

Indirection



Fair are the flowers and the children, but their subtle suggestion is fairer;
Rare is the roseburst of dawn, but the secret that clasps it is rarer;
Sweet the exultance of song, but the strain that precedes it is sweeter,
And never was poem yet writ but the meaning outmastered the meter.

Never a daisy that grows but a mystery guideth the growing;
Never a river that flows but a majesty scepters the flowing;
Never a Shakespeare that soars but a stronger than he does enfold him,
Nor ever a prophet foretells but a mightier seer foretells him.

Back of the canvas that throbs the painter is hinted and hidden;
Into the statue that breathes the soul of the sculptor is bidden;
Under the joy that is felt lie the infinite issues of feeling;
Crowning the glory revealed is the glory that crowns the revealing.

Great are the symbols of being, but that which is symbolled is greater;
Vast the create and beheld but vaster the inward creator;
Back of the sound broods the silence, back of the gift stands the giving;
Back of the hand that receives thrill the sensitive nerves of receiving.

Space is as nothing to spirit; the deed is outdone by the doing;
The heart of the wooer is warm, but warmer the heart of the wooing;
And up from the pits where these shiver and up from the heights where those shine
Twin voices and shadows swim starward and the essence of life is divine.

Richard Realf.





"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 27, 1909

Number 1362

SPECIAL FEATURES.

2. Genius and Talent.
4. News of the Business World.
5. Grocery and Produce Market.
6. Cheerful Hallowe'en.
8. Editorial.
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MODERN RETAIL METHODS.

"I notice that the Tradesman and many other journals have much to tell of the trials, disappointments, hard problems and, as the case may be, the successes or failures of retail merchants—those who operate general stores, grocery and provision stores, drug stores, hardware stores, and the like," said an old-time druggist. "And," he continued, "I sometimes wonder if all retailers have been forced to adjust themselves to as many changes as have, during the past two decades, confronted the retail druggist."

Then he told of the tremendous evolution that has taken place as to the handling of proprietary goods; the increase in variety and the rearrangement of prices. Next he took up rather gingerly the matter of prescriptions and stated that people nowadays seem to know all about the standard essentials in pharmacy and, diagnosing their own cases, buy the ingredients for the prescriptions they themselves authorize. "Then, too," he added, "people are not taking as much medicine as they did ten or twelve years ago and physicians are not prescribing drugs as freely as they did in the 90's."

Next he discussed the department store features that are being developed by druggists all over the country—confections, cafes, cigars, periodicals and newspapers, books and stationery, and at last voiced this conclusion: "The registered pharmacist is a mere incident in the drug store of today, in many cases not half so important as a fresh, good looking youngster with his mash-lock hanging over one eye, who, wearing his white apron, can mix the various 'sundaes' and all the other slop sold over the sweet tooth counter."

The old gentleman was reminded that he was himself a registered pharmacist and a recognized doctor of medicine of long standing and admitted ability. "Yes, I know, I am all right, have made my race and won out; but I'm sorry for the young

chaps who are just starting in. There is nothing in it. Really there is much more satisfaction in raising grains, vegetables, fruits, flowers and live stock; more learning is required and better health and more pleasure are certain."

RAILWAY TIME TABLES.

It is absolutely impossible to publish good daily papers in any city unless the business interests of the city do a fair and just proportion of advertising in such a paper.

On the other hand, no railway has ever been successfully operated by the carrying of passengers on passes only—even although said passes were paid for in advertising.

Because of these two facts primarily and incidentally because of a ruling by the Inter-state Commerce Commission every community in Michigan is required to inform itself as best it may in regard to the respective railway train schedules.

Such a condition works no hardship, perhaps, in the smaller towns where all the people live within a quarter of a mile of the railway station, and most of them within sight of every train that passes; but it is a veritable nuisance for those people who live on farms a mile or two or three away. And it is an equal nuisance for a majority of the citizens in any city of 10,000 or more inhabitants.

Moreover, it is a nuisance for the railways. They are obliged to expend an increased amount for folders, condensed time cards and hangers, and the annoyance to clerks, train masters, depot masters and ticket agents who are called up over the phones hundreds of times each day, usually at the most inopportune times, as to the time of arrival or departure of this, that and the other train represents another and a considerable loss of time which to the railways is money.

Every railway passing through a village or city is a specific business interest of such community and a business interest that is directly or intimately related to every other business interest in the village or city. If the railway needs hardware, lumber, tools, oils or other materials and requires them in an emergency which dictates, "Do it now," the want is filled at the nearest place. Railway time tables are a general public convenience and their continued absence constitutes a perpetual emergency which should, in all fairness, be met by co-operative effort on the part of the railways and the daily papers.

A GOOD SALE.

A few days ago an elderly lady, having a little time to spare when she was "downtown," dropped into a new mercantile establishment casually to

"take a look around." The place was well filled with customers and at first glance she was impressed that all the clerks were busy. She rather enjoyed the thought, because she was there purely out of curiosity.

Very shortly a lady clerk appeared and enquired pleasantly, "Is there anything I may show you?"

The visitor thanked her and frankly admitted that she had stepped into the store merely because of inquisitiveness, at which the clerk replied: "That's right. Thank you for coming in. Just look around at your pleasure," and turned to greet another newcomer.

The merely incidental visitor strolled about for perhaps fifteen minutes, looking at the various lines of goods displayed, enquiring now and then as to prices, but not once was she again asked if there was anything particular that she wished to see; and when she left the store she was greeted at the door by the clerk who first addressed her with, "Good afternoon. We will be pleased to have you call again at any time you choose."

On the evening of the day in question the lady was called upon at her home by another lady, a neighbor, and naturally in the friendly chat that followed the new mercantile establishment downtown received a sincere, unconscious and valuable advertisement about as follows:

"Yes, I dropped in for a few minutes and it is a pretty store. They have fine lines of goods, exquisitely displayed and everybody behaved as though delighted that I had called."

"Buy anything? No, I didn't go to buy, just to look around; and I was graciously permitted to do just that without interruption."

"Ignored? Not at all. I was most courteously received, every one of the few enquiries I made was politely answered and, in fact, I was made to feel perfectly at home. What I mean is that I was not stared at, not shadowed, not urged to buy and was not even asked if there wasn't something in particular that I would like to examine."

All of which goes to show how genuine publicity for a new business may be obtained at a very small outlay of cash. Politeness is one of the most valuable of assets for any mercantile establishment, but it must be dispensed continuously and to all alike.

INSURANCE AND FIRE LOSSES.

Summing up conditions which generally exist in the United States, it is set forth in the World To-day that the American people suffer more fire destruction in the same length of time than does the whole of Europe. American fire losses are said to be in proportion from six to twenty times greater than those of any other

nation. According to a writer in that publication the actual loss suffered in this country is equivalent to a tax of \$2.30 per capita per year. In Italy it is 12 cents; in Germany, 49 cents; in all of Europe the average is less than 33 cents. In 252 American cities the average is \$3.10; in thirty foreign cities that average is 61 cents. In New York there are 12,000 fires and over 4,000. In five years' time our total fire loss has been \$1,257,716,000. San Francisco's one fire meant \$350,000,000 and Baltimore's \$90,000,000, and Boston has had two huge fires within less than two years. Here, a city of half a million people feels in luck to wind up a year with less than \$5,000,000 fire loss; a city of the same size in Europe feels that it has been stricken for its sins if its fires aggregate more than \$50,000.

But wait; that \$215,000,000 thrown up into smoke does not tell the whole story. We also expend—though it is not an absolute loss as is the smoke money—nearly \$300,000,000 more a year in trying to cure the evil with water. Our fire departments, our high-pressure water systems, etc., total us that amount for maintenance, installation, etc. Not content with that, we fall over each other in our anxiety to hand over \$195,000,000 more to our dear friends, the insurance companies, to pay us back about \$95,000,000 as a sort of balm for our losses. The \$100,000,000 left with those gentlemen is for the privilege of gambling with them. That is the cost of our insurance. In all, it may be said that our fires represent an outlay of \$600,000,000 per year. The world's total production of gold is a little bit less than \$400,000,000 per year!

This tremendous fire waste results from many causes, one of which is that the American people are more extravagant and prodigal with illuminants and fuel than are Europeans. Americans must have more light and heat in their houses than is the rule in other countries, and this very fact is more conducive to conflagration than are the individual conditions which exist in Europe. There is no other country in the world where the use of ordinary friction matches is so great, and this fact constitutes a serious risk.

These habits of our people create increased risks, but it will be slow work changing the habits of a great population. Extravagant habits are the result of better wages and greater prosperity in our country. When wages shall sink to the level of the European rates we will not have such great fire losses, because the people will not be so prodigal and careless where heat, light and matches are concerned.

GENIUS AND TALENT.

Former Must Be Transformed Into Latter.

To understand the difference between genius and talent, and to realize that the former must be transformed into the latter before results can be secured—these are prime essentials.

To a great many minds genius and talent mean the same, and among the majority the two terms are usually employed interchangeably; but no person can possibly develop genius unless he discerns wherein it differs from talent, and no person can cultivate talent beyond a limited degree unless he can distinguish its function from that of genius.

To be a genius is to have a highly active subconscious mind; to be talented is to have a well-trained objective mind. As soon as your subconscious mind becomes thoroughly alive in a certain direction you are on the borderland of genius in that particular field; and the moment you begin to cultivate those new powers with a view of securing actual results, you are on the way to become talented in that particular field.

Genius gives the power, the capacity, the ability and that unnamed something that takes the mind out of the ordinary; talent turns this something into actual use. It is talent that does things, but genius is the power behind the throne. It is talent that makes the mind efficient and practical, but it is genius that gives the necessary idea to work with. When genius is absent or almost wholly dormant, talent becomes mere mechanical action. The action may be accurate and technically correct in every way, but there is nothing in the action. This fact is well illustrated when we compare the work of two musicians, both of whom are talented, but only one of whom has genius. The two play equally well, but the playing of the one who has no genius fails to charm; it is absolutely correct, but it does not contain that strange, intangible something that carries the soul to empyrean heights. And this something genius alone can supply.

Genius is the awakening of the greater possibilities inherent in the mind; talent is the art of making practical application of those possibilities. Genius belongs wholly in the subconscious mind; therefore, to develop genius, the subconscious mind must be understood and acted upon. Talent belongs wholly in the conscious or objective mind; therefore, to cultivate talent, the objective mind must be trained according to some exact and practical system.

He who can produce results, be they great or small, has talent. He who has extraordinary power and ability upon which to draw has genius. Talent aims to do things right; genius gives talent the power to do great things right. To be practically correct and tangibly efficient is the object of talent; to be correct on a large scale and efficient to an extraordinary degree is the object of genius.

Without talent genius is like a lion

in a cage—restless, miserable, dissatisfied. The feeling of tremendous power is there, but there is little or no opportunity for expression. Without genius talent does little things well, but little things only. It is the function of talent to make good and effective use of what is at hand. It is the function of genius to constantly increase the supply at hand so that talent may be able to do great things well.

The added supply comes from the subconscious mind; it is the awakening of the great within that produces genius. Awaken, arouse and develop more and more of the great within and you become a greater and a greater genius. Learn to make practical use in the tangible without of everything that is expressed from within and you increase your talent accordingly.

These facts prove conclusively that the best and the greatest results can be secured only when genius is developed thoroughly and talent cultivated thoroughly. It is talent that does things; it is talent that "makes good;" but it is genius that gives talent the power to do great things, and gives that exceptional ability that does extraordinary things.

When talent is absent, genius does little more than war with itself; the mind becomes a battlefield of conflicting desires, turbulent feelings and uncontrollable ambitions. One day a certain ambition seems to rule the mind, while the very next day it is forced to give way to the power of another. The mind feels that it can do great things, but is utterly at sea as to what to do first and how to do anything. And there is many a mind that passes through the whole of life in this very condition: always conscious of great possibilities; always in the hands of restless ambitions, the forces of which sometimes become so strong as to be almost unendurable; but nothing is accomplished.

There are many minds that feel as if they could do ten times as much as they are doing now; but there is an obstacle somewhere. What that obstacle is they do not know; they only know that if they could find a channel of free and full expression they could rise at once to the very highest pinnacle of attainment. It is true that the great majority among those who have ambition are almost constantly aware of the fact that they have the power to do far more than they are doing now. And this fact makes them restless, dissatisfied, unhappy, and at times even miserable. But there is a simple remedy within easy reach of them all. They lack in talent; their conscious minds have not been properly trained to express the clamoring elements of the subconscious; in their minds genius has not become talent; those powers within them that are alive and ready for action have not been given the exact opportunity for action; in consequence they are far less than they have the available power to be, and dissatisfied besides.

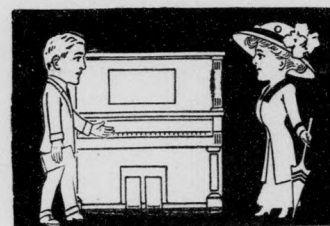
On the other hand, the majority of those who have talent lack in genius. Their field of action is too

frequently but an ordinary field, and what they have learned to do so well is, in many instances, mere mechanical routine. Accordingly, they are also dissatisfied, realizing the weakness and the insignificance of the power back of their action and failing to discern the reason why their ability to do good work should not necessarily result in greater work. But here again the remedy is simple. Those who have talent should proceed to develop a greater measure of the subconscious mind, while those who have genius should proceed to give practical training to the conscious mind. Everybody would then secure results that would thoroughly satisfy the demands of their present ambitions, and real, soul-contented happiness would increase in proportion. Not that happiness comes necessarily from doing extraordinary things; it may or it may not, depending upon whether or not the thing you have done comes up to your expectation. But happiness does come when you feel that you have turned all of your power to good account; when your work is as good as your idea of good work, then you have found as full a measure of happiness as you can appreciate now; and this most desirable state of affairs invariably follows when all of your genius becomes talent, and when all of your talent is actually full of genius.

To animate and inspire all of your talent with the superior power of genius and to convert all of your genius into practical talent the first essential is to train the conscious and the subconscious factors of your mind to work in harmony. The subconscious mind should be trained to express as much of your latent possibility as you can practically apply now; and your conscious mind should be trained to give actual use to every power or quality that is active in your mental system. The idea always to bear in mind is that talent will remain weak and ordinary so long as it is not animated with genius, and that genius is of no value whatever until it supplements talent.

There is a current belief among many who have taken an interest in the further development of man that the awakening of added or new power is all that is necessary. According to this belief, we become able to use a new power the very moment

we become conscious of its existence in us; but those who have held to this belief have failed to demonstrate their ideas to be true. They proclaim the doctrine that "What you realize you can do, that you positively can do," though they have not given any evidence as to the genuineness of that doctrine. And the reason is simple: To try to realize more power is to arouse a greater and greater measure of subconscious pow-



A Piano

is good or bad. Which kind do you want? Are you willing to take chances in the matter? We offer you certainty. We sell pianos of known reputation. Our prices are the lowest for which good pianos can be bought.

Friedrich's Music House

30-32 Canal St. Grand Rapids, Mich.

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.

er; but that power will be of no use unless the conscious mind is trained to apply it. Subconscious activity must become conscious application before tangible results can follow; in brief, genius must become talent.

You will not be able to play simply because you realize the glory of music in your soul; and you will not be able to hold vast audiences spellbound at your feet simply because your thoughts at times soar to the very highest flights of matchless eloquence. But if a great deal of music is alive within you, or if your thoughts are frequently on fire with the power of eloquence, you may become a great musician or a great orator, as the case may be. The conscious mind, however, must be trained to give orderly and effective expression to that which you feel in the within.

The greatest musician would fail to produce perfect music upon a piano that was out of tune; likewise, the subconscious mind, however powerful, would fail to express its genius through a conscious mind that was crude or wholly uncultivated along the lines of that expression. It really would not be necessary to cultivate the entire conscious mind in order to give full expression to a certain phase of genius; the cultivation of the one faculty would be enough. And that this would prove sufficient is demonstrated by the fact that a mind can have remarkable genius and talent in one thing and be wholly incapable in all other things. It is well, however, to cultivate the entire conscious mind to the most perfect degree possible, as this will not only add force and prestige to the one leading talent, but it will also add greatly to the happiness and worth of daily life.

To proceed, there are several essentials that will require constant attention. The first is practice; the second is system; the third is positive action; the fourth is constructive thinking; and to these must be added all those essentials that we employ when training the conscious and the subconscious to work in united action.

When you find that you have a certain power, try to use it. Begin to use it in a small way, and try to improve your efforts again and again until you are reasonably satisfied that you have done your best. If you find that you can write fiction, do not write your story just once and then send it to some publisher, hoping to have it accepted without fail. No, this is the path to failure in that particular field. Write your story over and over again until you are satisfied that you can not improve it in any manner. This may look like work and even drudgery, but it is necessary in the beginning if you wish to convert your literary genius into literary talent. It is such practice that counts, because the one purpose of such practice is improvement, and you will not be conscious of drudgery so long as you are conscious of improvement.

Employ the same rigid rule in the cultivation of any other talent that you feel that you possess, and aim to give your practice the best system

possible. In many instances it is best to work out your own system, though as a rule it is best to familiarize yourself first with such systems as have been worked out by others. Do not waste time doing what others have already contributed to practical science; use the best from every source, and with this best proceed to build yourself up so that you can produce something better.

Positive action may be defined as that action that gives rise to the idea that "He can who thinks he can." The power that you feel within you will tend to come forth into expression when your desire to use that power is persistent and strong. The very act of thinking that you can will place some of that power in the channel of actual work; and as you practice in that attitude more and more of your genius will come forth into your practical efforts. That every effort will be an improvement upon the preceding one is therefore most evident.

All positive action tends to call forth the power within you that is ready for use; and all determined action is positive action, while all actions of doubt, fear, uncertainty and discouragement are negative. If you feel that you possess the power of eloquence, but doubt your ability to actually become eloquent, you will suppress that power; you will prevent your genius from becoming talent; you will continue to "hold down" your inner possibilities so that practical results will be out of the question. But if you are determined to become eloquent and continue to practice systematically to that end, always giving your practice the full positive force of that determined action, all the power of eloquence that is in you will, ere long, come forth and produce eloquence. The flights that you previously gained in thought and feeling you will then be able to express in words.

Constructive thinking is based upon the principle of giving thought and attention only to the larger possibilities of that which is desired. Think along the lines of your ambitions; think toward the greatest goal you have in view and use your imagination in creating those ideas that are to constitute the advancing steps of the way. Constructive thinking always tends to cultivate the conscious mind; in fact, there is nothing that will train the conscious mind so quickly for the effective application of the genius of the subconscious as constructive thinking, while, on the other hand, there is nothing that will "hold a good man down" as badly as reckless thinking. The whole of the mind must move toward the object that we feel we can realize, and the underlying purpose of all thinking must be to improve upon every thought, every idea and every mental action, whatever their function may be.

Train the conscious mind to direct the subconscious, and give all subconscious actions full right of way, providing they are the expected responses to your conscious directions; otherwise refuse them expression. Try to feel that the inner and outer fac-

tors of your mind are acting in harmony. What you continue to feel you will gradually establish; and as this harmony is being established, every effort to convert genius into talent will prove effective.—Christian D. Larson in Progress Magazine.

Woman Man Likes To Meet.

"I like to look at and talk to that woman," said one man to another not long ago, "because she is so distinctively herself. Her individuality stands out cameo-clear against the mass of feminine individuality which confronts one in this day and age and is restful to say the least."

A glance showed why this man likes to look at her. "Restful" describes her exactly. There was nothing artificial nor upholstered about her and she did not look as if she had been strained through a sieve into her clothes.

Her figure is not one to look well in the serpentine effects that have lately been so much the rage, and this woman has sense enough not only to realize that fact but to keep it in mind when she has her clothes made.

Her gown was of good material and it was well cut, but to suit her individuality, not to conform to the "rage" of the day. Her throat is not suited to low and diaphanous draperies and, knowing this fact, the woman whom the man likes to look at wore her laces high and close, held in place by a pretty jeweled neck-clasp.

There was but little trimming on

the gown, but what there was was rich and effective. It belonged exactly where it was placed, and did not give one the impression of having been stuck on.

The woman whom the man likes to look at prefers comfort to elaboration in her hair-dressing, besides her face is too small to allow of many puffs or curls, and so, after she had burnished it carefully and seen that it was free from all suggestion of dust or lint, she drew it back simply and coiled it in a soft Psyche knot at the back of her head, but it was loose at the sides.

Her hands are not beautiful, and they were not covered with brilliant rings, but they were white and soft and the nails were faultlessly manicured. Her hands are suggestive of quiet strength and a cool touch.

This woman is not a ready conversationalist. To tell the truth, she spoke but little, but when she did speak her voice, while low, was distinct and well modulated and had a sympathetic cadence that was most pleasant to the ear.

Not a woman one would pick out in a crowd, you say?

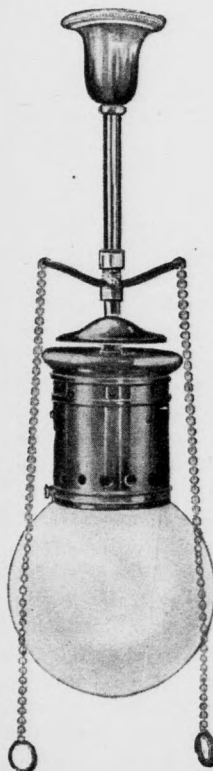
Not one who would attract attention in an assembly of her more ostentatiously dressed sisters?

You are wrong in that last supposition.

She would never demand attention, but would always attract it, and for no other reason on earth than the charm of her individuality.

Frances Peck Barnes.

American Gas Lighting Systems Will Make Money for You



They burn 95 per cent. air. 500 candle power. 40 hours on one gallon oil. Absolutely safe and reliable. Nothing to get out of order. They give a whiter, softer light than gas or electricity and will not confuse delicate shades and odors in the store.

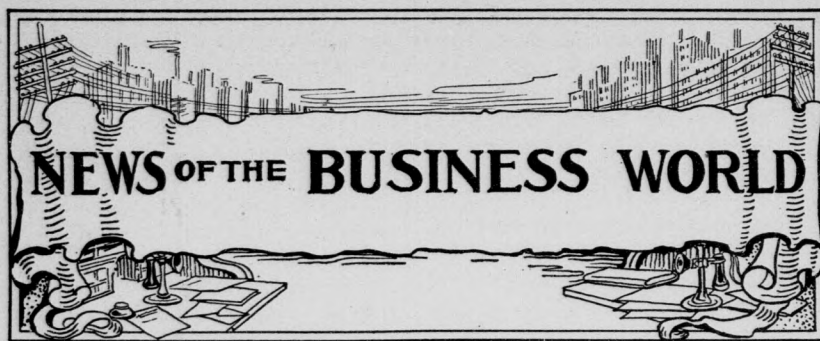
American Lights Are
Ideal for Store
Home, Church, Lodge, Etc.

