ready 1910



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

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

G. H. GATES & CO.

190 and 192 Jefferson Ave.

DETROIT, MICH.

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

very ones who ought to purchase that kind.

Finally, induced by such overpersuasion on the part of the pragmatic employee, the pretty young lady from the Michigan city took the coat that the former so freely exploited. It was neatly done up and sent to the address of the latter's hostess and in due time found its way to its destination in the Peninsular State, where it was never worn with any degree of satisfaction by its owner, who was overjoyed when the thing wore out, and who, long before she saw the last of it, mentally registered a most solemn compact with herself never, never again to allow herself to be influenced by a clerk to the extent of being drawn into purchasing anything against her own better judgment, a vow which she has kept inviolably.

I might add that the pretty young Grand Rapids lady afterward took on more avoirdupois, which rendered the box coat still more hateful to her. Of course, she recognized the fact that she could not exactly lay the blame for her added embonpoint on the shoulders of the girl who waited on her in the cloak department of the big Chicago store, but still she has never been able to disassociate the thought of the clerk from the garment she sold, and to this day that clerk is tabooed whenever the Michigan girl goes over to that particular establishment to invest in a coat or cape.

But if there is one situation more than another where a woman succumbs to the blandishments of the wily clerk it is during the fatiguing, perplexing and altogether harassing ordeal of selecting something to go to the adornment of her own devoted topknot. Here, as in no other quandary of life, is she almost certain to come to grief.

Before starting on this most wearisome and worrisome of missions she knows full well just what sort of a time she is going to have. What with the blarney of Miladi, the milliner, and her own indecision, plus the condition of her husband's pocketbook and his attitude toward his wife in conjunction with said pocketbook, the customer gets into a state welnigh bordering on distraction.

If the store patron has not been studying up the new ideas when she enters the place it's betting on a sure thing that she is going to become as bewildered as if she were wandering around in a new world. Everything appears strange to her and probably outlandish as well. All the hats look impossible for her.

The milliner gets the customer into a nice cozy little mirror-lined booth—if the store is recherche—where the latter is sort of hypnotized by her surroundings, which are calculated to make her forget to be shocked by the enormity of the prices tacked on to the hats. Or Miss Milliner screens the patron off if the concern is one popular with the hoi polloi, or mayhap there is not even a screen to protect her from the gaze of the openly or covertly curious.

Hat removed, siege begins. Dozens of chapeaux are tried on by the courageous and hopeful millinery pro-

moter only to be rejected as too large or too small, too crazy, too heavy, too dark, too light—anything but too cheap in cost! Ah, no, "that were a consummation devoutly to be wished" but, however, too good to be true.

At last the customer is suited. She has on the dearest little hat—one that is stylish to a degree, light, with a nice feel on the head, has elegant material. She asks the price and is told that the little stunner is "only \$45 and remarkably cheap at that!"

Her spirits fall a thousand miles—possibly a trifle less—and she leaves the store a sadder yet a wiser woman.

Of course, the milliner tries to get the patron to take this "little love of a hat," but the latter knows better than the one waiting on her what her husband will "stand for" and she says sorrowfully that she "can't take the hat much as she adores it."

But the undaunted vender of numerous veritable millinery frights redoubles her efforts and is rewarded in the end by selling an unbecoming, loaded-down hat of terrific expansion to her customer, who is, more likely than not, an inoffensive-looking little kitten of a woman who is completely eclipsed by the horrible headgear unflinchingly foisted upon her.

"The customer need not take such a hat," innocently enunciates some not-to-be-eliminated but mere man.

A man of this description should certainly be inveigled into accompanying his wife on a shopping expedition. When the milliner got his money he, too, would be a sadder but wiser person than he was on crossing her threshold the first time! Experience in this case would, indeed, be a dear teacher.

And so it goes.

Were a woman always able to give her fancy free rein as to her "jeweled mass of millinery" there would be fewer misfits between woman and her headwear, but when she can not compass the "simple elegance" or "elegant simplicity" that she dotes on she often lets herself be talked into buying something for which she knows she has no earthly use and that will simply haunt her for months to come.

Verily, verily, as declares H. Conway:

"A peer is an accident of birth, but a great milliner is a gift from above!"
Beatrice Beaumont.

Chicago's Only Woman Butcher.

Chicago has a woman butcher who can cut a steak or cleave a joint as well as any man in the trade. On a Saturday, which is the busiest day with butchers who cater to trade on the boulevards, you can see her in her shop in fifty-first street, near Prairie avenue, dexterously handling knife, saw, or cleaver as she speedily cuts up a roast of beef, a shoulder of mutton, or Frenches chops in the most approved manner.

She wears the spotless garb of the trained nurse, minus the cap, and covers her dress with a regular butcher's apron such as the men wear. She seems to enjoy her work immensely, and, being a housewife, can give the best advice to the newly wedded customer as to cuts and quantities.

When questioned why she took up the butcher's trade, she said that her husband, who owns the shop, had difficulty in securing competent help and so she decided to be his assistant.

Her children have followed her example of helpfulness, the daughter acting as cashier, while the sons assist at cutting and chopping meat and making deliveries.

A Human Candle.

Waggs—I have found something besides a candle that will answer that old riddle, "The longer it stands the shorter it grows."

Wiggs—What is it?

Waggs—A candidate. The longer he stands for office the shorter he grows financially.

Becker, Mayer & Co.

Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES

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.



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.

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.

RAISE THE IDEALS.

High Wages and Low Ideals a Poor Combination.

Labor is not a problem—it is a condition. We can not solve a condition—we can only improve it. The way to improve that condition is in raising the ideals of the men who constitute it.

The way to raise these ideals is by a process of education which is simple, direct, inexpensive and in use every day, but in another department of our business.

There are two major distinctions in the business of industry, one is production, the other is selling.

Labor is involved in the production.

Now, we have been applying education—publicity, advertising—to the selling department for years. We have educated our markets to the higher standards of our products, to better business honesty, and all with a perfectly selfish end in view.

Why not use exactly the same means, in the same way, to the same end in the production departments of our organizations?

Advertising, as applied to the selling departments of a business, has become a science. Each of us is applying that science in one form or another to meet his individual requirements.

If any of us brings out a new material, device or service for the market, it is with the belief that it is better or more economical than the trade has been using, and that the trade will pay him a profit on it in return.

It is purely a mutually selfish transaction.

But, at first, the trade might not see the merit of that material, device or service, they would require education as to its merit and economy. They might not believe your simple statements at first, but still you have faith and the knowledge of the method to make it sell.

The trade would not even listen in the beginning, you could not even get an audience with those in authority, but you attack this ignorance in a large way—by publicity, advertising.

You would hire attorneys at advertising, you would issue literature pertaining to that material, device or

service—get out catalogues, booklets, organize form letter campaigns; buy space advertising in the trade journals covering the field and by every means that a skilled advertising and sales manager could devise you would directly and indirectly get at the man behind the order with the reason why, the merit, the economy of what you had for sale.

Your first efforts might be a failure, but still you would have faith in the product and publicity as a general scheme for selling it—the defect is in the details. You would try other plans until the light of intelligence gleamed by the receipt of orders.

You might go direct to the wholesaler with your product, but he would take no interest until you had created a demand from the retailer through education, publicity, advertising to the general public. After you had created a demand through the general public to the retailer, then the wholesaler would listen to reason.

At no time would you abuse any of these for refusing to buy or even listen to your selling reasons. You would be patient, persistent—hammer away until they were convinced up to a point of actual patronage.

Now, why not regard labor conditions the same as we do trade conditions as to ignorance and treat one as the other—by advertising, education?

Apply exactly the same methods.

We have a better way than the one labor has been pursuing, the same as we have in the case of the material, the device or service that the trade has been using.

Labor does not believe it; it won't listen to you—you can't even get close enough to it to say a word.

This is the same condition that confronts you when your salesman calls and the man behind the order sends back word by Tooty, the office boy, that he is not interested.

You would advertise to this man, with form letters, catalogues, booklets, a house organ, space advertising, novelties, souvenirs—any way to reach him—and in a way that he would invite you in the next time you called just to see what you looked like. You would have him so filled with the selling reasons of your product by means of printers' ink that it would be equal to several personal calls, and finally when you did come around

the order would be half taken. You would have educated him to your point of view.

The labor leader is like the wholesaler. He is not interested until you create a demand for your way with the men he leads, who are like the retailer and the general public. But when you advertise to his men—educate and create a demand for your way with them. Then he will listen to reason.

But, before we advertise, educate, our way, we must be sure that it is the right way, the honest way—the intention, the spirit of honesty must be there even if it has unintentional defects, and as fast as these are discovered they must be made right, just as in the case when we put a new material, device or service on the market.

The writer handled the advertising of all classes of metal trade industries for a good many years, and has yet to find one of them that is not perfectly honest in stating the merit of its product and guarded to the last degree of care in claiming any merit that the product does not possess, either unintentionally or otherwise.

Not for any moral reason, but good, scientific, selfish business reasons.

We have all found that misrepresentations react, that they are but a superficial means to a sale, and will not endure; that to advertise a thing as having merit that it does not possess is to really advertise its defects and its maker's dishonesty; it is simply publishing the fact that the maker is not worthy of future confidence; for it starts mouth-to-mouth advertising that is stronger than any paid publicity can counteract.

The same principle must prevail in dealing with labor, not for any moral reason, but simply that it will pay for good, selfish, scientific business reasons.

In selling we have all learned that a policy of getting all we can, and giving as little as possible in return, does not pay.

That the way to get more is to give more.

That sooner or later we get nothing for nothing.

And labor should be taught these same principles by advertising, education.

We have all found that men buy what is to their selfish interest to buy, and if they do not see it at first we advertise, educate them to it.

Labor will do what is to its selfish interest to do, and if it does not see it at once we should advertise, educate, the laboring class to it.

It is perfectly scientific to be selfish.

But we must remember there is a vast difference between selfishness and greed.

Selfishness rocks the cradle and greeds robs it.

The reason that a mother rocks the cradle is that she rocks a part of herself.

Yes, and we do not wait for our trade to demand its needs. We anticipate its wants. We familiarize ourselves with the conditions which surround its production and selling in order to sell it the means of meeting these conditions.

We do not always give the trade what it thinks it wants in certain individual cases, but we induce it to take that which it should have. This is the salesmanship that endures.

If we find a weakness in the market of those to whom we sell, or an extravagant material or device they are compelled to use in their manufacturing for the lack of a better one, we do not get sympathetic and give them the means of remedying it. We provide a means and the profits are mutual.

We are all getting away from that old horse trade code of morals—that there must be a "best" end to every transaction, and to take advantage of another's weakness to gain that end.

The mutually profitable contract is the only binding contract, whether it is buying or selling or the labor by which we produce.

Men do best what they do willingly.

Men do willingly that which is profitable.

Compulsion is only another name for restraint.

Permanent reforms are not brought about in a minute. They are the result of a gradual elevating process. Labor is not a problem, it is a condition. We can not solve a condition—we can only improve it, as I said before.

The condition in which we now find labor is the result of several generations of social injustice, not alone in

It's a Bread Flour



"CERESOTA"

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

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

our own country but in the Old World, whose sons have come here to partake of what we have to offer. We will have to combat this in the elevating process.

We will not only have to combat labor in its ignorance, but worst of all our own ignorance—that ignorance that we have inherited from our forefathers who imported it from England; the fact that we regard property as more sacred than human life or human happiness, and which philosophy is imbedded in the very constitution of our Government.

The elevation of labor does not mean the elevation of wages and the lowering of working hours all at once.

Ideals must be raised with wages.

The more money and the more time you give men with low ideals the quicker they will destroy themselves.

Men with low ideals indulge themselves to physical excess and to self-destruction.

This principle is illustrated by the mine workers of the country. Most of them receive a wage higher than other labor requiring the same degree of intelligence, the dissipation among them is higher and the standards of living are lower.

It simply means that by one device or another of their own they have gained a higher wage scale, but by no device of their own nor anyone else have they gained a higher ideal, and as a result they are no better off.

Another illustration of this principle was at the beginning of the tin plate industry in this country. Welshmen were induced to come into Anderson and Muncie, Indiana, by paying them \$15 and \$20 per day, being four times what they had received in their own country. As a result they spent their money in riotous indulgence, lived at a lower scale, and those who did not kill themselves returned home as tramps.

It was simply a case of low ideals and high wages.

But, we may ask, why raise the ideals if we must pay more wages?

Higher ideals mean higher efficiency; higher efficiency means more profits to employer and employee.

Wages must be raised with ideals.

Working hours must be lowered with higher ideals.

If not, then ideals will lower again and efficiency will lower.

It is like a semi-automatic machine. To make that machine more efficient you must make it fully automatic, and this is only done with thought and time and money in developing it. Then if you do not oil it, if you overwork it or abuse it, it becomes inefficient and refuses to work and usually at a critical time.

Low ideals have made labor conditions what they are, and I need not review them, for you know what they are by your own experience.

One thing you perhaps do not know, and that is that the average man in your shops does not produce what he is comfortably capable of producing by 40 per cent.

This means that you are losing 40 per cent. of the floor space, 40 per cent. of the equipment, 40 per cent. of the general administration, 40 per cent. of your opportunity and that of the men themselves.

If any of us had a machine that was not producing 40 per cent. of its capacity we would enquire into the reason.

The reason in case of man is that he does not want to produce by 40 per cent. what he is capable of producing.

The only way to increase the production of the human machine is by raising its ideals.

The time is ripe for practical suggestions.

The other night in Cleveland the writer attended the annual dinner of the Employers' Association. There were about 250 present and among them were men who had had \$25,000 worth of machinery blown up in one blast; there were teaming contractors who had had their horses syringed with acids and several plumbing contractors who had lost fortunes by their men refusing to wipe more than three joints a day or lay more than eighty feet of pipe.

The talks at this dinner were all well tempered; there were no expressions of revenge and all were kindly in spirit.

All seems to be in a confused state of tribulation, each seems to be floundering about and occasionally rising to ask his neighbor:

"What shall we do?"

The answer is: Raise the ideals.

Labor conditions are the result of low ideals; low ideals are the result of ignorance; ignorance is the lack of education and education is the lack of publicity.

Every problem contains its own solution; it is simply a question of familiarizing yourself with the conditions.

It is a question in my mind if we fully realize the ignorance of those who constitute labor.

There are certain things that are such common facts to those of us who are around them every day that we suppose they must be common knowledge to the world at large.

A laboring man sits on a dirty porch over in the factory district worrying about his next meal.

Some of us sit in a well-appointed house worrying about collecting the pay roll with which to pay that man, and many others, for their next meal.

Both are miserable and each is ignorant of the fact in the other.

Blessed are those who live from hand to mouth; for their next meal is all they have to worry about.

The boss has his troubles even if he does rest his feet on a Turkish rug, and it is sometimes the biggest automobile that carries the heaviest heart.

The labor leaders have taken an advantage over you: They get your men in a hall over a saloon on a Sunday afternoon and tell them anything they please about you, for you have not the opportunity of denying or explaining. The labor leaders have done what you have not done—applied a form of publicity.

It is a question if even the higher classed mechanics in your shops understand the simple term: "Overhead charge."

They think on the average that if you make a stove that costs you \$20 to produce, and that stove sells in a store for \$50, you are pocketing all the difference. They know nothing of the cost of selling, distributing, accounting and even collecting.

They do not know that if you make money this year the chances are it will go into new machinery next year, and then, by a changed condition, it may all go into the junk pile the year following.

When labor sees a barrel of ready cash in your plant on Saturday for the pay roll it supposes that you have several barrels that you have not opened—it does not realize the work and worry and struggle that it took to get that money into the plant in time to pay the men.

Your men do not know that oftentimes when certain departments of your plant are apparently busy the work has been taken at a price far below par just to keep the men in work.

We have all assumed the "none of your business" attitude.

But—

The labor demagogue has made it his business to give the wrong impression in his talks in the hall over the corner saloon; so have the street corner orators with their ites and isms and cults for curing ails of which they have no practical knowledge.

VOIGT'S

Selling

is really the art of pleasing your customer—and you have three ways in which she must be pleased: Your methods, your goods, your prices.

When you suggest a sack of Crescent flour the woman finds on bake day that your methods were certainly honest. She will also find that the quality of Crescent flour makes the price a decided bargain, too.

It's really a tempting proposition, and because it's being tried everywhere won't spoil its good effect upon your customers.

What do you say?

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

Poor Flour Is High At Any Price

Good Flour is cheap compared
with other foods

FANCHON

"The Flour of Quality"

Is not only good, but the very best

It costs more because it is better

Symons Bros. & Co.

Distributors for

Eastern Michigan

The reason they have no practical knowledge is that we have assumed that it was none of their business, and their ignorance has made trouble.

Any fool can make trouble.

But it takes a good quality of brains to straighten out that fool's trouble.

The men who constitute labor do not know that some of you have the individual disposition to pay higher wages, work shorter hours and under more ideal conditions, yet your individual desires may be restrained by competitive conditions.

A building contractor might have the disposition to pay his men \$3.50 per day and work eight hours, but he finds himself bidding on work with others who only pay \$2.50 per day and work their men ten hours.

Labor does not realize that it is entirely responsible for the crimes against criminals.

Labor alone is responsible for maintaining every prison in the land as a hot-bed of idleness, tuberculosis and as a post-graduate college in higher crime.

Labor assumes that all men cast into prison must be kept in idleness in order to prevent competition with free labor.

If these men were out of prison would they not be in greater competition with free labor, living by their wits?

Labor assumes that, because a man has committed a crime against society, that society should commit a crime against him by shutting him up and depriving him of the products of his labor.

Every pair of idle hands is a tax against every pair of employed hands.

A prison should be a place of work like any industry; where men are paid for their work the same price as free labor, less their board and keep, and where their products are sold on the market at no less than those of free men.

We can not expect men to be shut into idleness and have them come out better for the world than when they left it.

Labor still assumes that men should be punished. But punishment is revenge; revenge is hate and hate is Hell.

Obviously, if we still hold to the feudal philosophy that men must be kept in ignorance in order to keep them at work; that in order to get more we must give labor less; that in order to control them they must fear us, why then we will still continue to have labor troubles.

Men kept in ignorance have no defense with their intellect, and their only means is to resort to the bestial; to a physical force, throw bricks, shoot and burn and blow.

If we want to keep our fellow men down we will have to stay down ourselves.

But to a practical means of raising the ideals by publicity, advertising, education: As said in the beginning, the means is very simple, direct, inexpensive and right within every plant.

But before the specific means is applied a little preparation will be necessary:

The first thing: Get rid of the can-rushers. Do it very gradually, so no one will notice it at first. When it is necessary to lay anybody off let it always be a can-rusher. It may take a year to stop the practice, but by the time it is accomplished the men will have so gently learned that there is a discrimination that the good effects will have transpired without a revolt.

Then, clean up the buildings and yards of the plant. Interior whitewash for the shop walls is cheap and the labor to apply it is cheap. Instead of having it white and bald and glaring, put some yellow coloring matter in the wash. Yellow diffuses more light than white and is more optimistic than white.

Do all this very gradually, so the direct intention will not be observed.

You will not show your intention, what you want is the final effect.

Labor is a good deal like some dogs: Make a kindly demonstration in its direction and it'll put its feet in your lap.

Replace all the broken window lights with whole ones.

When you put up new buildings they need not be beautiful nor decorative, but have them designed with good, simple, solid lines by a good architect.

These suggestions may appear trivial, but they will not appear so in relation to the system that will gradually reveal.

Orderly shops and yards of a plant are a sure indication of an orderly general manager.

Disorderly buildings and yards have a tendency to make those who surround them disorderly.

Harmonious surroundings have a tendency to make the men harmonious who surround them—both the men and the boss.

A very wise old man once told the writer that he could tell a concern that had labor troubles by looking at the outside of the buildings.

He was right; for we create as we think. If we think disorderly thoughts we have disorderly people and things around us.

We have all noticed that where there is a mean general manager there is usually a mean man driving the dray back in the alley; his mean spirit prevails from the front door to the back door.

This mean general manager unconsciously selects men in his image and likeness, and if the men are not like him when he hires them they become alike by association.

Like begets like

As to the specific means of publicity to apply: You perhaps have not realized that there is a means of circulation and publicity right in your own plants: In the pay envelopes and on the shop walls.

Nearly every concern has a multi-graph nowadays, a means of printing right in its own plant. Write the men a general letter once in a while and with the same care and consideration that you might send a general business-seeking letter to your patrons and prospective patrons.

If you find an editorial in a newspaper or anything in your general reading that is short and of mutual interest, have it copied and put in the pay envelopes.

Don't confine yourself to the labor question. Use anything that you think is interesting, truthful and instructive. If you can get men to think right on one subject they will begin to think right on all subjects, including labor conditions.

This is a systematic and economical way of putting you in closer personal touch with all the men of your plant, and without actual contact. A good many labor troubles are engendered in the carrying. The foreman is conveying the troubles of the men to you, very often tries to carry water on both shoulders. Then, another thing, many of you will have noticed that labor troubles were few in the day when you were only a small employer, paid your men out of your pants pocket, kept their time in a hip-pocket time-book with a one-cent lead pencil, and ate dinner with them out of a bucket on a lumber pile at the sunny side of the shop. You have devised a more economical and systematic means of paying your men and accounting their time in a larger way, but you have applied nothing to more systematically and economically take the place of the lumber pile dinner spirit.

If you have not the time, ability nor personal inclination to write these letters or select this material for the pay envelopes, hire some one—just as you handle the advertising "copy" for the sale of your product.

Golden Rule Jones wrote his famous "Letters of Labor" to his men while Mayor of Toledo and they were crudely printed on an old hectograph, but they went home not only to the men but to the American people.

While we may have much to criticize in Golden Rule Jones as to details, yet he made money and contributed much of his time in raising the ideals of labor.

Yes, and after he had given Golden Rule Park to his men, a block of stock in his industry, lunches at cost, free band concerts on Sunday afternoons and work under practically ideal conditions, his men struck on him just because some fellow came to town to work in the plant and got

off the train at the C., H. & D. depot instead of the Union depot, or maybe a foreman wore two-piece rather than union underwear, or something else equally silly!

Now, Golden Rule Jones did not get mad and quit; he did not take all his gifts back or any part of them; he did not put things on a suppressed basis again like most of us would have done. He said: "The principle is right in spite of the ignorant ingratitude of a few men; if this generation does not see it the next will, we have to begin sometime. We will go right on, in the spirit of the Nazarene. They know not what they do."

Here was a man who sowed the seed. He did not get mad and quit because it did not grow at once; he assumed that principles are bigger than personalities; he applied the spirit of the religion that most of us profess and made it work.