Write today for Prices and Terms

Walter Shankland & Co.

85 Campau Street

Grand Rapids, Mich.



Movements of Merchants.

Hancock—S. A. Genette has opened a candy store here.

Otsego—N. E. Herrick has engaged in the bakery business.

Stevensville—Otto Falk, of St. Joseph, will open a grocery store here.

Belding—H. P. Hilton has opened a candy kitchen in connection with his bakery.

Fowlerville—Frank Dickie, of Lansing, will open a bakery and candy kitchen here.

Portland—R. G. Maloney, of Ithaca, succeeds E. F. Clark in the bakery business.

Ionia—The Webber Hardware Co. has changed its name to the Ionia Hardware Co.

Reed City—B. S. Pritchard has opened a flour and feed store on South Chestnut street.

Plainwell—W. J. McKellar, of Holland, succeeds Oka Butler in the bakery business.

Saginaw—The Niven Electric Construction Co. has changed its name to the Thorne Electric Co.

Charlotte—Moll & Thompson have resumed operations at their bean elevator for the winter season.

Bangor—Frank Seely and Louis Reed succeed B. K. Howell in the bakery and restaurant business.

Big Rapids—C. D. Carpenter has sold his interest in the Racket Store to T. H. Ingersoll, of Fairgrove.

Battle Creek—W. J. Mulford and Otto C. Gutske, both of Port Huron, will open a furniture store here.

South Range—The clothing stock of Edward Ickowitz was destroyed by fire Oct. 26. The loss is \$20,000.

Holland—Bert Wersma and Roy Breen succeed Martin Bontohoe in the ownership of the Holland Tea Store.

Mulliken—J. C. Morris has sold his stock of hardware to A. C. Potter, who will consolidate the stock with his own.

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

Caro—Joseph Ellis, for many years engaged in business here, has sold his stock of fruit and confectionery to George Gridley.

Nunica—W. D. Reynolds is removing his general stock from Coopersville to this place, where he will re-engage in trade.

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

Belding—Dayton F. Moon has sold his stock of groceries to Fred Con-

nell, who will continue the business at its present location.

Adrian—William J. Somerville, having decided to retire from business, has sold his stock of grain and feed to Culter & Dickerson.

George McMullin, recently of Elk Rapids, has accepted a position with the Brown & Sehler Co. and will move his family here later.

Plymouth—A. J. Burgess has sold his cigar and candy stock to Sumra Bros., of Toledo, who will continue the business at its present location.

Winn—L. N. Marsh, engaged in the clothing business at Mount Pleasant, has opened a branch store here under the management of F. S. Dean.

Grand Ledge—J. D. Summers has purchased the interest of B. B. Hall in the lumber business of Hall & Summers, and will continue it under his own name.

Manistee—Charles Zobel has purchased the interest of his brother Julius in the clothing and shoe business and will continue the same under his own name.

Traverse City—Isaac Van Maren and Eugene Schofield have formed a copartnership under the style of the Traverse City Shoe Co. to engage in the manufacture of shoes.

Albion—The Universal Machine Co. has been incorporated to manufacture type-setting machines, with an authorized capital stock of \$1,000,000, \$100,000 being paid in.

Rockford—N. A. Close has sold his stock of clothing, furnishing goods and shoes to F. W. Mockimar, of Wayland, who will continue the business at its present location.

Petoskey—Cobb & Neff are moving into the store recently vacated by Angus Fochtman on Mitchell street. This store will be used by them for their line of upholstered goods.

Levering—J. F. Joscelyn has admitted his son, Frank R. Joscelyn, to partnership in his general merchandise business. The new firm will be known as J. F. Joscelyn & Son.

Kalamazoo—William Engelman and son, Albert, of Howard City, will open a clothing and men's furnishing store at 230 North Burdick street, under the style of Wm. Engelman & Son.

Elk Rapids—Roy & Johnson, dealers in groceries, have dissolved partnership. Thomas Roy, having purchased the interest of his partner, will continue the business under his own name.

Detroit—A. C. Blanke, in the dry goods business under the style of Blanke Bros., has filed a trust mortgage running to George B. Greening, to secure creditors whose claims ag-

gregate about \$21,000. The heaviest creditors are Edson, Moore & Co., \$3,363; A. Krolik & Co., \$2,600; Burnham, Stoepel & Co., \$1,687, and Crowley Bros., \$1,685.

Bay City—Albert Applebee has sold his stock of groceries to G. L. Palmer, recently of Tuscola, and Charles Stevenson, of this city, who will continue the business under the style of Palmer & Co.

Eaton Rapids—A new company has been organized under the style of the Northwestern Petroleum Co., with an authorized capital stock of \$25,000, of which \$60 has been paid in in cash and \$24,940 in property.

Bessemer—The L. H. Truettner Co. has been incorporated to engage in the general mercantile business, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The Godfrey & Holihan Co. has engaged in business for the purpose of dealing in women's and children's clothing, toys, etc., with an authorized capital stock of \$3,000, of which \$2,000 has been subscribed and paid in in cash.

Vernon—Robert Chick, who has been engaged in the mercantile business at Durand for a number of years, has recently purchased a third interest in the Vernon Milling Co. Mr. Chick disposed of his mercantile interests some time ago.

Big Rapids—Harry Doucelle, of Shelby, has rented the meat market building formerly occupied by W. G. Ward and intends to open a new market in it about November 1. The grocery stock belonging to W. G. Ward's creditors has been shipped to Grand Rapids.

Niles—Andrew J. Cleland, a prominent pioneer manufacturer here, died Oct. 26 at the home of his son, Vincent, in Minneapolis, at the age of 87 years. Mr. Cleland came to this place with his parents in 1852 and for many years was engaged in the manufacture of fanning mills. He is survived by four children.

Detroit—The Board of Directors of the Michigan Retail Lumber Dealers' Association, at a recent meeting held in this city, decided to hold the next convention of the Association in Detroit next summer. Heretofore these conventions have been held in February, but sentiment in favor of a summer meeting has been growing steadily for some time. The action of the Board of Directors is not necessarily final. Should the action fail to meet the approval of the membership it will be reconsidered. Secretary Holmes will receive objections up to November 5, and if they are sufficient in number to make such a course desirable the Board will go back to the February plan.

Battle Creek—Local druggists are lining up against a practice which has developed among the physicians in recent years of furnishing medicines for their patients instead of sending them to the druggists to have prescriptions filled. Many new preparations have been put on the market in tablet and pill form and it is alleged that physicians are procuring these direct from the manufacturers and pass-

ing them out to their patients direct. This practice, it is said, seriously cuts into the drug trade and how to change it is a problem that the druggists are working on. One remedy that has been suggested is through legislation securing the enactment of a law that will forbid a physician supplying medicine or otherwise usurping the prerogative of the druggist.

Manufacturing Matters.

Lansing—The Eclipse Wire Fence Co. has changed its name to the Eclipse Rod Co.

Kalamazoo—The Blood Brothers Machine Co. has increased its capital stock from \$15,000 to \$75,000.

Detroit—The Goodnow & Blake Manufacturing Co. has increased its capital stock from \$5,000 to \$10,000.

Cedar River—S. Crawford & Sons have shut down their gang mill owing to inability to get sufficient men.

Battle Creek—The stock of the defunct American Motor & Cycle Co. has been sold to Charles C. Green, for \$1,425.93, its appraised value.

Holly—The Hobart M. Cable Piano Co. announces that plans are under way to double the capacity of the factory here, increasing the output from eight to fifteen pianos per day.

Detroit—The Anderson Carriage Co., manufacturer of carriages and automobiles, has filed notice with the Secretary of State of an increase in capitalization from \$500,000 to \$1,000,000.

Detroit—The Cross Gear & Engine Co. has engaged in business to manufacture gears and auto supplies, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—The J. B. Cowhey Improved Horseshoe Co. has engaged in business, with an authorized capital stock of \$100,000, of which \$75,000 has been subscribed, \$110 being paid in in cash and \$49,900 in property.

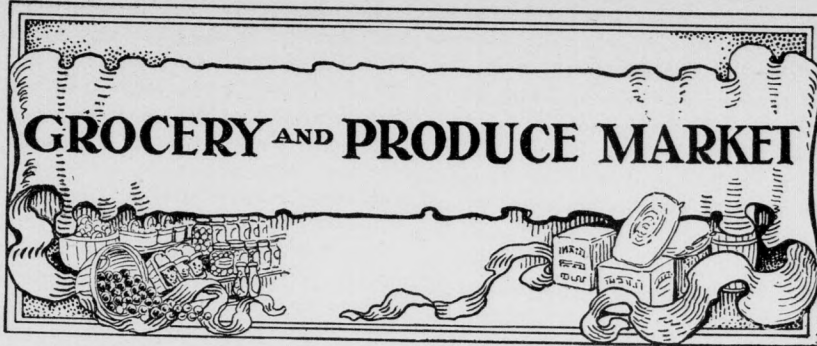
Ypsilanti—The Lewis-Geer Manufacturing Co. has been organized to manufacture lawn swings, porch seats, etc., with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$4,000 paid in in cash.

Detroit—A new company has been organized under the style of the Detroit Artificial Limb Co., with an authorized capital stock of \$1,000, all of which has been subscribed, \$250 being paid in in cash and \$750 in property.

Holland—The Holland Automobile Manufacturing Co. has engaged in business to manufacture, buy and sell automobiles, with an authorized capital stock of \$15,000, all of which has been subscribed and \$2,500 paid in in cash.

Detroit—A new company has been organized under the style of the C. L. Burr Manufacturing Co., with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed, \$600 being paid in in cash and \$400 in property.

Niles—The Auto Machine & Brass Works has been incorporated for the purpose of manufacturing brass, iron and other metal specialties, with an authorized capital stock of \$12,000, \$400 being paid in in cash and \$11,500 in property.



The Produce Market.

Apples—\$2.75@3 per bbl. for Sweet Bough, King, Wagner, Spys and Baldwins. Winter stock is very fine and it looks as though there would be a larger yield in some parts of the country than first anticipated, although the recent storm did considerable damage to the late varieties in New York and Michigan.

Beets—\$1.25 per bbl.

Butter—The market is very firm. There is an active demand for everything in the butter line. The receipts are cleaning up daily, and the outlook is for a general advance. The above conditions apply to both solid and print. The market is several cents above last year. Local dealers hold factory creamery at 31½c for tubs and 32c 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—\$1.25 per bbl.

Cauliflower—\$1.50 per doz.

Celery—18c per bunch.

Crabapples—\$1 per bu.

Cranberries—With cooler weather, cranberries are in better demand and prices are expected to advance between now and Thanksgiving, but the supply is ample as the Eastern crop is the largest harvested in years, and the Wisconsin crop, which was at first reported poor, is now considered a good average crop. Early Blacks are still held at \$6.75. Late Howes will be in market next week on the basis of \$7.50.

Cucumbers—Hot house, \$1 per doz.

Eggs—An advance of 1c has occurred in the egg market this week. Hens have stopped laying and receipts are light, and the recent accumulation is well cleaned up. As yet there is not much doing in storage eggs, although some of the local storers who had high grade stock have cleaned up well. Local dealers pay 24c f. o. b., holding selected candled at 26@27c.

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—14c 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.

Horseradish Roots—\$6.50 per bbl. for Missouri.

Lemons—The market is steady on the basis of \$5@6 per box for both Messinas and Californias.

Lettuce—Hot house leaf, 10c per lb.; Head (Southern stock), \$2 per hamper.

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

Oranges—Late Valencias command \$4@4.25; Floridas, \$2.75@3 per box for 150s and 176s.

Pears—\$1.25 per bu. 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—1½c per lb. for Hubbard.

Sweet Potatoes—\$2.75 per bbl. for genuine Jerseys and \$1.90 per bbl. for Virginias.

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—Raw sugars are weaker and refiners are less optimistic in their views. The Federal Sugar Refining Co. is offering granulated at 4.95 in barrels and 4.90 in sacks. The other refiners are holding at 5.05, but intimate that they will accept orders at 4.95. Michigan granulated is steady at 4.75.

Tea—Steady sales of Japans are reported at firm prices, with a shortage in low grades. Nibs are out of the market, with everything cleaned up and none to be had at first hands. Although quality showed a further falling off, there is a good general demand for Ceylons and competition is fairly good, particularly for leaf kinds, the Russian buyers operating freely. Latest cable advices quote a distinctly irregular market, greens being very strong owing to scarcity, with little prospect of a decline. In Indias supplies are limited and the market is relatively firm for all desirable parcels.

Coffee—When appearance indicated a decline there was an advance. Last week it seemed as if the big Brazil receipts would weaken the spot market here, as they seemed to weaken options. This week there is a different story to tell. Both Santos and Rios are very active and movements heavy, while the price remains firm. Country buyers are still holding off buying, and it looks as though the prices are going to be higher.

Canned Goods—The tomato pack is reported to be smaller than last year, especially in the better grades. Cheap peas continue to move, also

fancy grades are in demand, but very few are to be had. There is a good demand for sweet potatoes and pumpkin is commanding a higher price. Beans are a little quiet, but very firm. From the best information obtainable at the present time the pack of canned fruits this year will be much below the normal pack and prices on some lines will be materially advanced. Blackberries are very scarce. Strawberries, gooseberries and peaches are apparently getting in strong position. The stock of apricots carried over from 1908 will help the short crop this year and will keep the prices down some. Cherries are on the decline, as there was a very good crop this year and a great many packers carried over some. For the first time in years it is said that some packers of Alaska red salmon are finding it necessary to make pro rata deliveries. Some of the larger packers are able to deliver only about 80 per cent. of their contracts. According to Eastern reports the run of sardines suitable for making quarter oils is far below expectations. Shrimp and lobsters are scarce and firm. The demand for oysters is increasing and, with a limited supply, the market is very strong.

Dried Fruits—Raisins are still dull and weak. Currants are in fair demand at unchanged prices. Figs show an advancing tendency and a good demand. Dates are bringing about 1¼c above this time last year and show an active demand. New prunes of small sizes can be bought on a 2½c basis, but 40s command a premium up to 3¼c. Thirties are about out of it. Peaches show a continuance of the strong feeling that has marked them for some time and a good demand. Apricots are scarce, firm and in fair demand. Apples are much higher and firm. The supply is very light and the season's production, packers say, will probably be the smallest in twenty years.

Syrups and Molasses—Manufacturers of glucose have marked up their quotations 10 points. Compound syrup advanced 1c per gallon at the same time and tinned syrup in proportion. The demand for compound syrup is good. Sugar syrup is in good demand for export at unchanged prices. Molasses shows no change and fair demand.

Cheese—The market is firm at the recent advance. The make continues light and the consumptive demand is good. Indications point to a firm market at unchanged prices for several days.

Breakfast Food—The Tradesman was in error last week in stating that Flaked Rice was being introduced in this market by a representative of W. K. Kellogg. As a matter of fact, the new food is not produced by W. K. Kellogg at all, but by J. H. Kellogg, of Battle Creek. The Tradesman regrets this error and is glad to be able to call attention to it in this manner.

Provisions—Smoked meats are firm and strong. The supply is short and the consumptive demand is fully up to normal for the season. Pure lard is firm at unchanged prices and in good demand. Compound is firm at

¼c advance. The demand is good and the supply short. Barreled pork, drief beef and canned meats are firm at unchanged prices.

Fish—Cod, hake and haddock are unchanged and in good demand. The domestic sardine situation has made a radical change during the week. The large packers have all withdrawn from the market, and those that are offering anything ask \$3.10 for quarter oils f. o. b. This is an advance of \$1.10 within a very few weeks. Scarcity of stock and light pack are the causes. There is no demand to speak of, as there is too much cheap stock about. Imported sardines are unchanged and fairly steady. Salmon shows no change and light demand. The demand for mackerel is good, speaking particularly of Norway, and the price shows an advance for the week of 50@75c. The buying of Norway mackerel for future delivery has been very large so far.

Failed To Corner Governor Warner.

News travels fast sometimes and not infrequently it seems to come by wireless, with no authentic authorship assigned. For example, it is said that some Western Governor, who is participating in the Mississippi River trip with President Taft and various other heads of state governments, was told, after an introduction to our own Governor Warner, that the Michigan man was heavily interested in the manufacture of cheese and was a recognized expert in that business and in the selling of the product.

"Is that so?" said the other Governor, who is also interested in the handling of cheese. And he continued, "just watch me take the Wolverine unawares." Then, by crossing the steamboat deck amidstships, the Western Governor and his friend succeeded in again placing themselves so that there was a second meeting with Governor Warner.

The Michigan Governor pleasantly recognized the other Governor, who, as though suddenly reminded, observed: "Oh, by the way, Governor Warner, I was over in Chicago last week and took a fine order for cheese."

"That so!" replied Governor Warner. "That's good. I congratulate you."

"Yes," was the response, "how many do you think I sold?"

"How should I know?" replied Fred.

"'Course you don't," said the Westerner, "but just give a guess," he urged.

"Well," mused the Michigan Governor deliberately, "I should say about half."

"Half? Half of what?" asked the cheese seller.

"Why, half what you say," answered the Governor of Michigan with a smile.

And it is added that the Westerner was so delighted that he invited Governor Warner to visit his stateroom, where he might learn what the Governor of North Carolina said to the Governor of South Carolina.

Of course, Governor Warner did not accept the invitation.

CHEERFUL HALLOWE'EN.

How the Timid Cashier Met the Emergency.

Written for the Tradesman.

The timid cashier lived up over the store, and she said she just knew she was going to be scared out of her wits on Hallowe'en. She was pretty, in a baby-blue-eyes sort of way, and the boss' wife said she had a clinging nature. The clerks in the grocery over which she lived said they would come and sit on the sidewalk in easy chairs all night in order that she might be protected, but the boss wouldn't have it.

"If you fellows work the armed guard business about this store," he said, "there'll be rough house, and I'll lose trade. The boys who are out for fun Hallowe'en won't pull the building down, will they? Well, then, where's the use of the cashier being afraid? If they get too noisy she can open the window and argue with them gently. That's the way to do business in a shanty neighborhood like this."

As a matter of fact, that was a hard neighborhood to do business in. It was down by the tracks, and the people who lived in the one-story shanties thereabouts were not noted for being won over by gentle methods. Of course, the trade emanating from the shanties was not great, but the corner was a good one because it bordered another and more civilized district. As is usually the case, the people who spent the least money at the grocery made the most trouble.

All the merchants who had ever occupied that store were afraid of "the gang," and the gang made rough house with impunity. The outlaws centered on that corner on Hallowe'en and sent expeditions out into the enemy's country after they had wrought all the mischief possible about the store. The pretty cashier almost cried when she was told of the riot of a year ago, when the gang broke store windows and tore down fences all through the precinct.

"I just know I shall faint if one of them comes to this corner," she said to the delivery boy, who lived just as close to the tracks as any of the bunch, and was also perfectly gone on the pretty cashier. So the delivery boy said that he'd come and stay in her house all night, and blessed the gang up to the seventh heaven for giving him the opportunity of sitting with Miss Sweetness for an evening. Any one of the clerks would have given the delivery boy a week's salary for his chance, but the pretty cashier just wanted Mickey.

So Mickey brushed his clothes and combed his hair, whereat his mother came near falling down in a fit, and went up to the home of the timid cashier. There was a moon abroad that night, but there was also an Indian summer haze over the city, so objects did not show clearly at a distance. Anyway, the curtains were down, and the delivery boy didn't want to see at a distance, for the timid cashier sat there, on the other side of the table, playing the rotten-

est game of pedro Mickey had ever come across.

About 10 o'clock a noise like the blowing out of a cylinder-head, or the bursting of a dam came booming down the street, and then the shanty boys showed up, merrily carrying gates and things on their shoulders. In the midst of the procession was Alderman Gerritt's cow, who moved her head from side to side as she kept step, and appeared to be ashamed of the company she was in. The boys stopped at the corner, right under the window of the timid cashier's sitting room and planned mischief.

"I'm afraid," whispered Miss Sweetness. "I wish we'd thought to call the police."

"Huh!" scorned Mickey, "there won't be no police down here tonight. The last one wot come here got tucked away in the hospital. You let 'em alone an' they'll go away about midnight."

"I'm afraid they'll break up things down there," cowered the timid girl. "That don't take no bloom off you, does it?" questioned Mickey, thinking that the girl looked prettier than ever in her timidity. "You just let 'em bust things up if they want to, 's long as they don't swing to you."

"If they should set the building on fire," murmured the timid creature as the boys below lighted cigarettes and playfully tied a Jack-o'-lantern on each horn of the cow, "we should be burned alive. I wish you'd go downstairs and get the hose, Mickey. I'd feel ever so much safer with it up here."

Mickey grinned and blushed with the pleasure of serving so captivating a creature until his freckled face resembled the jack-o'-lanterns on the horns of Alderman Gerritt's cow, and hastened downstairs after the hose, which he dragged up after him, leaving the shiny black of it trailing over the sitting room carpet and the stairs like a snake that had lost his way.

While the cashier and Mickey watched out of the window, with the lights out in the room behind them, and the shade down to just the smallest crack, Plug Cross, who lived between the tracks and the tannery, and was considered so tough that he couldn't be any tougher, got up on the back of the cow and presented his associates in crime with the freedom of the city.

"Say, Mickey," whispered the clinging cashier, "if they should set fire to the building there isn't any water in this hose."

So Mickey went downstairs and turned on the water, and when he was halfway up the stairs again he heard a howl from the street which sounded like Ellsworth avenue on election night. When he got into the sitting room Plug Cross was off the back of the cow and the cow was giving an imitation of a docile beast anxious to get into polite society. She was lifting her heels to the moon, and Plug was sitting on the walk rubbing the spot on his head which had struck the hydrant when the stream of water from the hose had knocked him

off the cow, taking the freedom of the city with him.

"Gere!" shouted Mickey, dancing up and down as the hose poured a stream out on the mob of amazed toughs, "you've done it now, if anybody should ask you! They'll come up here an' put t'is place on th' kibosh."

As Mickey gave forth this prophecy Plug Cross arose from the walk and, pointing to the window above, was about to advise an attack when the stream from the hose took him in the mouth and he went over with many strange gyrations and unprintable remarks.

Again did Mickey dance up and down in glee. The toughs below were also doing a little quickstep work, and by this time every one of them was as wet as if he had been ducked in the pond. The bellowing of Alderman Gerritt's cow came from far down the street, where she was making her way through gathering throngs with the two Jack-o'-lanterns still fast to her horns. The timid cashier sat in her window and complained bitterly when she aimed the stream at a tough and hit a man who had just stopped to see what was coming off there. But she did not complain more vigorously than the man did.

"Now you look out," advised Mickey, in a moment, "they're comin' upstairs. Youse don't know Plug Cross w'en he's on the rampage."

The timid cashier dragged the hose out to the little entry connecting with a back staircase which opened on a side street and stood waiting. Mickey hid behind the door and held his hands over his mouth for fear he should spoil the game.

When the mob showed in the doorway below the pretty cashier put a match to a red something and threw it down. Then another, and another, until there were a hundred explosions in the narrow hallway, and the clothing of the boys would have been burned off their backs if it hadn't been so wet. Mickey rolled on the floor as the mob turned and caught a stream of water in the rear.

When the policemen, attracted by the noise of the giant crackers, got to the corner they found half a dozen dripping toughs staggering about with burns on their faces. A good many who couldn't see to run away were packed into the patrol wagon, and the timid cashier got a cheer from the bluecoats as the wagon rolled away. There was no more Hallowe'en in that ward that night.

"I thought," said the grocer to the girl next morning, "that you were afraid of your life last night?"

"Wasn't I, though!" exclaimed the girl. "I don't know what I should have done only for Mickey. Anyway, I don't think they'll ever trouble this store again."

"You're all right," laughed the grocer. "I'm stuck on your gentle methods. I didn't know what a clinging creature you were until now. I'm going to raise your salary and cancel my burglar insurance."

"Why, how you talk," said the pretty cashier. "I was never so

frightened in my life. I just trembled every minute until the police came."

Then she winked—actually winked with one eye—at the happy Mickey! Alfred B. Tozer.

Identified Herself by Describing Her Husband.

"I'm very sorry to trouble you, madam," said the bank teller politely, "but you'll have to be identified." He pushed the check across the marble slab toward her as he spoke.

"Identified?" repeated the lady. "What does that mean? Isn't the check good?"

The bank man did not smile, for this was the thirty-seventh lady who had asked this question that day.

"I have no doubt it is," he said, "but I don't know you. Do you know anybody in the bank?"

"Why, I'm Mrs. Weatherley!" exclaimed the lady. "Didn't you see my name on the check? See—here it is." The teller shook his head wearily.

"You must be identified," he insisted. "You must bring somebody who knows you."

The lady drew herself up.

"That check," she said with dignity, "was given me by my husband. There's his name on it. Do you know him?"

"I do," said the teller, "but I don't know you."

"Then," said the lady, "I'll show you who I am: My husband is a tall man with reddish hair. His face is smooth-shaven. He has a mole on one cheek and looks something like a gorilla, some people say, but I don't think so. When he talks he twists his mouth to one side, and one of his front teeth is missing. He wears a No. 15 collar, a No. 6 shoe and won't keep his coat buttoned. He's the hardest man to get money out of you ever saw—it took me three days to get this check."

The banker waved his hand.

"I guess it's all right," he said; "put your name right there—no, on the back, not the face."

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

Special Goods for October and November.

With Thanksgiving coming on apace and Hallowe'en but a few moons off it should be more than easy for merchants in almost any line to get up something very attractive in relation to these two important occurrences.

With family gatherings to look forward to who but a pessimist could regard the first-named event with gloomy optics? Then is the day of all the days of the 365 when those of us who thoroughly enjoy eating a finely-cooked dinner are glad we are alive. And the woman who can get up such a dinner alone or under whose competent direction it can be prepared is sure on that auspicious occasion, if at no other time of the year, not only of earning but of receiving the encomiums of her near relation and close friends who may be asked to the feast.

Much of the botheration of such an occasion may be eliminated by seeing to many of the details long before the day in question:

Naturally the first thing to engage the thought of the hostess is the question:

"Who are to be the guests to my dinner party?"

The answer must be determined largely by expediency. None must be bidden who are certain to "clash," although frequently some of us are obliged "for family reasons" to invite those who are openly known or suspected of being antagonistic to swords' points towards each other and from that dire condition, through all the different grades, down to simple indifference—the only alternative for the hostess thus socially hampered is to run the risk of spoiling the pleasure of her dinner and to bid the belligerents and, second, to "hope for the best and be prepared for the worst."

The number and kind of guests disposed of the next thing is "What To Eat," in which instructive magazine may be found many a toothsome menu from which to select one appropriate for the joyful November annual.

Extra Table Items for Feast.

And right here is where "the butcher, the baker and the candlestickmaker" come in with their wares. At Thanksgiving time both Pater and Mater Familias limber up in their ideas of economy and the table will then groan with the good things of this life if—also as—at no other time of the twelvemonth. Their views are apt to change as to the quality of the linen to be placed under those palatable viands. And if a fine new tablecloth is indulged in there are the napkins wanted to go with it, for every esthetic housewife knows full well that a tablecloth and napkins that do not exactly match in design are really an abomination in juxtaposition.

The new napery bought the old cutlery may look too shabby by contrast, so there is necessary a visit to the hardware or jewelry store for replenishment of the dilapidated carving set.

This purchased there are quite like-

ly to be needed some pieces of silver for use in serving special things, like bonbons, cheese and pickles or jelly, jam, marmalade and other of the delicious little concoctions that the feminine contingent of the household have been preparing from the late fall farm productions.

These odd pieces of silver mentioned are often overlooked by the general housewife and many a sale could be made of these if observation were but called to them by the clerk who is selling a carving set or mayhap a piece of cut glass. These silver bonbon spoons, forks, scoops, etc., add more to the appearance of the table than one would imagine who has done without them all the days of her housekeeping life.

The clerks in every store carrying these goods should be particularly enjoined to direct customers' notice to these during November up to Thanksgiving and all of the month or six weeks prior to month number eleven.

There's a world of efficacy in the "power of suggestion" which is talked about so much nowadays—indeed, you can scarcely pick up a newspaper or a magazine without running across something concerning it—and if this "power" were brought to bear in counter methods more than it is at present sales would be augmented in a wonderful degree.

This "power of suggestion" may in addition be brought to bear through the medium of sealed circular letters. Some prosperous merchants even go so far as to employ the Special Messenger Service in the delivery of these. In this case, of course, there is nothing on the envelope to indicate who is the sender of the missive. This is always addressed to some known adult of the household. In any event the contents are sure to be disclosed and commented on, and almost as sure to be laid aside for future reference. In many a family the receipt of a Special Delivery letter is not such a common circumstance that its arrival is lightly looked at. Of course, this is a costly way to get notice to their merchandise, but still numerous dealers are of the opinion that it pays when great caution is exercised as to whom literature of this description is sent in such an expensive manner.

Hallowe'en Novelties.

'Tis no trick at all to dispose of Hallowe'en goods. What with their comicality and their insinuating appeal to the love of mystery, inborn in every human breast, these funny novelties are sure to make a hit with young people with a Hallowe'en party on the docket. In fact, such a frolic would be incomplete without them.

This merchandise is naturally of a small character in bulk, and in its treatment window dressers are under the necessity of resorting to the tactics of the window trimmers of the Ten Cent Stores. When properly displayed these knick-knacks make a very effective showing.

Dealers in them should watch the Society Column of the papers and direct special efforts toward those contemplating amusements relying on witchcraft for their interest.

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.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

October 27, 1909

HENCE TO THE HOT HOUSE.

There is a shorter expression, and so a more forceful one, which a certain grade of society has adopted as its own and yet the grade is broadening or else the classes using it are increasing so that the expression once barred from good use seems to be making its way and the coarseness and the profanity it stands for have found admittance and toleration in circles at one time only explained by the saying, "Fools rush in where angels fear to tread." There is and there never has been any reasonable defense for breaking the third commandment. There it stands, as it stood on the tables at Sinai, and the ages of men between then and now have for the most part obeyed the divine decree. It seems to be only in recent years that the shocking habit is generally indulged in and the adjective is the more to be deplored because it is the young man that to-day is doing the most swearing. That the street gamin should depend upon it for emphasis is not to be wondered at, that the boy who has been allowed to run the streets at all times should make it an important part of his vocabulary is to be expected; but it is a matter of the greatest concern when the boy well brought up and the young man at college do not consider the habit unmanly, and so ungentlemanly and beneath them.

It has been stated with considerable earnestness that profanity always follows closely on the heels of slang and that as slang fails to attract the swear word follows as a matter of course; that the Smart Set are responsible for it and that the young fellow wants to be looked on as one of the number who talk loudly after that fashion, exactly as he turns up his trousers and smokes his meerschaum on the street and in extreme cases indulges in large plaids and a peculiar poise to his cap.

Another explanation, which has gained credence among an increasing class of disgusted maturity, is that there is a certain age when the average young man everywhere feels bound to make an exhibition of himself. The time seems to be at that

period which includes the sophomore, and the young man out of college, aping—aping is a good word—his fellow-mortal in college, outsophomores—another good word—his more fortunate brother and carries to an extreme the vagaries which characterize that cheerful but unfortunate period of human existence. Could the vagary be confined to the second year of college life less harm would follow; but it so happens that the girls have their silly age, which is also a very susceptible one, and the sophomoreism thus picked up and passed on has brought about the existing conditions.

Of course the state of affairs has drifted into pulpit and there maturity is called sharply to account for the profanity by no means confined to the street corners. "Youth is instructed in no way better than by example" and if men and women would take the evil in hand and "line upon line and precept upon precept, in season and out of season," make the suppression of the wickedness the leading purpose of their lives it would soon be observed that the taking of God's name in vain would again become unfashionable, and the man publicly indulging in it would find himself non grata persona in ways and terms not to be misunderstood.

There is another thought occasionally seeking expression to the effect that this is a question for the women to settle. Let them look with decided disfavor upon the lips that taint the atmosphere with profanity and the thing is done, but so long as they listen to it with composure or with pretended frown so long will the habit spread. A still better idea is for the home folk to look well to the ways of the household—for the husband and father to padlock his own lips if they offend, as it is to be feared they do, and for the ever attentive ear of the mother to be always on the alert to check a far from unoffensive habit which is certainly growing and which will continue to grow to the detriment of that part of humanity which is brought under its baneful influence.

OUR HOME COMING.

"Home comings" have demonstrated their social, educational, civic and material values in a score or more of American cities the past summer and fall, and as plans are already under way for the exploitation of such an event in Grand Rapids next summer it behooves all citizens to get in line and do all within their power to crown the effort with success.

Of course the great American problem: Will it pay? bobs up serenely and it must be solved.

By whom?

By the citizens of Grand Rapids—the business men whatever their professions or avocations; by the wives, mothers and daughters, the husbands, fathers and brothers. And right now is none too early to make the beginning.

"But will it pay?" and "How shall we start the ball rolling?" are again asked.

It pays invariably for any entire community to engage in co-ordinate

effort along any right line and any effort which will bring kinfolk and old friends together after a long separation and, in a spirit of local pride, renewing loyalty to one's birthplace or the scene of his earlier endeavors, can not but be right and desirable.

A good beginning can be made at once by writing to the absent ones asking them to accept your hospitality and become your guests during the home coming time. You can do no more at present, perhaps, than to tell them that it will be sometime in September or October; that you will let them know the exact dates later; but that you are extremely anxious to have them plan to come and that you will not take any answer but "I will surely come."

Tell them of the growth of the city, of its present attractions and of the special features certain to be offered for their entertainment; tell them what you will do as an individual to make their visit a pleasant one and then make your own plans to take an active part in the event.

Get busy now and try to harmonize every effort you make with the broad general proposition.

UNITY IN ARRANGEMENT.

In passing the window of a general store on a galaday the miscellaneous assortment struck the writer as quite incongruous. There were several pairs of shoes in the foreground. Not the dainty slippered effects which have a use only in the ballroom but good substantial black shoes, such as would be of general service.

In the rear and mingling more or less with this practical collection of footwear were half a dozen fur pieces, some of them bearing a price mark of three figures. And behind this unusual combination was stretched a lace curtain, cutting out a view of the interior.

The effect was little short of the grotesque. This intermingling of goods gave the impression of hash, although each article in itself was quite beyond reproach. There was no similarity in material or use; no legitimate connection. Plainly something was out of place.

In the three-day show which was the special incentive to the window dressing this medley remained unchanged. How much better to have taken one day for the display of shoes, making it in a certain sense exhaustive. The second day could have been given to the furs; and if there were not enough pieces to fill the window satisfactorily, the new wraps, with which the average country store is now stocked, could have been fitly displayed at the same time. On the third day the lace goods with other house furnishings might have made an attractive window.

There is in all decoration a spirit of unity and harmony which can never be left in the background. We are too eager and in trying to tell the entire story of our stock at once get into as hopeless a jumble as though we were trying to tell several stories. Take one thing at a time and work it out neatly and concisely.

SKIMP ONLY IN PRICE.

There is only one place in which the tradesman can hope for success if he tries the skimping plan—and that is in price. Make this fair and honest. Do not expect a large profit; for on the little gains will rest the large sales.

There may be a temptation to sell a little short on sugar, especially if you take in payment butter of inferior grade; but do not do it. Sooner or later it will reflect on your trade with other customers. Better have it out at the time on the butter question than take the risk of giving A. a chance to tell that you do not give full weight.

The full measure will be appreciated, even if you do not at once see the benefit. Work in this direction is something like that of the teacher—the reflection is slow, but it is sure—although any adverse comment that you give occasion for comes freely enough.

If you get the habit of measuring an inch or an ounce short the news will spread like wild fire and every customer of the past will not simply measure present purchases but magnify fancied or real grievances of the past; and a rival will smile in his sleeve as he heaps his measures, rejoicing in an overflow of trade.

If you happen to have a few inches of ribbon or calico extra, put it in, mentioning the fact that it be not overlooked. This generosity will do more toward making firm your good standing than will the remnant in the box of left-overs. Of course, this is not to imply that all remnants be given away. By no means. But give always good measure and sometimes even a little more than good measure. The skimper soon finds his trade skimp.

OUR GREATEST NEED.

The late Cornelius Vanderbilt is quoted as having said to a friend just before he died: "I don't see what good it does me—all this money you say is mine. I can't eat it; I can't spend it; in fact, I never saw it and never had it in my hands for a moment. I dress no better than my private secretary and can not eat as much as my coachman. I live in a big servants' boarding-house and am bothered to death by beggars, have dyspepsia and most of my money is in the hands of others who use it mainly for their own benefit."

What a pathetic commentary on the mad race to get rich! And yet what a large percentage of our fellow citizens are in this mad race! They fancy wealth will bring them pleasures. To all such pleasures mean palatial rooms; tables laden with expensive furnishings and burdened with flowers; a dinner with a dozen courses; the theater with its gorgeous spectacles; a splendid equipage drawn by prancing steeds or the luxurious automobile dashing along at the rate of a mile a minute.

What we now want more than anything else is the gospel of plain living and high thinking.

No one dies of spiritual indigestion from swallowing his spite.

ABOUT AUDITORIUMS.

Grand Rapids is musical, prominently so; but its reputation in that regard—and it is widespread and deserved—is almost entirely due to the enthusiasm and devotion to the cause of music of the ladies of Grand Rapids.

Grand Rapids needs an auditorium building, a structure which shall make it possible for any 5,000 units of the city's 120,000 population to hear the best there is in orchestral oratorio concert or grand opera music.

Just now two citizens of Detroit, Wm. H. Murphy and Frederick K. Stearns, are earnestly and systematically engaged in raising a fund of \$200,000 for the purpose of providing a great music hall for the City of the Straits. Moreover, they began the campaign by announcing that one-half of the \$200,000 has already been subscribed.

This fact has suggested that Grand Rapids ought to have two men of wealth who would do as Messrs. Murphy and Stearns are doing.

Perhaps there are such men in Grand Rapids, but, if so, they are as yet unknown to the general public.

Music is an esthetic proposition of the highest grade and in its better forms does not appeal to the average very wealthy man who has been too busy achieving a material success to know or care much about the purely artistic elements in life.

Messrs. Murphy and Stearns, of Detroit, are both men of great wealth and, fortunately, they are both good amateur musicians. As boys, young men and men of middle age, they have had every advantage possible for the cultivation of natural musical tendencies. They were students of the violin, of harmony and of composition from the time they entered their teens, and the only reason they did not become professional musicians is that their inherited business bents told them it would be far better to remain merely amateurs. Throughout their lives they have been the most reliable and most liberal patrons in the city of every worthy musical effort in Detroit.

If Grand Rapids has too such men—two such wealthy amateur musicians—she can hope to have a great auditorium by virtue of their enthusiasm and generosity. If not, she will be forced to wait yet a while longer.

DOUBTFUL EVIDENCE.

"Everybody is at work," cries the statistical expert who is telling as to general business conditions.

"We're hampered on our contracts and losing money every day," says the builder and the public works contractor, "and they add: 'We just can not get the men we need.'"

Nearly every day last week in every village and city in the State were groups of men and boys ranging from twenty-five to 2,500 or more in number, who spent from two to three hours of time each afternoon waiting for base ball returns. And Saturday evening the spectacle was as voluminously repeated in behalf of news from the prize fight.

These facts seem to contradict the statistician and account for the plaints

of the contractors and builders and, if true, they are potent because the record for Michigan was duplicated in every state of the Union. Everybody is not at work and for various reasons.

The National Employment Exchange in New York, which makes a business of securing work for persons in need of situations and is successful at it, says in its last report: "It is an interesting fact that men prefer the longer hours with private employers to employment at eight hours a day on State contracts, at wages which yield a trifle less per day."

Thus is one of the causes of men out of work indicated. Many, if not a majority of men, would rather work longer hours and earn a trifle more per day; and so, in the hope of obtaining a chance to do as they desire, will not accept any chance that is offered.

Just now, in Grand Rapids, a great corporation is in competition with individual contracting firms in the labor market and has great difficulty in securing help because the wage they pay is 15 or 20 cents per day below what the contractors pay.

Of course, there is always a certain percentage of men who do not, simply because they will not, work; call it laziness, shiftlessness or what you will.

As to the base ball and pugilistic fans they are, as a rule, men who have employment but are able, in one way or another, to adjust their labor so that, upon occasion, they can get to the score board for a few minutes or, perhaps, an hour or two, and so, by constantly coming, going and changing, these seemingly unemployed crowds are not accurate in their testimony.

FEWER RAILWAY ACCIDENTS.

Whether due to greater good fortune or to more careful management, the fact remains that during the year 1908 the number of fatal accidents diminished very materially on American railroads. The country can not, to be sure, claim a clean record of not a single passenger killed during the year, as Great Britain claimed, but it can point with satisfaction to the fact that the number of deaths caused by railroad wrecks has diminished remarkably.

When, some time ago, the Pennsylvania Railroad, one of the largest systems in the country, claimed a clean record for 1908, that is to say, claimed that not a single passenger of the millions carried over its lines had been killed, it was generally believed that this road would be the only one able to make that claim. But now several railways report a similar record for the fiscal year ended with July. The Northwestern, the Rock Island, the Burlington, and the Atchafalaya carried 70,000,000 passengers during their latest reported year without a single fatality chargeable to any fault of either of them. The Erie, not to be outdone, claims a clean score for the 125,000,000 passengers it has carried in five years.

All this is, of course, very gratifying, and, although it is hardly likely

that with our immense mileage of railroads it will ever be possible for the entire country to claim a clean score, the time will no doubt come when fatal accidents to passengers on railroads will be quite as rare in proportion as on the British roads. All over the country railroad roadbeds are being improved, and equipment is being more carefully looked after. Heavier rails are being used, and modern systems of signalling are being installed. All these improvements will undoubtedly reduce the number of accidents, and when increased traffic permits the double tracking of all lines in the West and South and the general use of the block signal system, the safety of railway transportation will reach the highest development.

One of the greatest dangers which the railroads have confronted, and the most prolific cause of accidents, has been the overburdening of single track systems with excessive freight traffic. During seasons of enormous traffic the care of the rolling stock is relaxed, and the roadbeds suffer from the heavy drains placed upon them. The single-track railroad will eventually have to go, but until it does we can not hope to compare favorably with British railroads in the matter of safety of travel.

BETTER ROAD MATERIAL.

There are few things so easily proven as that the highway commissioners of all the states in this Union must devise some form of improvement better than macadam and more durable. In reaching that conclusion it is not necessary to go at any great length into the controversy as to whether the horse drawn or the gasoline propelled vehicles are responsible for the wear and tear. Probably the truth about it is that the horses' shoes, especially when sharp, and the iron tires cut up and disintegrate the surface, which is whirled and whizzed away by the automobile. The great clouds of dust which follow one of the whiz wagons are made up of the surface dressing of the macadam road. It matters very much less as to how it is done than that it is done and that also there is great need for remedy. The automobile has come in large numbers and come to stay. It will use the roads and naturally pick out the best ones and all those living along these thoroughfares will be glad to have them used in this fashion. The more traffic there is going over any road the better it is for those living along that line.

Those in authority all over the country are devoting themselves assiduously to discovering some surfacing proposition which will answer the purpose, being at once durable and cheap. Among the plans proposed is one which would pave the middle of the road, say eight feet wide, with brick or concrete blocks or something of that sort, so that on it the automobiles and the horse drawn vehicles could travel without doing much or any damage at all. When occasion required turning out it would be such a simple and slow procedure that the macadam at the side would not be interfered with seriously and

would be very slightly if at all damaged. Making this central and solid part narrow would materially lessen the expense. Another scheme suggested, simply because it would be cheaper, is to have two lines of pavement, which are not more than two feet wide, so that they would carry the wheels of the whiz wagons and other vehicles. This, it is thought, would be still cheaper than the solid paving in the center. That would not prevent the horses traveling in the center from picking up the surface nor would it prevent the automobiles from pulling the dust out from between their wheels. There are other schemes which contemplate covering the entire surface with some petroleum preparation to prevent its being disintegrated and blown away. Some new plan must be devised and that very speedily if highway improvement is to be made permanent.

A MATTER OF TIME.

Volumes of personal opinions have been published all over the world during the past two months which warrant the assumption that popular opinion agrees in the belief that two citizens of the United States have succeeded in reaching the North Pole.

Other volumes have been as broadly published, discussing the relative claims of the two American citizens in question, and now the matter, as a whole, is up to a thorough, absolutely scientific and unbiased hearing and investigation before a Commission competent to formulate and submit a report entirely fair to both parties and to the general public.

In all human probability the Cook-Peary adversaries will fall into line eventually and, keeping step, will go marching down the corridors of time with the Amerigo Vespucci-Christopher Columbus records, the Dutch-Italian claims as to the discovery of the Hudson River, the Speke-Baker controversy over the discovery of the source of the Nile, and so on.

Beyond question Dr. Cook has been and still is being sorely pressed by those who are disputing his North Pole claims. Ninety-nine per cent. of men would, under like circumstances, have lost their heads and retaliated with invective, denunciation and abuse; and it is Dr. Cook's strongest point that he has not once said bitter things of Commander Peary, who, on the other hand, has not helped his own case by his nasty conduct.