Here are a few sentence thoughts that are given by way of suggestion for the shop walls—better first give the walls a coat of whitewash. If you can not afford a sign painter, a shipping clerk with a pot and marker will do:

Anger is worse than poison.

You get nothing for nothing.

Solar and Nulite Gas Systems

Most beautiful and most economical lighting system in the world. Costs 1-10 as much to operate as gas or electricity. Absolutely safe. No extra charge for insurance. Lights for stores, residences, halls, churches, streets, etc. Satisfaction guaranteed. Send dimensions of building and we will send estimate. Dealers wanted. Good profits. Write for free catalogue and wholesale prices.

Chicago Solar Light Co.

220 S. Jefferson Street

Chicago, U. S. A.

C. J. Litscher Electric Co.

Grand Rapids, Michigan

Wholesale Electrical Supplies

The only Wholesale Electrical House in Western Michigan

Columbia Batteries Spark Plugs
Ignition Cable Gas Engine Accessories

Be bigger than your troubles.
Do the thing you are afraid to do.
Happiness is a by-product of industry.

We are all judged by our worst work.

Hell is not as pleasant as the road to it.

Booze butts in where angels fear to tread.

Think of others as if you were the others.

Don't take yourself seriously—no one else does.

Wisdom consists in knowing when you don't know.

We always hate those to whom we have been unjust.

Some men look for work and are afraid they'll find it.

Reforms bring hardships—the pains of the new born are hard.

Some men are like some dogs—pat 'em on the head and they'll put their feet in your lap.

If there is any talk of a strike it would be a good idea to change all these for others. Not that they might have any suggestion against a strike in their expression, but simply to divert the minds of the men—give them something else to talk about and think about.

Napoleon once averted a local revolution in Paris by giving orders that the dome of a certain public building be gilded—he gave the mob something else to think about and talk about.

Some of these, or of a like character, might also be printed and placed in the pay envelopes. A man always feels fine after he has been paid and it is a good opportunity to slip in a suggestion for his better self.

Yes, and it might not be a bad idea to have a few of these pinned to the dividend checks of some of the large stockholders.

Naturally, in raising the ideals of others we raise our own—teachers learn by teaching others.

Several years ago the writer proposed a plan of publishing a weekly newspaper for distribution with pay envelopes; one which would act as a mediating influence, by its editorial policy, between employer and employee, published at the expense of some official body of employers, but edited by an independent organization. But the chances of such a plan succeeding would be remote owing to the difficulty in getting one to act as its editorial head who was instilled with the proper spirit.

The writer is now convinced that a safer plan will be for each individual plant to undertake its own campaign in its own way and according to its own needs as they are observed, just as it has done in its individual advertising for the sale of its individual products.

Let every one make his own mistakes, let each profit by the mistakes of the others.

There will be mistakes at first. There will be some absolute failures, just as there are in individual advertising plans.

But if the general principles will apply to the sale of goods they will apply to the production of goods.

The good effect will not be felt at once; the great effect may not be fully felt in our generation, but if we want a rose garden we must begin to set out the sprouts.

Obviously, if in the meantime war comes we must fight. In time of war is the time to fight; but in time of peace is the time to educate, to raise ideals, that on the law of average we may reduce the chance of war.

In any event, if we of to-day only make a beginning we will have contributed a little to our profits and will have made it easier for those who are to come, and this is the life object of us all. David Gibson.

The Female Firebrand in the Business Office.

The girl who is going into an office without her suspicions and temper charred beyond the danger point would far better stay out. She will start a conflagration that will surely catch herself before it is extinguished.

The nature that is needed in business is lubricating, not inflaming. Enough things can go wrong when every one keeps peaceful; there is no place for the torch waver.

There are three kinds of firebrands well known in office life. One, like natural gas, spurts out at unexpected places and burns fiercely until exhausted.

This type of girl may go along for years and none of her coworkers suspect the hidden fires. Then something happens to stir her rage and she lets forth a torrent of wrath that sweeps all before it.

Get her under control, this trouble stirrer, if you keep her; quickly apply the chemical of common sense to extinguish the ugly, creeping flame at the beginning.

Heed the incendiary, for she is like the nitro-glycerin, dynamite and powder mill flames, the whole fire department will not quench them and their possibility of spread is appalling.

If you have a firebrand in your office, label her dangerous in your mind and handle accordingly, do everything in your power to deaden the flame before it starts a fire that will probably include you as a victim.

Quite another sort is the firebrand of gasoline order. Every one recognizes there is an explosive near by and lives in constant dread of being the flame to ignite it.

Such a worker, provided she is worth while in other respects, and has pull, develops into a first class tyrant. All the rest handle her with gloves, lest the outrageous temper should be aroused.

She is not a comfortable member of the force, this gasoline firebrand; it gets on the nerves after a time, living on the edge of an explosion. You get gray headed through fearfulness. Take pains to see that the danger is removed.

If the girl is only inflammatory on cause you treat her as is treated the can of gasoline by a house owner, who fears to lose insurance. Too useful to discard, it is kept outside, away from danger.

Boycotting is in order, although not enough to be discovered. Gradually

the girl who is given to flareups finds herself let alone. She has no intimate friends. There is no one who will be chummy or hailfellow well met with her. She may not be snubbed—because of wholesome fear of results—but is treated with distant politeness that makes her a lonely outsider.

But let this type of firebrand be of the spontaneous combustion order, who flies into rages with no cause, or from personal ones, such as too late hours, a hastily eaten breakfast, or disappointed love affair, and her fate is sure.

It will not be long until she is quietly "let out." Her superiors feel life is too short to struggle with a worker whose temper can not be depended upon. No quality of work or personal friendliness will save her. She is too upsetting to the office peace and discipline.

A good disposition weighs heavy even against brains and executive ability after one has been up against the worker who is always flying into a tantrum, or getting sullenly agrieved.

Worst of all is the firebrand of incendiary type. You can neither guard against her nor get rid of her, for you know her not until the conflagration is beyond control.

She does not work in the open, this firebrand, but soaks her tow with the oil of suspicion, disgruntlement and envy, and applies it so secretly as to be unsuspected.

This is the girl who is ever putting the newcomer up to believe that she is unappreciated and should strike for a raise; who insinuates to the willing clerk who is obliging enough to stay over time that she is being "worked;" who whispers favoritism and worse when one of the force is promoted.

You wonder why the old, pleasant tone of the office is being destroyed; a feeling of suspicion and discontent is abroad for which you can not account, yet must recognize. Where all worked together as a family, cliques appear, there are wire pulling, knifing and mean innuendoes.

This may go on until every one is "by the ears," and not only the pleasure of work, but much of its usefulness is destroyed. One by one the members of the force get out, changes are alarmingly frequent, yet all the while the incendiary is suave, plausible and quite unsuspected of being the flame spreader.

As a stirrer up of trouble nothing equals this type of firebrand, there is no hope of peace when she is around, and as her nature is of a peculiarly mean kind, there is little hope for improvement.

Since generally she is clever enough to be two faced and stand in with the heads, the sole hope of peace lies in getting wise to her methods and refusing to be influenced by them.

Little Boy's Curiosity.

Little Davey was forever asking Star.

questions, says the San Francisco Star.

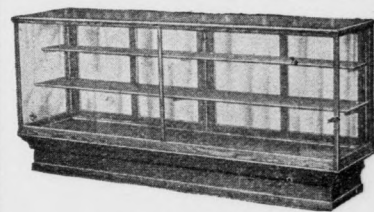
"You'd better keep still or something will happen to you," his tired

mother finally told him one night. "Curiosity once killed a cat, you know."

Davey was so impressed with this he kept silent for three minutes. Then:

"Say, mother, what was it the cat wanted to know?"

A Kansan has been granted a patent upon a wire basket, to be hung from two small wheels on a clothesline to hold clothespins.



Wilmarth
THE CASE WITH A CONSCIENCE
SHOW CASES

Our new catalogue, just out, gives complete information regarding our line of show cases. You should have a copy.

WILMARTH SHOW CASE CO.
936 Jefferson Ave.
GRAND RAPIDS, MICH.

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.



"Sun-Beam" Brand When you buy Horse Collars

See that they
Have the "Sun-Beam" label
"They are made to wear"

M'F'D ONLY BY
Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

COUPON CRAZY.

How a Chicago Suburb Went Voting Mad.

Written for the Tradesman.

Every time that Sidney Simpkins spilled an idea about advertising it started a choice bunch of chatter that always resulted in a case of heart disease for somebody.

One time when he was spending an unearned vacation in Oak Park he became involved in a gab fest with Dan Duber, one of the semi-thriving merchants who advertised his business as though it were a dark secret.

"Advertising," said Sidney, "is one grand explosion. In other words, it is like war—the more noise one side makes the worse scared the other side becomes. It is one grand noisy game."

"You're wrong there," vouchsafed Dan Duber. "The fellows on the east side of Marion street have been making all kinds of noises like advertising, but we can't break the habit of the pesky shoppers of this town of promenading up and down the west side of the street."

"Your noise was not thick enough," asserted Simpkins.

"Wrong again," said Duber. "You see folks out here are like blank Indians. Traveling up and down the west side is in their blood and you can't boil, scrape or scratch it out. The people of this town have walked on the west side ever since they could ride in baby buggies. Their fathers and their father's fathers before them traveled the old west side. I tell you it is a sort of race memory and there isn't any kind of advertising nor any grand explosion, as you call it, that will break that habit."

"Did you ever try the free treatment?" asked Simpkins. "That usually makes people run and forget their habits."

"Not that I have ever noticed," said Simpkins. "Anyway, we're no hand out here at caressing calicoes with crazy advertising."

"I want to tell you," replied Simpkins, "that when you give everybody something for nothing they will fall all over themselves and each other to see who can get there first, and the guy that makes the noise like something free can shovel up the coin in bushel baskets."

"Well," retorted Duber, "there wouldn't be no falling over each other on this side of the street. I have lived here too long. I know it's no use."

"I tell you what I'll do," replied Simpkins, "I'll bet you a public library against the Y. M. C. A. that I can have the snoozing shoppers of this burg jumping sideways and doing a barn dance on this side of the street, and have them hunting bargains in these stores like a herd of hungry hyenas. And all you sleeping shopkeepers out here will be dancing in wealth like a lot of dizzy doughnuts in a sizzling pan."

"I'm not a gambler and I don't want no libraries nor Y. M. C. A.s anyway," replied Duber. "And another thing, I don't want to join no kind of brave bunco steerers that

make people perform circus tricks by scheme advertising."

"Well, anyway," asked Simpkins, not to be floored, "do you think any of these shopkeepers along here would become cross with the little iron gods if I showed them I could make a long, loud utterance that sounded like a cash register working overtime?"

"Sure thing," said Duber. "They'll come back at you like a bunch of sparring sparrow hawks if you can spring any kind of a scheme to swipe the trade from the greedy west side."

"Go ahead, then," said Simpkins, "and call the bunch of bargain shovers together and I'll spring a scheme that will break any habit that ever happened. Then watch me fall heir to a bunch of that coin with my empty lunch hooks."

"Men of slumbering Oak Park," said Simpkins, when he had them packed into a corner, "this advertising dope is nothing but a nifty noise breaking a speed limit with no cops on the job. Now all you pikers have to do is to pool a bunch of your easy-earned nuggets and give away a couple thousand semolians to these grasping groups of bargain chasers and you'll have them making the grand parade up your side of the street."

The shopkeepers gasped and grasped their pocketbooks more tightly, for they had never met a scout more tireless in taking the money out of their pockets.

Simpkins' iron nerve was proof against the chilly atmosphere that followed the exposure of his wild scheme.

"Now my plan is," he said, "for you doorway orators to organize and promote a \$2,000 profit sharing contest.

"The job is this," he went on at full speed, "for every 50 cent purchase in your store a voting coupon is handed out. The holder can enter the contest himself or credit his vote over to some church, the Y. M. C. A., Salvation Army or Charity Organization. The trick is to get all the churches and all the organizations scrapping and fighting for the money, and when they once get started you'll have your front doors crashed in by those coupon-crazy critters."

"In order to get every Oak Parkite to enter the heat there will be twenty-five prizes, ranging from five to three hundred plunks. To keep the thing livened up the twenty-five persons or institutions whose names stand first on the list each week will get one plunk for good behavior."

When Simpkins got through drawing these flashy word pictures about the crushing and crashing of the surging crowds the shopkeepers grabbed at his scheme like a lot of thirsty thieves, even although it did cost them \$3,000—\$2,000 for the prizes and Simpkins collared the other thousand for his idea and the breezy atmosphere he stirred up.

The scheme started off like a quarry explosion or a lawless Fourth of July celebration and the whole town went coupon crazy. There was always a surging mass in front of the bulletin board showing the leaders in the contest.

Everybody was buying things they did not want and could never use—things that had grown famous with age on the shelves of the Oak Park stores—things that nobody else wanted, but their purchase meant a vote and so the people bought and bought and bought without ever becoming tired of buying.

The churches went after that prize money like a lot of bold pirates and,

mixed up with the other institutions, the excitement became as insane looking as a scrambled rainbow.

Simpkins' work was done and with his thousand settled down in his jeans he knew he could never remain in Oak Park for two long months until the scheme exploded.

Just as he was about to step on the train for Chicago whom should he meet but his old pal, Moses Dittenhoffer.

It seemed that Mose was in Oak Park trying to get through some civic legislation compelling newcomers into the clean suburb to purchase sterilization papers before they squatted for eternity on this garden spot.

Well, Simpkins and Mose shook hands and then went down in the shade of the old Y. M. C. A. and talked over things in a low confidential voice.

Late that day after Sidney Simpkins had departed for the hurly burly city of Chicago another contestant was placed on the bulletin board. It was called the Oak Park Charity Aid and it attracted spirited attention and caused a wave of comment that rivalled a rough wave on Lake Michigan.

It seemed that this new organization was being promoted by a newcomer, the Earl of Mushmouth, a new arrival of the titled nobility. He was a genteel mixer, a dainty doll, filling the atmosphere with his refined hot air.

Nobody suspected that the quiet Earl spent that night distributing flaming red circulars from door to door. These circulars were asking every citizen to give their voting tickets that the Charity Aid might win the prize. The new institution enumerated a dozen and one different things it would do to help the town endure the chilly wintry blasts and the long winter fast.

IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he
not consider you behind the times?

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.

It was not long until the Charity Aid led the list of competing institutions and it seemed to be a sure thing the aid would win the \$2,000. All the people of the acorn picnic grounds talked of nothing but the Charity Aid and their whole ambition seemed to center on casting votes.

This was truly an era of buying things just to get a vote. Soon there was a drouth of 50 cent pieces and dollar bills were smashed and crushed until they resembled waste paper. The whole town seemed to have gone voting mad.

When the store shelves were cleared all the wornout merchandise was dug from the cellars and the garrets of the east side stores and this rubbish disappeared in a lively procession into the homes, later only to be developed into fighting memories.

The monopoly of the west side merchants was crowded from the arena and the habit of the shoppers was smashed into smithereens.

It seemed that the fiery brains and the noble nerve imparted by Sidney Simpkins had been absorbed by the east side merchants and by catering to the guile of human nature through giving thousands of dollars for nothing they had knocked all the standards in Oak Park into unrecognizable bits.

Day after day the frenzied mobs surrounded the bulletin boards crying and shouting as the voting went on. Marion street at all times of the day and night resembled the Chicago Board of Trade on a busy day. It was a troubled scene and many of the merchants wept to see their old credit customers pouring money into their penny banks.

At that moment when Oak Park seemed to have ceased to be a hamlet and at one jump appeared to become the embryo of a new cosmopolitan center the contest came to a hilarious, haranguing close and the people rejoiced not.

Oak Park Charity Aid had won. Then on the seventh day the people awoke and grabbed their rusty muskets, but the schemers had flown.

One of the victims, Dan Duber, had the correct solution to the outrageous plot.

"'Twas this a way," he said: "Them two slick young fellers played a dizzy double cross game on the people of Oak Park. One got a thousand for thinking up that pilfering scheme and the other organized the Charity Aid and gobbled up that other two thousand."

"Sure, the Earl of Mushroom was no other than Mose Dittenhoffer, the backer of the Charity Aid. That was their scheme long before it was started." Chalmers L. Pancoast.

"Do Something," the Command of To-day.

I had a letter the other day from a young man, a stranger, who in the filling of several sheets of paper gave me to understand that he felt he was in hard luck. Not that his letter was written with that intent; by no means. Unless he shall chance to read this article he is not likely ever

to know that he gave me that distinct impression.

But he was in hard luck, and as I have read between the lines, his luck may be all the harder for the reason that it is most likely of his own making.

He was in a position where he was dissatisfied. He was not making money enough to satisfy his pride—perhaps not even his pocket. He disliked the work which he was called upon to do only for the reason that it appeared to him not in keeping with his qualifications and ambitions. He was too small a wheel in the big combination where he had gone, quite satisfied in the beginning with the prospects which it offered. He wanted advice.

Reading his letter, however, I discovered that he was only one of countless thousands who are prompted to write such letters, which in themselves are such that no advice can be given them on that basis.

In the first place he admitted that he had held three or four other such places within a year. He did not explain if he had left them voluntarily or had been dismissed. He pointed to a degree of education which neither writing nor clarity of good English could prove to any school. Placed at a desk where only machine work was exacted of him was the beginning of his complaint. Comparing this work with the work of which, in himself, he believed himself capable, he was distressed and sore at his prospects. He blamed his employer. This employer was not active and discerning enough to please him. As he had estimated his qualifications in the establishment, he was capable of far better things. He had traveled widely, he said; he knew how to "mix;" he knew how to manage men. He could head a department in the house or he could conduct its correspondence.

Then, in that sudden burst of optimism that is characteristic of so many young men with the world before them, he assured me that no matter what should come up as a barrier he would make good finally if ever he should be "given a chance." What should he do? That seemingly slight request made of me was that I effect an introduction of him—a total stranger—to some employer who might appreciate at once the character and qualifications of the young man whose services had come to him so directly, easily and satisfactorily!

What would you say is the trouble with that young man? There is only his letter from which to judge, but the letter, as I have said, is impossible in construction as coming from one seeking to conduct the correspondence of a big business house. All that young man's earnestness and concentration were upon that letter as he wrote it, but it is not convincing. What might he do if a hundred letters were imposing upon him from a hundred individuals, each of them involving different and differing topics?

That young man believes that he can "manage men." To-day that is a widespread weakness of the young

man. Managing men, whatever the term may mean in its thousands of applications, is supposed to be a position commanding pay in the proportion of the number of men "managed." Schools of technology have caught at the phrase and have advertised, "Learn to manage men." But in learning to manage men that employer free of the schools and working wisely has required of the managers of his men that they know more of the men's work and more of the men under the manager than even the men themselves know.

It is this particular young man's criticism that his employers have not known enough to distinguish that their young employe has this qualification. Yet this young man tells me that he has held three or four positions with three or four houses, all within a year. What chance did he give these employers to learn of him? Surely the time period must have been short in every case. Now and then even under modern conditions, some genius in some particular line bursts into an organization and goes to the top of it in long leaps. But it is the exception and not the rule. It is not a basis of calculation for the young man at large. He is to be congratulated if among scores or hundreds of others his appearances call for a question as to his identity from the head of the house.

The position of this young man whom I have cited applies everywhere, especially in these modern times when the responsible head of a house necessarily is far removed

from the personality of his employes. This typical employer of large numbers of men has felt the touch of mediocrity in the vast masses of workers. He is likely to tell his friend that he "employs the best help he can get." It is a statement of fact as he sees it. It is not compatible with good business that he employ any other quality of hand and brain.

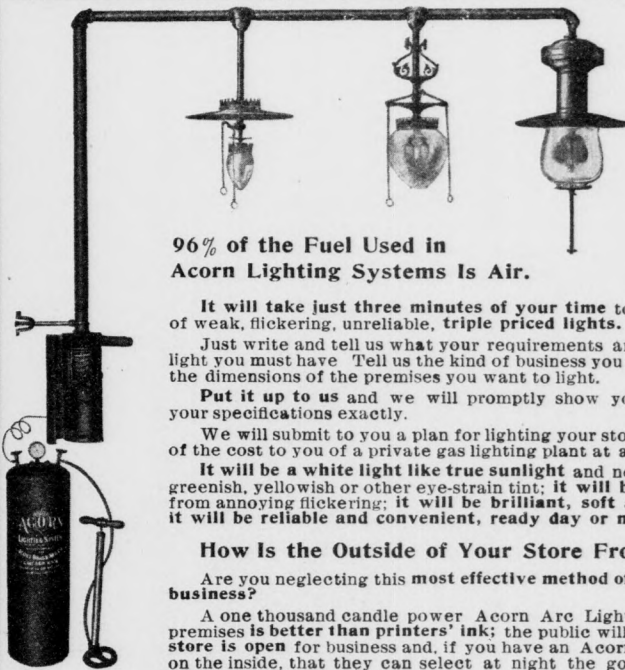
Feeling this fact, however, necessarily he must lump his employes for a time. They must go through his testing out processes before he can be sure of his preferments—and even then he may be disappointed time and again by the man who fails to prove big enough for a position.

How can a young man confessing to three or four positions inside one year lend himself to the thought that he has been overlooked by three or four employers in succession? The chances are that instead he has overlooked one or two employers who, had he stayed to prove himself, might have been the making of him. None of them might have made him a correspondence man; none might have made him a manager of men. But any of them might have clipped his overreaching ambitions and given him a line upon himself that otherwise he may never be able to get. Three or four moves a year for ten years may end in making a tramp of him.

"Do something," is the command of the times. If you can not do it where you are business will mark "Failure" against your name if you don't get somewhere else where you can do!

John A. Howland.

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



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

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

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

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

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

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

How Is the Outside of Your Store Front Lighted?

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

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

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

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

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

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

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

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

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

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

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

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

THE WORKER'S BOGY.

Salaritis the Cause of Much Grouchiness.

It is proverbial in the business world—and, like other things proverbial, seldom given much consideration—that the man who works for a salary is the most fearful of all toilers; the most fearful and the least inclined to take a chance to better his condition. He is the surest "sure thing" gambler in the biggest game on earth—earning money to pay for food, clothing and shelter; he also is the least provident.

Salaritis is fear manifested in two general forms: the fear that the salary which is received, whether earned or not, will cease and the fear that the salary will not be increased as rapidly as the worker thinks it should be. There are a hundred different phases of each of these divisions, but all can be traced back to one or the other as the source.

John Smithson, just graduated from high school, facing the necessity of going to work at once, secured a position in a large mercantile establishment. In a few months his energy and attentiveness and intelligence were rewarded with an increase in salary to \$20 a week, which was more than he had hoped to receive for a year.