The Mount McKinley matter, while a side issue, is one which it is possible to handle to a reliable finality, and Dr. Cook declares he will do so at the earliest feasible moment. It may be possible to make an actual investigation of the North Pole case, resulting in the discovery and return to civilization of one or both of the records left in that locality by Cook and Peary. Time alone can tell.

The greatest present problem is the creation of an examining body mentally and morally competent to investigate, analyze and report upon both claims with unimpeachable fairness to both Cook and Peary.

The people who are going nowhere are always in a rush to get there.

THE TALK OF THE TOWN.

How To Conduct a Successful Thanksgiving Sale.

Written for the Tradesman.

In November there are many occasions that merchants with an eye to business can take advantage of to promote sales of merchandise. Every community, be it small or large, has some local event in which the interests of the people of that locality are centered. With some, it is a society function, with others a college football team is the attraction; another locality will have a lodge or drill team to absorb local interest. These, with the national events, like Hallowe'en and Thanksgiving, afford a number of opportunities in sales ideas and the merchant who takes advantage of them and utilizes each to enhance the sale of goods will be recognized as a business leader in

have their colors and emblems; utilize these in fac simile for your store and window decorations and present them to the lodge for hall decorations when the affair is over. It is likely that the society will take official notice of your efforts, in which event you will secure some fine advertising and, perhaps, a vote of thanks, and your offer will appear in the minutes of the meeting. You will get more free advertising in the next meeting when, as a usual thing, the minutes of the last meeting are read.

Perhaps you know of some society function happening in the near future. Arrange a sale of party dresses or women's furnishings. Tell the women about it in your advertisements and windows. If you carry Women's Ready-to-Wears dress up a form in your nicest party dress and placard it "For the reception" or whatever title the event is known by.

Now, all of these sales will be more successful if the goods are attractively displayed, which at once suggests extra effort on window displays and backgrounds. In connection with this article is shown a Thanksgiving window background that is suitable for any line of merchandise. The design may seem to be on too elaborate a scale, but a simple way of construction is outlined as well, so that, no matter in what circumstances your business may be, you can adapt it to your needs. The central feature is Mr. Turkey posed like a peacock and the novelty is in the great spread, so as to take up almost the entire back of the window. If your appropriation is unlimited you can create a most gorgeous effect by having the neck and wings movable, covering the form with real turkey feathers and having a miniature red electric light in the point of each tail feather.

estal and surrounded with a half circle framework, supported by columns in imitation of rock faced brick. This effect is produced by covering framework with pasteboard, pasting red or corn colored bunting on top of this, puffed, and making mortar outlines with white tape. The balance of the background should be white, perfectly flat surface, with narrow moulding top. The side sketch shows the details of part of turkey frame and mechanical construction. If you arrange this about November 10, you will be well repaid for any expense entailed and your store will be the talk of the town long after Thanksgiving has passed into History.

H. J. Rutherford.

Ohio Leads in Pottery Making.

Last year pottery workers in the United States manufactured \$757,900 worth of the ordinary red earthen flower pots which are to be found leaking in almost every household in the country throughout the winter season.

Considering the red earthen flower pots as they are known to most householders in varying sizes, numbers and degrees of fragility anywhere from the basement to the attic this total does not look up to much for one year's production. But these are manufacturers' prices quoted by the National Geological Survey, which remarks that the red flower pot is about the cheapest thing that is turned out in burnt clay, anyhow.

As to pottery manufacture in 1908, even with a falling off of nearly 17 per cent. from 1907, it was valued at \$25,135,555 for the twelvemonth, Trenton, N. J., turning out \$5,649,472 of this total, and East Liverpool, O., producing \$4,050,384 worth of the many varieties of pottery ranging from a costly porcelain bathtub to the simple little red flower pot with the round hole in the bottom.

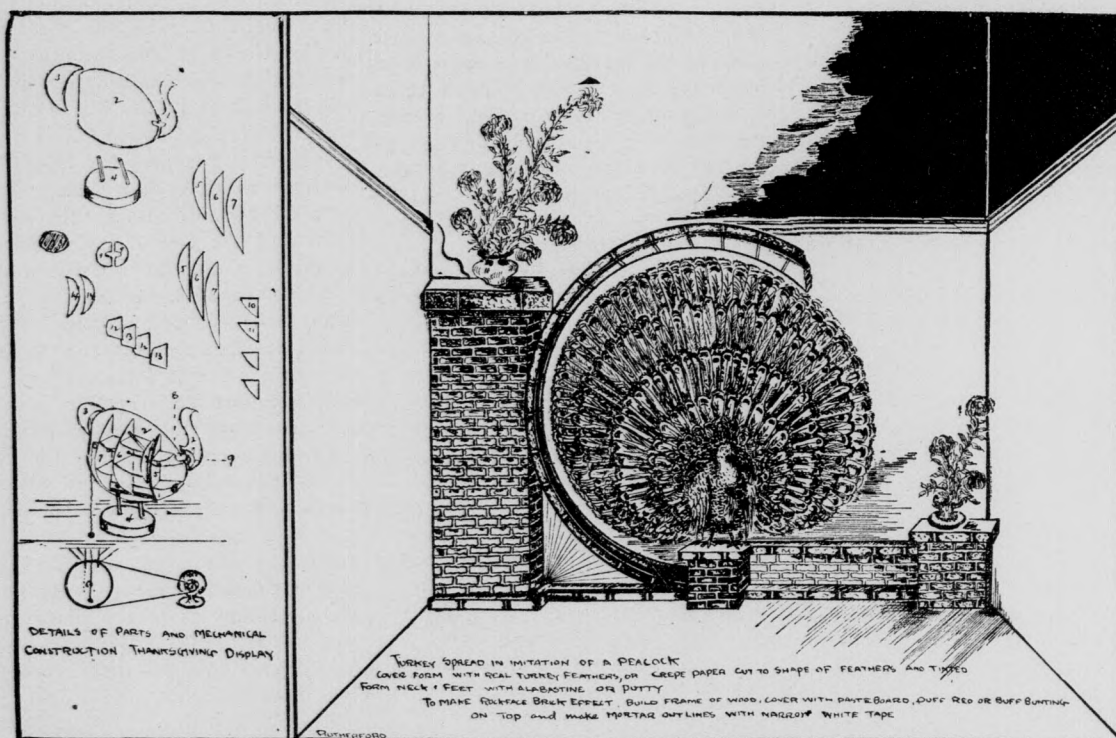
In the production of pottery of all kinds Ohio takes the lead of all the states, with New Jersey second and West Virginia third. However, thirty-seven states of the Union have made reports on pottery manufactures. How much Ohio leads in the industry may be seen in the fact that in 1908 it turned out almost \$11,000,000 of the total pottery product.

Falling off as the production did in 1908, still the domestic product supplied 72.54 per cent. of the domestic consumption of the United States—making a record in this respect—while on the other hand \$983,760 worth of pottery was exported. The total imports for the year fell off 22.54 per cent. from 1907, showing a total loss of \$3,062,821 for 1908, most of which was in white tableware. As the domestic loss in production largely was in this same white tableware, the inference is that the hired girl broke immensely fewer dishes last year than could have been expected.

Samuel Harris.

The religious life is the only way into the knowledge of religious truth.

The more a man knows the less he is ashamed of his ignorance.



his community, and if the right sort of goods are on hand business will increase as a result of these efforts.

Supposing yours is a college town; attention will presumably center on the football team and its doings. Now, if you know that on the following Saturday there will be a big game, get up a sale telling about it and how you have planned to supply the boys with sweaters, jerseys, athletic shoes and any other athletic goods or, if you handle clothing, you could work in a sale of young men's suits, suitable to wear to the game and after. Decorate your store and windows with the college colors. Your ribbon department should do a large business supplying streamers to the students.

On the other hand, we will say your town has a lodge that will hold a social. Take advantage of the event immediately. Use it as a reason for inviting the people to see how you have prepared with women's pretty neckwear, gloves and other apparel for just such an event. All lodges

Thanksgiving, however, is the one event with which people the country over are familiar and merchants, it matters not what their pretensions, will not let this opportunity go by without making the most of it to increase business. Just think of all that centers around Thanksgiving. The Feast, the Dressing of the Table, the Entertainment of Visitors, Homecoming, and all that means selling of merchandise in things to eat, wear and use, and the thing to do is to arrange special sales in each branch if you handle general merchandise. Dry goods merchants utilize this occasion as the chief time to hold sales of table linens and napkins. Turkey will taste better if the table is dressed in snowy linens, you know. Clothing merchants advise the trade to dress up properly for Thanksgiving. Grocers tell of the good things to eat and show them. Furniture dealers can say, "One gives thanks in a proper spirit if the house is properly furnished," and show different lines of furniture, and so on.

If the lights are attached to a flasher having all to flash at one second intervals, the effect will be pleasing. The simple and inexpensive way is to leave out mechanical and lighting effects and cover the form with brown crepe paper feathers. They are easily and quickly made. Cut your several forms out of cardboard (tail, wing and body feathers are different in shape, you know). Fold the crepe paper in several thicknesses, lay forms on it and cut around with scissors. Touch up the feathers with black to make them life-like. The turkey form can be cut from light lumber; a number of side pieces should be attached to bring out the shape of the body. Then cover with light weight cardboard and sheeting on top of this to prevent breaking. If you use real feathers, you can fasten by sticking the quills between the cloth and cardboard. If crepe paper is used, paste on. Form the head, neck, legs and claws out of putty or alabastine. Tint with black and red paint. The bird should be mounted firmly on a ped-

The Man Who Wins

THE man who wins is the one who is always on the alert to go the other fellow one better. He's the man who wants to see for himself.

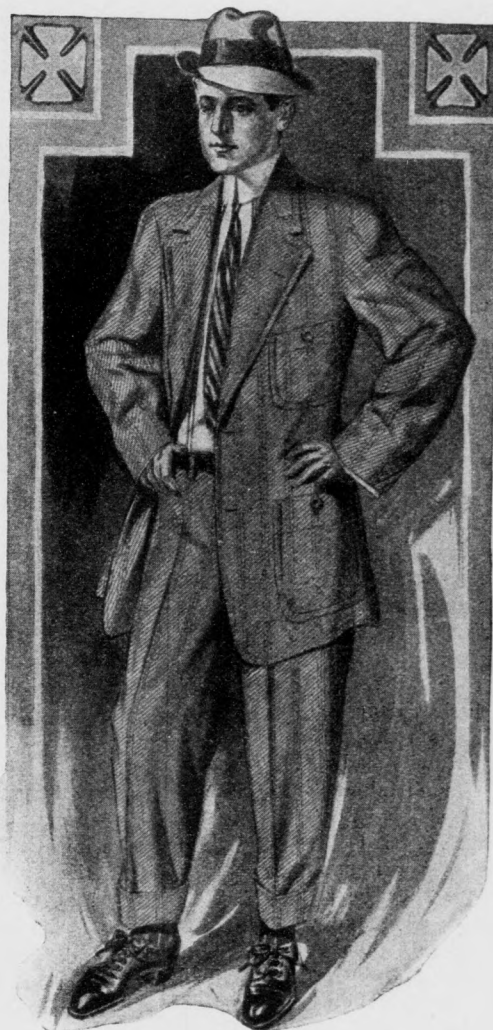
Persistency, inquisitiveness, progressiveness and aggressiveness are what won the goal for Columbus, Marconi, the Wrights and Dr. Cook.



Every great discovery has been the fruit of persistent research. Have you discovered yet the best line of Young Men's and Little Fellows' clothes?

If you have, you are gaining the benefits of "Viking" quality, "Viking" prestige and "Viking" advertising.

If you have not discovered "Viking" yet it is within your reach and it is one of the greatest discoveries of the clothing field. You won't have to go after it. It will come to you if you fill out this form.



"Graduate" and "Flossy" styles for Young Men and "Viking" and "Viking System" styles for Boys and Little Fellows.

Small Effort---Big Returns

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

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

(Sign and Mail This at Once)

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

Name _____

Town _____

Michigan Tradesman

State _____

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

HER "HILLSIDE STORE."

A Girl Merchant Who Succeeded in Business.

Written for the Tradesman.

Madge Wickwire had been a pupil at the Harlow Institute barely four weeks when called to her home by a telegram telling of the accidental death of her father—a small farmer a few miles beyond the suburbs of Cleveland—who for a trifle over two years had also been supplying daily a small milk route in the city's suburbs.

Overwhelmed with grief and almost dazed by the sudden responsibility thrust upon her, the girl succeeded, during the four hours' ride to her home, in clearly formulating a plan of operations through which she believed she might not only save the little farm but hold the family together and ultimately, perhaps, carry out her desire for a thorough education.

There were besides the semi-invalid mother and herself a brother 12 years old and a sister of 10 years to be cared for, and Madge figured that after the payment of funeral expenses and a small indebtedness to the family physician the Wickwire funds would be exhausted and—"Well, I won't run in debt, that's all there is about it," she added as she began gathering her wraps and luggage preparatory to leaving the train.

At the little village station and very much to her surprise she was met by Dr. Wyman, who had appeared, with a kindly thoughtfulness intuitive with the real physician who takes pride in his profession, that he might take her direct to her home.

"How's mother bearing her great affliction?" asked Madge after she had greeted and thanked the doctor.

"Bravely," said the good old man. "Bravely, but then, you know, she has learned how to suffer. You are the one who still has that lesson to learn; so, for your mother's sake and that she may not have a heavier load to bear, you must be brave."

Thus it happened that before reaching the stricken little homestead Dr. Wyman had learned that Madge, besides having acquired a working knowledge of accounting and the details of keeping accounts according to the card systems, was quite skilled in stenography and typewriting and had a practical, systematic plan for engaging in business as a retail merchant. And the idea met with his complete approval.

Immediately after the funeral Madge succeeded in selling the milk route for cash. Then, disposing of all but one of the milch cows at a comparatively low price, but for cash, she moved a small frame building which had done duty as a milk house, tool house and wagon shelter to the front of the farm and directly on the street. This was remodeled and renovated, fitted with shelving and counter and painted inside and out, and within less than thirty days was opened as a general store with a sign along the front, reading: "The Hillside General Store. Produce Bought and Sold."

Situated at the summit of an elevation which sloped gradually to the east and west a distance of from a quarter to a third of a mile either way the Hillside Store commanded a fair view over an entire square mile section of the countryside, with a second main traveled road north and south passing about ten rods to the east of the store.

Madge's stock was not only not entirely paid for but it was a small one and made a meager show upon the shelves. So far as mere appearances went, however, this was greatly corrected by womanly touches which made for cleanliness, neatness and harmony of arrangement—the enthusiastic work of the mother who, from her invalid chair, gave suggestions and directions which were proudly utilized by her brother, her sister and Madge herself. All worked early and late in the garden and around the stable during the early morning and evening hours and in the store or in its behalf during business hours.

Trade began to come at once from the fifty or sixty farms which were visible from the "Hillside Store." It was the only store in that square mile and, moreover, it was very attractive. Daily did the brother with the old horse and wagon of the milk route cover that territory making deliveries and taking orders and, once in awhile, bringing in crocks of butter or baskets of eggs with, "Tell Madge to give us credit," as the only instructions. And the 10 year old sister had the cleanliness of the garden and the feeding and watering of the fifty or sixty hens in the poultry yard as her especial care, to say nothing of gathering the eggs. Madge looked after the store and the housework, helped at times by the brother and sister.

One day after the store had been in operation seven or eight months Dr. Wyman stopped in with the enquiry: "Well, Madge, how's Mother coming on to-day?"

"Nicely, thank you," said the girl as she continued checking off an order which, neatly put up and lying on the floor, was ready for delivery. "She's upstairs now making beds."

"Good. That's fine," said the doctor. Then he cautioned in a much lower tone: "Keep careful watch of her, don't let her overdo; but encourage her. Speak every day of her improvement, but don't overdo that either. Once in awhile, when you are sure she can overhear you, you and the children express your joy and satisfaction at her improvement. That'll help a lot."

"We do just that now. And we are glad," said Madge. "You know I'm something of a Scientist and firmly believe in holding the right thought."

"That's all right, too. You call it the 'right thought' and I call it 'mental suggestion.' We're both Scientists," said the doctor with a smile, "and if we keep it up we will have your mother out cultivating corn next summer."

* * *

Two years later Mrs. Wickwire, restored to perfect health, was in charge of a neat frame building, 20x80 feet in area, one story high with

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.

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

a basement, equipped with furnace, boiler and steam fittings, a small engine, a force pump, a drive well and, out in front, a sign reading, "Wickwire Home-Made Products." And Madge was still in charge of the little white store immediately adjoining, at the same time acting as general manager of the entire establishment, pickling, canned fruits, the store and all. The brother had given place to a hired man so that he might attend school during the near-at-hand winter, and in place of the sister, now 12 years old, there was a hired girl. The two children, however, still had the care of the poultry—now amounting to 400 hens and cocks and requiring a lot of attention—on their hands and performed those duties with the precision and intelligence which come only through experience and enthusiasm.

"You see," said the 14-year-old boy proudly, as he and his sister were escorting the doctor through the poultry house and park, "we are planning to send Madge back to the Institute in the spring and the money to do it with all comes out of our poultry."

And the doctor, after a delightful hour passed at the "Hillside Store," the "Wickwire Home-Made Products" factory and the "Children's Poultry Farm," as he dubbed it, drove very slowly down the long slope, letting his horse find her own way. "It's strange," he mused half aloud, "that more people do not understand the unmistakable value there is in holding the right thought—or, rather, in mental suggestion. Oh, hang it all, call it what you will, it's a winner."

Chas. S. Hathaway.

Scientific Salesmanship.

"It makes you look small," said the saleslady to the elephantine woman who was trying on a hat.

Sold!

"It makes you look plump," she said to the cold, attenuated damsel.

Sold!

"It makes you look young," she said to the fair-fat-and-forty female.

Sold!

"It makes you look older," she said to the slate-and-sums miss.

Sold!

"It makes you look short," she said to the lamp-post lady.

Sold!

"It brings out your color," she said to the feminine ghost.

Sold!

And, of course, all the hats were exactly alike.

With or Without.

"The chicken stew has two prices in the bill of fare. How is that, waiter?"

"With chicken in it, it is thirty cents; without it, ten."

From the Shopper's Lexicon.

"What is hauteur?"

"That's what some salesladies display when you ask to see something cheaper."

If you tell a boy, day after day, that he isn't earning his salt, he will soon be likely to work down to that estimate.

Cleaning Up Time in the Flower Garden.

The season of garden bloom is passed. The killing frosts have come and where a few weeks ago was a riot of color are now dead leaves and withered stalks. An occasional flower will be found in the wreckage, bravely daring the autumn blast, and these flowers which a month ago we would scarcely favor with a glance are admired and cherished and thought to be of beauty.

With the passing of the bloom comes the fall work in the garden—and there is enough of it in the average garden if done properly to occupy the spare hours when the sun shines. This work may not have the joy of spring digging and delving for there is not the anticipation of early reward to serve as inspiration and incentive. The fall work is more in the nature of a long-time investment. The dividends will not come until another season. And if you make not the investment the returns will not come.

Autumn in the garden is the clean-up time. The old stalks and stems should be gathered together and burned or carted away. Weeds of any kind should be burned that the seeds may not live to torment another year. If practical the soil should be turned over. This will expose the grubs and larva of plant destroyers to the frost and materially reduce the crop of cut worms and other summer worries. The soil should be fertilized also and experience has taught that the fall is a good time to make the flower beds, for then the soil is easier to work, the weather is cooler and the planting rush is not on.

The hardy perennials should be fertilized at this time and snugly mulched; a little labor of this kind will bring its reward with better bloom and more of it next summer. Such of the plants as need dividing can be operated on now, but as a rule spring is the better time for this. The plants are weakened by division and transplanting and will not be in the best condition to withstand the rigors of winter.

In the shrubbery now is the time to fertilize and mulch, but if you would prune be sure of what you are doing before applying the knife. Pruning the lilac or the spirea at this time will be to destroy the hope of spring bloom. The flower buds are already formed and every branch that is taken away means so many flowers less when the flowering time comes. The same is true of forsythia, syringa, flowering currant and other early bloomers on old wood. Hydrangeas and roses can be pruned in the fall or, better still, in the winter, for their bloom is on new wood that grows in the spring. Most of the shrubs can be planted or transplanted in the fall, and this is true also of most of the trees, but many prefer deferring this to spring, as it puts the burden of winter killing upon the nurserymen.

Many of the shrubs grow readily from cuttings, and in a week or two will be the time to make the cuttings. The spirea, hydrangea, forsy-

thia and snowberry grow readily from cuttings, and it is worth trying a few just for the fun of it. Take the matured stalks, cut clean and stick them in the ground and Nature will do the rest. They will root in the spring and without expense you will have extra shrubs to plant or give away. While at it plant a few seeds of the different varieties of barberries and watch for them to come up in the spring.

One of the best investments that can be made in the fall and the surest in its returns is bulbs, and now is the time to plant them if they are to be planted at all. Snowdrops, scyllas and crocuses bloom in the spring before the snow is fairly off the ground. Then come the tulips, the narcissuses, the jonquils and the hyacinths. The bulbs give spring bloom from early March to the time other flowers come and they are so cheap that it is the poorest kind of economy to do without. There are, of course, high priced, fancy named bulbs for those who can afford them, but ordinary bulbs are cheap and contain splendid possibilities of enjoyment. They can be planted any time before the ground freezes, but the sooner they are in the better, for then the root development is stronger.

For mulching purposes the leaves that fall from the trees serve very well except that they are inclined to pack and thus smother the plants. This applies especially to pansies, and the trouble can be avoided by putting a few branches on the bed as a first cover and the leaves on top. Leaves instead of being burned should be piled up, wet down and allowed to rot. The leaf mold is valuable as a fertilizer, restoring to the soil elements which growing plants take from it.

BAGS

New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

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

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



ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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



Ground
Feeds
None Better

WYKES & CO.
GRAND RAPIDS

W. C. Rea

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REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

Wanted

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

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

Ask Michigan Tradesman, Grand Rapids National Bank, Commercial Agencies

BOARD OF TRADE.

Monthly Report of Municipal Affairs Committee.

The Summer's Work.

As this report covers the work of the past summer no attempt will be made to give in chronological order a description of each committee meeting. Instead there will be only brief mention of the most important matters under consideration.

Second Civic Revival.

First among these is the second civic revival, combined with which will be a civic survey or exhibition. Our first civic revival, held about a year and a half ago, was such a success from every point of view that the sub-chairmen decided to hold another this fall. The first revival arous-

ing winter still others are planning to do likewise. So significant was the revival considered by outside observers that descriptions of it were published not only in the newspapers but in such National magazines as the Outlook, the World's Work, the World To-day and the Survey.

Purpose of Second Revival.

The second civic revival will not be a mere duplication of the first. That served its purpose in arousing popular interest in community problems. This is designed to give concrete expression to that interest. So the survey or exhibition has been added. The survey will consist of models, photographs, maps and charts showing the present situation of Grand Rapids and its most pressing needs. It will illustrate graphi-

Home Rule Law.

Perhaps the most important work done during the past year was that of the Better Governed City Committee, which took the lead in securing a home rule law for Michigan cities. This law was enacted after the publication of our last report. Most of the recommendations of our Committee are embodied in it, that giving each city the power to determine the procedure by which its charter may be revised being included at the eleventh hour by Representative Stewart at our solicitation. The law is, of course, not perfect. Several defects have become evident and the Committee is now studying them with a view to determining how serious they are. There is strong probability that there will be agitation for

money but they will get a far more valuable and more pleasant city than they will otherwise.

Advertising Value.

This report, like the first civic revival, of which it was the first fruits, has given Grand Rapids much favorable advertising. Requests for copies have come from every part of the country and descriptions of it have been published in the National magazines. Even an English paper has given it space, while it has been read before architectural and civic improvement organizations in several cities.

Secretary's Trip.

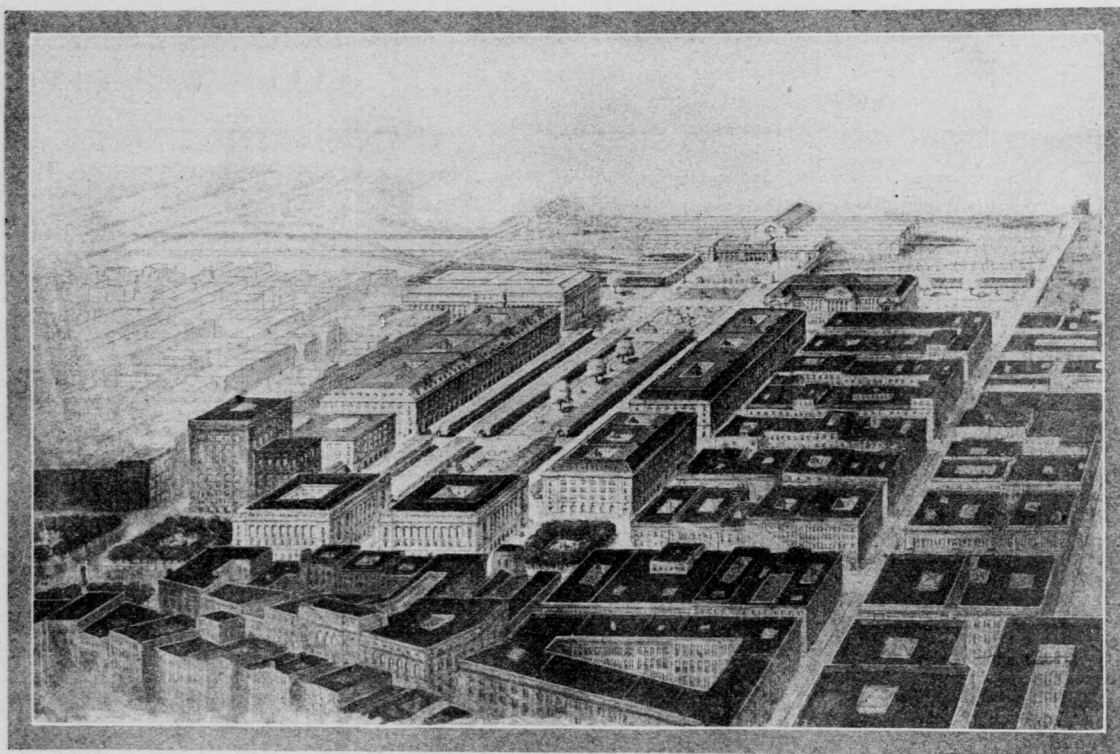
During the summer the Municipal Affairs Committee sent its Secretary on a trip to the Pacific coast, during which he visited nineteen cities in order to get ideas for Grand Rapids. During this trip he wrote letters to the three local dailies, describing what he learned. These letters were furnished free as part of the educational work of the Committee. During this trip the Secretary was invited to speak before a number of organizations and he was interviewed by the newspapers along the route, which gave opportunity for much favorable publicity for Grand Rapids. In several cities from one to three columns of space were filled with descriptions of what our city is doing.

N. M. L. Convention.

In response to an invitation from the National Municipal League the sub-chairmen of the Municipal Affairs Committee decided to send at least four delegates to the annual convention at Cincinnati, Nov. 15 to 18. The American Civic Association holds its annual meeting at the same time and place. This joint convention last fall at Pittsburg resulted in a civic awakening in that city of which you must have heard, as the newspapers have contained many accounts of what is being done since then to better conditions there.

Our Litter Gatherer.

Before and during Merchants' Week last spring the Cleaner City Committee was enabled through the generosity of its chairman, J. G. Albright, to employ a man to gather up torn paper and other litter on the chief business streets. This not only made our thoroughfares more presentable at a time when the city was filled with visitors but it served as an object lesson to our own people, for the man distributed handbills calling attention to the litter cans placed



Cleveland Civic Center Plan.

ed a keen and intelligent interest in the city where before there had been indifference. The belief of the Committee was that if the people could be aroused to the importance of spending some constructive thought on civic problems the effect upon the city's welfare would be tremendous.

Anyone who will think back over the past year and a half, noting the new spirit which has developed in our people during that time, must admit that this belief is being justified. Not only has the private citizen been more generous than ever before to the community but organizations designed to increase the general welfare have come into existence or have been stimulated to new life, while in public affairs there have been evident broader and more statesmanlike policies.

Reputation of Grand Rapids.

This was the most important effect of the first civic revival, but worthy of mention was the good reputation which it gave Grand Rapids abroad. Half a dozen other cities have imitated us by holding similar revivals, using our example to arouse attention, and during the com-

cally the social condition of the city, the housing of the people, the diseases which afflict them and the public improvements now under way. Then it will indicate what should be done in the near future. To all this will be added exhibits showing what other cities are doing to solve problems similar to ours.

In order to reach the greatest possible number of people the co-operation of the Creston Association, the Madison Square Board of Trade and other outlying civic organizations has been secured. Meetings will be held in these districts during the four weekday evenings, Nov. 3, 4, 5 and 6. These afternoons there will be meetings in the Evening Press hall (where the survey will be on exhibition) and on Sunday afternoon and evening there will be meetings in Powers theater (Nov. 7). On Monday afternoon there will be a conference at the Board of Trade rooms.

If every member of the Municipal Affairs Committee will do his part during this second revival it should be of even greater benefit to the city than was the first.

revision of our charter next spring, so the importance of learning just what are our powers under the law can not be over estimated.

City Plan Report.

Another important factor in the future well being of Grand Rapids was the publication of a city plan report which clearly states the principles of city building. This report, which was prepared by a commission of nine citizens appointed by the Mayor and its expert advisers, John M. Carrere and Arnold W. Brunner, was the result of three years of agitation by the More Beautiful City Committee. If the people of Grand Rapids will make themselves acquainted with the report and will follow its recommendations they will not only save tax

Post Toasties

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

Postum Cereal Co., Ltd.
Battle Creek, Mich.

Four Kinds of Coupon Books

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.

along the sidewalks by the Board of Public Works.

Other Matters.

The endeavor to secure the old Kent County Fair grounds for a detention farm in connection with the Juvenile Court seems to be sure of success. It is so obviously a fine way to use this property, which has been lying practically idle for many years, that only the narrowest self interest would place any impediments in the way. From this type of self interest the directors and life members of the Agricultural Society seem to be free.

We wish to call attention to the gift by J. W. Oliver of a strip of land adjoining Creston Park, which is particularly valuable since it opens 200 feet additional frontage along Clancy street.

The North End Hillside Park, for which the More Beautiful City Committee has been working, is now awaiting action of the Council, to whom it was referred by the Park Board, with the recommendation that the small strip needed for an outlet be condemned.

We have had letters from nearly all the factories among which we distributed spiraea last Arbor Day and, with four exceptions, they report good results. The head of one factory, which took 200 plants, said that he had never known of a larger proportion of plants thriving. In the exceptional cases poor results may have been due to allowing the roots to dry out before replanting.

Recommendations.

At the Board of Trade Directors' meeting June 7 the following recommendations of the Municipal Affairs Committee were formally approved:

1. That the real estate dealers of Grand Rapids be urged when laying out new residence streets to establish a building line as far back from the sidewalk as practicable in order that the street may present a more attractive appearance and thereby add to the symmetry and value of the city.

2. That the Board of Public Works be urged to announce before next Arbor Day, which for several years has also been a civic clean-up day, that it remove free of charge any rubbish which is deposited in the gutters on that day.

3. That the merchants along our chief business streets be requested to have their sidewalks sprinkled before they are swept in order to do away with the clouds of dust which now are both an annoyance to passersby and a menace to the health of the community.

4. That the Directors express their approval of measures now being contemplated to reduce the annoyance caused by the whistles of popcorn and peanut wagons, as this method of calling attention to wares is little short of a nuisance.

John Ihlder, Sec'y.

In the Last Analysis.

"Pop!"

"Yes, my son."

"What is an ultimate consumer?"

"Oh, the ultimate consumer, my boy, is the one that gets the hash."

A JOINT EFFORT.

Five Missouri Men Combine and Show Them.

Written for the Tradesman.

In a small city in the State of Missouri, the platting of which made no provision for alleys, several property owners, by a rather striking coincidence, determined, with unconscious unanimity, to begin the erection of mercantile buildings on various lots on the main street owned by them. These lots embodied the entire 242 feet frontage on one side of the street, between two side streets.

As soon as the decisions had been reached the simultaneous nature of the situation became known and these men held several meetings which resulted in a mutual agreement as to a practically uniform front elevation. That is to say, each building was to be two stories high, each story to be of the same height and with a harmonious arrangement of all front doors and windows. Slight differences as to the colors of bricks were conceded, but in the architectural essentials and in spite of two stories only a dignified and imposing front was assured.

There were eleven lots, each having a front of 22 feet and each lot was 100 feet deep. Five different owners possessed the property, and as the structures were to be for mercantile purposes these owners decided that it would be desirable to have an alley back of their stores. Accordingly they petitioned the city council, stating their purpose and requesting that the city lay water pipes and put in a sewer through the alley, besides meeting half the cost of putting down a pavement along the passage.

Two members of the council who were owners of business property farther up the street objected to granting the petition and so the matter was referred to the Committee on Streets. Very promptly, too, a counter petition was signed by all the owners of property fronting on the street immediately back of the proposed new buildings and by a majority of the business men farther up the street. So the first petition was not granted.

The five petitioners for an alley had gained the point they most desired. A widespread discussion of their proposed improvement had been precipitated, the local papers had said much for and against the idea and "sides" had been developed in favor and opposing the plan among the citizens in general. The advertisement had been a good one. The project had become the talk of the town.

The new buildings were erected. Each front store room was 22 feet wide and 60 feet deep. Back of them and extending from side street to side street was a covered areaway or alley 16 feet wide, with a flat sidewalk-glass-roof so that it was well lighted from above. Across this alley was a one-story building divided into storage rooms for the mercantile establishments, each room being 18x22 feet in size. The walls of the stores and storage rooms were 14 feet high and the walls of the second

story apartments were 10 feet 6 inches high, the second story being only 50 feet deep.

The combination structure was well built and was heated from a central station located about midway between the two side streets and occupying two of the storage room spaces.

Tenants fairly flocked to the owners of the stores and apartments long before the structure was completed and as rapidly as they were ready they were occupied.

Why?

Because of cheaper rents?

Not at all.

Because merchants knew that they could receive and send out freight and merchandise without annoying customers, interrupting clerks or damaging fixtures or goods; without interfering with street traffic in front nor with their window exhibits; because they knew they had ample room and facilities for packing, unpacking, checking and marking goods in the rear. Because the occupants of the office suites and living apartments on the upper floor knew that they would have an abundance of daylight, plenty of heat, perfect ventilation and drainage and—by virtue of back stairways to the alley—they might take their goods, their marketings and laundry packages in or out without unpleasant comments from careless passersby. Then, too, there was the comfortable aerial "back-yard" roof, a great convenience.

The property owners put in their own alleys, their own sewer and wa-

ter pipes, their own conduits for electric light and telephone wires and for gas pipes and the several corporations—including the city—were only too glad to make the proper connections.

As an illustration of the force and value of harmonious co-ordinate effort between business men who, even although they are competing merchants, can get together for the common good this Missouri example is a good one and, in a way, accounts for the widespread, "You've got to show me." L. F. Rand.

A German scientist in an interesting magazine article cites many incidents to show that electricity was known to some extent by the ancients, and was utilized for various purposes. Lightning conductors were used by the Egyptians and instruments much like the modern heliograph were used by priests as a means of communication between temples. There can be no doubt, he says, as to the temple having been protected by lightning rods. The Biblical descriptions show that the roof was provided with metallic points held aloft by columns, and that these points, ending in chains, terminated in great water tanks. He adds: "All of which is vouched for in the first book of Kings and the second book of Chronicles."

It is easier to write a volume on psychology than it is to get to know a man so as to really help him.

Flattery is simply a way of boasting of our power to fool others.

"Morgan" Sweet Cider

For Thirty-three Years
The Best Brand Made in Michigan
Sold Direct to the Retail Trade

FOR several years we have distributed our goods through jobbers exclusively. From now on we have concluded to reverse our former business policy and sell to the retail trade direct. The retailer who builds up a trade on "Morgan" products will have a valuable asset which no one can take away from him, because the "Morgan" goods literally "sell themselves" after they are once thoroughly introduced.

Send for sample order of sweet cider in any of the following sized packages:

Regular barrel,	50 gals.,	\$7.50
Trade barrel,	28 gals.,	4.50
1/2 Trade barrel,	14 gals.,	2.75

Once a customer of "Morgan" cider, always a customer.

We also make vacuum condensed apple syrup and apple jelly which we sell at 60c per gallon in any sized package.

All quotations include packages, f. o. b. Traverse City.

If first order is accompanied by remittance, we will forward dealer a beautiful calendar and colored cider signs for store display.

John C. Morgan Co. Traverse City, Mich.



WINDOW CARDS.

A Curious Play on Words Will Draw Notice.

Written for the Tradesman.

Oftentimes a play on words in window placards or an unexpected turn in meaning attracts attention where a prosaic statement of the same fact or facts would be passed by unheeded.

Some of these cards suffice as illustrations:

A dentist had the following card displayed prominently at the foot of the stairs leading to his place of torture at their head:

Nice New Teeth
For
The Man
Who Suffers
With the Toothache
If
You Chews
To
Have 'Em Out

A prominent dye and cleaning establishment served this notice to a curious public:

We
Are Prepared to Dye
!

Bring Us
That Old Suit
Of
Yours
And

We Will Show You
The Way We Do It

An electric lighting company put forth this suggestion, well calculated to cause a smile and to stick in the noddle of the passerby:

Kerosene
Will Grow Hair
On
a
Billiard Ball
But

No Matter What Kerosene Will Do
We Rather Have
Electric Lights
For
Our House

Here is a placard somewhat away from the commonplace:
If

You Are
Baldheaded
Don't Cry
But Use
Our
New Kind of Hair Restorer
Then Your Friends
Won't Jibe at You
When You Sit
in
The Baldheaded Row

This placard was decidedly inelegant but served to attract attention, especially as it had a picture of a lounging man with his feet up on a den table:

You May
Stick Your Feet Up in the Air
But
When You Bring Them Down
Don't Forget
To Plant Them
In
Our Store

A clothing firm that carries everything in outfittings for men who like to have exclusive styles had this card in its window three or four days ago:

The
Thoroughbred
Is Always
A High Stepper
If
You
Buy Our Clothes
You Will Have
That

High-Stepping Feeling

A merchant dealing in graphophones yesterday hung this card in his window:

A Merry Face
Is
Like
Sunshine in the Home
Buy One of Our Graphophones
And
You
Will Be Like
Sunshine in the Home
Another dealer had this to say—a trifle resembling the one just cited:

"A Merry Heart
Maketh
A Glad Countenance"
But
You'll Be Glad
All Over
If You Invest
In
One
Of
Our

Fine-Toned Music Boxes

A firm lately coming to a thriving town of 10,000 made its bow to the pedestrian public by means of the following terse and dignified card conspicuously displayed with its goods in its one large window:

If You Know Us
Only By Name
Let Us Introduce Ourselves
To
You
And Become Acquainted

H. E. R. S.

It is easy to plug your enemy full of holes when you make him out of mud and set him up before you in a sermon.

Highest Grade Canned Goods

PACKED BY

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

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors—
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Have You Found Your Proper Calling?

Sidney Smith said, "If you choose to represent the various parts in life by holes in a table of different shapes—some circular, some triangular, some square and some oblong—and the persons acting these parts by bits of wood of similar shapes, we shall generally find that the triangular person has gotten into the square hole, the oblong into the triangular, while the square person has squeezed himself into the round hole."

Emerson wisely says, "The crowning fortune of a man is to be born with a bias to some pursuit which finds him in employment and happiness." No man can struggle victoriously against his own character, and one of the first lessons of life is to learn what groove we are intended to fill. If Nature has intended everybody for something, to succeed you must be what Nature intended you for. Dean Swift has said, "No man ever made an ill figure who understood his own talents, or a good one who mistook them."

No matter how inviting the business or profession, it is unwise to enter it unless you have talents in that direction. Talent can not be purchased. A money rich man sent his daughter to college with the request that she become a pianist. After some months he enquired of the President about her progress in music. He was told that the daughter would not make a musician because she lacked the talent. The father said, "What does the talent cost? I can afford to buy it at any figure, for I want her to be a musician." But talent can not be purchased.

A child's inborn aptitude is the evidence of the right calling in life. Handel, the famous composer, whose father was a physician, was intended for the profession of law. The father did all he could to discourage the boy's fondness for music, but he got an old spinet and practiced on it secretly in a hayloft.

When the parents of Benjamin West, the great painter, in their opposition to his disposition to paint, hid the brushes, the boy showed his call to be a painter by making a brush for himself out of the hair of the old family cat.

Instances like these might be multiplied indefinitely to show the mistakes that parents make in selecting vocations for their children. It is a serious mistake for parents to wish their sons to be reproductions of themselves. Do not try to make that boy another you—one of you will do. I would rather that my boy became a shoemaker and put genius in his work than become a preacher preaching sermons that nobody wanted to hear, or be a pettifogger of a lawyer, or a quack of a doctor.

One of the most mischievous notions which has ever obtained a lodgment in the popular mind is the idea that a man to be respectable must either be a doctor, lawyer or preacher. The notion has spoiled a great many good clerks, carpenters and blacksmiths.

Many of the world's most successful men have failed in one or more pursuits until they finally got on the right track. P. T. Barnum failed in fourteen different occupations before he discovered he was a born showman.

Goldsmith failed as a physician, but who else could have written "The Deserted Village?" Cromwell was a farmer at 40, and Grant a tanner at 38.

Moody, an indifferent shoe salesman, became after middle life the world's greatest evangelist. No man will ever do his best until he finds his proper niche.

The world does not demand that you shall be a great man, but that with a noble purpose, a high endeavor and a useful end in view you shall make yourself a master in your line.

Don't be dazzled by life's great prizes. Get right down to hard work and determine first in what direction your genius inclines, then whether your desire lies along the line of that fitness, and then determine whether you are so situated as to be able to fit yourself thoroughly for that vocation, and, lastly, learn by most painstaking investigation whether that occupation is more crowded than some other for which you may be almost equally well endowed.

Do not imagine because your friends predict great things for you that that will settle the matter. Their affection for you and interest in you may overvalue your powers and the further fact that they are not specialists in the line for which they declare you so splendidly adapted makes their judgment not only of doubtful value but in most cases radically wrong.

You may know that you have found your place, if your work is a pleasure to you. If you long for the time to quit you are on the wrong job. If you go to work with no more delight than you left it the job belongs to some other man. When you have found your true calling you will not find Nature putting barriers in your path of progress.

If you have been boring away in the same hole for years without striking oil you have either got too short an auger or you are in the wrong hole. Have the courage to change your occupation until you find the right place. When you strike water you will find use for your fins. "A rolling stone gathers no moss," but sometimes "A change of pasture makes fat calves."

Madison C. Peters.

The Kind We All Have.

"Have you any alarm clocks?" enquired the customer of a jeweler recently.

"Yes, ma'am," said the man behind the counter. "About what price do you wish to pay for one?"

"The price is no object if I can get the kind I am after. What I want is one that will arouse the girl without waking the whole family."

"I don't know of any such alarm clock as that, ma'am," said the man. "We keep just the ordinary kind—the kind that will wake the whole family without disturbing the girl."

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A GOOD SCHOOL.

Its Relation To Civilization and Human Progress.

Seventh Paper.

"A good school." Good for what? Why, of course, to fulfill the purpose for which schools were established. And what is that purpose? Ah! what, indeed? What, indeed? For the constitutions under which schools were organized and the laws under which they are now administered are silent on this head. At least they indicate what is to be done rather than the motive for doing it. For any complete discussion of the purpose, motive or end of public education we must refer to the debates of those who made our educational systems and the discussions of those who, since that day, have sought to interpret, apply, adapt or modify them—an immense body of educational literature of which most people are willingly, even joyfully, ignorant. It is said to be a schoolmaster's trick when asked a simple question, as, "Why do we educate?" to point to a library for reply. One of the first exercises in my old German reader might have been translated somewhat in this wise:

Said a cabin boy to his captain: "Captain, is anything lost as long as one knows where it is?"

Captain—No, you fool.

Cabin boy—Then don't be concerned about your silver goblet; it is down there at the bottom of the ocean.

So, doubtless, from the depths of the sea of educational literature we can fish up an answer to the question, "Why do we educate?" indeed, answers without number and refutations of those answers, together with endless explanations and rejoinders. I do not call attention to this vast body of educational literature to rail at it, but to excuse myself from entering upon it at all. Really, it contains some of the noblest and most inspiring reading in any language. Dark will be the age that is not lighted up by its glorious radiance. However, it is no part of my purpose to search out and expound a philosophy, but rather to take some prevalent philosophy for granted and urge strong, united, enthusiastic action in accordance with it. "Do it and do it now," is my one word.