At the end of another six months, although still energetic, attentive and ambitious, his salary was the same. The boss informed him that a larger salary could not be paid to a man in that position, that the position was not worth more and there was no higher place just then to give him. To lull any sense of unrest—for he did not wish to lose Smithson—the boss intimated that a higher position might be vacant before long, in which case Smithson would be in line for it.

Young Smithson had been a member of the workers' world long enough to understand the will-o'-the-wisp nature of such promises. Nor had he been drawing a salary long enough to have contracted the fear of losing it. He remained with the firm a few months longer, and promotion seeming as far off as ever, he resigned his \$20 a week job and started in business for himself.

Smithson secured the Western agency of an Eastern mill that manufactures high grade cotton cloths. He worked on a commission basis and worked even more energetically, if not more intelligently, than he had labored under the smothering influence of a stated sum coming at the end of each week regardless of the amount of business done.

His former work in the mercantile establishment was of some advantage in his new field, for Smithson was a young man who tried to learn as well as earn, and he had picked up many useful pointers. His acquaintance with the buyer of that house and with the buyers of other establishments made it easier for him to get the opportunity to talk his goods. This saved time, even although it did not count much toward effecting a sale; and he was learning something of the real value of moments.

During the first few months Smithson worked hard, faithfully, and for long hours, with little to show for his effort in actual money. But he stuck, being wise enough to realize that each day's work meant an addition to future business; in effect it was adding to his capital.

About this time Jack Breendon, a classmate of Smithson's, who had started in business on a salary basis, decided to follow his friend's example. Breendon chose insurance, thinking that because everybody needs insurance it should be an easy matter to persuade many to give him their business. Because everybody does need insurance most business men buy it, and Breendon had a fairly wide business acquaintance. He made rapid progress, and in six months his commissions amounted to twice those of Smithson's, and he seemed fairly on the road to prosperity.

One day Smithson and Breendon met at the Club and Smithson asked: "How are you making it?"

"Oh, pretty well," Breendon replied. "I'm making about double what my salary at Sellem & Co.'s amounted to."

"That's fine, but why so glum looking?"

"Why, John, you know," Breendon answered, "it's the uncertainty of the thing that bothers me. I don't like that phase of it a bit. It's pretty nice when the end of the month comes around and you can figure your commission at \$200, but think of the awful suspense during the days you are not seeming to accomplish anything. Sometimes I think it would be soothing to know I would find that little \$20 in my pay envelope every Saturday night."

"Save anything while you worked on a salary?"

"Not a cent! How can you expect a man to save on \$20 a week, unless he's a miser or a hermit or going to get married?"

"Save anything now?" Smithson persisted.

"Sure," Breendon laughed, "I've got to. I never know how much I'm to have for the month and the result is I do not spend as much as I did when I knew the \$20 was coming every week."

"Well, it's good to hear you say something cheerful. I'm glad you are getting on so well and suppose you'll be getting married next, eh?"

Breendon looked worried as he replied, "Well, you know, Smithson, that's just what is making me look so glum. I've got the dearest—"

"Yes, I know, she's an angel."

"Girl"—Breendon ignored the interruption—"that I want to marry. She is pretty sensible, though. She says she's seen too much married misery caused by uncertainties in the financial end of the domestic world and she does not care to take a chance and marry until I have an assured income—even if it is no more than \$20 a week."

"But you have that much now, haven't you?" said Smithson.

"Oh, yes, I have it as long as it lasts. But there's no two million dollar firm back of it to say it will

last as long as I do my work properly. Some of my customers might get in a huff over nothing and take their business away; or they might fail; or they might decide my companies are not as good as some others; or we might have a panic that would send everything to the dogs. Oh, any one of a hundred things could happen to stop my income."

"Yes, the world might come to an end to-morrow," Smithson commented, dryly.

"Oh, you can laugh, if you want to," Breendon replied, "but it isn't any laughing matter with me. I think I'll go back to the salary. It's more certain—and less wearing."

Breendon went back to his salary and married. That was three years ago. He is working for \$25 a week now, has a family of two children, lives in a rented house and sometimes manages to have enough money to pay his obligations.

Smithson is married, too, and with his wife and three children lives in his own little home and is living comfortably. Sometimes his commissions are not large, but he has proved himself, and he knows that so long as he does his work properly the lean months will be followed with fat ones, and at the end of the year he will have made enough to pay all his current expenses, take up the last mortgage note on his home and have a little left over for investment.

The experience of another young man of Smithson's acquaintance illustrates the other general phase of salaritis. Bobby Blake was a good

natured, likable youth at school, and when he started out for himself in the world he took his cheerfulness and attractive personality with him. Quick witted at school, he had been able to learn his lessons with little application, learn them sufficiently well to be graduated near the head of his class. Bobby never was noted for his studiousness, however. He had such an easy time in school keeping up with his classes that he did not form the habit of continued application to any one task.

Bobby secured a position in a broker's office, beginning at \$18 a week. Here he adopted the same tactics that had carried him through school and worked just enough to perform his tasks in a fairly satisfactory manner.

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

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

General Investment Co.
Stocks, Bonds, Real Estate and
Loans
Citz. 5275. 225-6 Houseman Bldg.
GRAND RAPIDS

YOU, Mr. Retailer,
are not in business for your health.

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

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

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

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

The answer is: Become a Sealshipt Agent.

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

**The Sealshipt
Oyster System, Inc.**
South Norwalk
Connecticut



He soon decided that the work was just as "easy" as going to school.

Bobby was ambitious, however, to secure a larger salary, and having a hazy idea that promotion and success are based upon merit he tried to be a little more attentive to business and succeeded in convincing himself that he was doing great work and was worth more money. He asked for an increase and his salary was raised to \$22.50.

At this point Bobby stuck for a year, although during that year he three times asked for an increase. At the end of the year he decided to quit and accept a position in another office, and told Smithson of his determination.

"Somebody's got it in for me in Banke's," Bobby said, "and there's no chance for me there. I know I am worth more than I am getting."

"As a general proposition, Bobby," Smithson answered, "a man gets what he is worth."

"Well, the rule doesn't work in Banke's," he retorted. "I have been working like a slave for 'em for a year now without a single little boost to my salary. I have worked over hours, early in the morning, late at night. I have done two men's work at times, when somebody was away or sick, and I never even got a 'thank you for it. They may be able to fool some of the boys into staying with them on the vague promise of a promotion later on, but it won't work on me any longer. They've already given to other men three better places that belonged to me by rights. I am going to quit and go to a firm that will appreciate me."

"Better go slow, my boy," Smithson advised.

"Huh," Bobby spoke half sneeringly, "you didn't follow your own advice. You quit and started out for yourself."

"Yes, Bobby, I quit, but I didn't quit because I thought they didn't pay me what my work was worth. I quit because I saw they couldn't pay me any more even if I did work harder and I wanted to work harder. You are quitting so you can get more money for the same or less work."

"Well, if the work's worth it I ought to get it."

"Of course, but maybe if you hadn't been thinging so much about your own grievances you could have made your work more valuable to Banke. The trouble with you is that you are suffering with an overdose of conceit and selfishness, and you are afraid somebody else will not have as high an opinion of your own value as you do. You are afraid of losing the salary you don't earn."

Bobby is still suffering from that bogy, and he is still working for \$22.50 a week, the firm to which he went having cut his salary from \$25 within two months. He is talking about quitting them now.

These are three typical cases illustrating the working of salaritis. In one case—and it is an exceptional one—the man mastered the fear; in the other two cases the men allowed the fear to master them. The men were all young—under 35. When the

40th mile post is passed the symptoms of the case become more pronounced; sometimes the symptoms are different, but they come from the same cause.

The cure for salaritis? There is one, and it is both simple and profound; easy and difficult. It is to do the allotted work so well that it will be worth the money paid for it, and to know that you are capable of doing it and are doing it. Under such circumstances should a discharge come through any combination of "office politics," personal ill will, etc., there will seldom be any difficulty in finding another position, and quite frequently a better one.

Some men will always work for a salary; they are the men who are capable of making as much or more in this manner than if they owned a successful business; or they are the men who are good workers but poor executives. There will always be need for salary workers so long as our present form of civilization continues. But if a man can not work out of a salaried position he can work out of the salaritis condition.

Philip R. Kellar.

An Important Decision on the Fixed Price Question.

In an interesting decision handed down in the State of Washington it was held that a retail dealer purchasing goods of the manufacturer under a contract fixing the price at which he was to sell could be restrained by injunction from selling them at a lower price, "from whatever source now or hereafter to be obtained." In this particular case it was a "trade-marked" and widely advertised proprietary article, and the chief ground upon which the decision rested was that cutting the price caused other dealers to refuse to buy and handle the article in question, "causing the plaintiff to lose many sales and much profit and to set at naught and destroy the effect of all of the afore-said advertising, and creating the impression with the public" that the article was "of inferior grade, of no more value than the price asked and received for it, all tending to destroy the confidence of the public" in it, etc.

This appears to be a somewhat novel decision, likely to excite considerable interest if it is taken as a valid precedent. It is an admitted principle that the producer of any article has a right to fix his own price for it and to refuse to sell it to any one for any reason satisfactory to himself. With reference to any proprietary article it may be important for business reasons to maintain a standard price, and that does not restrain competition with other articles having the same or a similar use.

Restraining competition among those dealing with the particular article of commerce by fixing a uniform price at which it may be sold has obvious advantages for the manufacturer and for the trade as a whole, and if the price is a fair one there seems to be no reason why it should not be maintained. The manufacturer can undoubtedly refuse to sell to any dealer who refuses to contract

to charge the regular price. If the selling contract is alike for all and one or several dealers violate it, it is unfair to those who honorably abide by it and may be a serious injury to the business of the manufacturer by restricting his sales as a whole.

The redress usually resorted to is that of refusing to continue supplying the article to dealers who violate the contract. Not long ago a Western concern tried by a resort to the courts to compel a manufacturer to sell to it, notwithstanding a refusal to make or abide by such a contract, and the claim to a right to purchase was not sustained. It was in effect held that fixing and maintaining a price by such agreement was lawful and nobody could be compelled to sell without making such a condition.—Twin City Bulletin.

She Won't Have To Wait Long.

Mrs. Digs—Mrs. Close is the meanest woman on the block.

Mrs. Wigs—What has she been doing?

Mrs. Digs—Why, she won't have her leaves raked up. She says they can be shoveled up with the first snow.

Some people would never attract any attention in the world if it was not for their impudence.

BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY

Louis and Ottawa Sts. Grand Rapids Branch

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

MOTOR VEHICLES

McIntyre

Auburn, Ind.



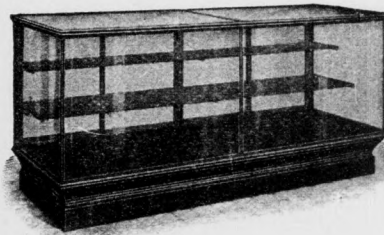
FLI-STIKON THE FLY RIBBON

The Greatest Fly Catcher in the World
Retail at 5c. \$4.80 per gross
The Fly Ribbon Mfg. Co., New York

ORDER FROM YOUR JOBBER

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

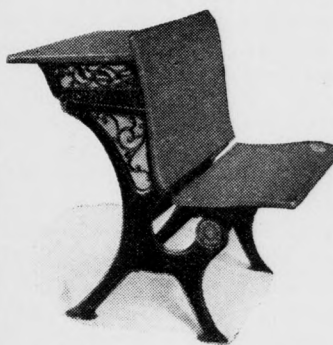


We Have But One Competitor And That Is YESTERDAY

We try to make today eclipse it. That's why we manufacture more fixtures than any six other factories combined. Why our product is recognized as the highest grade store fixtures in the world. And most important to you are the low prices we name. The reason is obvious: We make all our findings, buy raw material in large quantities and are satisfied with a small percentage of profit. Let us figure with you for one case or an outfit.

GRAND RAPIDS SHOW CASE CO.
Grand Rapids, Mich.

More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

Teachers' Desks and Chairs
Office Desks and Tables
Bookcases Blackboards
Globes Maps

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

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

CHAMPION 70 TO 72 GRAVITY

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

Grand Rapids Oil Company

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



Disadvantages Under Which Shoe Retailers Labor.

Written for the Tradesman.

"Oh, yes," said a retailer friend of mine, "that talk you are giving me sounds good; but you do not stop to realize the exigencies under which I am laboring here. The situation is peculiarly difficult. An advertising scheme such as you are suggesting would not work. I know it would not for I know my trade. There is just a certain percentage of the people out here whom I can reach. The better class of trade goes to downtown stores. What is the use of my wasting ammunition on them? Why not go after the folks who buy the medium and popular priced shoes? And isn't that just what I am doing?"

And so my non-aggressive friend handed me out a line of threadbare, concurrent excuse-making that has done service since the year one. My response to him is immaterial and the final outcome of my dealings with him can not be recorded just yet, for the heaven has not had time to work thus far. But I entertain the belief that it is working; and some time I hope to be in a position to report "progress."

But his attitude is characteristic of the stand taken by shoe retailers in too many localities. They have difficulties—and they realize them. Their difficulties embarrass them by day and haunt their dreams at night. They are positively terrorized by handicaps under which they labor and the result is acquiescence which more often than not eventuates in failure.

The singular thing about it is that each shoe retailer thinks his field is the most difficult; that the conditions confronting him are the most unique and perplexing ever; that no shoe retailer in all the history of shoe merchandising ever did have or could have had obstacles as tantalizingly insuperable as his own. If the business is falling off—well, isn't he doing all that he could under the circumstances? If he is holding his own by the skin of his teeth isn't he therefore to be congratulated, considering the up-hill fight he has to make against unpropitious odds? And thus doth the non-aggressive shoe retailer palliate his crimes of omission. But, seriously, when you come to think about it isn't this bathing one's self in the laver of excuse-making a cheap and profitless enterprise? It does not help matters any. It does not add anything substantial to the profit side of the ledger, and it does have the effect of confusing the issue.

Everybody has his peculiar difficulties and his unique obstacles. A man does not have to be a shoe retailer to have difficulties and burdens and besetments that the other fellow wots not of in his pipe-dreams. But what of it? Is a man to sit down placidly in the shadow of an "insuperable barrier," take off his derby, mop his perspiring brow and then spend the fruitful hours of the fruitful day placidly watching the fleecy clouds chasing each other through the blue skies? That is well enough, doubtless, if one can produce marketable philosophy or write short stories and poetry that the magazine folks will accept; but it is poor business for us prosaic mortals who have to earn our bread in the sweat of our faces.

One had better put on his hat and walk around sizing up that "insuperable barrier" aforesaid. Maybe it is not so high and inaccessible after all! Maybe there's a way over or around or through it—usually is. Insuperable things are usually hypothetically so; rarely does the masterful spirit find them so. Our problems are not unfrequently complicated by imaginative admixtures. How easy it is for an active fancy to conjure its bugaboos!

As a shoe retailer you have your difficulties, have you? Then master them! Be a fighter! Have no fellowship with quitters—and take no stock in the philosophy of those who quit! The existence of a unique and perplexing handicap ought to put you on your mettle. You ought to roll up your sleeves and go after it, and more than likely it will take to its heels! It is funny how barriers do scamper when an angry man gets after them! But they do now. What is a vocal impediment to a real Demosthenes who would be eloquent? What is mere blindness to a John Milton who would behold the glories of a Paradise Lost and a Paradise Regained? What are mere Alpine Mountain piles to an intrepid Napoleon Bonaparte? Maybe you modestly decline companionship with these illustrious souls. Very well, then, you can do in a limited way what they did on titanic dimensions: you can show spunk; you can hit out to the measure of your ability; but for the sake of your own imperial Ego don't curl up and say: "What's the use?" For the day upon which you curl up marks the date of your decline and fall—unless some kind friend is subsequently able to inject a little dynamite into your system and twist your head around the other way.

Handicapped by Small Quarters.

Limited, cramped quarters are not unfrequently looked upon by shoe retailers as a serious handicap. "If we only had more room," is the way the plaint begins.

Limited quarters—unless, indeed, the quarters are extremely limited—is only a challenge of order methods, compact arrangements and convenient disposition. It does not constitute a real barrier.

Some of the most profitable shoe shops in the country are small shops. If the shop is small the probabilities are that the location is extremely desirable and real estate in that immediate vicinity very valuable. That, doubtless, is the reason the store did not spread out over more ground.

But suppose the shop is only 12 or 14 feet wide and only 50 or 60 feet in depth. You can build your shelving high, economize every square foot of space and thus find room for a large and valuable stock of goods.

It is easier to keep a small shop neat and attractive than it is a larger one. The smaller the floor space the easier it is to keep it clean and neatness is an important factor in a shoe shop. You can very well afford to do away with the "long perspective" when it comes to a retail shoe emporium; and the nearer you keep to your customer the less chances he has to get away from you before the sale is consummated.

Whether the store is large or whether it is small you ought to have compactness. I like to see shoes packed away in a shoe store like sardines in a box, don't you? It seems more natural for them to come that way. It is easy to secure compactness when you are compelled to by circumstances that make it imperative.

The M. & K. Boot Shop, of 418 Walnut street, Cincinnati, is an example of a small but successful shoe store, with all and sundry of the virtues of neatness in arrangement, compactness and convenience. The room is small—not over 16 feet in width, if that, and not more than 50 or 60 feet in depth. But they have shoes there, I tell you, and they are easily accessible. The M. & K. people pay \$5,000 a year rent for that little shop. It is evidently a profitable proposition or they would give it up. Limited quarters do not prove a serious handicap to them. Yet they carry a big stock. They keep it turning, too. With their one display window (and not a very large one at that) they succeed somehow in making their shoe display a feature of the street. It is always filled with the smartest, the newest and the most seasonable creations in the way of men's footgear.

No; limited quarters do not constitute a serious handicap. The man who fails in a small shop would fail just as certainly in a larger one. Perhaps in the larger one he would fail a little more quickly.

Handicapped by Being in the Suburbs.

I can imagine another shoe retailer—one circumstanced differently from his brother dealer who is cramped for quarters on the crowded



Strenuous But Satisfactory

We are loaded to the limit on "Wales Goodyear" rubbers and aren't afraid of anything the weather man can send, but if we were retailing rubbers anywhere from 20 to 150 miles away from this "Wales Goodyear" stock we believe we'd have a good stock of the staples where we could lay our hands on them in a hurry.

You can count on us to do our best, storm or shine, but freights are slow—even the express will not bring the goods in a minute.

We advise you to order now when you can use the mail instead of the telegraph, and you'll find that it pays to look ahead.

There is a big demand right now for "Wales Goodyear"—we are sending out big orders every day—but we are stocked right on every number. Let us have your order today.

Herold-Bertsch Shoe Co.

Agents for
Wales Goodyear Rubbers
(The Bear Brand)
Grand Rapids, Michigan



thoroughfare — saying to himself: "Pooh! that's no handicap! I could overcome that. But look at me! Here I am away out in the suburbs; he is here in this suburban town! Here I dwell and do business among a people who have no civic pride, no community interest, no sense of reciprocity. They earn their money in the shops and factories of the adjacent city and there they spend their money. Parents who are in a hurry for a pair of shoes for Johnnie or Fannie or little Billie drop in occasionally. I can sell a limited number of the medium grade shoes and at certain seasons not a few of the cheaper grade; but I can not hope to build up a big shoe trade here. My location is against me. Talk about handicaps, here is a handicap that is the real thing."

Is it? I wonder if it can not be overcome. The same difficulties that confront you as a suburban shoe merchant also confront your brother merchants in other lines—particularly the hardware man, the haberdasher and the furniture man. People who want cutlery, wearing apparel and furniture are just as strongly tempted to seek the downtown shops as are people who need shoes. "Yes, to be sure," it may be conceded, "and these selfsame difficulties preclude success on the part of these merchants. They can not overcome them any more than I do."

There you are mistaken, my brother. Some of these merchants do overcome this handicap of a suburban location. I can give you the name and location of a furniture dealer in Cincinnati whose advertising aggressiveness has earned him something more than local fame; the name of a firm whose business-getting methods are novel and effective; the name of a retail furniture company which is, one might say, almost another name for success:

The Herbert Furniture Co., of 3942-44 Spring Grove avenue, Cincinnati, is located away out in the Cumminsville suburbs, eight miles from the downtown shopping district. Yet they get customers to make that fifty minutes' run on the street cars just to have an opportunity to get separated from their coin in the spacious showrooms of the Herbert Furniture Co.'s magnificent store. What did it? Advertising—modern publicity of the persistent, persuasive, bull-dog type.

Ten or a dozen years ago this company started up in a little rickety frame building not far from their present site. They started in a timid, limited way. Year by year their business grew. More and more the importance of advertising as an investment impressed itself upon the mind of John A. Herbert, the genial Secretary of the company. Finally they got to advertising in dead earnest and then their business began to grow by leaps and bounds.

What did they say? Boiled down and compressed in the smallest possible compass their advertising persuasion runs about like this: "We are away out where the rents are cheap and operating expenses low. We can, therefore, do business vastly more

economically than the downtown people. We can, then, make money and save YOU money at one and the same time. And that is what we are doing. Believe it? Very good, come out and let us prove it!"

This story carries weight. It pulls 'em out. Pulls 'em out of the city, from suburbs beyond the city and from towns across the river on the Kentucky side. From round about everywhere and from every direction they come. From suburbs ten or twelve miles remote. During the panic year, when furniture retailers elsewhere were retrenching, the Herbert Co.'s business went right on expanding. During the summer months when everything in the furniture line is supposed to be as dead as a coffin nail the Herberts kept four wagons busy all day and late into the evening delivering their goods.

Handicap? Man alive, John A. Herbert will tell you suburban location is no handicap. It makes him fairly chuckle to pull 'em out to the Spring Grove furniture house. After a lapse of two years from the date of one newspaper advertisement offering to give away free to every woman who was already married or was going to be a \$25 parlor table (upon certain specified conditions) a lady came in from Mount Auburn, a distance of ten miles across the city, to see if the offer still held good. A similar enquiry often came in by mail.

Now the argument that will work in retail furniture advertising will work in shoe retailing. You have, let us assume, the handicap of a suburban location. Then do not whine about it. Do not grow discouraged. Do not think you are up against it. Overcome the handicap by aggressive advertising. Cid McKay.

Homeward Bound.

A traveler in Arkansas came to a cabin and heard a terrifying series of groans and yells. It sounded as if murder was being committed.

He rushed in and found a gigantic negro woman beating a wizened little old man with a club, while he cried for mercy.

"Here, woman!" shouted the traveler, "what do you mean by beating that man?"