But, after all, action implies some motive or impulse to act. There is, indeed, much useful activity that is imitative, or habitual, or is not highly motivated in any way; but somebody, somewhere, must have thought it out. We simply must have some guidepost of this kind by which to direct our course as we go forward. Beside, everybody really does care to some extent about this matter of motives. The exigencies of life, what Huxley calls the "apparent unfathomable injustice of the nature of things," together with the universal love of children and interest in all that affects their destiny, make educational philosophers of us all. Where is the man or woman who has not a ready-made philosophy of education? There are personal motives, class motives,

vocational, race, national, religious, and so on, each with its advocates and, perhaps, each destined to have its turn at the front of the stage. There are hard theories of education and soft theories; theories which have reference to our neighbors' children and those which have reference to our own. Educate for life, for citizenship, for class perfection, for power, for efficiency, for character, for self realization, etc. Educate so as to make life interesting; so as to make the inevitable trade or profession attractive and full of possibilities; so as to find a way out of the tedium of the inevitable trade or profession into a freer world of art or sport. In a word, educate so as to realize what are for the moment our highest hopes and escape what we most fear, either as individuals or as a nation. We must have some valid, natural, appealing motive for public education to inspire the teaching force and the general public with such strong purpose and high resolve that education will, almost of itself, go on from strength to strength.

I have a profound conviction that religion furnishes the only motive sufficiently universal, abiding and deep-rooted in human nature to supply such an impulse, but for obvious reasons this motive is not available; alas, that it should be so. First, religion does not mean the same thing to all. Then it has been taken possession of by devotees who have reduced it from a public to a private asset, have narrowed it to their own horizon or have used it for their own purposes. The time will come when religion, the mother of education, will return to claim her own. As Horace Mann says, "The blame of education should be lighted at the skies."

A considerable part of the religious motive may be denoted by the word civilization, a term under which I wish to include the major morals, the minor morals (if there be any minor morals) and manners—all, in brief, which may be brought under the heads, morality, culture, refinement and good taste. Educate, then, in the interest of a high civilization; educate so as to drive back and hold in check the tide of barbarism that is always threatening to engulf us.

Civilization is purposed evolution. The doctrine of evolution has had the effect of turning our minds away from the more personal motives for education, like self-realization, to the general and racial motive of adaptation. By natural selection, or otherwise, the individual and the race become fitted to their surroundings. The strong survive to propagate the race; the weak go to the wall. Strength, endurance, alertness, greed, cunning and cruelty are at a premium. This old evolution, working for ages, did its work thoroughly. Self interest became organic. Then come in race consciousness; a sense of values in human conduct and social organs for expressing these values; the great motives, strong even in their newness and weakness, of justice and duty and sympathy. Huxley states this very well: "Social progress means a checking of the cosmic

process" (evolution) "at every step and the substitution for it of another which may be called the ethical process" (civilization); "the end of which is not survival of the fittest but of the best." "The practice of that which is ethically best involves a course of conduct opposed to that which leads to success in the struggle for existence. In place of ruthless self-assertion it demands self-restraint; in place of thrusting aside or treading down all competitors it demands that the individual shall help his fellows." "The ethical progress of society depends not on imitating the cosmic process but in combatting it." And what a delight it has been to me to witness in the few years of my own life some progress in the world in engrafting upon the old stock some scions of kindness and gentleness and good breeding from the new.

Now it is by education that men become aware of these higher ends and learn to conform to them; and the school has a large part in setting forth these standards of conduct; in furnishing both historic and living examples of conformity to them, and in making this conduct attractive and habitual with the young. Stated in this large and vague way this motive may seem weak and foolish, but I am convinced that it has the enormous advantage of conforming to the thought of the times and so of being vital and full of promise. The community, and especially those who have to do with the employment of teachers, can feel that they have a very real foe in barbarism—a very

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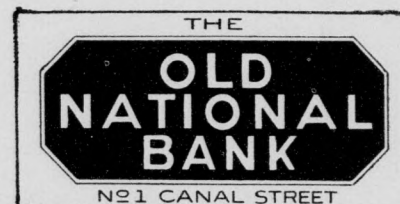
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solid good in urbanity; and the teacher, in the presence of the egoism and selfishness of children, is no longer astonished nor horrified, but knows that he is in the presence of the product of ages of evolution which has made these young people strong to receive a high and fine civilization. I want to return to this subject later for a more definite discussion of the school as a teacher of manners and morals.

Edwin A. Strong.

The Question Concerning the Specialist.

This is the age of the specialist. You can't get away from the reiteration of the fact. Everybody, no matter what his occupation, seems pleased to comment upon the condition. From the highest of the professions, down to the miscellaneous occupations of the laborer, the distinction specialist is applied on all sides. Isn't it possible that we are specializing a little too much in our appreciation of the specialist?

In the main the growth of specializing in occupations has come about through congested populations. In the rural sections there is no place for the resident specialist. The country doctor, lawyer, machinist, merchant, or the like, lacking a constituent population sufficient to promise him employment enough to satisfy his needs, remains the "all around" worker. The more deserving he may be in this application of the "all around" man the better he is appreciated.

But in the large centers of population the reverse of the condition has come about. That "all around" efficiency no longer is at a premium in the estimation of the general public. Instead, it is regarded on all sides as confession of skill in nothing. It carries with it the impression of a confessed mediocrity out of whose general averages the worker hopes to make good in general.

In the highest appreciation of the earnest specialist there is no doubt that specialization has been of enormous influence in the world. In that highest expression of the specialist bent one finds the worker intent upon eliminating those things in which he finds least interest and least adaptability in himself, in order that through devotion or more concentrated study and work upon the thing of most interest he may attain his highest usefulness.

No one possibly can find criticism of the specialist who specializes in this sense. Out of probably half a dozen talents he has risked choosing one in his particular field, upon which he banks his whole future. Having assumed this risk soberly and intelligently, it must be presumed that he will give the best that is in him toward that particular ambition.

If this be true of the professions, it is economically true of the trades. If in some city environment there are a dozen factories making barrels and none of these cares to install machines for turning the wooden bungs with which they are to be sealed, that individual who builds a plant solely for the manufacture of these wooden

corks fills an economic need in an economic way. Naturally, through his specialized machinery and plant, he can turn out bungs for the barrel makers cheaper than each barrel manufacturer can turn out the product in his own barrel shop.

But, as a matter of fact, this misunderstood "specializing" has gone much further than all this. To-day it is almost impossible for a casual caller in any large business house, office, or establishment of any kind not to feel the misdirected influence of specializing.

"That is not my work" is to be seen in the faces of employes, if it does not materialize into the words themselves. Often, indeed, two or more employes may engage in a controversy over the point while the caller waits for a decision to be reached. It may be a matter upon which any one member of the establishment can speak in a moment, decisively and satisfactorily. But, with the mistaken idea of specializing which has grown up in the place, the plea that "This is not my work" operates day after day and year after year to the detriment of the employer's best interests.

Often this employer is to blame. When the "all around" applicant for a position approaches him in the great city centers he is quick to ask for that applicant's specialty in work. Too often he fails utterly to understand anything but the specialty qualification. If he needs a man at all he needs him for the position just vacated by another man who had specialized there. Can this young man, out of his all around knowledge of the business, hope to concentrate himself upon this one cog in the gearing and fill the place with full precision and efficiency?

Here in the administration of a great business so many mistakes are making every day, especially with the young men who are coming in as the future life blood of the business. Give to the average young man this mistaken idea of specializing and the management under which he is to work thereafter is doing no more than to make sure of a machine employe. Set to work in his polished groove, and made responsible only for the continued polishing of this smooth worn, narrow channel, this young man is oppressed by the atmosphere of narrow routine which closes in upon him.

To-day in scores of institutions in the business world there is a growing appreciation of the mistake of too close specializing. Sickness among employes or their enforced absences for business reasons have been disclosing that too few specialists in other departments know enough of the work of the absentees to fill their positions. Or, if, in the judgment of the employer who knows his employes' fitness for this emergency work, a specialist in one department be named for the emergency work in another department, the employer may be shocked, even, that the chosen one lacks initiative enough to make the trial.

But why should he be? He has been

teaching specialist work from his business bible. He has been asking no more than that the young man fit himself into a cog gearing. Fitting himself there acceptably, can the employer wonder that his employe is disturbed at the prospect of going into another groove where he runs the risk of disappointing the man who employs him?

"What is the relation of my work to the whole business of my employer?" is a question which in my opinion must force itself upon the coming young specialist in business life.

That man who establishes a manufactory for turning out bungs for use in barrels manufactured by a dozen other factories must determine this relative fact before he installs a single machine for the work. He must make enough bungs; he must not make too many. He has urgent need to know what the barrel makers are doing.

Shall one doubt that the specialist employe, anywhere, must find bulk and strength in the wider knowledge of all that his own specialty bears upon in any of its relations?

John A. Howland.

When the Shoe Pinches.

"Women can stand pain far more heroically than men. I know it by experience."

"What, are you a doctor?"

"No, a shoemaker."

When men make a mockery of sin their sins are sure to make a mockery of them.

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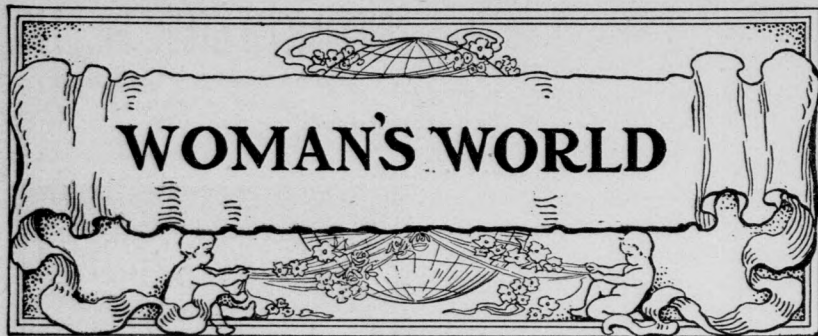
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Love Overrides All Differences.

Beauty loves the Beast. And, lo! he transfigures into a prince.

That is the fairy tale. And that is life. Love always overrides differences. Indeed, it teaches us to prize differences. It prompts us to cherish those most unlike ourselves, to realize that in them our temperamental deficiencies are made good and our sundry wants are best supplied. If we are shy and reticent, our hearts warm to people that are free and easy and communicative. If we are spirited and tremblingly alive, the calm and placid persons soothe us. If we are dominantly positive, the quiescent and passive give to us ease. If we are tall we choose the short. And if we have brown eyes we admire the blue.

In our love we look not for our counterpart, but for our complement and supplement. We elect our opposite, the unlike, the different, the novel. We do not insist that all natures be alike, but vice versa. We feel

the worth racially and individually of originality, variation.

And the finer our love the more remarkable the diversities we enjoy. In love's larger, loftier, impersonal reaches the most abysmal disparities are spanned. Indeed, they are obliterated. Love does not know them; does not know distinctions of race, creed, caste, station, culture, talent, character. Not only it holds dear the lovely for what they are, but it holds dear also, perhaps especially, the unlovely for what they are not. And the more unlovely they are, bodily, mentally, spiritually, the more freely it lavishes its affections to atone for the lack. It delights in congenial society not only, but also and equally in the uncongenial, finds congeniality in the uncongenial, felicity in the disagreeable.

It cherishes not only the amiable and lovely, but also the unlovely and bad, the hard hearted, the cruel, the selfish, the malevolent. Loves them tenderly, dearly, devotedly. Has no fault to find with them, no criticism

to offer, no improvement to propose. Takes them just as they are, loves them just as they are, discovers the most marvelous beauties in them. Gives them so freely of devotion that after all they are not lacking in love, but are bountifully endowed with it. In this way love equalizes the superior with the inferior, blends the dissimilar. So that the differences which it so gallantly, so cavalierly woos are in the end effaced, annihilated.

All this is done in the light of a purer reason, which revels in the myriadfold, multifariousness and singularity of things, which not only grants to variations the right to live, but also realizes that each of them has a role to play, has a noble value to the whole. Nature expresses herself in her several kingdoms, mineral, vegetable, animal, human. And she seems to assign to the mineral as lawful and significant a part as to the vegetable or animal.

We do not expect the plants to convert the stones into growing green, albeit the vegetable kingdom is counted superior to the mineral. Or if the plants should convert them we would miss our granite, marble and pearls. Nor do we expect the cattle to urge home upon the meadow daisies and dandelions the advantages of bovine consciousness and exhort them to conform. We do not expect the graceful gentle valleys, because they are balmy and beautiful, to try to flatten out the majestic hills.

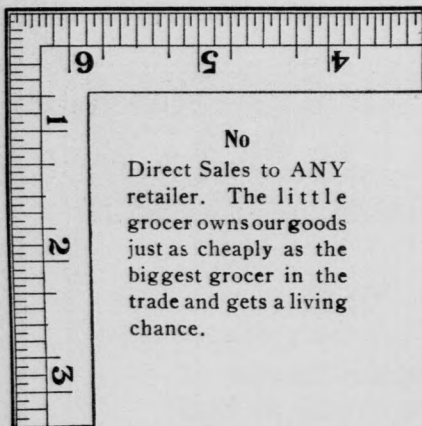
We admire the sky. But we like, too, the mirroring water below. We rejoice in the sunlight. But we luxu-

riate also in the horned moon and the stars and the mysterious eerie, enchanting night. We would not have all the flowers lilies and roses nor all trees the softly sighing pines.

Nor would we have all men of the same race, or the same rank, or the same mind. Life and the world are too large to be wholly manifested in any one thing, man, people, era, planet. They are bound to need many aspects for expression, infinitely many. Universe after universe, age after age. Dark as well as daylight. Chill as well as warmth. Pain, pleasure, good, ill. Round, square, polygonal.

Hearts of stone belong in the world as well as rock and sandstone. Vegetable hearts as well as pomegranates and blue bells. Brutish hearts as well as human, weakly human hearts as well as heroic and sublimely divine. Creeds outworn as well as prophetic, the liberal and narrow. Old foggy men and petty women, conservatives and radicals, rogues and righteous, blue stockings and belles, ditch diggers and philosophers, commerce and poetry, greed and benevolence, affection and hatred, crassest materiality and the ineffable light of the soul.

Somehow we seem to miss the spirit of things when we take the differences in the world too seriously and ask for uniformity, wish everything to fall in with a pattern fashion—when we find a standard belief, a standard code of conduct, a standard rule of thought, or of experience.



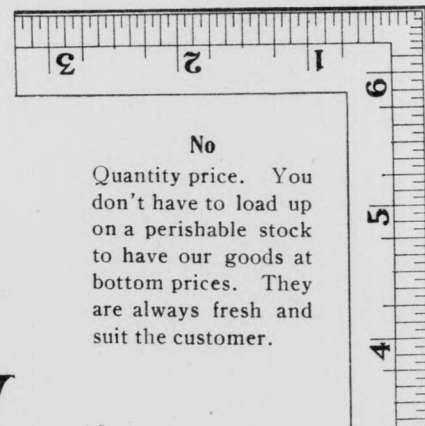
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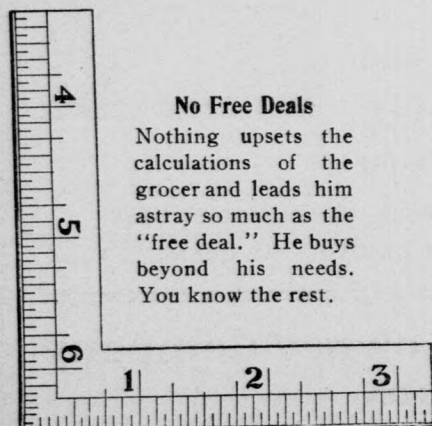


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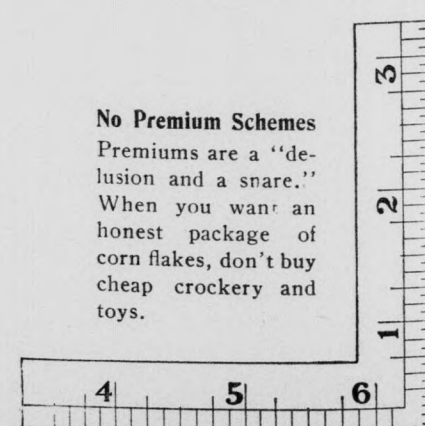
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or of growth and try to set it up as universal order.

We miss the larger part, the richness, the depth, the expansion that are born of diversity. We miss the many things that we are not, the many aspects which we do not express, the contribution of the other half, of the other fellow.

The better we understand the higher we value the manysidedness of the world and ourselves. We become humble. No. We have nothing to teach. We have everything to learn. The flower in the crannied wall holds all the philosophy of the eons. Our bellboy's and our maid's most nondescript moods seem more glorious and wonderful than our grandest thoughts. A speck of dust is a galaxy of stars and a collection of universes.

Lost in our zeal to preach, to enlighten, to mold, we are learners, adorers, worshipers, devotees, lovers. We have found love's way. We have welcomed and wed our differences—our beast. Uniting with it, we have metamorphosed it. Dorothy Dix.

Women Copy Men in Their Clothes.

In all the whirl of new fashions have you had time to notice that the dominant ones are copied from men's clothes? Run them over in your mind and you can check off a number of them—more than I may be able to remember at the moment.

First, the return of the severe manlike coat with its straight back, single-breasted front, stiff revers, small sleeves put in without plaits or gathers and finished with braid and buttons above the wrist. One might almost add to the comparison the manlike skirt, for in its slinky, nar-

row, close-to-the-knee dimensions it comes perilously near to being trouserlike.

Plaits are here, as every one knows and they spell fullness, but it is such adroitly managed fullness that the last result is very slim indeed.

The bloomers or knickers worn beneath these skirts are borrowed direct from the wardrobe of the sterner sex.

The lingerie shirt that is considered smart this year, and the only one to which Paris has given approval, has a knife-plaited bosom, a center box plait, a small sleeve and a turn-over negligee cuff. This is made of sheer linen and has neither lace, embroidery nor net on its surface. Shirtwaists are to be worn only in the morning with man-like suits and they must be made according to the mannish cut.

In addition to this shirt is the new stock which smart men have copied from the portraits of their ancestors. This is worn with lingerie waists and is of black satin wrapped twice about a high linen collar with points slightly turned out by the hand. The satin stock is finished in a single throw-over and fastened with a scarfpin. These bits of jewelry, by the way, are now fashionable for women, and the ties are confined with them. They are made of precious and semi-precious stones.

Then there is the waistcoat. This is another fashion of the moment. These are worn with coat suits and are bought in the men's department or at the haberdasher's. They are of lamb's wool bound with silk braid, of striped corduroy and fancy vestings.

Even the watch and coin pockets are not omitted.

In the region of fancier clothes there is the Cavalier cape, which is variously called for the names of brigand, pirate, burnous and toga; all apparel for men. These are loose and voluminous, graceful and comfortable. They are made of satin cloth and panne velvet, and some even get so opera bouffe as to be of black cloth lined with scarlet satin.

To top this brilliant cape there is a Cavalier hat. This is a sweeping affair worn under merry English Kings. It has all the grace of a reckless day and is even more becoming to a woman's face than it was to that of a man.

In footgear there have been wholesale pilferings. The Spanish heel was always the mark of a Spanish gentleman's boot, and it has become the dominant feature of a woman's shoe. The patent leather house pump, with its flat bow has been so universally adopted by women that they have probably forgotten that it belonged to man for generations before the pilfering.

To wear with it they have borrowed his two-toned, accordion-ribbed stockings. The blucher laced boot is another foot covering of his that has been widely transferred to the woman's department of the shoe shops. These will be fashionable this winter for morning wear with the severe mannish coat suit.

If women wear one-piece frocks on the street they will cover them with top coats or Scotch ulsters or English raglans made of men's suitings, such as tweed and cheviot. These will be cut just like those worn by the

men, with big pockets, storm collars, martingale at the back and big bone buttons.

Tight Sleeves To Go Out of Date.

It is to be devoutly wished that the ungainly leg-o'-mutton sleeves do not appear again. If fashions must come and go in cycles, like thunderstorms and comets, let us hope that the leg-o'-mutton sleeve will choose the next generation for its periodic arrival.

We have been afflicted with it once in our generation, and that is quite enough.

The new sleeve—for there is one—has been heralded as the leg-o'-mutton shape, but it now appears it has no semblance of it. There is no name for it, and probably never was, although it has been worn by successive generations.

It is pretty, far prettier, and more becoming than the glove-tight ones dictated by the Directoire period. The cuff is quite long and snugly fitting and is cut in varied and curious shapes. By no means is it the ordinary affair. Somewhere it must be irregular, either at the sides or top. The lower edge at the wrist is left alone, except that the plaited frill, as a finish, is more in fashion.

Above the cuff is a puff neatly gathered or smocked, top and bottom, and attached in such a manner that the edges fit the arm for about an inch above the joining, then drift, rather than spring, into fullness.

At the top is a partly tight-fitting cap; a snug one would suggest the Directoire, and nothing is so dead, you know, as a dead fashion. This cap is of another material as a rule and it is easy to see how varied

Wood & Photo Engravers

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.

TELEPHONE NO. 5095

may be the combinations when one starts in.

It is usual now to run this top part in shirred tucks. Groups of three give character and do not look meager if the groups themselves are placed close together. These go around the arm, not up and down.

This, in general outlines, is the new sleeve. Upon this structure each designer may work her fancies according to models or her own exclusive ideas.

As suggested before, there is no end to the way the long cuffs are arranged. Groups of shirred tucks are used when one does not go to the trouble of thinking out something else, and these on chiffon cloth and Japanese silk and round meshed net are effective.

The round meshed variety is emphasized in connection with net because it is the belief of the fastidious designers that it is infinitely more becoming than the square meshed kind, which probably ranks as a trifle more fashionable.

The sleeve described will be widely used for blouses both in lingerie and colored fabrics. It is built over a partly light lining of satin rather than taffeta.

Elbow and short three-quarter sleeves are back in style for all kinds of house frocks and also for the popular one-piece gown that will be worn under a top coat for formal and informal wear.

The length is determined by the exact formality of the frock; the more dressy the shorter the sleeve.

And even these show the fitted cuff and the inclination to be full from its edge to the armhole. In cloth sleeves a decided puff is given just at the elbow itself, a timid little puff that is checked at each side by severe straight pieces.

On coat sleeves there is a long cuff that does not quite meet at the back, where there is a space for a narrow panel of small tucks that are not pressed flat. These run nearly to the elbow at back, where they flare into fulness that is quickly caught up again above the elbow. The tucks then continue to the shoulder.

It is a fashion now to embroider these coat cuffs made of rough material in old-fashioned crewels the color of the fabric.

Sleeves in evening gowns are mere shoulder straps, or handkerchief drapery, or a tucked puff of white tulle with an aeroplane bow of it at the back. All of them have a showing of metal, as lining or bands.

The New Hat Pins.

The arts and crafts are steadily making their way into all channels of decoration. All this work goes especially well with the Byzantine and Moven age, through which we are passing. Their newest contribution to feminine apparel is the hat pin. These are quite popular. They are made with squares or circles, of a greenish bronze, decorated with quaint symbols.

A damning heresy is to let the forms of any truth stand in the way of its facts and life.

How To Sell To a Business Woman.

A new book of etiquette must be written for the guidance of the traveling salesman. Some one must kindly tell him how to approach the business woman. She is a commercial factor to be reckoned with almost every day now, and if she be handled properly some different looking accounts could be handed in to the Old Man.

I know the whole traveling fraternity hates to enter the abode of the woman who has set up a little shop all her own. Individually speaking, a woman is a thing of beauty and a joy forever. But, laying aside his favorite after dinner toast, any salesman who speaks candidly out of the fullness of his heart will assure you that he hates the mere rustle of skirts during business hours. Especially does he hate to step jauntily into her place of business and mention anything so sordid as unwrapping his samples for her inspection. But he must do it, and he should learn to do it well. The Old Man can give him pointers on salesmanship in general, but selling to a woman requires a new alphabet. You won't believe this off hand. But listen while I tell you why:

Woman with a capital "W" every time is rapidly evolving from the ranks into the front line. She is no longer willing to remain in subordinate positions. She yearns to become a capitalist, and she generally gets what she goes after. You may not have thought it all out, but she inherits worlds of executive ability no mere man ever thought of possessing.

Her forbears all the way back have had capitalistic tendencies, that is to say, they have always had some other woman to outwit, and they are keen to take advantage of whichever way the wind blows. Woman used to be content with a weekly flyer on the clothes line, and the determined housewife who had her washing out the earliest on Monday morning tasted to the full the sweets of victory which fall now to the man who corners the wheat market or scoops the rival paper with his bit of news.

Women have had longer and harder schooling in the art of making both ends meet than any of the frenzied financiers in the country. Naturally they go into business cautiously, they are alert for every chance to better themselves, and they are keen to succeed, even although their motive may be to show some other woman just where to get off the trolley line.

The average salesman spells failure when he tries to sell the woman who owns her own shop. He gets fresh, or he bores her to death. He underestimates her intelligence or he overwearies her endurance. He drones on and on when he should have closed his deal and been joyously tripping his way down street. He thinks he is a world wonder when he sits around the hotel table and boisterously tells the other fellow how he sold the Old Girl that afternoon, and how easy she was. But if he had only known how, his commissions that day would have been a great deal more.

The woman with the little shop all her own is her own book-keeper, cashier, errand boy, sales manager, floor walker and often janitor. It is easier to do those things one's self than to stand over the ones who ought to know how, but don't want to. While the buyer in the department store probably has some leisure to talk over stock carefully, the woman you sell to has to do it quick and get back to her job. She knows to a cent how much she owes, how much she can invest in new stock, or whether she can take a flyer on some novelty line.

Do not waste time trying to convince her against her will. No man has ever been a howling success convincing a woman against her instinct. She may be wrong, but only experience will prove that to her. Do not try it. She is so dead right in the main that you'd better take her off-the-reel judgment than fish all day trying to come to some conclusion for yourself. Let her buy according to her judgment. If she is wrong she won't make the same mistake again.

Do not jolly the woman you are trying to sell. If she was such a fool as to believe your senseless nothings she would not make a hit with your credit department at all, at all. If the average man could just for once get a glimpse of himself through the optics of a woman he would cut out the jolly line during business hours.

Do not forget that she is a woman, but lose sight of the fact that she is a female. Treat her as squarely as the man you deal with. The ecstatic thrills that are supposed to cavort up and down a woman's spinal column every time she sees a man are not working during business hours. She looks at you just as lovingly as if you were a machine. Even your flawless summer toggery will fail to make any deep impression on her, but she will know if your linen is clean and whether you are puffing cigar smoke in her face. Sex attraction or sex antagonism should not enter into business dealings. The woman won't suggest if you keep your place.

It should be the policy of the salesman to eliminate social obligations. Seldom can he offer social courtesies without complicating a situation which alone would be perfectly normal. He takes a man out

for a drink or a dinner. The incident is closed speedily. But if it is a woman, it is the beginning, not the end.

The woman who owns her shop is not looking for a meal ticket. If so, she wouldn't be in business, unless she was working to keep a husband, shiftless or broken down in health. When you offer her a meal in exchange for her order, she is wise enough to know who is really going to pay that bill. She would respect you more if you did not offer it. She may lead you on just to see if you are game. But beware. You are far more at her mercy than you know.

You rashly ask her to dinner. But you are secretly ashamed of letting the other fellows see you. So you ask her where she would like to dine, but artfully suggest some out of the way place where you won't meet any one connected with the house or any boon companion. And the woman knows it all the time. She is politely indifferent, but you will pay dearly for your blind assumption of her ignorance.

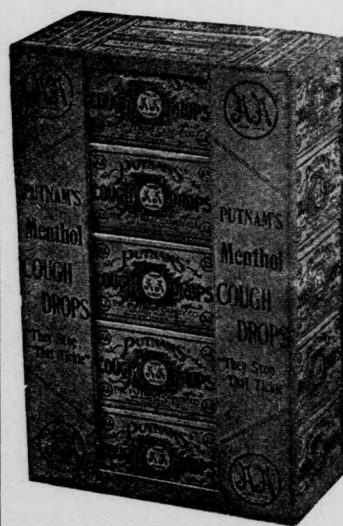
Maybe you can't be perfectly square with the woman who owns the little shop, but be as square as you can, and keep studying the alphabet. Give her the same benefits regarding prices that you do your men customers. Do not try to overload her in any line. Respect her intelligence, do not insult her womanhood by as much as a glance, and you will make a friend of her for life and the house will get her business. Treat her just as you would like to be treated if you were the woman who owned the little shop.

That's all. Mollie Culver.

Opinions about the past can never take the place of work for the future.

Our Slogan, "Quality Tells"
Grand Rapids Broom Company
Grand Rapids, Michigan

All Kinds of Cut
Flowers in Season
Wholesale and Retail
ELI CROSS
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Putnam's Menthol Cough Drops

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

Each carton contains a certificate, ten of which entitle the dealer to

**One Full Size Carton
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when returned to us or your jobber properly endorsed.

**PUTNAM FACTORY, National Candy Co.,
Makers
GRAND RAPIDS, MICH.**

THE ONLY PROPER PULL.

Based on Good Work and Faithful Service.

Pullism is such a general belief in the worker's world that it may be said to be almost universal. The fear of pull, and the love of it—which is pullism—permeate every condition of modern business life, from the man who works for \$2 a day in the street gang to the politician who has hopes of becoming a United States senator or even the President.

Pullism is bad enough in itself, but it is far worse when it begets, as it frequently does, a species of business snobbery that equals in sycophancy the snobbishness that is the chief characteristic of certain elements of our social life.

Pullism spoils as many good workers as any other one thing, possibly more, surpassing salaritis in its blighting effect.

The general attitude of the best men in the business world on the subject of pull and pullism is indicated in the following words by the head of one of Chicago's largest insurance offices:

"I began my business life in Chicago, coming here from an Eastern college. In my college years I had come into contact with pullism and, to a less extent, with pull, so that I was not surprised when I learned, as I quickly did, that the business world was not free from them. The belief in the necessity of having a pull, in the power of a pull to advance one's interest, in the almost hopelessness of the situation when a pull could not be secured, was even then quite general. It was so general in fact that it exerted a sort of mesmeric influence upon every one in the office, and in all other offices, generally speaking.

"Most of the older employes in the office had already been mesmerized and were victims of pullism. Practically all of the newcomers had, as had been my experience, come in contact with it prior to entering business life and accepted the belief as a fixed fact. Those who knew nothing of the existence of pull or pullism quickly responded to the mental atmosphere of the time and place.

"There were some exceptions, of course, and in many instances the deference paid to pull and the fear of it was scarcely noticeable. I soon observed, however, that the men who were the greatest believers in its efficacy and the most strenuous in their efforts to secure a pull were advancing less rapidly than the others. They were devoting too much time to acquiring a pull and contracting pullism to be able to do their work as well as it should have been done.

"I was fortunate in seeing this quite early in my business career. The knowledge was helpful to me then, and has been helpful at all times since, both in enabling me to do my individual work and to exercise good judgment in selecting men for promotion.

"The same day that I entered the employ of the insurance company, of

which I am now the Western Manager, another young college man was employed. He was an Easterner also, had been at work for several years, and had contracted a severe case of pullism. Both of us were employed as clerks, at quite meager salaries, so far as salaries for such positions go these days. Beecham—that was his name—because of his larger experience, was paid \$12.50 a week. My salary was only \$10. Two dollars and a half doesn't sound like much, but in this case it meant that Beecham's salary was 25 per cent. more than I got.

"Young Beecham was an attractive chap, a good talker, a good mixer, social, affable, and all that, and he immediately began to put these qualities into use in his efforts to acquire a pull. He devoted his attention first to the chief clerk, and soon the two were great chums, though they seemed to have nothing in common. Their tastes were dissimilar, their dispositions were different. The chief clerk was an unlikable man, both in business and socially.

"Of course we all knew why Beecham was so pleasant and agreeable to the chief clerk, and some of us were envious of his apparent success in his efforts to acquire some sort of a pull. Naturally a democratic chap, Beecham soon showed well developed symptoms of snobbishness, which did not endear him to the rest of us.

"In the meanwhile I was plodding along, trying to do my work a little better each day, and trying to retain my conviction that if I attended to my work I need not bother about my own future. Sometimes it was a difficult task, especially on those occasions when the chief clerk would let Beecham off for an afternoon on the pretext that he was out on business connected with the office.

"Before the end of the year Beecham had been advanced over the heads of several of the older men and his salary increased to \$18 a week. He was made first assistant to the chief clerk. The boss knew little personally about Beecham or his work, and the promotion was made on the chief clerk's recommendation. The rest of us thought the promotion unjustified by Beecham's past performances. Some of us hoped he would make good, though we deprecated the manner in which he had secured the promotion. Those who would have used the same methods, had they been able to, were loudest in their denunciation.

"Beecham had been so busy cultivating his pull that he had not mastered the details of the work of the clerks, and he was soon floundering about in his new duties. I do not know that the others watched him as closely as I did. I was anxious to see if the theory of pull would work out in practice. I hadn't decided to adopt the method, but I felt my old faith in promotion-on-merit slipping away. Beecham was the test of that faith.

"Beecham came into contact with the boss quite frequently then, and on the few occasions when I could

observe them I saw that he was exerting his powers of attractiveness in a new direction. As he became more and more friendly with the boss, his attitude toward the chief clerk gradually changed; he became more formal, and their erstwhile good natured banter developed into a feeling of antagonism that was expressed in frequent disagreements. Beecham managed to present a great deal of the chief clerk's work to the boss and convey the impression that he was doing the lion's share of it.

"By the end of the second year the differences between Beecham and the chief clerk reached a crisis, the latter was transferred to another department, and his place was given to Beecham.

"Beecham chose for his first assistant a young man of a socially prominent family, through whom Beecham had met the daughter of the boss and had gained an entrance into the latter's home. It was the first step—the same step that every advocate of pull and victim of pullism takes when he is in a position to do so. He was going to surround himself with persons dependent upon his efforts for their promotion. He was going to play 'office politics' to the limit.

"This assistant was even less competent than Beecham, and we waited for the crash, which came shortly, though not in the way we expected. Beecham convinced the boss that the incompetency of his work was due to his assistant, and the latter was set back. Beecham squeezed him dry.

"Beecham and I had been on

friendly terms, though never intimate. I had accepted his proffers of friendship in a way to let him know that I was willing to be on good terms with him, but would not alter my own methods, whether he was friend or foe. I had been working diligently and had gained a pretty thorough knowledge of the office work. In looking about for another assistant, Beecham's eyes rested upon me. He offered me the place and I accepted it. The work was hard, because I had to do most of his, as well as mine. I persuaded Beecham to stop nagging at some of the competent men, young and old, and let them remain because they were good men. I persuaded him to fill the vacancies caused by his favorites' falling down with competent men who thought as I did, that merit is the test of a good business man. With the assistance of these men we managed to keep the office going in pretty fair shape.

"Then Beecham was made Assistant Manager, and the crash came. He had no one to do his work for him there, and it was only a short time before the boss realized that he was incompetent and let Beecham out.

"That is one example of the evils of believing in pull and being afflicted with pullism. Up to a certain point, if a man is unusually clever, he can cover his incompetency and apparently make good. But there eventually comes a time when the inexorable law of merit will begin to get in its work."

Phillip R. Kellar.

Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT
FROM THE VERY CHOICEST SELECTED NUTS

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

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

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

Send to us for particulars regarding all our packages.

The Franklin Baker Co.

700 N. Delaware Ave.

Philadelphia, Pa.

RUNNING A RAILROAD.

Prosperous Condition of the Pere Marquette.

It takes a lot of money to run a railroad. Those who pay freight bills and buy tickets may imagine the flow of the dollars is mostly in one direction. But suppose they had to dig up the big sum of \$5,000,000 to meet the annual pay roll, \$1,500,000 for coal and more than a half million for taxes—would they still think it was all pie?

The detailed annual report of the Pere Marquette Railroad for the year ending June 30, 1909, just issued, is an interesting document as showing where the money comes from and where it goes, as far as this railroad is concerned. The Pere Marquette system comprises 2,318 miles of road. It gridirons the State as no other railroad does. It comes into direct contact with more Michigan people, probably, than any other road. It draws revenues from most parts of the State and its disbursements are nearly as widespread. And what these revenues and disbursements may be can not but be interesting:

The operating revenue of the Pere Marquette for the year covered by the report was \$14,629,827, or about \$40,000 per day, including Sundays. This is a nice daily income. It is equal to \$1,666 an hour straight through the twenty-four in each day or about \$28 a minute. But the railroad needs it all to keep even. The operating expenses were \$10,581,580, or approximately \$30,000 a day, and the taxes were \$576,892, or nearly \$1,600 a day, leaving \$3,471,354 as net earnings. Interest and rentals called for \$197,558 more than the net earnings, but other sources of income were sufficient to cover this deficit and leave a balance of \$40,650 as surplus. Of the \$40,000 a day taken in only \$110 a day is left after the daily bills are paid. The Pere Marquette is regarded as a prosperous road, but how many business men would be satisfied with such a showing?

The report shows where all the money came from. The freight traffic yielded \$9,705,564, or 66 per cent. of the whole, and passengers paid \$3,366,466, or 23 per cent. Some of the other sources of revenue were:

Mail revenue	251,871
Switching revenue	202,227
Excess baggage	49,765
Parlor and chair cars	47,193
Milk revenue	31,381

There are a dozen or more other sources of revenue in smaller amounts, but the items given are the most important.

The expenditures are even more interesting than the revenue. The largest item was for labor. Here are some of the figures:

Road train and engine men.....	\$1,313,617
Yard men, engineers, conductors, etc.	550,971
Station employes	946,995
Crossing flagmen	49,196
Dispatchers	47,485

\$2,912,264

To this add \$336,005 paid for the superintending of operations, \$214,844 for salaries and expenses of general officers and clerks and the total is swollen to \$3,463,113—all wages and salaries. Nor is this all. The mechanics employed in the shops and on the road, the section hands, the bridge builders and track layers have yet to be taken into account. With all these in the total labor bill will approximate \$5,000,000, or nearly half the total expenditures. Some of the other interesting items are:

Coal for locomotives	\$1,499,057
Printing and stationery ..	105,928
Advertising	44,218
Repairing locomotives	881,189
Repairing passenger cars ..	179,258
Repairing freight cars	725,274
Removal of snow	42,304
Water	59,132
Lubricants	32,252
Clearing wrecks	17,595
Loss and damage to freight	139,163
Injuries to persons	136,009
Insurance	46,573
Taxes	576,892
Law expenses	50,699

There are numerous other items, but those given are the most important, or most interesting, and will give some idea as to where the money goes aside from labor.

During the year 5,267,714 passengers were carried, an increase of 303,467 over 1908 and 688,435 more than in 1907, and the passengers traveled a total of 11,479,501 miles, an increase of 6.44 per cent. over the previous year. The average revenue per mile was 1.774 cents, compared with

1.849 in 1908, 1.972 in 1907 and 2.22 in 1900. The report says the 2 cent rate imposed by the State law has not stimulated travel as the increased traffic last year was only 6.44 per cent., while for the previous eight years the average was 6.85 per cent. increase. To be entirely fair, however, the report ought to have stated that in four of these eight years the increase was less than for 1909, one year, 1903, actually showing a decrease instead of a gain. Had the average mileage revenue been the same in 1909 as in 1907, however, the net earnings would have been \$375,000 greater.

The statistics of the freight traffic show what the Pere Marquette carried. Here are some of the more important items:

	tons
Bituminous coal	2,291,684
Lumber, lath and shingles..	707,769
Stone, sand, etc.,	528,312
Anthracite coal	411,459
Logs	408,988
Other forest products	273,533
Cement, brick and lime	267,132
Hay	223,661
Oats	195,755
Corn	191,498
Ice	173,309
Fruits and vegetables	170,651
Flour	127,711
Potatoes	125,434
Salt	122,451
Dressed meats	95,955
Sugar	87,550
Cattle	42,858
Hogs	23,225

In a general way, the products of agriculture represented 17.13 per cent. of the total freight traffic, products of animals 3.58 per cent., products of mines, including coal and gravel, 37.36 per cent., forestry products 15.81 per cent. and manufactures 10.84 per cent. Compared with the preceding year there has been a gain in agriculture, animals and manufactures and decrease in mines and forest products.

The annual report contains many other figures, some of them giving interesting sidelights on railroading. The trains made a total run of 9,119,199 miles during the year. The total operating expenses of a train per mile, excluding taxes, was a fraction less than \$1.11. The average revenue per mile per ton for freight

was a little more than half a cent and for passengers a little more than one and three-fourths cents. The average number of cars in a freight train was twenty-six, seventeen loaded and nine empty. The average haul of freight per ton was 180 miles and of passengers thirty-six miles. The average revenue per mile for freight was \$4,191.93 and for passengers \$1,679.48.

The system has 417 locomotives in service, 19,020 freight cars, 373 passenger cars and eight car ferries.

By months the passenger earnings were greatest in August, September, July and June in the order given and February made the smallest showing. The big months for freight were October, March and April in the order given and July was at the bottom. The operating expenses were greatest in March, October and June.

The company has \$67,938,049 bonded indebtedness, with interest charges of \$2,947,989.74, or nearly 20 per cent. of the gross revenue. The capital stock is \$29,900,000. Other liabilities bring the total to \$103,175,541.81. During the year \$420,000 receivers' certificates were retired and the bonded indebtedness was reduced \$51,282.50.

Ozone As a Water Purifier.

Ozone is the best water purifier. It adds to the water nothing except oxygen, which assists in aeration. An ozonizing plant has been established at St. Maur, near Paris, where the water of the Marne River was found to contain many disease germs, even after it had passed through sedimentation basins and sand filters.

The ozone generators are driven by a forty-four horse power steam engine. The cost of sterilization is less than 5 cents per thousand cubic feet. The temperature of the water is lowered by the operation, and not a trace of nitrous oxide, chlorine compounds, hydrogen dioxide, or metallic salts due to corrosion of the apparatus can be detected in the sterilized water.

Of the ozone absorbed 73 per cent. is consumed immediately in sterilization, 7 per cent. remains diffused through the water and exerts a subsequent sterilizing effect, and 20 per cent escapes into the atmosphere.

There's no use saying, "Get thee behind me, Satan," when you put him in your hip pocket.

It's a Bread Flour

"CERESOTA"

Made by The Northwestern Consolidated Milling Co.

Minneapolis, Minn.

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



HIGHER PRICES.**Furniture Manufacturers Considering General Advance.**

The furniture manufacturers are very busy these days starting their new patterns for the spring season, which will open in January and is still two months away; but it takes time to put the material through all the processes and time passes quickly. The designers are reticent as to what the new season will bring forth, but it is a safe guess that the striking characteristic will be of the Early English types—Flanders, Elizabethan and Jacobean. The other English types, Chippendale and Sheraton, will not be neglected nor will Colonial and the French patterns, but for two or three seasons the demand has been for something different and these 100 and 200 year old English fancies seem to meet that demand.

The fall season, which is now on its last half and which will soon be tapering to a finish, has been a success, the manufacturers say. Many of the buyers were conservative with their initial orders in July, but asked for immediate deliveries and have been prompt in sending in "repeats." Some of the buyers are having reason to regret their early lack of faith in the return of prosperity, however. Orders as a rule take their turn in being filled and some of the later ones are finding the manufacturers' stocks exhausted with not time enough left to make a new cutting of stock. Since the fall of 1907 the buyers have let the manufacturers carry their stocks instead of filling their own warehouses. This has been economy for the buyer but rather hard on the manufacturer. It was predicted in July that the practice might cause embarrassment for some of the buyers, and events are proving the predictions to have been good. Some of the buyers will not have the stocks for the holiday trade they looked for and which their trade will demand. Next season it may be expected they will be more liberal with their orders so as not to be caught again.

The manufacturers are agitating an advance in prices for the January sale and it is probable a mark up of about 10 per cent. will be attempted. The materials which enter into furniture manufacturing have been steadily going up the past year, especially lumber, and factory hand wages have a pronounced upward tendency. The increase in wages is not in response to any concerted movement or agitation, but is the result of the good old law of supply and demand. The factories are all running full force and some of them over time, and since early fall there has been a scarcity of help. The manufacturers avoid as much as possible bidding against one another, but when a good man offers himself the temptation is great in many instances to take him on, and rather than lose the man the old employer increases his pay. This process takes a long time to reach all the employees, but if business continues good it is predicted the action

will be more rapid in the spring, for the demand then for factory hands will be stronger than ever. An important factor in creating the scarcity of factory hands is the new enterprises that have been started and the enlarged capacity of old plants. The Marvel Manufacturing Co., moving here from Ionia, drew on local labor instead of bringing men with them, and this means 125 men taken out of the market. The A. F. Burch Co., in its new location on South Division street, has doubled its working force. A new company has been organized and has opened a factory on Huron street, which takes a dozen hands. The John Widdicomb Co. has increased its capacity by more than 25 per cent. by the erection of a new building. The Grand Rapids Show Case Company will soon have its new factory completed, nearly doubling its capacity. Mueller & Slack and the Sligh Co. have their new buildings well started and increased capacity will call for more men. The Century will have its new factory in another year, Berkey & Gay will occupy the present plant of the Century Co. and the Wm. A. Berkey Co. will have a 50 foot addition to its plant—and more men will be needed. The American Seating Company is largely increasing its capacity and Stow & Davis will build a new factory—and still more men will be in demand. Favorable labor conditions will, of course, attract workers from other markets, but the scarcity of labor which is already felt is pretty certain to be felt still more sharply next spring, and this means higher wages. And it also means that the manufacturers will have to get more for their goods if they would hope to have a margin of profit. The increased capacity of the local factories it is estimated will make room for at least 1,000 more workers.