"He's mah husban' an' I'll beat him all I likes," she replied, giving the man a few more cracks by way of emphasis.

"No matter if he is your husband, you have no right to murder him."

"Go 'long, white man, an' luf me alone. I'll suah beat him some moah."

"What has he done?"

"Wha's he done? Why, this triflin' no 'count nigger done lef' de door of my chicken-house open an' all mah chickens done gone out."

"Pshaw, that's nothing. They will come back."

"Come back? No, suh, they'll go back."

Painless Punishment.

One day a dentist had occasion to punish his 5-year-old son for disobedience. As he picked up the rod the little fellow said: "Papa, won't you please give me gas first?"



Advance Price On Rubbers

The United States Rubber Company advise us as below

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Gentlemen:—Owing to the high price of crude rubber we have been obliged to change our discounts on Rubber Boots and Shoes, taking effect Sept. 20. Boston brand is 20% off from gross list; Bay State 20 and 10. All prices subject to change without notice.

UNITED STATES RUBBER CO.,

By Edward R. Rice, Manager of Sales.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Greyhound Tennis Shoes

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



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

Some Features Which Contribute To Successful Salesmanship.

In dealing with a new customer the salesman should not allow himself to feel that the close of a sale is the sole aim and end in view. He should think of closing the sale as only the first step in establishing a permanent business relation between the customer and his house. He should have as the object of his first call, or any subsequent call, for that matter, the establishment of a permanent trade, to which the landing of the first order is merely preliminary.

A failing with a great many salesmen is that they consider nothing but the NOW—the present order, present conditions of territory, whether favorable or unfavorable, and the present exigency as regards their own work—without having sufficiently in mind what the outcome of each transaction is to be, what conditions may affect their territory later on, or how some immediate difficulty in landing a sale may be turned to advantage in the end, as teaching how to deal with similar difficulties when encountered another time. Men who take cognizance of only current opportunities and events are usually the ones who, if they chance to get the most orders, have also a much larger proportion of cancellations than the more thoughtful men who have studied to hold their trade; they are usually the fellows who spend money liberally and are the soonest to become financially embarrassed through the turning up of some unexpected contingency which the thoughtful fellow would have seen in advance and provided for.

Too many salesmen will turn into the house a big batch of orders with a sense of entire satisfaction in the amount of new business they have secured, but without a thought of whether any of these orders are likely to be duplicated or whether the customer has been so thoroughly convinced that he will remain favorably inclined toward the house in the face of all attractive proselyting inducements made by competitors.

It is one thing to sell a customer and another to convert him. No sale is really a success, however large an order the customer may have signed for, unless the way has been paved for future business. If the sale has really been a success the prospect has been left with a degree of enthusiasm for the proposition which he has accepted. He will have, besides enthusiasm, a firm belief in the proposition and sufficient arguments to defend his belief intelligently, in case the proposition were later to be abused by the salesman's competitors.

Even if a salesman considers only his own selfish interests in the matter, he should regard the fact of his being able to hold the trade as of greater importance than his ability to land big orders. He can usually sell an old customer, with whom he has established a permanent trade, without any special effort. He seldom has to argue with the old customer, who knows from past experience the standing and reliability of the salesman's house, who waives long-wind-

ed discussions and usually leaves the matter of the sale principally to the salesman's discretion. Besides the time saved in this way he also has the advantage of having a great number of re-orders placed to his credit and commissions stacking up in the home office which he has been at no trouble to earn. Furthermore, the salesman's established trade is often a substantial asset if he goes in business on his own account, or even if he changes to another firm.

In order to pave the way for a permanent relation with the customer, interest him not only in the present deals you wish to close but in the good service which he can always expect from your house and in the possibility of your dropping in on him later with news of the new inducements which it has to offer. Leave him with a definite expectation of your return and with a feeling that you have a personal interest and concern in his success in disposing of the goods you have sold him.

Remember that a customer, no matter how long he has been giving you his orders or how thoroughly satisfied he has expressed himself, is not secured to you by a chattel mortgage—there are many ways in which he can elude you unless you take care to cultivate him. If you neglect him he is apt to take an interest in the more flattering attentions of your competitors.

There are some salesmen who systematically cultivate the trade by "going out of the way" to give the dealer any useful information about ways in which the goods he has purchased can best be advertised or displayed. One salesman whom I knew learned to be an expert window-dresser with no other object in view than making himself proficient in instructing a country dealer in the art of displaying goods as practiced by the city dealers. He was often assisted in closing a sale by his ability to make some timely suggestions in regard to effective display.

One doesn't begrudge the time and labor spent in making careful preparation to sell goods—to approach customers, convince them and land their order. Weeks spent in the house departments looking up all minute details in connection with the line, and in conference with the heads of various departments, are not considered thrown away in view of a large number of sales which a salesman can make by being thus prepared to talk his line. Why, then, should one begrudge even a greater amount of time or more exhaustive labor in preparing himself to hold what trade he has secured, and from which are likely to accrue bigger commissions?

I think there are comparatively few salesmen who make any systematic effort toward preparing themselves to hold their trade. With the majority this important consideration is given little thought—they are satisfied that they are doing their part by dropping in upon the old customer at frequent intervals when it may be convenient, and by cultivating a more or less intimate friendship with him with a view to keeping his good

will, and as a presumable consequence retaining his patronage.

They would have taken more pains on first making the acquaintance of this customer to satisfy him not only as to the merits of their goods, the standing of their house, special services they had to offer, etc., but also in thinking up ways to extend small and apparently irrelevant accommodations to the customer—to perform trifling services for him which would win his good will and cement the initial order. And yet the winning of a customer into a business relationship which show every indication of being a permanent and advantageous one to both sides is a greater achievement on the part of the salesman, and one for which he should strive particularly to fit himself. As was mentioned in a preceding paragraph, there are many salesmen who make a systematic effort to cultivate old trade by studying such subjects as methods of window-dressing. Others have made a careful and painstaking study of modes of advertising employed by their firms and have given the benefit of their tuition to the dealers on their route, often with the effect of revolutionizing the latter's methods. This voluntary service on the salesman's part has the effect of getting the small dealers out of the rut of country towns' styles of advertisements, which too often are mere concessions to the recognized necessity of doing some advertising, and are neither intelligent, spirited nor designed with a view of getting re-

sults by making the public want to buy.

The dealer who has long been satisfied with superannuated methods merely because he had no standard of comparison which should make him dissatisfied is most grateful to the salesman who tactfully suggests modern means that are more practicable and more prolific of results. The outlook of the merchant in the smaller cities is naturally limited. Even if he be fairly prosperous he is usually tied down to a multiplicity of details, and is very likely, unless he be an unusually wide-awake and aggressive man, to get into a rut. He can not go abroad in the world to study the ways, manners and methods of his contemporaries who operate on a larger scale; he is probably not a man who can assimilate these things from his reading even if there were a literature which could arouse him to a sense of his unprogressiveness and offer suggestion for a remedy. He is the kind of man who can only learn from example. In the majority of cases he depends upon the traveling salesman to set him an example in the matter of bracing up on his antiquated systems—and here is the important thing in this connection: That out of hundreds of salesmen

The Best Work Shoes

Bear the Mayer Trade Mark

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.

who approach him each year with flattering friendliness and with offers of goods which they claim are reasonable in price, and par excellence in quality, and superior to competitors' makes, only a very few take the time and pains necessary to make themselves apostles of trade in the real and genuine interest of the dealers to whom they sell.

If you want to be successful in holding the trade, realize not only the necessity of closing sales and the profit there is in them for you, but put yourself also in the buyer's place, think of his chances of disposing of those goods, for which he has paid what may seem to him a sacrificial price; have a genuine interest in his success with the goods to as great a degree as you have an interest in your own success with them. Having sold him and secured his signature, do not cut short with a brief and formal "good morning" the interview which you have so strenuously worked to bring to a successful issue—take a little time to familiarize him with the various styles and numbers and what experience has proved is the best way of "moving them off" at a rapid pace. After you have left this town corral a quarter of an hour later to write him, asking whether the shipment has been satisfactorily received, if the goods showed up well, and how his trade seemed to "take" to them. Give also any suggestions as to their disposal upon shelves and counters or in windows or elsewhere, and urge the importance of his "featuring" your line. Otherwise, upon his receiving the consignment it may turn out that he will prefer other new lines in stock, sold him by other salesmen who have persuaded him to give their goods a prominent place in his display and his advertising. Remember that there are three ways in which a competitor may attempt to "do you up" upon occasion:

1. By blackguarding your wares before you have had an opportunity to say a word for yourself, or have even made your initial call on the customer.

2. By making your customer dissatisfied with wares he has purchased of you, by descanting on their alleged inferiority to his own line. (Neither of these ways is true salesmanship.)

3. (This is legitimate salesmanship)—By doing so much clever work as a salesman—by so carefully considering the customer's wishes and so vividly depicting the advantages of your proposition—that the customer, even although he has been satisfied with his dealings with you in the past, may voluntarily take the ground that your wares are tawdry and inferior, that your interest in his success with the line is not so keen and helpful as that which your competitor has manifested and that it is about time for him to make a change and "try something new."

In downing competition it is not only necessary to get ahead of the other man, but it is also necessary to see that he is not "camping on your trail," with disastrous effects so

far as the loyalty of your customer toward you and your house is concerned. It is not only important to sell more goods than your competitor, but to look out at the same time that you have a stronger grip on your dealer, and on his interests, than your competitor could possibly have. This is only to be accomplished by painstaking work to keep in touch with the men you sell; by the heartiest interest in the success they have in handling your goods; and by extending all selling helps, suggestions and pointers which may make them feel that you have their welfare uppermost in mind and are not thinking solely of corraling their cash.

You should think of your customer much as you think of your bank account. If you were to put \$500 in the bank you would not, under ordinary conditions, go away thinking merely: "There is \$500 which I can draw upon in emergency and which, if I do not need it at once, will gradually increase at the rate of 3 per cent. interest." You would probably have a feeling that you had only begun depositing in that bank; and a picture would arise in your mind of the amounts you would add to this nucleus from time to time—you would be wondering how you might increase in future the sums added to the original deposit and the time when this small beginning might, by reason of additions made to it and the accumulated interest, be something "really worth while." On closing the first sale that you make to a customer and in figuring up your commission on that sale try to have the feeling that you have "opened a new bank account," from which you may expect in the future to realize big returns—when the customer has begun to rely more and more upon you and your line and to increase the size of his orders and to throw the trade of his fellow-merchants in other towns (if there are any over whom he has influence) in your way.

Glenn S. Noble.

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

The Chamber of Commerce of Pittsburg has unanimously endorsed the proposed municipal bond issue for permanent improvements in Greater Pittsburg. The improvements contemplated include pure water for Northside residents, free bridges, better streets, playgrounds and parks, safety from floods and abolishing of grade crossing.

An "Industry Magnet" movement has been started by business men of St. Louis. The plan is to raise \$500,000 to secure new industries for that city and at the outset eight men have subscribed \$10,000 each.

Philadelphia has failed to obtain from the railroads entering the city any satisfactory concession in cement freight rates, which, it is claimed, are a direct discrimination in favor of New York, and it has been decided to carry the freight to the Interstate Commerce Commission.

The Mississippi to Atlantic Inland Waterway Association will hold its second annual convention at Jacksonville, Fla., Nov. 15-17. Speakers

of national reputation will address the delegates, particularly with respect to an inland waterway connecting the Mississippi and Apalachicola, thence across the peninsula of Florida to the Atlantic, and improvement of all laterals and tributaries, joining the Atlantic coast waterway with the lakes to the Gulf at or near New Orleans as a part of a comprehensive national system.

Benton Harbor has called an expert from Chicago to make tests and borings for pure water in different sections of the city. When all other means are exhausted the city plans to go directly to Lake Michigan for water. A local contractor offers to secure lake water for the city at a cost of \$60,000.

The Pittsburg Chamber of Commerce has issued a report on coal and coke production and the manufacture of iron and steel within a radius of 40 miles of Pittsburg. Seventeen per cent. of the coal produced in the United States is mined in this district. This district ranks third in the production of iron and steel. Pittsburg manufactures 80 per cent. of the air brakes, 71 per cent. of the interlocking and signaling apparatus and 20 per cent. of the electrical machinery turned out in the United States.

The Charles River esplanade, extending from Cambridge bridge to Charlesgate West, on which Boston has expended over \$635,000 during the past three years, is nearing completion. This public drive will be one of the beauty spots of Boston.

The Park Commission of Washington has planted 4,000 trees during the past year. The sycamore leads all other varieties in desirability as a street tree, in the estimation of the Commission.

The city health officer of Kalamazoo has made a vigorous protest against the further use of cups at public fountains and urges the installation of spurting fountains of the sanitary kind.

The annual pure food show of the Des Moines Retail Grocers' Association opened in that city Oct. 18 and will close Oct. 30.

Members of the Toronto Board of Education are visiting American cities for the purpose of gathering information as to what is being done along trade or vocational lines for students.

The Chamber of Commerce of Sacramento has added a mail order land purchasing department, the idea being to sell Sacramento county land by mail to Eastern home seekers.

Almond Griffen.

Simply to be just, considerate, and helpful is better than to master all the metaphysics of this and all other worlds.

Post Toasties

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

Postum Cereal Co., Ltd.
Battle Creek, 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

A HAPPY ACCIDENT

And a Delivery Clerk's Wisdom and Success.

Written for the Tradesman.

Dick Gilvery, delivery clerk for the Great Central Market Co., was tired, irritable and hungry when, the last man in, with his team and wagon, his day's work at an end, he left the stable sure of a late supper and morally certain that his landlady would voice various unpleasant remarks upon his appearance.

A graduate of the University of the Street, having served as newsboy, bootblack and messenger, Dick was in his senior year as delivery clerk; and as he walked up the dimly lighted alley toward Eighth avenue his mind was supremely settled on a belief that with the coming of his 21st birthday, two months hence, his next best step would be to apply for appointment as a police patrolman.

"Why not?" he asked himself. "I know the city fore an' aft and from keel to main truck; I can read, write and cipher, an' another month's study of the department's manual will—"

Just then, as he was about to turn into the street, his musings were violently interrupted by a young man who, dodging swiftly into the alley, knocked the dreamer to the pavement.

As the fellow, muttering a perfunctory "beg pardon," and with a catlike leap over the half prostrate figure, dashed up the alley Dick caught a fair look at his face and noting that he was young called out, "Come back here an' I'll push your front in."

But the fleeing man did not stop. Contrary, he seemed bent on showing the maximum of his fleetness of foot. At this Dick stooped to pick up what he took to be a brick, to heave after the departing figure, and the next instant realized that he held in his hand a rather elaborate box, which was partially wrapped in what felt like damp putty. Forgetting the collision Dick stepped quickly to the well lighted street corner and there he instantly realized that he was in possession of a valuable silver box, half imbedded in a mass of soft putty.

Clinging to his prize Dick, tired as he was, turned and gave chase up the alley, confident that his quarry was a thief and that the portion of plunder that had fallen into his own hands would convict the fellow if he could but catch him. Halfway through the alley Dick saw the fugitive turn into the next street and stopped abruptly. "S'posin', seein' me running with this thing in my hands, some 'cop' should 'pinch' me on suspicion," he argued as he stood panting in the gloom of the narrow way. "An', besides," he continued, "the crook has probably dodged in somewhere or crossed the street and doubled on his track by this time."

The immediate chase ended right there. Dick looked around carefully and presently he removed a lot of refuse and rubbish and placed his prize in an eight inch space between two brick outhouses and replaced the rubbish as it had been before. Then he started back up the alley to re-

cover the hat he had lost at the beginning of his race.

Ten minutes later Dick was seated in a cheap restaurant in the street up which he had seen the thief disappear. Waiting for his order to be served he noticed presently a young man come into the room from the lavatory and was so startled by the resemblance between the face he was looking at and the face of which he had caught a view at the time of the alley episode that it was with great difficulty he kept his seat and his listless facial expression. He succeeded, however, and now and then taking a casual general survey of the room and its fittings and occupants he made a thorough study of the suspected stranger: his build, his hair, his eyes, his clothes and his manner; but without discovering any evidences that he was excited or nervous or anything else than a young man like himself who was in the restaurant because he was hungry.

All through the discussion of his own supper Dick covertly observed the unknown young man without developing any evidence that would warrant his notifying the police. "Probably I am myself so worked up," he at last concluded, "that I would suspect any chap—and then, too, I don't know yet that any crime has been committed." Finishing his meal Dick paid the cashier and went into the street determined to shadow the unknown when he should come out.

He had but a short time to wait for within five minutes the young man, well dressed, nonchalantly smoking a cigar and seemingly a mere loiterer, strolled up the street looking into shop windows and evidently a stranger to everyone until, reaching the entrance to a theater, Dick saw him step up to the box office and, purchasing a ticket, disappear in the foyer. The play was "The Servant in the House."

And Dick had less than 25 cents in his pocket. He couldn't buy even a gallery ticket, much less one of greater price. And so, arguing that with four exits to the place of amusement it would be out of the question for him to keep tab on all of them, Dick gave up the chase and went to his home by way of the alley. His plant had not been disturbed.

Early next morning, on his way to the stable, Dick bought a copy of a morning paper and about the first news he saw was the story of a mysterious robbery, "probably by an expert porch climber who had early last evening gained entrance to the boudoir of Miss Helen Putnam, daughter of Hon. Thomas Putnam, while the family was at dinner." The thief had gained entrance to the apartment through a window which was securely locked by breaking a pane of glass and "the reason the breaking of the glass was not heard by anyone in the house was that the thief had muffled the pane with putty," etc., etc. As the result of the intrusion the thief had secured a jewelry casket which was upon the dressing table, and locked, and a necklace of pearls which Miss Putnam had

taken out of the casket just previous to going down for dinner, expecting to wear it at a social function later in the evening. The value of the stolen property was given as \$3,800 and the report closed with the statement that "The Police Department is very reticent upon the subject, but it is known that it is vigorously following up a clue which seems likely to result favorably."

At once Dick knew that he had a chance to distinguish himself, and the next instant he was calling himself names for abandoning the trail he had so well in hand the evening before. Then the thought came to him that he would resign his position with the Great Central Market Co. at once, go to the police headquarters with his prize and his story and seek an opportunity to work with the detectives.

But Dick was a graduate of the University of the Street and he knew detectives. He knew boys who were employed as "spotters" and had known, by sight at least, notorious people who, for one reason or another, were continuously under police surveillance; so he concluded to bide his time.

The only difference he made in his daily habits was to change his boarding place. He began taking his meals regularly at the cheap restaurant where he had, he believed, failed to recognize and follow up the man who had committed the crime. Day after day for a week the morning and evening papers had reports and theories as to the Putnam robbery, until just when the public was beginning to forget the case Mr. Putnam notified the police that he would pay \$1,000 reward for the arrest and conviction of the thief.

Still Dick kept his head. He knew that his plant between the two outhouses had not been discovered and he figured that should the police arrest anybody on suspicion he might prove a valuable witness for the defense or for the prosecution, as the case might be. Moreover, he was convinced that he held in his possession the means for securing an appointment on the police force.

At last, about a month after the robbery, the papers announced the arrest of "Dutch Pete," alias "The Scramton Fly," alias "Jacob Arthur," one of the most noted burglars in the country, on suspicion of committing

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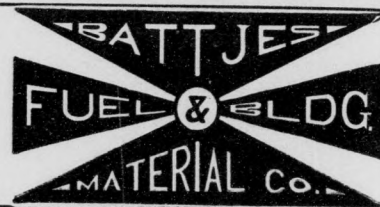
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the Putnam robbery. "And Chief Detective Snadler says that he has a straight case for the man's conviction."

The prisoner was arraigned and pleaded not guilty and his examination was set for the following Tuesday. On that day Dick got a day off and was on hand for the examination. The instant he saw Arthur, a short, stout man with curly hair, he knew that he was not looking at the man whom he had collided with that night in the alley, but he said nothing. Instead he listened to detectives giving their testimony, to the Prosecuting Attorney as he tried to have the prisoner tell where he was the three or four days previous to the robbery and on the day of that event, but all that official could get in reply was an unqualified denial of what had been testified to by the detectives. And Dick heard the prisoner's attorney say: "Your Honor, we have heard all the details of the prisoner's awful career, his various convictions and the punishments that followed, and we have not uttered a word of protest. We know, you know, everybody knows he is a marked man, but he is guiltless of the present charge against him and we intend to prove our claim at the earliest opportunity." And so the examination proceeded with all the regular details, resulting in holding the prisoner for trial with bonds fixed at \$5,000.

Just what to do was a problem Dick could not solve, even although he studied over it day and night; and the fact that his regular visitations at the cheap restaurant did not reveal the man he had lost only added to his discomfiture. Presently, however, Mr. Putnam, personally, published a card in the daily papers, offering a reward of \$1,000 for the recovery of the stolen jewels.

Then Dick had an inspiration.

And he lost no time.

He at once went to the President of the Great Central Market Co.

Briefly he told his employer that he had a business proposition to offer; that he wanted a thirty days' vacation on the following terms: That if he did not within that time solve the Putnam robbery he was to lose his position as delivery clerk without salary for the month in question; if he did solve it he was to receive wages for the month and be kept in his position.

"What makes you so sure you can do this thing?" asked the President with just a shade of suspicion in his voice.

Dick frankly replied that he could "not give particulars because it would defeat the ends of justice—that's what the 'bills' and the prosecutors would tell you and that's the truth."

The great merchant, convinced that Dick was straight and in earnest, gave his consent to the proposition, the only condition being that the merchant promised he would say nothing whatever to any of his friends or associates on the subject.

Early the very next day Dick was seen with apron on and in his shirt sleeves as a sort of man of all work about the cheap restaurant, and before he had been there a week he

called Chief Detective Snadler to "come over quickly, I've got your man."

"What man?" asked Snadler.

"You come over and see. It will be worth your while," was the reply, and Dick added: "Be sure and come in the back way."

Snadler responded promptly, but on his way he stationed a patrolman near the front door of the restaurant. In a small room off the kitchen and in the presence of the President of the Great Central Market Co., who had also been summoned by telephone, Dick exhibited the jewel casket still wearing its putty blanket, and the pearl necklace, and told his story. Then pointing to a young man who was eating at one of the tables he said, "There's your man."

"How do you know?" asked Snadler, almost stupefied by the sudden revelation.

"I don't know," said Dick. "I only know that he is the man I bumped against in the alley."

At this Snadler stepped from the serving room into the restaurant and as he did so the young man eating suddenly arose and started for the front door. Stopping at the cashier's desk he paid his bill and then passed into the street, closely followed by the detective.

The stranger, whose name was unknown, was put through the "third degree," but steadfastly refused to reveal his identity and maintained absolute ignorance of the charge laid against him. His photograph was sent all over the land and still he was not identified. Moreover, when, as "John Doe," he was arraigned on a charge of "breaking and entering a house in the nighttime," he pleaded not guilty.

Meanwhile the Great Central Market was receiving an abundance of advertising and was utilizing the opportunity to its limit. Dick was taken off the delivery wagon and was given a place as floorwalker at an increased salary, and, because his portrait had been published in all of the papers, together with his story, he was a sort of curiosity, almost an idol.

Still the stranger had not been convicted and still Dick had not told how he obtained the necklace. Editorials upon these defects in the prosecution were written and the Police Department was becoming irritated over Dick's refusal to tell all he evidently knew.

At length, to satisfy Mr. Putnam, Dick explained that he found the necklace in the water cooler in the lavatory of the restaurant the second morning after the robbery was committed and then he added, at the same time producing the putty pad that was with the jewel box, "if the man under arrest is the thief I think he is his thumb-mark is here in this putty."

The thumb-mark test was made and by that means the prisoner was identified, and when accused with having dropped the necklace into the water cooler the night of the robbery the man weakened and confessed.

And it was nearly two years after his conviction before the police learn-

ed that the convict was Louis Jones, otherwise "Liverpool Lew," one of the most notorious of English thieves and a "ticket-of-leave man."

Yes, Dick received the reward offered by Mr. Putnam and, more than that, he had the satisfaction of courteously declining to accept an appointment on the police force, explaining that he had every reason to believe that he would do better to remain with the Great Central Market Co.

And his judgment was correct.

He is now a stockholder and assistant manager of the concern.

What became of "Dutch Pete," alias "The Scranton Fly?"

He is nominally a free man, but knows that he is under police surveillance.

Chas. S. Hathaway.

Not All of Them.

A Grand Rapids man, while visiting a friend's place in Grand Traverse county, became much interested in his experiments in fruit culture. One day the visitor was making the rounds of the place, being in charge of the friend's young daughter of 10, who acted as guide.

"This tree seems to be loaded with apples," observed the Grand Rapids man, indicating a particularly fine specimen.

"Yes, sir," assented the little girl; "father says this is a good year for apples."

"I am glad to hear that," said the visitor. "Are all your trees as full of apples as this one?"

"No sir," explained the girl, "only the apple-trees."

A Missouri man has patented a carcass splitting machine for packers, consisting of two circular saws, one operating above and in front of the other, to bisect an animal as it is moved along an overhead track.

A Dutiful Young Preacher.

A young preacher, who was staying at a clergy-house, was in the habit of retiring to his room for an hour or more each day to practice pulpit oratory.

At such times the young man filled the house with sounds of fervor and pathos—and emptied it of almost everything else. Phillips Brooks chanced to be visiting a friend in this house one day when the budding orator was holding forth.

"Gracious me!" exclaimed the bishop, starting up in assumed terror. "Pray, what might that be?"

"Sit down, bishop," his friend replied. "That's only young D— practicing what he preaches."

Got There First.

Mrs. Hicks (relating burglar scare) —"Yes, I heard a noise and got up, and there under the bed I saw a man's legs."

Mrs. Wicks—"Mercy! The burglar's?"

Mrs. Hicks—"No, my husband's—he had heard the noise, too."

A man's morality always depends on the meaning he sees in life.

It does not take much millinery to shut heaven from our eyes.

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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.



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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.

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Established 1872

A MILLION A YEAR.

Aggregate of Transactions at Greenville Potato Market.

Greenville's place in the potatoe market is that of Grand Rapids with peaches and Traverse City with cherries. Nearly every town in Montcalm county and Northern Kent is a buying station, some of them, like Lakeview, Edmore, Stanton and Howard City, of considerable importance, but Greenville is the acknowledged center and easily the largest market. A dozen or more buyers make Greenville their headquarters during the season and a market place has been set apart for them, where the farmers bring in their loads as the farmers here bring in their peaches.

The equipment of a potatoe market is more elaborate than a peach or cherry market or a market for garden truck. With the latter all that is needed is a place to stand. Potatoes are bought by weight, sixty pounds to the bushel, and the Greenville market is dotted over with little houses sheltering the scales, with the weighing platforms outside. These scale houses and weighing platforms are in evidence at all the buying stations, some of the more important having several of them. When a farmer sells his load of potatoes he drives his wagon upon the platform and the load is weighed. Then when he has delivered his goods he returns to have his wagon weighed. The difference between the two weights shows how many potatoes he has delivered, and the price is paid by the bushel of sixty pounds. The traffic is so enormous that this is the only practical way to do the business. At Lakeview last season 401,000 bushels of potatoes were marketed and the crop this season will be still larger. At Greenville approximately 1,000,000 bushels will be handled. If the potatoes had to be measured out by the bushel it can be imagined what a job it would be, how much time it would take and how many errors would be made in the count. Buying by weight is a short cut to the results desired, and the basis seems to be satisfactory to everybody. Apples in bulk are bought in the same way, but with apples the standard is 100 pounds, which represents something less than two bushels. Apples in bulk are purchased chiefly for the cider mills, the canneries and the evaporating works. The high grade hand picked apple usually goes by the bushel or barrel.

Greenville as a potatoe market dates back about fifteen years, and it is an interesting coincidence that Greenville discovered its greatness and good fortune at the very moment when it was at the lowest depths of despond. The early settlers around Greenville tried general farming, but the soil is sandy and the farmers did not prosper. With their wheat and corn they planted potatoes for family use, and it did not take them long to discover that while the grain fell far short of expectations the potatoe hills were full to overflow. More and more they turned their attention to potatoes and then arose the problem what to do with them. Potatoes be-

came so abundant and the demand for them so limited that the farmers could not get cost out of them, and the cost was estimated at a fraction less than 15 cents a bushel. Greenville capitalists organized a company to manufacture potatoe starch to afford a market for the over-abundant crop. An expert was sent for from Germany, a factory building was erected and contracts were made for thousands of bushels of potatoes at 25 cents a bushel. When the potatoes were ready to deliver on the contracts something went wrong. The company could not go on. The farmers, who had been encouraged to largely increase their acreage, were in despair. Just at this point a potatoe buyer from Cleveland appeared upon the scene. Unknown to the Greenville growers the potatoe crop in other parts of the country had been a failure. This buyer wanted all the potatoes he could get and was willing to pay 40 cents a bushel. The starch company, unable to meet its contracts, released the farmers and they sold to the Cleveland buyer at 15 cents more per bushel than they expected to realize, and Greenville up to that time had never seen so much money as came into town that fall. From that day Greenville has been an important station for potatoe buyers. Every year they have gathered there to buy the crop and every year has seen an increase in their number. In fifteen years there has been only one crop failure and many of the farmers have passed the well-to-do point. The old starch factory at Greenville is now occupied by the Ranney Refrigerator Company.

Around Edmore the farmers are mostly Danes and Swedes. Names of this nationality are as numerous as Dutch names are at Holland and Zeeland. A dozen or more years ago, it is related, a Danish preacher came into these parts prospecting for a place upon which to locate some of his countrymen who were dissatisfied with Old Country conditions. He took a fancy to Northwestern Montcalm county. It was mostly wild land then and covered with stumps, but the land could be had almost for the asking. He sent for the pioneers of his colony to join him, and it was not long before they sent for more. The population now is mostly Danish and Swede, and these foreigners make excellent citizens, industrious, thrifty and intelligent. They are inclined to conservatism and Americans say they are slow, but they are reliable, have converted the wilderness into a garden spot and are prospering.

Excusable.

School children in Greater New York were required some time since to bring their teachers vaccination and birth certificates. Frequent forgetfulness made one teacher impatient, and word went out that the certificate must be there on a certain morning. On that day an anxious little girl raised her hand the moment the school opened, and, on being told to speak, said, tremblingly:

"Please, teacher, don't get mad at me. I've forgot my excuse for being born."

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Hams and Bacon

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Have you ever reasoned why?

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

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These superfine goods bring the customer back
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are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company - - - Grand Rapids, Mich.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 16—There is little to chronicle of importance in the spot coffee market. Sales have been of about the usual character, but prices are well sustained, while in the speculative market rates have been steadily and decidedly advanced. Rio No. 7, in an invoice way, is held at 7¼@8c. In store and afloat there are 3,836,229 bags, against 3,381,134 bags at the same time last year. Mild grades are selling with less freedom than they would seem to deserve when the total stocks are concerned. Good Cucuta, 10c.

Refined sugar has met with a good call all the week and granulated closes at 5.05c, less 1 per cent. cash from most of the refiners. The Federal is quoting at 4.95c, but will probably advance.

Tea continues to display the activity which has characterized the market for several weeks and the demand is for practically all varieties. Formosas are worth for even lowest grades about 16c. Celons have advanced 1c. Desirable green teas seem to be rather scarce. The whole market is decidedly in favor of the seller.

Rice is in free request and quotations are firmly adhered to. Receipts seem to be sufficient to meet requirements, although there is no accumulation. Practically every variety is being called for and the whole market shows a much more confident tone than existed a few weeks ago. Good to prime domestic, 5¼@5¾c.

Spices continue in active sale and, while individual takings are not very large, the total must amount to a respectable quantity. Prices are about unchanged, but there is certainly no disposition to make any reduction.

Molasses is selling in a small way—that is grocery grades. Blackstrap is doing well as a feedstuff for live stock, but the sorts used in the home are waiting the touch of inevitable colder weather. Quotations show no change and the price for good to prime centrifugal remains at 26@30c. Syrups are dull and unchanged in any respect.

While No. 3s tomatoes seem to be quite freely offered at 60c per doz., buyers are not tumbling over each other to purchase, even at this quotation. They take only enough for current requirements and seem to be willing to let the packers hold the umbrella. The one gleam of light in the darkness is the apparently improving call for the goods from the West. If this keeps up "long enough" it will take the scowls from the faces of canners. Corn of really desirable quality is wanted, but buyers are loath to pay the price. They will probably have to come to it later on, however. Packers of Maine corn are asking 95c@\$1 at factory and say they will get it, too. Peas, 70@75c, with market rather quiet.

Butter is firm and showing a tendency to advance in the top grades. Creamery specials, 31@31½c; extras,

30½c; creamery, held specials, 30½@31c; extras, 29½@30c; Western imitation creamery, 25@26c; Western factory, firsts, 24½@25c.

Cheese is steady on the basis of 15½@16½c for State full cream.

Eggs still tend upward and an advance of 1c has taken place in Western extras, which are quoted at 29@31c; extra firsts, 26½@27½c.

"You Will Talk Me Into Buying."

"Do not think for a minute, Mr. Blank, that I wish to talk you into buying and so make you an unwilling customer. Our house is doing business not for to-day alone but for the future as well. In order to get your future trade I must use you right in this transaction. That is your guarantee that you will not be urged to buy where you do not need to buy or where it is not to the mutual interest of yourself and the firm I represent.

"Talk you into buying, Mr. Blank? Not in these days of education and ability in the trade. You are a man who owes his success to the fact that you have been able in the past to do your own buying and not pack up with everything that comes along simply because someone wanted you to buy.

"There is a saying among business men. Mr. Blank, that there are three ways of taking on a stock of goods: The dealer can send in an order to the house and have them fill it at their discretion; he can take the traveling man's say-so; or he can buy at his own discretion. I have been watching your business pretty closely. You have been doing your own buying, doing some good buying, too, and you are not going to let the house or the traveling man stock you up. Let's look over the samples.

"Granted that I could talk you into buying, Mr. Blank, against your better judgment, how would I be any better off? I have made this territory for several years and expect to make it for several more. Do you think that I want to be associated in your mind with a bill of goods which you didn't want to buy and on which you didn't make good? No resentment would reach quite so far as the resentment a successful dealer like yourself would have for the salesman who would try to 'unload' upon him."

M. C. Perkins.

The business of John Wanamaker, one of the world's foremost merchants, will no longer be conducted as an individual business, as it has been for so many years. The great establishments both in New York and in Philadelphia have been reorganized as corporations, each with a capitalization of \$7,500,000. The institutions will not lose their identity in the change, however, the corporate names being John Wanamaker, New York and John Wanamaker, Philadelphia.

You can not carry the cup of comfort to another without being blessed by its fragrance yourself.

Most theological difficulties are but forms of religious dyspepsia due to eating without working.

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.



Closed the Order While Competitor Smoked by Fire.

Some years ago when selling opera chairs for an Ohio concern I was sent to a small town in Indiana to see the management of a new lodge hall that would soon be in the market for about 500 chairs.

When I arrived at the station the first thing to attract my attention was several sample opera chairs from a competing house on the platform and a salesman from that concern getting ready to take the next train out of town. I had met him on several occasions, and after greetings were exchanged he said that I might as well give up hope of making that sale, as he had labored with the Committee in charge of purchasing the furnishings, and had been unable to shake their determination to wait for some time before placing the order.

I was not ready to quit on the strength of this advice, however, and when my competitor saw that I was going to remain and have a talk with the Committee he decided to do the same. We found it difficult to get the members of the Committee together again, but finally a meeting was arranged and my friend and I talked exhaustively on the merits of our respective goods, each trying to close the order then and there for the house he represented. It was a long struggle and a useless one. The members of the Committee shut us off with the ultimatum that they would place no order until they had received catalogues and price lists from several other competing houses. This meant, of course, an indefinite delay.

After the meeting was adjourned my competitor laughed at my expense and said that when I was older in the business (he was considerably my senior) my enterprise would be tempered with discretion—or that, in other words, I would know when I was beaten. I was determined, however, to get that order before leaving town, but I kept this resolve from my croaking acquaintance.

On the morning after the meeting I set out to make a personal call on each member of the Committee. It was extremely disagreeable weather, and my competitor, seeing me about to leave the hotel, said that I had much better remain in the comfortable lobby, by the fire, until train time. I have always found that waiting for the weather is unprofitable business, so I made some excuse to my acquaintance and left him to his own devices.

The first call I made was on the local grocery man, who was one of the members of the Committee, and who,

when I urged my proposition, told me that he was inclined to favor my competitor's goods as they were 15



SHOOT HIM FULL OF REASONS.

This is not an Indian massacre—it's Big Chief Booming Business giving an exhibition of his skill in binding a customer tight and fast to a signed order. It isn't a difficult feat to imitate if you have the right kind of arrows. The best arrows for this purpose are "local inquiries." Your firm, in its advertisements, invites correspondence from people who are interested in what it has to sell. Letters pour into the home office from the different points in your territory. You arrange to have these letters forwarded to you—and when you call on Dealer Jones in Blankville you show him the inquiries by which the Blankville people have manifested their interest in your firm's manufactures. Ammunition of this kind can't help but land an order. What's the dealer going to do? What's he going to say? How's he going to argue that the "goods won't sell" when you have such convincing evidence to the contrary to spring on him? You have him nailed to the wall.

cents a chair cheaper than my own. I had not known that this difference in price was considered material, as none of the members of the Committee had expressed themselves very freely on the subject at the meeting. I was glad to have the objection put to me in plain terms, and concerning Mr. Groceryman, I argued the matter of quality and other advantages to such good purpose that I soon had him converted to my way of thinking. He was not only converted but became enthusiastic, and I induced him to go with me and call upon the other two members of the Committee. With him as an ally I succeeded in winning over all the members, and at the end of an hour I returned to the hotel with a signed order

for 500 chairs. There I found my competitor smoking cosily by the fire and it was hard to keep from showing him the order I had in my pocket, but I thought it wise to keep the news to myself until I got him safely out of town. We left on the same train, and it was over two weeks before he learned that I had secured the order while he sat idling away time at the hotel. E. C. Kinzie.

A Reliable Solution of a Difficult Problem.

"Every once in awhile," began a very successful traveling salesman, "I read an excellent article in the

them would be used, then squared away with: "Now, every traveler who is truly a salesman knows how futile it is to indulge in misrepresentation; how absolutely necessary it is to tell the truth as to the wares he offers, but once in awhile he bumps up against a retailer or the buyer for a large concern who is just a little different from any he has ever met and it becomes an extremely difficult matter to interest him. Now if the Tradesman and the other trade papers would tell us how to handle such cases they would perform a great service."

"As how, for example?" interpolated the newspaper man.

"Well, I strike a new man I have never seen before. I find that seemingly he is naturally skeptical, almost a bigot. Apparently the high standing of the house I represent has no weight with him; he gives unmistakable evidence that he is not interested in the lines I carry, as opposed to similar lines which I know are inferior to my own, and is silently non-committal as to the effect upon him of the prices I quote. He is genteel, does not say nor do anything to offend me; but for all that refuses to loosen up and become cordial; holds me at arm's length, so to speak."

"Do you give up and quit?" was asked.

"Not on your life!" was the reply.

"Well, there's your answer and the Tradesman will publish it next week," said the newspaper man as he offered the traveler a cigar.

An Austrian inventor has devised a revolving tower, from which are sent out electric flashes of various strengths to be used to destroy wireless messages in time of war.

Elevator Term:

"Going Up?"

There is a finely appointed room with every convenience awaiting you when you hear the elevator boy say these words at

Hotel Livingston
Grand Rapids

Hotel Cody

Grand Rapids, Mich.

W. P. COX, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

Tradesman or some other paper about salesmanship, in which much is said about methods that are reliable, dangers that are ever present and theories that are occasionally thin and hazardous but usually interesting."

"Yes?" observed the representative of the Tradesman, "and let it go at that."

"And I often wonder what your editor or any editor would say," continued the traveler, "were the members of my profession to tell what we know, what we think and what we would suggest as to the successful conduct of a magazine or a trade journal."

The speaker, at once assured that such offerings would be gladly received and that, in all probability, many of

How I Eluded the Hand of Graft.

At a time when I was selling goods for one of the principal electrical supply houses in St. Louis I stopped one day at the town of X—in Southern Missouri. It was the first time I had made this town, but at the depot I found an old acquaintance, a former resident of St. Louis, who had once handled my line, but who advised me that he was now operating the electric light plant in the town of X—. He asked me cordially enough whom I was representing, but when I gave him the information and explained the nature of my business his manner changed and he remarked coldly: "The train on which you arrived here has not yet pulled out and you will save bus fare and hotel expenses by boarding it again and going on your way."

I explained that I liked the looks of the town of X—and was content to hover around the vicinity until I found out whether I could get any business and if not, why not. Then more seriously, I asked his reason for the hostile reception he had given me. He told me readily enough. It appeared that my house had not given him any commission on his purchase of an electric light equipment in a Florida town, the order for which he had sent in a year or so before.

I told him that my house could not do business that way and would probably not have accepted the order had they been aware of this method of handling his purchases. He went on to tell me of his success in the town of X—, stating that he was manager of an electric light plant, lessee of the opera house, operated a billiard room and had county rights for bill-posting—intimating that he was a very formidable opponent and that my chances of securing business in that town were slim.

I left him and repaired to the hotel, where a few cautious enquiries confirmed what he had said about the importance of his interests in the town of X—. Equipped with this information I set out for the electric light plant to investigate matters on my own account. There I found in charge an engineer whom I had previously met in Illinois some time before. He gave me a friendly greeting, and I learned from him that the manager (Mr. B., with whom I had had the encounter at the depot) did all the buying. The engineer also hinted that Mr. B. regarded me with hostility, and he added confidently that the incandescent lamps then in use by the management were only giving poor results. New lamps would be needed shortly, but it went without saying that the manager would place the order for them himself and to his own private advantage.

Later in the day I made some enquiries in the town of X—and discovered that the stock in the electric light plant was held locally by bankers and others as an investment, and that they knew absolutely nothing about the business other than what they learned from the monthly report of the manager. The Secretary of this company was an insurance man and after deciding on my

line of campaign I dropped into his office and made his acquaintance. When I introduced my business he told me that I would have to take the matter up with the manager. I met this objection with a frank statement that the manager and I could not agree and that I believed an opportunity for great economy and better service would be lost to the company through this circumstance, unless he, the Secretary, felt inclined to give me a hearing. At last I persuaded him to go with me to my hotel, where in the sample room I proceeded to show him the special merits of the line I carried.

At this point I discovered that the manager was gazing angrily in through the open window of the sample room—apparently he had observed my actions that afternoon and had followed the Secretary and myself to the hotel for the purpose of balking my game. He began a conversation with the Secretary, thinking, I suppose, to divert the latter's attention from my selling talk, but the Secre-

BILL'S IN TROUBLE.

I've got a letter, parson, from my son, away out West,
An' my ol' heart is heavy as an anvil in my breast,
To think the boy whose futur' I had once so proudly planned
Should wander from the path o' right an' come to sich an end.
I told him when he started out toward the settin' sun
He'd find the row he had to hoe a mighty rocky one,
He'd miss his father's counsel an' his mother's prayers, too,
But he said the farm was hateful an' he guessed he'd have to go.

I know there's big temptation for a youngster in the West,
But I believed our Billy had the courage to resist,
An' when he left I told him of the ever waitin' snares
That lie like hidden serpents in life's pathway everywhere.
But Bill he promised faithful to be keeful an' allowed
He'd build a reputation that'd make us mighty proud,
But it seems as how my counsel sort o' faded from his mind,
An' now the boy's in trouble of the very wustest kind.

His letters come so seldom that we somehow sort o' knowed
That Billy was a-trampin' in a mighty rocky road,
But never once imagined he would bow our heads in shame
An' in the dust'd waller his ol' daddy's honored name.
He writes from out in Denver, an' the letter's mighty short—
I just can't tell his mother, it will break her poor ol' heart,
An' so I reckoned, parson, you might break the news to her—
Bill's in the Legislatur', but he doesn't say what fur.

tary was really interested in what I had to say, and continued to listen as I continued to talk. I addressed myself to him, ignoring the presence of the manager, and told him plainly that he was paying more money for his lamps than was necessary to obtain a superior article, and also that I guaranteed the best results, etc. Every statement I made was contradicted by the manager, but the very unfairness of his method of attack put his arguments in an unfavorable light, and I also judge that some previous acts of his had weakened his standing with the company. At any rate despite his interference I soon had the signature of the Secretary for a large order of incandescent lamps. J. P. Casey.

Hudson—The Hudson Creamery Co. has failed on account of an unfortunate investment in eggs. Andrew Meredith has been appointed receiver.

Raising Snails Industry of Alps.

Snail gardens in the Alps supply the Parisians with their favorite delicacy. Each garden contains from 50,000 to about 1,000,000 snails. In the latter part of June men, women and children begin collecting the snails in the forests, whence they are taken in boxes to the gardens, usually on the hillsides. The gardens are fenced in with wire and strewn with moss in which the snails burrow in cold weather and in drought.

Fresh lettuce, laid on the moss in the midst of a throng of snails, which are apparently crawling about aimlessly, but are really seeking food, is promptly surrounded by a ring of snails hastening toward it from every direction. Snails eat with the aid of a ribbon shaped tongue, which is set with fine, sharp teeth and is used like a rasp. A loud rustling and crackling noise is heard when thousands of snails are feeding together on their lettuce, endive, cabbage, dandelion leaves and chopped kohlrabi.

of its field of view. Preparation for the winter sleep is begun between the 1st and 15th of September, and by the end of October all the snails lie buried in the moss. In the free state they burrow underground.

When a snail seeks the shelter of the moss bed in summer it remains in its normal crawling position, with the mouth of the snail directed downward. But in the winter sleep the animal lies on its back with the mouth of the shell directed upward.

In this condition the snails are sent to market. The marketing season opens with November. The farmers gather empty shells which have accumulated during the summer, wash them and sell them by the thousand. The Parisians fill them with imitation snails of flesh, liver, butter and herbs.

What He Thought.

It was easy enough to see that the man in the center of the trolley car with a scowl between his eyes was bored to death with the subject, and it was easy enough to see that the little man opposite was determined to make him more trouble. Therefore, no one was surprised to hear the query:

"Sir, you probably read the papers, and I should like to ask you if you think Doctor—"

"I won't answer you!" snarled the other.

"Sorry you won't, but you look like a man who thinks deeply on such questions, and I wanted to ask—"

"Ask me nothing!"

"It's too bad you feel that way about it," continued the little man. "I am bored myself, but still feel a duty to express an opinion when asked to. Let me ask, sir, if you think that Commander—?"

"Didn't I say I wouldn't answer?" shouted the man with a scowl.

"You did, but I was in hopes you would change your mind. You look like a man capable of giving an unbiased opinion, and while I don't want to annoy you I would like to ask what you think of the statement that—"

"I don't think! I won't think! You are annoying me, sir, and there are limits beyond which you must not go."

"Sorry—very sorry. I would not willingly annoy anyone, but I thought I might perhaps ask you whether you thought Dr. Cook and Commander Peary too—"

"Stop, sir!"

"Took a spare white shirt along with them to put on when they discovered the Pole!"

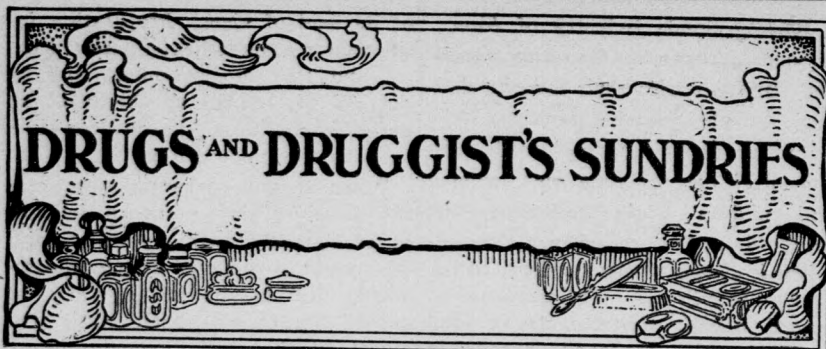
"No! Never!" shouted the man with the scowl; and he got up and left the car.

Sure Thing.

The Preacher—Good intentions, you know, never die.

The Politician—Maybe that will explain why they are so rarely carried out.

Newaygo—The Newaygo Milling Co. has added two new machines to the equipment of the mill, a cob crusher and hetrileon.



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.

Some Desirable Methods of Attracting Trade.

A druggist, who believed that he was "stuck" on a large quantity of washrags adopted the suggestion of one of his clerks and enclosed each rag in a semi-transparent envelope and then sealed each envelope with red wax—using plenty of wax. These "antiseptic, germ-proof washrags in hermetically sealed packages" sold rapidly at 15 cents or two for 25 cents. The former price had been 10 cents.

The enterprising druggist of the present does not weigh out each ounce or pound of counter drugs as called for. He has his salts, cream of tartar, acetic acid, and so on, ready put up in neat boxes or packages of various sizes. If he does, as he should do, put such goods in boxes, he will add much to their attractiveness and also at the same time secure great advertising by wrapping each box in transparent bond paper, shrunken on and pasted.

The druggist who serves counter goods so wrapped should and honestly can advertise that his drugs are put up in moisture, dust and germ-proof packages.

The inherent cleanliness of glass is fully comprehended by the general public. Therefore, its unusual use as a counter is of great advertising value. A bunch of quill toothpicks, a small face sponge or chamois in a salt-mouth bottle that is tightly sealed will sell for twice as much as without the bottle. The woman who comes in to purchase one nipple will generally buy half a dozen or even a dozen in a sealed glass package—and pay for the package.

Kahn's, a drug store in Baltimore, is not going to miss any trick that comes its way. Not long ago an ambitious aeronaut steered his machine over the city, but it petered out and dropped on the roof of

Kahn's drug store for a breathing spell.

Kahn came out the next day in the Baltimore News in large space, telling the public proudly that "even a sick airship gravitates to Kahn's to have its prescription filled!"

Hallowe'en offers opportunities. In many communities the eve is made a gala occasion, and everywhere there is enough interest in it to warrant the use of appropriate decorative effects in the window, while the simplicity possible precludes the excuse of too much expense. Let the druggist who may be in doubt seek the co-operation of his family, or of young folks with whom he is acquainted, and he will perhaps be surprised at the interesting suggestions which they can make. One idea, which can be profitably employed in connection with the soda fountain, is to specialize some drink as a Hallowe'en treat for the patrons. "Hallowe'en Haze" would be a good name.

It will soon be time for the thermometer to take the center of the stage again. In the extremes of midsummer and midwinter the temperature is a necessity of national life, and the store having a reliable instrument hung where it can be consulted easily will get the attention of half the pedestrians who pass it. It is an easy matter to so place one that those who consult it will see a display of goods or a brief, forceful window legend, and when one considers its drawing power, he will wonder why thermometers are so scarce in the average town.

The corner druggist who doesn't import may still introduce many little refinements that are good in themselves, and good to talk about in advertising. In many states the law as to labeling of poisons, for example, is extremely loose. In Canada all poisons must be put up in rough bottles, so that they will be distinguished even in the dark. Demands for similar laws are sometimes seen in letters written to the newspapers. A pharmacist who wants to make his prescription counter distinctive need not wait for a state law. Let him get rough, or knobbed, or three-cornered bottles for poisons and tell people about them. Let him label even wood alcohol "Poison," and print antidotes on the label, and tell people about them. Ninety-five pharmacists in every hundred put a prescription into some sort of container, with little study of its nature or uses. It is excellent advertising to put eye medicines into neat boxes containing an inexpensive dropper; to put others into boxes with a spoon or glass

graduate; to distinguish, by diseases or class of customers, the various conditions under which medicine must be taken, and to pack in a complete, self-contained kit everything a business man would need, say, to take his remedy at his office or while traveling.

The Drug Market.

Opium—Better reports from the growing crop have brought about a decline.

Morphine—Is unchanged.

Quinine—Is steady.

Citric Acid—Has declined.

Russian Cantharides — Are very firm and advancing.

Haarlem Oil—Has advanced 50c per gross.

Mercurials—Have advanced 3c per pound for hard and 2c for soft on account of the advance in quicksilver.

Quicksilver—Has advanced and is tending higher.

Cubeb Berries—Have advanced.

Juniper Berries—Are higher.

Prickly Ash Berries—Are very scarce and have again advanced.

Oil of Lemon—Is in a very firm position and is likely to be higher.

Oil Wormwood—Has advanced.

Oil Cubebs—Has advanced in sympathy with the berries.

Gum Asafoetida — Has advanced and is very firm.

Quince Seed—Has advanced.

Linseed Oil—Has advanced.

Formula for Tobacco Ointment.

This is made in two forms, plain and acidulated. In the plain form 1 part of fresh leaves, finely chopped

up, is mixed with 16 parts of fresh lard and boiled in it until crisp. Strain off. Used in ringworm, indolent ulcer, etc. It should be used with extreme caution. The acidulated is made as follows:

Tobacco leaf, fresh, chopped fine 10 parts

Dilute acetic acid or good

vinegar 64 parts

Basilicon ointment 4 parts

Boil the tobacco in the acid, strain and evaporate in the water bath down to 4 parts. Add the basilicon ointment (on the water bath) and mix. This is used in ulcerated breasts. Use cautiously. Randolph Reid.

Thirteen More Members.

Traverse City, Oct. 18—Thirteen additions have been made to the membership list of the Michigan Retail Druggists' Association during the past week, as follows:

M. E. Butts, Elk Rapids.

W. W. Bailey, Boyne City.

W. D. Barnard, Manistee.

E. A. Cress, Minden City.

Cornell & Schiele, Elkton.

Herman Clabuesch, Sebawaing.

R. B. Campbell, Three Rivers.

Hoffman Bros., Jackson.

A. B. Robertson, Lansing.

J. T. Vannest, Ubly.

L. E. Warner, Marlette.

W. Pennington, Interlochen.

Peterson & Bryant, Grand Ledge.

Life would leave us all fools but for the lessons of affliction.

Pessimism is usually another name for habitual introspection.

Liquor Register System

For Use In
Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including .50 blank affidavits.

Send in your orders early to avoid the rush.

Tradesman Company
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba	1 75@1 85	Scilla	@ 50	Macis	65@ 70	Salacin	4 50@4 75	Oils	
Aceticum	6@ 8	Cubebae	2 75@3 00	Scilla Co.	@ 50	Magnesia, Sulph. bbl	@ 1 1/4	Sapo, G	@ 15	Lard, extra	bbl. gal.
Benzolcum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	@ 50	Mannia S. F.	75@ 85	Sapo, M	10@ 12	Lard, No. 1	35@ 90
Boracie	@ 12	Evechthitos	1 00@1 10	Prunus virg	@ 50	Menthol	3 00@3 25	Sapo, W	13@ 16	Linseed, pure raw	60@ 65
Carbolicum	16@ 23	Gaultheria	2 50@4 00	Zingiber	@ 50	Morphia, SP&W	2 90@3 15	Seidlitz Mixture	20@ 22	Linseed, boiled ..	61@ 66
Citricum	42@ 46	Geranium	oz 75	Tinctures		Morphia, SNYQ	2 90@3 15	Sinapis	@ 18	Neat's-foot, w str	65@ 70
Hydrochlor	3@ 5	Gossypii Sem gal	70@ 75	Aloes	60	Morphia, Mal.	2 90@3 15	Sinapis, opt	@ 30	Turpentine, bbl.	62@ 67
Nitrocum	8@ 10	Hedeoma	2 50@2 75	Aloes & Myrrh..	60	Moschus Canton	@ 40	Snuff, Maccaboy,	@ 51	Turpentine, less ..	67
Oxalicum	14@ 15	Junipera	40@1 20	Anconitum Nap'sF	50	Myristica, No. 1	25@ 40	De Voes	@ 51	Whale, winter ..	70@ 76
Phosphorium, dil.	@ 15	Lavendula	90@3 50	Anconitum Nap'sR	50	Nux Vomica po 15	@ 10	Snuff, S'h DeVos's	@ 51	Paints	
Salicylicum	44@ 47	Limons	1 15@1 25	Arnica	50	Os Sepia	35@ 40	Soda, Boras	5 1/2@ 10	Green, Paris	21@ 26
Sulphuricum	13@ 15	Mentha Piper	1 75@1 90	Asafoetida	50	Pepsin Saac, H & P D Co.	@ 1 00	Soda, Boras, po ..	5 1/2@ 10	Green, Peninsular	13@ 16
Tannicum	75@ 85	Mentha Verid	2 25@2 40	Atrope Belladonna	50	P D Co.	@ 1 00	Soda et Pot's Tart	25@ 28	Lead, red	7 1/2@ 8
Tartaricum	38@ 40	Morruhuac, gal.	1 60@1 85	Aurant Cortex	50	Picis Liq N N 1/2	@ 2 00	Soda, Carb	1 1/2@ 2	Lead, white	7 1/2@ 8
Ammonia		Myricia	3 00@3 50	Barosma	50	Picis Liq qts	@ 2 00	Soda, Bi-Carb	3@ 5	Ochre, yel Ber 1 1/2	@ 4
Aqua, 18 deg.	4@ 6	Olive	1 00@3 00	Benzoin	50	Picis Liq pints	@ 60	Soda, Ash	3 1/2@ 4	Ochre, yel Mars 1 1/2	@ 2 1/2
Aqua, 20 deg.	6@ 8	Picis Liquida	10@ 12	Benzoin Co.	50	Pil Hydrarg po 80	@ 2 00	Soda, Sulphas	3 1/2@ 4	Putty, comm'l 2 1/2	@ 3
Carbonas	13@ 15	Picis Liquida gal.	@ 40	Cantharides	75	Piper Alba po 35	@ 30	Spts, Cologne	@ 2 60	Putty, strict pr 2 1/2	@ 3
Chloridum	12@ 14	Ricina	94@1 00	Capsicum	50	Piper Nigra po 22	@ 30	Spts, Ether Co.	50@ 55	Red Venetian	1 1/2@ 2
Aniline		Rosae oz.	6 50@7 00	Cardamon	75	Pix Burgum	@ 3	Spts, Myrcia	@ 2 50	Shaker Prep'd ..	1 25@1 35
Black	2 00@2 25	Rosmarini	@ 1 00	Cardamon Co.	50	Plumbi Acet	12@ 15	Spts, Vini Rect bbl	@ 2 50	Vermillion, Eng.	75@ 80
Brown	80@1 00	Sabina	90@1 00	Cassia Acutifol	50	Pulvis Ip'cet Opil 1 30	@ 1 50	Spts, Vi'i Rect 1/2 b	@ 4	Vermillion Prime ..	@ 95
Red	45@ 50	Santal	@ 4 50	Cassia Acutifol Co	50	Pyrenthrum, bxs. H	@ 75	Spts, Vi'i R't 10 gl	@ 5	American	13@ 15
Yellow	2 50@3 00	Sassafras	85@ 90	Castor	50	Pyrenthrum, pv.	20@ 25	Spts, Vi'i R't 5 gl	@ 5	Whiting, Gilders' ..	@ 25
Bacca		Sinapis, ess. oz.	@ 65	Catechu	50	Quassia	8@ 10	Spts, Vi'i R't 5 gl	@ 5	Whit'g Paris Am'r	@ 1 95
Cubebae	39@ 41	Succini	40@ 45	Cinchona	50	Quina, S. Ger.	17@ 27	Strychnia, Crysl 1 10	@ 1 30	Whit'g Paris Eng.	@ 1 40
Juniperus	10@ 12	Thyme	40@ 50	Cinchona Co.	60	Quina, S. P & W	17@ 27	Sulphur Subl	2 1/2@ 3 1/2	cliff	@ 1 40
Xanthoxylum	45@ 50	Thyme, opt.	@ 1 60	Columbia	50			Tamarinds	8@ 10	Whiting, white S'n	@
Balsamum		Theobromas	15@ 20	Cubebae	50			Terebenth Venice	28@ 30	Extra Turp	1 60@1 70
Copaiba	65@ 75	Tigilil	90@1 00	Ergot	50			Thebromae	48@ 50	No. 1 Turp Coach	1 10@1 20
Peru	1 80@1 90	Potassium		Ferri Chloridum	35						
Terabin, Canada ..	78@ 80	Bi-Carb	15@ 18	Gentian	50						
Tolutan	40@ 45	Bichromate	13@ 15	Gentian Co.	60						
Cortex		Bromide	25@ 30	Guaiaca	50						
Abies, Canadian ..	18	Carb	12@ 15	Guaiaca ammon ..	60						
Cassia	20	Chlorate	12@ 14	Hyoscyamus	50						
Cinchona Flava ..	18	Cyanide	30@ 40	Iodine	75						
Buonymus atro.	60	Iodide	50@2 60	Iodine, colorless ..	75						
Myrica Cerifera ..	20	Potassa, Bitart pr	30@ 32	Kino	50						
Prunus Virgini.	15	Potassa Nitras opt	7@ 10	Lobelia	50						
Quillaia, gr'd.	15	Potassa Nitras	6@ 8	Myrrh	50						
Sassafras, po 25 ..	24	Prussiate	23@ 26	Nux Vomica	50						
Ulmus	20	Sulphate po	15@ 18	Opil	1 25						
Extractum		Radix		Opil, camphorated	1 00						
Glycyrrhiza, Gla.	24@ 30	Aconitum	20@ 25	Opil, deodorized	2 00						
Glycyrrhiza, po.	28@ 30	Althae	30@ 35	Quassia	50						
Haematox	11@ 12	Anchusa	10@ 12	Rhatany	50						
Haematox, 1s	13@ 14	Arum po	@ 25	Rhei	50						
Haematox, 1/2s ..	14@ 15	Calamus	20@ 40	Sanguinaria	50						
Haematox, 1/4s ..	16@ 17	Gentiana po 15 ..	12@ 15	Serpentaria	50						
Ferru		Glycyrrhiza pv 15	16@ 18	Stromonium	60						
Carbonate Precip.	15	Hellebore, Alba ..	12@ 15	Tolutan	60						
Citrate and Quina ..	2 00	Hydrastis, Canada ..	@ 2 60	Valerian	50						
Citrate Soluble ..	55	Hydrastis, Can. po	@ 2 60	Veratrum Veride ..	50						
Ferrocyanidum S ..	40	Inula, po	18@ 22	Zingiber	60						
Solut. Chloride ..	15	Ipecac, po	00@2 10	Miscellaneous							
Sulphate, com'l. by	2	Iris plox	35@ 40	Aether, Spts Nit 3f 30	@ 35						
Sulphate, com'l. by	70	Isalapa, pr.	65@ 70	Aether, Spts Nit 4f 34	@ 38						
Sulphate, pure ..	7	Maranta, 1/4s	@ 35	Alumen, grd po 7	3@ 4						
Flora		Podophyllum po ..	15@ 18	Annatto, po	40@ 50						
Arnica	20@ 25	Rhei	75@1 00	Antimoni, po	4@ 5						
Anthemis	50@ 60	Rhei, cut	1 00@1 25	Antimoni et po T	40@ 50						
Matricaria	30@ 35	Rhei, pv.	75@1 00	Antifebrin	@ 20						
Folia		Sanguinari, po 18	@ 15	Antipyrin	@ 25						
Barosma	50@ 60	Scilla, po 45	20@ 25	Argent Nitras oz	@ 62						
Cassia Acutifol ..	15@ 20	Senega	85@ 90	Arsenicum	10@ 12						
Tinnevely	25@ 30	Serpentaria	50@ 55	Balm Gilead buds	60@ 65						
Cassia, Acutifol ..	25@ 30	Smilax, M	@ 25	Bismuth S N	1 65@1 85						
Salvia officinalis, ..	18@ 20	Smilax, off's H.	@ 48	Calcium Chlor, 1s	@ 9						
1/4s and 1/2s	8@ 10	Spigella	1 45@1 50	Calcium Chlor, 1/2s	@ 10						
Gummi		Symplocarpus	@ 25	Calcium Chlor, 1/4s	@ 12						
Acacia, 1st pkd.	@ 65	Valeriana Eng.	@ 25	Cantharides, Rus.	@ 90						
Acacia, 2nd pkd.	@ 45	Valeriana, Ger.	15@ 20	Capsici Fruc's af	@ 20						
Acacia, 3rd pkd.	@ 35	Zingiber a	12@ 16	Capsici Fruc's po	@ 22						
Acacia, sifted sts.	@ 18	Zingiber j	25@ 28	Cap'i Fruc's B po	@ 15						
Acacia, po	45@ 65	Semen		Carmine, No. 40 ..	4@ 25						
Aloe, Barb	22@ 25	Anisum po 20 ..	@ 16	Carphyllus	20@ 22						
Aloe, Cape	@ 25	Apium (gravel's) ..	13@ 15	Cassia ructus	@ 35						
Aloe, Socotri	@ 45	Bird, 1s	4@ 6	Cataceum	@ 35						
Ammoniac	55@ 60	Cannabis Sativa ..	7@ 8	Centraria	@ 10						
Asafoetida	80@ 85	Cardamon	70@ 90	Cera Alba	50@ 55						
Benzoinum	50@ 55	Carui po 15	12@ 15	Cera Flava	40@ 42						
Catechu, 1s	@ 13	Chenopodium	25@ 30	Crocus	30@ 35						
Catechu, 1/2s	@ 14	Coriandrum	12@ 14	Chloroform	34@ 54						
Catechu, 1/4s	@ 16	Cydonium	75@1 00	Chloral Hyd Crss 1	20@1 45						
Camphorae	60@ 66	Dipterix Odorate 2	50@2 75	Chloro'm Squibbs	@ 90						
Euphorbium	@ 40	Poenicium	7@ 9	Chondrus	20@ 25						
Galbanum	@ 1 00	Poenugreek, po.	4@ 6	Cinchonid'e Germ	38@ 48						
Gamboge	1 25@1 35	Linl	3@ 6	Cinchonidine P-W	38@ 48						
Gauaiacum po 35 ..	@ 35	Linl, grd. bbl. 2 1/2	75@ 80	Cocaine	2 80@3 00						
Kino	@ 45	Obelia	9@ 10	Corks list, less 75%	@ 45						
Mastic	@ 75	Pharlaris Cana'n	5@ 6	Creosotum	@ 45						
Myrrh	@ 50	Rapa	5@ 6	Creta, bbl. 75 ..	@ 2						
Opium	4 65@4 75	Sinapis Alba	8@ 10	Creta, prep.	@ 5						
Shellac	45@ 55	Sinapis Nigra	9@ 10	Creta, precip.	9@ 11						
Shellac, bleached	60@ 65	Spiritus		Creta, Rubra	@ 8						
Tragacanth	70@1 00	Frumentum W. D. 2	00@2 50	Cudbear	@ 24						
Herba		Frumentum	1 25@1 50	Cupri Sulph	3@ 10						
Absinthium	45@ 60	Juniperis Co.	1 75@3 50	Dextrine	7@ 10						
Eupatorium oz pk	20	Juniperis Co O T 1	65@2 00	Emery, all Nos.	@ 8						
Lobelia	20	Saccharum N E 1	90@2 10	Emery, po	@ 6						
Majorium	28	Sot Vini Galli ..	1 75@6 50	Ergota	60@ 65						
Mentra Pip. oz pk	23	Vini Alba	1 25@2 00	Ether Sulph	35@ 40						
Mentra Ver oz pk	39	Vini Oporto	1 25@2 00	Flake White	12@ 15						
Rue	35	Sponges		Galla	@ 30						
Tanacetum	22	Extra yellow sheeps'	@ 1 25	Gambler	@ 9						
Thymus V. oz pk	25	wool carriage	@ 1 25	Gelatin	@ 60						
Magnesia		Florida sheeps' wool	3 00@3 50	Gelatin, French ..	35@ 60						
Calced. Pat.	55@ 60	Grass sheeps' wool	@ 1 25	Glassware, fit boo	75%						
Carbonate, Pat.	18@ 20	Hard, slate use.	@ 1 00	Less than box 70%	11@ 13						
Carbonate, K-M.	18@ 20	Nassau sheeps' wool	3 50@3 75	Glue, brown	15@ 25						
Carbonate	18@ 20	carriage	@ 1 25	Glue, white	22@ 30						
Oleum		Velvet extra sheeps'	@ 2 00	Glycerina	@ 25						
Absinthium	5 50@5 75	wool carriage	@ 2 00	Grana Paradisi ..	@ 25						
Amygdalae Dulc.	75@ 85	Yellow Reef, for	@ 1 40	Humulus	35@ 60						
Amygdalae, Ama ..	8 60@8 25	slate use	@ 1 40	Hydrarg Ammo'l	@ 1 15						
Anisi	1 90@2 00	Syrups		Hydrarg Ch. Mt	@ 90						
Aurant Cortex	2 75@2 85	Acacia	@ 50	Hydrarg Ch Cor	@ 90						
Bergamii	5 50@5 60	Aurant Cortex ..	@ 50	Hydrarg Ox Ru'm	@ 1 00						
Cajuputi	85@ 90	Ferri Iod	@ 50	Hydrarg Ungue'm	50@ 60						
Caryophilli	1 20@1 30	Ipecac	@ 60	Hydrargyrum	@ 85						
Cedar	50@ 90	Rhei Arom	@ 50	Ichthyobolla, Am.	90@1 00						
Chenopadii	3 75@4 00	Smilax Off's	50@ 60	Indigo	75@1 00						
Cinnamoni	1 75@1 85	Senega	@ 50	Iodine, Resubi ..	3 85@3 90						
Conium Mae	8 80@9 00			Iodoform	3 90@4 00						
Citronella	60@ 70			Liquor Arsen et	@ 25						
				Hydrarg Iod.	@ 25						
				Liq Potass Arsinit	10@ 12						

Holiday Goods

Our Special Samples of Holiday Goods

In charge of Mr. W. B. Dudley will be on exhibition in a room fitted for the purpose commencing the week of September 5th and continuing as usual. We display a larger and more complete line than ever before. Please write us and name date for your coming that is most convenient for you.

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

Index to Markets

By Columns

		1		2	
		ARCTIC AMMONIA		Oysters	
		Doz.		Cove, 1lb.	
		12 oz. ovals 2 doz. box. 75		Cove, 2lb.	
		AXLE GREASE		Cove, 1lb., oval ..	
		Frazer's		Plums	
		11lb. wood boxes, 4 doz. 3 00		Peas	
		11lb. tin boxes, 3 doz. 2 35		Marrowfat	
		3 1/2 lb. tin boxes, 2 doz. 4 25		Early June	
		10lb. pails, per doz. 6 00		Early June Sifted 1	
		15lb. pails, per doz. 7 20		Peaches	
		25lb. pails, per doz. 12 00		Pie	
		BAKED BEANS		No. 10 size can pie	
		11lb. can, per doz. 90		Pineapple	
		21lb. can, per doz. 1 40		Grated	
		31lb. can, per doz. 1 80		Sliced	
		BATH BRICK		Pumpkin	
		American		Good	
		English		Fancy	
		BLUING		Gallon	
		Arctic		Raspberries	
		6 oz. ovals 3 doz. box \$ 40		Standard	
		16 oz. round 2 doz. box 75		Col'a River, falls 1	
		Sawyer's Pepper Box		Col'a River, flats 2	
		Per Gross		Red Alaska	
		No. 3, 3 doz. wood bxs 4 00		Pink Alaska	
		No. 5, 3 doz. wood bxs 7 00		Sardines	
		Sawyer Crystal Bag		Domestic, 1/4s	
		Blue		Domestic, 1/2s	
		BROOMS		Domestic, 3/4 Mus. 6 1/2 @ 9	
		No. 1 Carpet, 4 sew		California, 1/4s	
		No. 2 Carpet, 4 sew		California, 1/2s	
		No. 3 Carpet, 3 sew		California, 3/4s	
		No. 4 Carpet, 3 sew		French, 1/4s	
		Parlor Gem		French, 1/2s	
		Common Whisk		Standard	
		Fancy Whisk		Fair	
		Warehouse		Good	
		BRUSHES		Fancy	
		Scrub		Strawberries	
		Solid Back, 8 in.		Fancy	
		Solid Back, 11 in.		Tomatoes	
		Pointed Ends		Good	
		Stove		Fair	
		No. 3		Gallons	
		No. 2		CARBON OILS	
		No. 1		Perfection	
		Shoe		Water White	
		No. 8		D. S. Gasoline	
		No. 7		Gas Machine	
		No. 4		Deodor'd Nap'a	
		No. 3		Cylinder	
		BUTTER COLOR		Engine	
		W. R. & Co.'s 25c size 2 00		Black, winter	
		W. R. & Co.'s 50c size 4 00		CEREALS	
		CANDLES		Breakfast Foods	
		Paraffine, 6s		Bordeau Flakes, 36 1lb. 2 50	
		Paraffine, 12s		Cream of Wheat, 36 2lb. 4 50	
		Wicking		Egg-O-See, 36 pkgs. 2 85	
		CANNED GOODS		Excellor Flakes, 36 lb. 4 50	
		Apples		Excellor, large pkgs. 4 50	
		3lb. Standards		Force, 36 2lb. 4 50	
		Gallon		Grape Nuts, 2 doz. 2 70	
		Blackberries		Malta Ceres, 24 1lb. 2 40	
		2lb. 1 25 @ 1 75		Malta Vita, 36 1lb. 2 85	
		Standards gallons		Mapl-Flake, 36 1lb. 4 05	
		Beans		Pillsbury's Vitos, 3 dz. 4 25	
		Baked		36 2lb. 4 50	
		Red Kidney		Sunlight Flakes, 36 1lb. 2 85	
		String		Sunlight Flakes, 36 2lb. 4 50	
		Wax		Kellogg's Toasted Corn	
		Blueberries		Flakes, 36 pkgs in cs. 2 80	
		Standard		Vigor, 36 pkgs. 2 75	
		Gallon		Voigt Cream Flakes	
		Brook Trout		Zest, 20 2lb. 4 10	
		Clams		Zest, 36 small pkgs. 2 75	
		Little Neck, 1lb. 1 00 @ 1 25		Rolled Oats	
		Little Neck, 2lb. @ 1 50		Steel Cut, 100 lb. sks. 2 70	
		Clam Bouillon		Monarch, bbl. 5 40	
		Burnham's 1/2 pt. 1 90		Monarch, 90 lb. sacks 2 55	
		Burnham's pts. 3 60		Quaker, 18 Regular 1 50	
		Burnham's qts. 7 20		Quaker, 20 Family 4 60	
		Cherries		Bulk	
		Red		24 2lb. packages	
		White		Catsup	
		Corn		Columbia, 25 pts. 4 15	
		Fair		Snider's pints	
		Good		Snider's 1/2 pints	
		Fancy		CHEESE	
		French Peas		Acme	
		Sup Extra Fine		Gem	
		Extra Fine		Jersey	
		Fine		Riverside	
		Moyen		Springdale	
		Gooseberries		Warner's	
		Standard		Brick	
		Hominy		Linden	
		Lobster		Limburger	
		Mackerel		Pineapple	
		Mustard, 1lb. 1 80		Sap Sago	
		Mustard, 2lb. 2 80		Swiss, domestic	
		Soused, 1 1/2 lb. 1 80			
		Soused, 2lb. 2 75			
		Tomato, 1lb. 1 50			
		Tomato, 2lb. 2 80			
		Mushrooms			
		Hotels			
		Buttons			

8

CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	45
Best Pepsin, 6 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Long Tom	55
Yucatan	55
Hop to it	55
Spearmint	55

CHICORY

Bulk	5
Red	7
Eagle	7
Frank's	7
Schener's	6

CHOCOLATE

Walter Baker & Co.'s	
German Sweet	24
Premium	33
Caracas	31
Walter M. Lowney Co.	
Premium, 1/4s	32
Premium, 1/2s	32

COCOA

Baker's	39
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
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	39
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

Common	10 @ 13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20

Santos

Common	12 @ 13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19

Peaberry

Fair	16
Choice	19

Maracabo

Choice	16 1/2
Fancy	19

Guatemala

Choice	15
African	12
Fancy African	17
O. G.	25
P. G.	31

Mocha

Arabian	21
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New York Basis

Arbuckle	14 25
Dilworth	13 75
Jersey	15 00
Lion	14 25

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

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family, 5 75 Golden Horn, bakers, 5 65 Duluth Imperial, 5 95 Wisconsin Rye, 4 20 Judson Grocer Co.'s Brand Ceresota, 1/2s, 6 40 Ceresota, 1/4s, 6 30 Ceresota, 1/8s, 6 20 Lemon & Wheeler's Brand Wingold, 1/2s, 6 00 Wingold, 1/4s, 5 90 Wingold, 1/8s, 5 80 Worden Grocer Co.'s Brand Laurel, 1/2s cloth, 6 60 Laurel, 1/4s cloth, 6 50 Laurel, 1/8s cloth, 6 40 Laurel, 1/2s paper, 5 75 Laurel, 1/4s paper, 5 75 Laurel, 1/8s paper, 5 75 Voigt's Flour Voigt's Crescent, 5 70 Voigt's Flourolit (whole wheat flour) 5 70 Voigt's Hygienic Graham, 5 10 Voigt's Royal, 6 20 Wykes & Co. Sleepy Eye, 1/2s cloth, 95 Sleepy Eye, 1/4s cloth, 5 85 Sleepy Eye, 1/8s cloth, 5 75 Sleepy Eye, 1/2s paper, 5 75 Sleepy Eye, 1/4s paper, 5 75 Sleepy Eye, 1/8s paper, 5 75 Meal Bolted, 3 90 Golden Granulated, 4 00 St. Car Feed screened, 28 50 No. 1 Corn and Oats, 28 50 Corn, cracked, 28 50 Corn Meal, coarse, 28 50 Winter Wheat Bran, 24 00 Middlings, 26 00 Buffalo Gluten Feed, 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal, 34 00 O P Laxo-Cake-Meal, 32 00 Cottonseed Meal, 33 00 Gluten Feed, 30 00 Brewers' Grains, 28 00 Hammond Dairy Feed, 25 00 Alfalfa Meal, 25 00 Oats Michigan carlots, 43 Less than carlots, 74 Corn Carlots, 74 Less than carlots, 76 Hay Carlots, 12 Less than carlots, 14 HERBS Sage, 15 Hops, 15 Laurel Leaves, 15 Senna Leaves, 25 HORSE RADISH Per doz., 90 JELLY 5lb pails, per doz., 2 25 15lb. pails, per pail, 55 30lb. pails, per pail, 98 LICORICE Pure, 30 Calabria, 25 Sicily, 14 Root, 11 MATCHES C. D. Crittenden Co. Noiseless Tip, 4 50 @ 75 MOLASSES New Orleans Fancy Open Kettle, 40 Choice, 35 Good, 22 Fair, 20 Half barrels 2c extra MINCE MEAT Per case, 2 90 MUSTARD 1/2 lb. 6 lb. box, 18 OLIVES Bulk, 1 gal. kegs 1 40 @ 1 50 Bulk, 2 gal. kegs 1 35 @ 1 40 Bulk, 5 gal. kegs 1 25 @ 1 40 Manzanilla, 3 oz., 75 Queen, pints, 2 50 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 9 00 Stuffed, 3 oz., 1 45 PIPES Clay, No. 216 per box, 1 25 Clay, T. D., full count, 60 Cob, 90 PICKLES Medium Barrels, 1,200 count, 6 00 Half bbls., 600 count, 3 50 Small Half bbls., 1,200 count, 4 50 PLAYING CARDS. No. 90 Steamboat, 85 No. 15, Rival, assorted, 1 25 No. 20, Rover, enam'd, 1 50 No. 572, Special, 1 75 No. 98 Golf, satin fin., 2 00 No. 808 Bicycle, 2 00 No. 632 Tour'n't whist, 2 25 POTASH Babbitt's, 4 00 PROVISIONS Barreled Pork Mess, new, 22 00 Clear Back, 24 50 Short Cut, 21 50 Short Cut Clear, 21 50 Bean, 20 50 Brisket, Clear, 24 00 Pig, 24 00 Clear Family, 21 00 Dry Salt Meats S. P. Bellies, 16 Bellies, 50 Extra Shorts Clear, 13 1/2	Lard Pure in tierces, 13 1/2 Compound Lard, 9 80 lb. tubs, advance, 1/2 50 lb. tubs, advance, 1/2 50 lb. tins, advance, 1/2 10 lb. pails, advance, 1/2 5 lb. pails, advance, 1/2 8 lb. pails, advance, 1 Smoked Meats Hams, 12 lb. average, 14 Hams, 14 lb. average, 14 Hams, 16 lb. average, 14 Hams, 18 lb. average, 14 Skinned Hams, 15 1/2 Ham, dried beef sets, 16 1/2 California Hams, 11 1/2 Picnic Boiled Hams, 15 Boiled Ham, 22 Berlin Ham, pressed, 11 Minced Ham, 11 Bacon, 17 1/2 Sausages Bologna, 8 Liver, 5 Frankfort, 10 Pork, 11 Veal, 11 Tongue, 11 Headcheese, 9 Beef Boneless, 14 00 Rump, new, 14 00 Pig's Feet 1/2 bbls., 1 00 1/4 bbls., 40 lbs., 2 00 1/2 bbls., 4 00 1 bbl., 9 00 Tripe Kits, 15 lbs., 80 1/4 bbls., 40 lbs., 1 60 1/2 bbls., 80 lbs., 3 00 Casings Hogs, per lb., 32 Beef, rounds, set, 25 Beef, middles, set, 80 Sheep, per bundle, 90 Uncolored Butterine Solid dairy, 10 @ 12 Country Rolls, 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb., 2 75 Corned beef, 1 lb., 1 60 Roast beef, 2 lb., 2 75 Roast beef, 1 lb., 1 60 Potted ham, 1/2s, 50 Potted ham, 1/4s, 50 Deviled ham, 1/2s, 50 Deviled ham, 1/4s, 50 Potted tongue, 1/2s, 50 Potted tongue, 1/4s, 50 RICE Fancy, 7 @ 7 1/2 Japan, 5 1/2 @ 6 1/2 Broken, 5 1/2 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint, 2 25 Columbia, 1 pint, 4 00 Durkee's, large, 1 doz., 4 50 Durkee's, small, 2 doz., 5 25 Snider's, large, 1 doz., 2 35 Snider's, small, 2 doz., 1 35 SALERATUS Packed 60 lbs. in box, 3 00 Arm and Hammer, 3 00 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 3/4s, 3 00 SAL SODA Granulated, bbls., 85 Granulated, 100 lbs. cs., 1 00 Lump, bbls., 80 Lump, 145 lb. kegs, 9 SALT Common Grades 100 3 lb. sacks, 2 25 60 5 lb. sacks, 2 15 28 10 1/2 lb. sacks, 2 05 56 lb. sacks, 32 28 lb. sacks, 17 Warsaw 56 lb. dairy in drill bags, 40 28 lb. dairy in drill bags, 20 Solar Rock 56 lb. sacks, 24 Common Granulated, fine, 80 Medium, fine, 85 SALT FISH Cod Large whole, 7 Small whole, 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 Pollock, 5 Halibut Strips, 14 Chunks, 15 Holland Herring Pollock, 4 White Hp. bbls., 8 50 @ 9 50 White Hp. 1/2 bbls., 4 50 @ 5 25 White Hoop mchs., 60 @ 75 Norwegian, 75 Round, 100 lbs., 3 75 Round, 40 lbs., 1 90 Scaled, 13 Trout No. 1, 100 lbs., 7 50 No. 1, 40 lbs., 3 25 No. 1, 10 lbs., 95 No. 1, 8 lbs., 75 Mackerel Mess, 100 lbs., 14 50 Mess, 40 lbs., 6 20 Mess, 10 lbs., 1 65 Mess, 8 lbs., 1 35 No. 1, 100 lbs., 13 00 No. 1, 40 lbs., 5 60 No. 1, 10 lbs., 1 50 No. 1, 8 lbs., 1 25 Whitefish No. 1, No. 2 Fam., 100 lbs., 9 75 @ 3 50 50 lbs., 5 25 @ 1 90	SEEDS 10 lbs., 1 12 55 8 lbs., 92 48 Anise, 10 Canary, Smyrna, 4 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Hemp, Russian, 4 1/2 Mixed Bird, 4 Mustard, white, 10 Poppy, 9 Rape, 6 SHOE BLACKING Handy Box, large 3 dz, 2 50 Handy Box, small, 1 25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 SNUFF Scotch, in bladders, 37 Maccaboy, in jars, 35 French Rapple in jars, 43 SOAP J. S. Kirk & Co. American Family, 4 00 Dusky Diamond, 50 soz, 2 80 Dusky D'nd, 100 6 oz, 3 80 Jap Rose, 50 bars, 3 60 Savon Imperial, 3 00 White Russian, 3 15 Dome, oval bars, 3 00 Satinet, oval, 2 70 Snowberry, 100 cakes, 4 00 Proctor & Gamble Co. Lenox, 3 00 Ivory, 6 oz., 4 00 Ivory, 10 oz., 6 75 Star, 3 00 Lautz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 25 bars, 4 00 Acme, 100 cakes, 3 25 Big Master, 70 bars, 2 80 Marseilles, 100 cakes, 5 80 Marseilles, 100 cakes, 5 40 Marseilles, 100 ck toil, 4 00 Marseilles, 1/2bx toilet, 2 10 A. B. Wrisley Good Cheer, 4 00 Old Country, 3 40 Soap Powders Lautz Bros. & Co. Snow Boy, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 00 Kirkline, 24 4lb., 3 80 Pearline, 3 75 Sapline, 4 10 Babbitt's 1776, 3 75 Roseine, 3 50 Armour's, 3 70 Wisdom, 3 80 Soap Compounds Johnson's Fine, 5 10 Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-No-More, 3 75 Scouring Enoch Morgan's Sons. Sapallo, gross lots, 9 00 Sapallo, half gro. lots, 4 50 Sapallo, single boxes, 2 25 Sapallo, hand, 2 25 Scourine Manufacturing Co. Scourine, 50 cakes, 1 80 Scourine, 100 cakes, 3 50 SODA Boxes, 5 1/2 Kegs, English, 4 1/2 SPICES Whole Spices Allspice, 10 Cassia, China in mats, 1 Cassia, Canton, 16 Cassia, Batavia, bund., 25 Cassia, Saigon, broken, 40 Cassia, Saigon, in rolls, 55 Cloves, Amboyina, 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, Cochon, 18 Ginger, Jamaica, 25 Mace, 65 Mustard, 18 Pepper, Singapore, blk., 17 Pepper, Singp. white, 28 Pepper, Cayenne, 20 Sage, 20 STARCH Corn Kingsford, 40 lbs., 71 Muzzy, 20 1lb. pkgs., 5 1/2 Muzzy, 40 1lb. pkgs., 5 Gloss Kingsford Silver Gloss, 40 lbs., 7 1/2 Silver Gloss, 16 3lbs., 6 1/2 Silver Gloss, 12 6lbs., 8 1/2 Muzzy 48 1lb. packages, 5 16 1lb. packages, 4 7/2 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 @ 48 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 Red Cross, 31 Palo, 35 Hiawatha, 41 Kylo, 35 Battle Ax, 37 American Eagle, 33 Standard Navy, 37 Spear Head, 7 oz., 47 Spear Head, 1 1/2 oz., 47 Nobby Twist, 1 1/2 oz., 47 Jolly Tar, 39 Old Honesty, 43 Toddy, 34 J. T., 33 Piper Heidsick, 39 Boot Jack, 36 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 40 Nickel Twist, 34 Mill, 32 Great Navy, 36 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 Chips, 33 Klin Dried, 21 Duke's Mixture, 40 Duke's Cameo, 43 Myrtle Navy, 44 Yum Yum, 1 1/2 oz., 39 Yum Yum, 1lb. pails, 40 Cream, 38 Corn Cake, 2 1/2 oz., 26 Corn Cake, 1lb., 22 Plow Boy, 1 1/2 oz., 39 Plow Boy, 3 1/2 oz., 39 Peerless, 3 1/2 oz., 35 Peerless, 1 1/2 oz., 39 Air Brake, 36 Cant Hook, 30 Country Club, 32-34 Forex-XXXX, 30 Good Indian, 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam, 24 Sweet Marie, 32 Royal Smoke, 42 TWINE Cotton, 3 ply, 24 Cotton, 4 ply, 24 Jute, 2 ply, 24 Hemp, 6 ply, 13 Flax, medium N, 24 Wool, 1 lb. balls, 8 VINEGAR State Seal, 12 Oakland apple cider, 14 Barrels free. WICKING No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 WOODENWARE Baskets Bushels, wide band, 1 10 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, Clothes, large, 8 25 Willow, Clothes, me'm, 7 25 Willow, Clothes, small, 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate, 30 1/2 lb., 250 in crate, 30 1 lb., 250 in crate, 30 2 lb., 250 in crate, 35 3 lb., 250 in crate, 40 5 lb., 250 in crate, 50 Churns Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 55 Clothes Pins Round Head. 4 inch, 5 gross, 50 4 1/2 inch, 5 gross, 55 Cartons, 20 2 1/2 doz. bxs., 60 Egg Crates and Fillers Humpty Dumpty, 12 dz., 20 No. 1 complete, 40 No. 2 complete, 28 Case No. 2 fillers 15 sets, 1 35 Case, mediums, 12 sets, 1 15 Faucets Cork, line, 8 in., 70 Cork lined, 9 in., 80 Cork lined, 10 in., 90 Mop Sticks Trojan spring, 90 Eclipse patent spring, 85 No. 1 common, 80 No. 2 pat. brush holder, 85 12lb. cotton mop heads, 1 40 Ideal No. 7, 85 Pails 2-hoop Standard, 2 15 3-hoop Standard, 2 35 2-wire, Cable, 2 25 3-wire, Cable, 2 45 Cedar, all red, brass, 1 25 Paper, Eureka, 2 25 Fibre, 2 70 Toothpicks Hardwood, 2 50 Softwood, 2 75 Banquet, 1 50 Ideal, 1 50 Traps Mouse, wood, 2 holes, 22 Mouse, wood, 4 holes, 45 Mouse, wood, 6 holes, 70 Mouse, tin, 5 holes, 65 Rat, wood, 80 Rat, spring, 75 Tubs 20-in. Standard, No. 1, 8 75 18-in. Standard, No. 2, 7 75 16-in. Standard, No. 3, 6 75 20-in. Cable, No. 1, 9 25 18-in. Cable, No. 2, 8 25 16-in. Cable, No. 3, 7 25 No. 1 Fibre, 10 25 No. 2 Fibre, 9 25 No. 3 Fibre, 8 25 Washboards Bronze Globe, 2 50 Dewey, 1 75 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 1 in. Butter, 3 75 19 in. Butter, 5 00 Assorted, 13-15-17, 2 30 Assorted, 15-17-19, 3 25 WRAPPING PAPER Common straw, 1 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., 1 15 Least Foam, 3 doz., 1 50 Yeast Cream, 3 doz., 1 00 Yeast Foam, 1 1/2 doz., 58 FRESH FISH Per lb. Whitefish, Jumbo, 16 Whitefish, No. 1, 12 Trout, 1 1/2 Halibut, 10 Herring, 7 Bluefish, 14 1/2 Live Lobster, 29 Boiled Lobster, 29 Cod, 10 Haddock, 8 Pickerel, 12 Pike, 9 Perch, 8 Smoked, White, 12 1/2 Chinook Salmon, 15 Mackerel, 15 Finnan Haddie, 15 Roe Shad, 15 Shad Roe, each, 8 1/2 Speckled Bass, 8 1/2 HIDES AND PELTS Hides Green No. 1, 11 Green No. 2, 10 Cured No. 1, 13 Cured No. 2, 12 Calfskin, green, No. 1, 13 Calfskin, green, No. 2, 11 Calfskin, cured, No. 1, 14 Calfskin, cured, No. 2, 12 1/2	Pelts Old Wool, @ 30 Lambs, 50 @ 75 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, 12 Ribbon, 10 Broken, 8 Cut Leaf, 8 1/2 Leader, 8 Kindergarten, 10 French Cream, 9 Star, 11 Hand Made Cream, 16 Premio Cream mixed, 14 Paris Cream Bon Bons, 10 Fancy-in Pails Gypsy Hearts, 14 Coco Bon Bons, 14 Fudge Squares, 13 Peanut Squares, 9 Sugared Peanuts, 12 Salted Peanuts, 12 Starlight Kisses, 12 San Blas Goodies, 12 Lozenges, plain, 12 Lozenges, printed, 12 Champion Chocolate, 12 Eclipse Chocolate, 14 Eureka Chocolate, 15 Quintette Chocolate, 14 Champion Gum Drops, 9 Moss Drops, 10 Lemon Sours, 10 Imperial, 1 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 10 Auto Bubbles, 13 Fancy-in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx, 1 30 Orange Jellies, 50 Lemon Sours, 60 Old Fashioned Horse-hound drops, 60 Peppermint Drops, 60 Champion Choc. Drops, 60 H. M. Choc. Drops, 1 10 H. M. Choc. Lt. and Dark No. 12, 1 10 Bitter Sweets, as'td, 1 25 Brilliant Gums, Crya, 60 A. A. Licorice Drops, 30 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, 65 Wintergreen Berries, 60 Old Time Assorted, 2 75 Buster Brown Good, 3 50 Up-to-date Asst'm't, 3 75 Ten Strike No. 1, 6 50 Ten Strike No. 2, 6 00 Ten Strike, Summer assortment, 6 75 Scientific Asst't, 18 00 Pop Corn Cracker Jack, 3 25 Giggles, 5c pkg. cs, 3 50 Pop Corn Balls, 200s, 1 25 Azulikit 100s, 3 25 Oh My 100s, 3 50 Cough Drops Putnam Menthol, 1 00 Smith Bros., 1 25 NUTS—Whole Almonds, Tarragona, 16 Almonds, Drake, 15 Almonds, California sft. shell, 12 @ 13 Brazil, 12 @ 13 Filberts, 12 @ 13 Cal. No. 1, 15 @ 16 Walnuts, soft shell, 15 @ 16 Walnuts, Marbot, 13 @ 13 1/2 Table nuts, fancy, 13 @ 13 1/2 Pecans, Med., 13 Pecans, ex. large, 14 Pecans, Jumbos, 16 Hickory Nuts per bu., Ohio, new, 15 Cocoanuts, Chestnuts, New York State, per bu., 15 Shelled Spanish Peanuts, @ 9 Pecan Halves, @ 58 Walnut Halves, 30 @ 32 Filbert Meats, @ 27 Alcantare 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. Blueing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32
Worden Grocer Co. brand
Ben Hur .35
Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritinos .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

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

Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .7 1/2 @ 9
Chucks .7 @ 7 1/2
Plates .5 @ 5
Livers .5 @ 5

Pork

Loins .16
Dressed .11
Boston Butts .15
Shoulders .12 1/2
Leaf Lard .13
Pork Trimmings .11

Mutton

Carcass .10
Lambs .12
Spring Lambs .13

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 50

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 50

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
60ft. .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.
Excelstor, M & J, 1lb.
Excelstor, 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; Fiebach 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 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

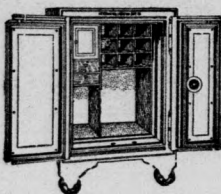
Poles

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's .1 50
Knox's Acidu'd. doz. .1 25
Oxford .75
Plymouth Rock .1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 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, large 3 75
Halford, small 2 25

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust
and anti-corrosive. Put up in 1/2,
1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.

The Maxwell Runabout At \$550

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

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47-49 No. Division St.

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Simply send us a postal and ask for our free illustrated
9,059-word Business Booklet which tells how priceless Busi-
ness Experience, squeezed from the lives of 112 big, broad,
brilliant 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
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on your 9,059-word Booklet." Send to
SYSTEM, Dept 15-1013 151-153 Wabash Ave., Chicago

Sawyer's CRYSTAL Blue.

See that Top



For the
Laundry.
DOUBLE
STRENGTH.

Sold in
Sifting Top
Boxes.

Sawyer's Crys-
tal 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.

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

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Tradesman
Coupon
Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Wanted—The North Shore Shingle Company, of Duluth, Minn., wishes to get two more shingle mills to manufacture for the company from their timber holdings in Minnesota, seven year run guaranteed. Address The North Shore Shingle Company, Gen. Del., Duluth, Minn.

For Sale—At a bargain, stock of clothing to close business. Invoices about \$3,000. 121 W. Washington St., Greenville, Mich.

For Sale—A good clean stock of groceries, shoes and dry goods, in one of the best towns in Northern Alabama. Population 3,000. In center of the famous Brown ore district of Franklin county. Six washers running regularly, others to be started soon. One state school and one high school located here. Stock will invoice about \$5,000. Sales last year, \$37,000. Good reasons for selling. A bargain for cash. If you mean business, address O. A., Box 237, Russellville, Ala.

For Sale—\$600 buys my ice cream fixtures and fountain and lunchroom, rent \$15 per month, with four living rooms; worth \$1,000; no competition. A. Dysinger, Newaygo, Mich.

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.

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.

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.

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 test investigation invited. Address No. 92, care Michigan Tradesman.

For Sale—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan.

For Sale—Bazaar and millinery stock and building in a small town. For particulars write L. M. Noble, Spencer, Mich.

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.

For Sale—Stock of drugs and groceries, invoicing \$3,500. \$2,800 buys it before Nov. 1st. Address No. 90, care Michigan Tradesman.

Write Pekin Egg Case Company, Pekin, Ill., for prices on egg case fillers.

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.

Wanted To Rent—Store in live town, possession before Sept. 1, 1910. Address 81, care Tradesman.

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.

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.

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.

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.

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.

For Sale—General merchandise stock and household goods. Stock brand new. Store building with living rooms above, new. Invoice about \$2,000. Rent reasonable. Good opening for Hollander. Reason for selling, death in family. Address New Store, care Tradesman.

For Sale—Todd "Protectograph" check protector. Latest model \$30 machine. New, price \$15 on approval. R. Payne, Marietta, Ohio.

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.

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.

For Sale—Furniture and lease of Atlantic Hotel. Harry Read, White Cloud, Mich.

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.

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.

I want to buy a going business. Will pay cash. Give particulars and best price. Address M. T., Box 313, Cherry Valley, Ill.

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.

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.

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.

\$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.

Bakery and Restaurant—Good town in Michigan fruit belt. Sell or trade for farm. E. Fall, South Frankfort, Mich.

Want Ads. continued on next page.

Why Things Grow Big—And What It Means to You

When the big show comes to town everybody goes. The one horse places and the nickel theatres would have to suspend if it wasn't for the overflow.

The magazines, newspapers and books that have the largest circulations are those which most thoroughly satisfy the demands of the readers—that feel the public pulse—that give most for a price.

The store that does the largest business is invariably the one that responds most completely to the requirements made upon it—that best supplies the needs of the people.

When a thing grows big there is always a reason—it doesn't just happen—and the big things are usually best—that is the reason they are big.

Big because they are best—not best because they are big—that is the real kernel in the nut.

There is a reason why we are far and away the largest wholesalers of general merchandise in the world—and that reason has a very direct bearing upon your business, Mr. Retailer.

If we were not supplying the demand—feeling the mercantile pulse—satisfying requirements at a price—we would not—we could not—have so many thousands upon thousands of merchants who look to us as their source of supply.

We are satisfying the demand most ideally, or we would not occupy the place we do today in the mercantile world.

For this reason—if for no other—you owe it to yourself and your business to examine thoroughly our catalogue—our only traveling salesman. It is the big show in mercantiledom. The November issue will soon be ready for mailing. A copy of it is yours for the asking. Its number is F.F. 54.

Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses—Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.

LOOK OUT FOR JACK FROST.

It is quite as much the business of the general dealer to watch the approach of Jack Frost as of the farmer. There are many products which, if used at once, are little injured by his touch; yet their keeping qualities are seriously impaired. The careless producer may find it more convenient to leave a load of potatoes or onions in the field over night. If there comes a hard freeze they may be carted to your door the next day, after they are thawed out. Look out for any such accident. Even if a hasty glance reveals no hint of the tragedy it will prove one none the less to the buyer who accepts them as a part of his winter store. The pumpkin may be frozen solid and still be not greatly injured for immediate consumption; but alternate freezing and thawing soon renders it unfit for use. The squash that is even chilled is doomed.

Care is necessary in guarding against purchases that have been thus damaged. Equal care is necessary in keeping produce in good condition while it is in your possession. With the sudden changes of the weather at this season, even Uncle Sam's messengers can not keep you fully posted with forecasts. It is safe when the temperature is at all low to keep all perishable products within doors. Look to it that the cellar is fitted up for winter. A little cement and sand now, with possibly a few hours' time by yourself or a professional, may save many dollars' worth of goods when zero weather comes. Double glass windows cost really but a little in comparison with the trouble of always having to take a light into the cellar, as is necessary if they are banked up with sawdust or straw. Besides, there is no incentive to rats and mice. Vegetables, fruit and eggs should all be guarded, not only from a freeze but from a chill.

WELCOME THE NEW MAN.

What if you do feel that there is not room in the town for another man in the same field, do not show your disapprobation by snubbing the newcomer. Others will be amused by the proceeding, perhaps giving him their entire patronage in consequence.

Make up your mind that there is room enough for both. Resolve to push your own business with so much more zeal that it will surely move ahead in spite of the rivalry. Look for some phase that has not been fully developed. A thrifty trade may always be extended in some way.

Give the new man a cordial handshake and wish him success. Treat him socially as well as you know how. If there are any little attentions which you can give him while getting settled, do not be slow in offering them just because he is going to sell the same kind of goods you handle. Some day your best patron may come in in a hurry for an article that you happen to be out of. It will be much handier for you to have him wait a minute and let you slip over to Smith's and get it than to be on bad terms with the other man; for the patronage will surely go to him

and possibly be permanently transferred there.

There are too many instances in which mutual assistance is needed for one dealer to try to freeze another out. Treat him as a co-worker—one upon whom you may call for help in an emergency. Learn from his successes—and from his failures. Resolve to build up a greater trade, to buy closer, to sell only the best. Friendly competition sharpens trade every time; a monopoly of business proves in many instances suicidal.

Growth Stimulated By Transportation Department.

Detroit, Oct. 19—As a result of close attention given to the matters affecting the business interests of Detroit, especially in the wholesale and manufacturing lines, and the recognition thereof by the industrial and commercial concerns of this city, the scope of the Wholesalers' Association has been so enlarged that at the last meeting of the directors, due notice having been given the membership, the name of the organization was changed to the Wholesalers' & Manufacturers' Association.

The organization has grown in a little more than one year from 90 firms to 170 of the representative wholesale and manufacturing concerns of Detroit, all of which have realized that they received from the transportation department, under the management of Sidney Renshaw, services that more than compensated them for the cost of membership. Through his efforts delivery of freight in the Southwest through the Cincinnati gateway has been shortened four to seven days. The time of delivery of freight to the Pacific coast has been cut down from 30 to 15 days, and in the great Northwest, where it used to take from two to three weeks to get goods from Detroit, they now receive them in four to eight days.

This would have been impossible to accomplish had it not been for the co-operation of the railroads, the transportation lines having invariably heeded the suggestions and requests of the organization, with the result that every shipper of goods in the city of Detroit has been greatly benefited.

An Undertaker For Thirty-Five Years.

Traverse City, Oct. 19—After being in business here for sixteen years, H. L. Carter has sold his undertaking business to Ott & Shaw, of Suttons Bay. Mr. Carter received instructions in his business from Allen Durfee, founder of the Funeral Directors' and Embalmers' Association. Previous to this, however, he was in a photograph studio in Grand Rapids for two years, after which he went on the road taking pictures of mills and logging camps. After this Mr. Carter started in the furniture and undertaking business in Sand Lake, when it was a flourishing lumber town. After being in Sand Lake eighteen years he moved here and bought out Wenzel Bartak's undertaking business. One year later Mr. Carter erected his present building on Union street, and the business has been carried on there

since. In all he has been in the undertaking business thirty-five years. Mr. Carter will probably go South for the winter and while there will sell his patent lawn edger. He thinks, however, that he has a lifelong job collecting some of his outstanding bills.

The Cat Came Back.

Detroit, Oct. 19—John C. Currie, Jr., the Woodward avenue grocer, is out just \$500 as a result of his experience with an insurance agent who is now in jail in a remote part of the country. A jury in Judge Murphy's court decided that he would have to pay a \$500 note of his which the Citizens' Savings Bank bought in good faith.

"The agent insured me for \$10,000 and took my note for \$500 for the first premium," said Currie, on the stand. "He said that I would never have to pay the note, as it was worth \$500 to him for me to give him a list of my friends and a letter stating that I had insured in his company."

"When I asked the company, the Lincoln National Insurance Co., of Fort Wayne, Ind., about the deal they informed me that the agent is now in jail and that his crooked work extended over several states."

The Boys Behind the Counter.

Manistee—Moss P. Christensen, who has been employed as salesman for F. C. Larsen for the past eighteen years, was recently given a farewell visit last night at his home by about thirty-five of his friends. Mr. Christensen was presented with a beautiful gold signet ring, as a remembrance of the high esteem in which he is held by his friends. He has taken a lucrative position with the wholesale department of Carson, Pirie, Scott & Co., Chicago.

Caro—Ray Gibbs, who has been working in the grocery store of Dan Lazelle a number of years, has moved his family to Owendale, where he has accepted a position in the grocery section of Clare Purdy's new department store.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 20—Creamery, fresh, 27@31½c; dairy, fresh, 22@28c; poor to common, 18@22c.

Eggs—Strictly fresh candled, 27@29c.

Live Poultry—Fowls, 12@13c; ducks, 14@15c; geese, 11@12c; old cox, 10@11c; springs, 12@14c; turkeys, 12@15c.

Dressed Poultry—Fowls, 14@15c; old cox, 12c; chickens, 14@16c.

Beans—Marrow, hand-picked, new, \$2.60; medium, hand-picked, \$2.25; pea, hand-picked, \$2.25; red kidney, hand-picked, \$2.25; white kidney, hand-picked, \$2.40@2.50.

Potatoes—New, 50@60c per bushel. Rea & Witzig.

The man who fails to make good always claims he didn't have a fair chance.

BUSINESS CHANCES.

I am retiring from business and wish to correspond with some party who wishes to engage in a general line. Write dealer for particulars. Address No. 106, care Tradesman. 106

For Sale—7,000 acres of virgin timber land in Phillips county, Arkansas, close to Mississippi River and railroad. Estimated to cut 53,000,000 feet of oak, gum, cypress, ash and elm. We have owned it for twenty years and buyer will deal directly with owner. H. F. Auten, Little Rock, Ark. 107

Hardware for sale in Central Michigan city, splendid opportunity to get in right. Box 75, Elsie, Mich. 105

IF SPOT CASH

and quick action appeals to you, we will buy and take off your hands at once all the Shoes, Clothing, Dry Goods, Furnishings, etc., or we will buy your entire Shoe, Clothing, Dry Goods and Furnishing stocks. We buy anything any man or woman wants money for. Write us today and we will be there to-morrow.

Paul L. Feyreisen & Co.,
184 Franklin St., Chicago, Ill.

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

For Sale—Grain elevator and farms in Southern Michigan. Address Realty Exchange, Burr Oak, Mich. 20

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 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. 899

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

For Sale—Hardware, grocery and hay and feed stock, with real estate. Will take good real estate for part and balance cash. Address Moody & Geiken, Pellston, Mich. 972

For Rent—Long lease of best brick store in town of 1,000 people. Best of farming country surrounding. Location on main corner. Address No. 971, care Michigan Tradesman. 971

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

Will pay spot cash for shoe stock to move. Must be cheap. Address P. E. L. care Tradesman. 609

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

HELP WANTED.

Girls Wanted—\$4 per week at start. Experienced girls earn from \$10 to \$15 per week. G. J. Johnson Cigar Co., Grand Rapids, Mich. 103

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

AUCTIONEERS AND SPECIAL SALESMEN.

Wanted—Specialty salesmen for territory covering any part of the United States. Fine line to handle, good commission. Address H. & H. Co., Ypsilanti, Mich. 99

Wanted—A salesman and estimator for a retail lumber yard in one of the best cities in the State of Michigan. Must be experienced and one who can get business. Must take a small amount of stock. State salary expected. Address Y., care Tradesman. 97

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104



You PUSH It

The pulling it will do itself

Brands of coffee come and go, but "White House" is here to STAY. IT is an INSTITUTION—founded and maintained on principles of strict probity. Without a doubt, "White House" is more generally known than any other brand of coffee, and dealers handling it find it more and more a staple article with every-day activity.

Symons Bros. Co.

Wholesale Distributors
SAGINAW, MICHIGAN



Disputed Accounts a Thing of The Past

With the McCASKEY REGISTER SYSTEM your customers have a complete itemized combination bill and statement of every purchase—balance brought forward and totaled down to the minute and ready for settlement without making another figure.

If companies operating from six to eighteen stores buy one register to test it and then supply all their stores, is it not good evidence that the McCASKEY is saving them money?

Over Fifty Thousand in Use

THE McCASKEY GRAVITY ACCOUNT REGISTER has fewer parts to get out of order and is stronger built and easier to operate than any other register made.

You are paying for a register in losses every day you do without one. Information is free.

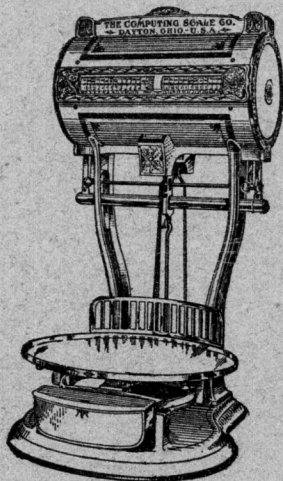
Let us tell you about the McCASKEY. A postal will do.

THE McCASKEY REGISTER CO.
Alliance, Ohio.

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads, also the different styles of Single Carbon Pads.

Detroit Office, 1014 Chamber of Commerce Bldg.
Agencies in all Principal Cities.

Blind Weighing Is Expensive



The new low platform
Dayton Scale

Blind weighing in a grocery store is an evil which should **not** be tolerated. It is only upon careful investigation that the magnitude of your losses from this source is ascertained. **Visible weighing** is one of the principal features of our **automatic scale**.

If you are a **retailer of meats** you will have problems to figure such as **finding the value of 14 ounces at 18 cents a pound**. As the avoirdupois pound is divided into **sixteenths** you are confronted with the problem of $\frac{1}{4}$ of 18c. This is only one of hundreds of similar problems which confront the retailer each day.

No **man** should perform a service which can be done **better** by a **machine**.

The **Dayton Moneyweight Scale** is a **machine auditor**. The **Values** are shown **simultaneously** with the **weight**. **Mistakes** are impossible.

REMOVE THE HANDICAP.

Install our automatic system. Give your clerks an opportunity to be of more value to you by giving better attention to your customers.

Your **customers** will be interested in a system of weighing and computing which will protect their purchases against error. They do not ask for overweight, but they will not tolerate short weight, regardless of whether it is accidental or intentional. They want 16 ounces to the pound. They know they will get it where the **Dayton Moneyweight Scale** is used.

Our revised catalog just received from the printer. It will be sent to you "gratis" upon request



Moneyweight Scale Co.

58 State Street, Chicago

R. M. Wheeler, Mgr., 35 N. Louisa St., Grand Rapids, Mich. 1283, Bell 2270
Please mention Michigan Tradesman when writing

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

The Only Reason Someone Doesn't

Make as good a ketchup as Blue Label is because they can't.



The Only Reason We Don't

Make Blue Label Ketchup better is because we can't.

As long as we have the finest ketchup on the market we are satisfied. As long as we create an enormous demand for it by our advertising and keep your customers buying it on account of its quality and give you a good profit, we believe you will be satisfied.

When you are satisfied,
When your customers are satisfied,
And when we are satisfied,
We figure that the problem is solved.

If you have a customer who doesn't buy BLUE LABEL KETCHUP from you, tie her closer to you by telling her to try it—you will only have to do it once.

Conforms to National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.



Protect Yourself

You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

Jimmy and the Dark Lantern Out

You must protect yourself and your own property.

A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or bolt of cotton. There are certain chances you cannot afford to take, and going without a safe is one of them.

Write us today and we will quote you prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.