Some of the Southern furniture manufacturers have been demoralizing the market in the cheaper grades by dumping their stocks at any price. The only excuse for the existence of many of the Southern furniture factories is proximity to the lumber supply. Their products are for the most part crudely designed, poorly constructed and badly finished and can not be sold except at a loss. Stocks have accumulated and, pressed for money, some of the manufacturers have been unloading at anything they could get. In fair competition the Northern manufacturers have nothing to fear from the Southern wood butchers, but bankrupt competition is another proposition. It is quite likely that there will be a material reduction in the number of Southern manufacturers the coming year.

For packing purposes burlap used to be widely used, and for that matter it is still used in large quantities. The improved method of packing, however, calls for crating, and one of the bright spots in the furniture trade is that crating lumber is lower in price than a year ago. Crating does away with the use of bur-

lap to a great extent. In some instances the crate contains more lumber than the article it encloses. This is true especially with fancy chairs. Excelsior pads are also used extensively in furniture packing, but the past year or two excelsior has been rising in price, owing to the growing scarcity of good excelsior timber, and it is now a pretty expensive packing material. A fair substitute for excelsior and which is rapidly coming into larger use is grass. The grass grows on the Western plains, and while it is not as good as excelsior it has the merit of being abundant and cheap.

This market consumes large quantities of mahogany, even more, probably, than of oak or any other cabinet wood. One reason for this is that the high grade of furniture manufactured here to a large degree calls for mahogany, and then this city is an important center for interior finish and many of the modern residences, hotels and office buildings are finished in mahogany. The high price of oak also has a bearing on the demand for mahogany, which is even less costly than a few years ago. Some of the mahogany lumber is purchased from the Eastern importers, but for two or three years the practice here has been increasing of importing the logs and having them sawed here. Berkey & Gay, the Phoenix, the Widdicomb, Nelson, Matter & Co., the Grand Rapids and the Royal have been the principal importers of the logs. The sawing is done by the Michigan Barrel Company. Several large consignments of logs are booked for delivery this fall. The logs are squared before shipment from forests. This saves freight on the outside waste. The logs are often 30 to 35 feet in length, which is about double the usual American log length, and logs have been received as large as 48 inches in diameter. The lumber is cut by band saw. The advantage of having the lumber sawed here is that the manufacturer can have his stock any thickness desired. This is an important consideration in this day of the large use of solid mahogany. One log importing firm in this city has handled about 700,000 since the year opened and will increase this to over 1,000,000 before the year closes. One firm received three carloads last week, looks for three cars more this week and with many more to come.

The Philanthropist.

Here is the story of a small boy, a mother and a barrel of apples, and a moral which does not have to be told in words:

The windows of an orphan asylum overlooked the back yard of the house where the boy, the barrel of apples and the boy's mother lived. Now, the apples that were in the barrel disappeared at a famous rate, and the mother, being a knowing woman as a matter of course, made enquiry of her son. Yes, he had eaten the apples. "But, Mama," he said, "I have to; the orphans want so many cores."

Don't look for all, but for the best.



Thousands of families
use it who are not sat-
isfied with the cheaper
kind * * * * *

Judson Grocer Co.
Grand Rapids, Mich.

VOIGT'S

Selling

is really the art of pleas-
ing 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 bar-
gain, too.

It's really a tempting
proposition, and be-
cause 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

HUMAN NATURE.

Some Phases Observed by the Ohio Philosopher.

In a certain New York State town there are two manufacturing plants producing exactly the same thing and located just across the street from each other. Along this street and at the angles formed by a railroad are eight or ten saloons.

In one of these plants they work the men under something approaching ideal conditions—that is, they have showers for the men who work under heat, range stands with hot and cold water for the machine hands and perfectly sanitary toilet rooms for all.

In the other plant, just across the street, they have none of these. The owner of this plant once told the writer that he didn't believe in clean toilet rooms, that they just made a nice place for men to sit and read and loaf in.

The other day the writer stood on the corner waiting for a car when the whistles blew for night quitting in both of these plants. The men, filed through the gate from one and walked leisurely up or down the street by twos and threes and a few, only a few, went into the saloons in the neighborhood.

From the other plant there was a foot race to every saloon in the neighborhood.

Now it isn't hard to tell from which plant the saloon foot racers came.

About a year and a half ago the writer remembers reading a newspaper item where some of the whisky in these saloons put a stick of dynamite under one of the above mentioned plants and blew up about \$25,000 worth of machinery and buildings. We will not say which plant, for it is a natural hypothesis.

The way to run a chicken farm is to keep the hen houses warm, light and clean. Above all, the hens should be fed of the best food commonly prescribed by the science of poultry farming. It is also well to keep the hens away from any contaminating influence—anything analagous to saloons as in the case of men.

Neither would we allow any disturbing element in the yards, in the way of dogs, cats, or kids to chase the chickens; for discontented hens do not lay.

Now, we wouldn't observe all these well known rules by reason of the fact that we loved each particular hen as a pet, but just as a matter of cold blooded profits.

The way to conduct a dairy farm is to keep the stables clean, light and warm; curry and wash the cows and give them all they can comfortably eat—even providing green food in winter by means of silos—all with an eye on the results in profits. Every effort should be provided to keep the critters contented; for a worried cow not only gives sour but less milk.

If the chickens do not lay up to the average, or the cows do not produce up to the standard, it is well to go to a neighbor where they are pro-

ducing profitably and undertake to find the trouble on the basis of cause and effect.

The same principle will apply in the case of human production. The comparison is obvious.

There are manufacturing plants of every kind in every part of the country where they do not have labor troubles and they are invariably prosperous.

The main difference between producing with chickens and cows and producing with men is that there is a fight on with the men and there is none with the chickens and cows.

A whole lot of us would rather fight than make money.

There is a certain spirit of content in conducting or doing a thing under protest.

There is a certain fascination about overcoming the protests of nature. When we go fishing, the fish object to being pulled out of the water, but we pull them out.

When we go hunting, the game objects to being killed, but we kill it just the same.

Brother "Rosenfelt" preferred to fight with the ferocities of Africa than remain President.

The man of the plant across the street said that he did not believe in sanitary toilet rooms for it provided the men with a nice place to loaf. He may not know it, but that isn't the real reason he does not provide them. Here is the real reason: He has a fight on with his men, and if he applied the means of the scientific poultry or dairy farmer it would be construed as conceding a point. It would be an acknowledgment to himself that he was whipped, it would be in the nature of a retreat.

This man's intellect is all right. He knows the real trouble. It's his heart that's off.

He can not find it in his heart to put back the spirit of fight and apply the real remedy.

And that's why all these so-called social problems are not intellectual ones, but really problems of the heart.

Men with the feudal in their heart will grab at argumentative straws. For instance: In hammersmith shops or other places in manufacturing plants where men work under high temperature they leave their work, go out into the cold and home with the same clothes they have worn at their work, with the possible addition of an overcoat. As a result illness among them is frequent, or their general efficiency is lowered by drinking a lot of whisky on the way home. Naturally, the way out of this is to put in a shower and locker room under the same roof as their work so that the men can leave their work, and go directly to it, take a hot shower followed by a cold one and put on street clothes. Suggest this to some manufacturers and they will tell you that the men would not make use of such a privilege.

This is the argumentative straw. Obviously, if they haven't a thing they will not use it. Maybe all might

not use it, but it's just a question of a little education until they would.

Ten years ago they put in syphon jet water closets in a hotel in Havana, Cuba. The natives all came in and washed their hands and faces in them at first, but they don't now—it was just simply a question of a very little education.

Labor troubles come from that primeval desire in man to fight—both the employer and the employed and men usually realize their desire.

But things are getting better, simply because men are getting better. All men, with time, are taking on the ways of a higher civilization. That there is less whisky drank every year both on the part of the employer and the employed is a certainty—both see less red.

The fact that men are less feudal is indicating that there is less hunting every year.

Large manufacturers are putting back the desire to fight and are establishing welfare departments in their plants and are fast considering them as necessary as the timekeeper or the foreman.

Men grow tired of fighting just as in the case of other pleasures. It is only as we review conditions by comparison and in the light of past history that we can make a mind and heart analysis and give the wheels a spin to further progress.

Little bits of cheating,
Little tricks of trade,
Make the mighty grafts
For which we have dearly paid.

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

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We also have some very nobby items in this line packed in half dozens at 90 cents, \$1.25, \$2.00, \$2.15 and \$2.25. Make selections before the best numbers are sold.

GRAND RAPIDS DRY GOODS CO.
Exclusively Wholesale
Grand Rapids, Mich.

The sugar trust has been caught cheating.

So has the little grocer down at the corner.

So has the big grocer further down the street.

The Outlook magazine, which called attention to the manner and method of the sugar trust in fixing their scales which cheated the Government out of millions in short weight, was just simply holding up the mirror to all of us that we might see how ugly we were in what we were doing.

These big consolidations in business have among other things consolidated the practices common to the individual, and in proportion to their size I might say that their practices are no worse than those which are going on at the corner grocery.

The Standard Oil Company has been caught collecting rebates. The grocer who sells the oil, the man who buys it at wholesale from the Standard people and peddles it out in a wagon have also been caught measuring it out in dented cans. It's only a gill or so to the gallon but it counts up in the year's business, but worst of all graft is in their hearts.

All household supply people prefer to receive orders from the telephone rather than in person. If you investigate, it will be found you do not get the selection of fruit and vegetables as in case of personal contact. The chances are you will be delivered a half or a whole pound more meat than you ordered, eighteen ears of corn, instead of twelve, and so on.

You are charged with this, for the supplies are usually delivered about the dead line of mealtime and it is assumed you will not go to the trouble of sending it back. If you weigh your stuff from the small merchant the chances are it will be short. Measure the milk left on the back porch every morning and it will always be a spoonful shy of the measure of the bottle. This isn't much in the individual case, but in the aggregate of many thousands of bottles it is quite a source of graft.

You have no doubt noticed that merchants generally prefer to send household bills to the office of the man of the household.

You will also notice that there is rarely a mistake in your favor. They assume you are so busy preventing graft in your business that the graft in your household is too small to be noticed.

It used to be common practice among country merchants down in Indiana to lose a hundred or two a week playing poker and then make it up by adding a little on to each farmer's account, particularly those known to be careless in auditing their accounts.

In towns where slot machines are allowed there are men who make it a business of adjusting to yield any percentage in favor of their keepers.

Most of the rectifiers of spirits buy a barrel of decent whisky, pay the tax on one barrel and get four barrels of palatable liquor out of it. Even worse than this, they will buy a barrel of 98 per cent. alcohol, water it 100 per cent., add brown sugar syrup, flavor

with prune juice, and sell it to factory district saloon-keepers and to those in mining towns.

Is it any wonder that reactions hit below the belt?

This is how most of the Cincinnati rectifiers got rich.

And so on down through all the simple individual businesses, and up again through all the complications of consolidations—all that supply the utensils of living.

Graft, graft, graft.

And we haven't said a word about politics.

It isn't necessary.

Business is before politics.

Business is primary, it is basic. It is the foundation on which all the superstructures of life are built, including politics, social life and religion. For business is the means by which we derive sustenance.

Business reflects itself in all other relations of life.

If there is graft in business there is graft in politics. If we are honest in business we are honest in politics.

You often hear the question, "What is the matter with America?" The answer is, "Graft."

But we are getting better. The mere fact that we are asking the question is a mighty healthy indication. Politics is getting better, because the methods in business are getting better. It is the last to take on the indications of health because politics follows business.

Charles A. Dana noticed the improvement in national politics some time before his death, for he said that thirty-five years ago when the whisky ring wanted revenue stamps they burglarized the safe in the Interior Department.

Things are getting better. Nobody has ever accused a trust of blowing a safe, at least in recent years.

We are gradually learning that our trouble is right in ourselves and not in the big consolidations of business for they have built on the foundations we have created.

We are gradually learning that the remedy is closer at home even than the corner grocer—right in our own hearts, by the cessation of the practices which attempt to get something for nothing, the gain without proportionate giving.

We are fast beginning to live through our hearts rather than by our wits.

David Gibson.

A Steady Job.

A traveler got into conversation with some of the loafers in a country store and at last came to an old farmer sitting on a sugar barrel waiting for the mail.

"What do you think of the tariff?" he asked.

"What they doin' to it?" was the question.

"Why, haven't you read the papers?" said the traveler.

"Well, I used to," said the other, "but 'bout a year ago I stopt 'em off. They got to be too frivolling for me. Since then I've been took up readin' of a book."

How hard would be all our hearts but for our hardships and sorrows.

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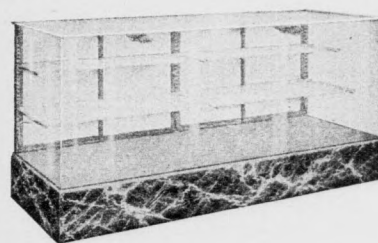
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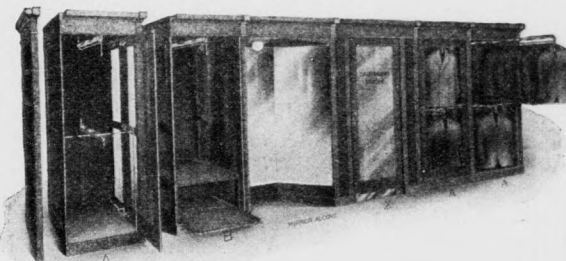
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With our new addition we will have a combined capacity—in our two plants \$2,000,000 annually—which means you can get more prompt deliveries than from any other manufacturer. We will carry an enormous stock in the white, ready for finishing.

Let us figure with you for one case or an outfit



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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.

YOUNG BUSINESS MAN.

How John Ford Took a Fall Out of Him.

John Ford stretched himself out in the long arm chair where he spent his leisure hours, motioned silently for a match and said: "For a first-class example of what a young man should not be, give me the typical, aggressive, successful young business man of the day."

Then he lighted his pipe and puffed away, while I pretended that I did not hear, or did not care whether he went any farther.

"The typical, aggressive, successful young business man of the day is a fine figure," he continued, as if he did not care whether I heard. "If you don't believe it, look in the magazines, periodicals and newspapers and see. There behold the young man under discussion. You always find him, either he is in a fiction story, where in the face of inhuman difficulties he wins the charming heiress, or in a sycophantic write-up with a half tone and the full details of how he came to be what he is."

"Here he is," says the writer, 'the young man who made his way. Look him over. See what he did. Then go and do likewise.' And the young men who read the stuff do. You bet they do. The type is growing. It is the most popular type in the land to-day. Our aggressive young business men are the idols of the country; and it is one of them whose acquaintance I had to make who causes me to rise and remark that he and his kind are fine people—to meet on paper. In real life this is the story:

"To appreciate it you must know that there is nobody in the world so apt to be at cats and dogs with one another as two new magazine publishers in the same field. They watch one another like sworn enemies. Their success depends upon keeping their own moves a secret and in knowing the other fellow's. Let one magazine know in advance what another is going to do in a certain issue and it won't take much for the second magazine to discount the first one's efforts. You may have noticed how they fight one another to get on the market first with any important series of articles, and so on. Well, that was the case of what I am going to tell you about:

"The people who got me to work for them were the publishers of the Newly New Monthly. It was quite a magazine. They had a woman stripped to the waist on the cover of their first number, and their first big article was, 'Is King Edward an Indian?' by 'An ex-servant of the royal household.' Yes, it was that kind of a magazine. There are a lot like it. They make money; they must be what the public wants to buy. And they had a barrel of money back of them—which, I understand, is something new in the magazine publication field.

"They sent for me through my friend Chalmers, of the First National Bank, to whom the publisher had confided his troubles. Chalmers recommended me and had me down to the bank to talk it over.

"It's a big job," said he. "There is something like \$500,000 involved. You had better take it right off the reel, because the reward will be something worth while."

"I'll take it when I have looked the ground over and found it to my liking," I said.

"Better take it now," said he.

"No," I said. "I'm not anxious to mix up with something I don't want to touch."

"Well," he said, "here's a letter to Brunner, the publisher of the Newly New. You go over there—they've asked me to land you—and see what you think of it. But take it, is my advice; I know you'll find it interesting."

"I took the letter and went to see Brunner. He was a pompous man with side whiskers—if you ever read the Newly New you've seen his pictures plenty of times—and he was glad to see me.

"You arrive at a most opportune moment, Mr. Ford," said he. "In fact, you are here at the moment when I was wishing to see you. It happens that we just have met with another instance of the perfidy which we are combatting. Sit down."

"I sat. He was fussing with some papers on his desk, kept his back toward me and it was some time before he seemed to remember that he had anybody waiting for him. Then he turned around with a bunch of papers in his hands.

"Here is the reason," he said, "for our sending for you through Mr. Chalmers."

"He thrust the papers in my hands and looking at them I saw that they were a lot of proofs, still wet from the press.

"This is all Greek to me," I said. "I know less about the publishing business than any other in the world."

"Look them over," he said. "Anybody can see what they mean by looking them over."

"I looked. I saw. The bundle was made up of a lot of proofs drawn from the advertisements of the Newly New magazine for the month to come, and from the Year Ahead magazine for the present month's issue. The Newly New proofs announced a sensational series of articles for the future, and the proofs from the Year Ahead told that that magazine was going to begin to print a similar series at once. I read them all over carefully and as I handed them back I said:

"It looks as if they had got the start on you, doesn't it?"

"He spread the papers out on his desk, the Newly New proofs in one pile, the Year Ahead stuff in another. 'It does,' he said, smiling bitterly. 'They have got the start of us. And they couldn't possibly have done so if somebody in this office hadn't been crooked.'"

"He turned around to face me squarely. 'Mr. Ford,' he said, 'the secret of that new series of articles was guarded as closely as if they had been a matter of life and death with us, which they are, speaking as a magazine. I wrote the series myself. The editor of this magazine suggested the idea and collected the material. My own stenographer, who has been with me for five years, took my dictation. Beyond that nobody in the world knew that such a series was in preparation, so far as I know.'

"Of course, somebody else must have known or the Year Ahead people wouldn't got hold of the idea. It is something altogether new, something that only our editor had the facts of, and the fact that they are going to run out the same thing in time to beat us is sufficient proof

that they have got a wire into this office that is giving them important information."

"It might be an accident, Mr. Brunner," I suggested.

"It might," he agreed, "if it were the first case of its kind. But it is not. It is about the tenth."

"Then he went to work and unrolled papers and plans and proofs and other evidences to show that the Year Ahead magazine's publishers knew just about what the Newly New was going to do in advance and that they, the Year Ahead people, had gone to work to beat the originators and had done it. There was a whole bundle of stuff. I didn't know anything about the business, of course, but by the time he got through showing me his evidence it was plain to me that the case was exactly as he had laid it out. Somebody from the Year Ahead magazine was connected with the Newly New in such a way as to make the secret operations and plans of the latter an open book to their rivals.

"There was one case in particular that made me smile. The Year Ahead magazine had got hold of some pictures of a North Carolina mountaineer that the Newly New editor had run across and written up during his vacation down in that part of the country. It was something that nobody would have known about if they had not happened to run across him, and the Newly New's editor was the only stranger who had been in that part of the mountain country for years. The article wasn't important enough to justify anybody stealing it if it hadn't been to spite the original discoverer.

"Well, what does it look like to you?" asked Brunner when we were through.

"It looks like a leak," I said. "I've

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never seen anything more barefaced in my life.

"No. And you never saw an office where things were more closely guarded than this one. In our big moves there are only two men and one woman in the office who know of them. Mr. Klein, the editor, and myself are the men, and Miss Hanson, my own stenographer, is the woman. It sounds like the regular triangle, doesn't it? But I assure you it is different. You've never run up against anything like it before in your life."

"I have seen leaks in offices where the office secrets were that closely guarded, Mr. Brunner," I said.

"Yes, but not with this kind of people."

"That's what they all say. But I've always found that somebody in the trio was a different character from what the judgment was."

"Well, since you insist on being abnormally suspicious—"

"I've had lots of experience, Mr. Brunner," I said.

"Since you insist on being abnormally suspicious," he continued, "begin with me. Do you think I am the sort of man—"

"No, you wouldn't do anything so foolish, even if you could immediately profit by it," I said.

"Then there's Mr. Klein. Let's go and take a look at him."

"We went. I didn't like Klein from the start. He was of the type I began this story with—the typical, aggressive, successful young business man of the day. He reeked with aggressiveness and success. He had made his success—made it himself. He was a genius in his line, but—he was of that much praised and deplorable type."

"Then we went and met Miss Hanson, and she was one of those sweet, harmless girls who aren't meant to work but to be the wife of some lucky man and the mother of about four lucky kids. She was a blonde, light hair and blue eyes, with a smile for the dirtiest dog that ever lived."

"She has been with us five years," said Brunner as we left her. "She is all right, although naturally she would be the one to fall under suspicion. I suppose when there is a woman in the case you go on the principle of *cherchez la femme*, but I think you'll be wasting your time if you do it here."

"I didn't say anything. From what I had seen of the possibly guilty ones I calculated that here it would be a case of *cherchez l'homme*. It looked like a man to me."

"So I promptly proceeded to devote my time and attention to one Mr. Klein. I had been introduced to him as a man who had a big 'story' to reveal—a story that would make a sensational series of articles. I met him at my hotel—I was staying at the International for that purpose—and had a long talk with him. He was enthusiastic over the idea. It was a great idea. Brunner himself had given it to me."

"But how," says Klein, looking me square in the eyes, "do you happen to have this idea? It has been in the possession of our magazine for

months. We have been guarding it against everybody. Tell me, on the square, are you the fellow who feels us out for the Year Ahead people?"

"That threw something of a shock into me. A guilty man doesn't talk that way about the subject of his guilt. I began to look at Mr. Klein with different eyes."

"If I should say I was," I said, "what would you do?"

"First," he said, quietly, "I'd try to beat your head off, then I'd do my best to put you in jail."

"Shock No. 2. If ever you have anything to do with crooks' work along one line—remember they're all cowards at heart. They've been thinking about their guilt until they look for an expose at every corner. That makes them shake at the knees when you approach them suddenly from behind. And not one that I've met has dared to look you in the eye and offer to beat your head off."

"O dear, O dear!" I said to myself when I'd parted from Klein. "I suppose it is that poor little Miss Hanson who has been foolish," I supposed that somebody had offered her a bribe too big for her to get over and that she had betrayed the firm. Accordingly I immediately insinuated myself into her company. I went to work in the Newly New's office as Brunner's assistant and I made eyes at Miss Hanson. Shameful, I will admit, but there are times when everything is fair in detective work, including love. I looked upon her as the guilty one, and I made myself guilty to discover it."

"I got along fairly well. If she hadn't been engaged to be married I think she might have liked me more than a little bit. But there was another chap in ahead of me so I did not make much headway. I did get myself invited out to her house for dinner, though. That was where I met the other fellow. He was in the advertising business—Jackson was his name—and was getting rich fast. I didn't pay much attention to him; Miss Hanson was the person I was watching to see make a slip."

"But she didn't make any. There was only one thing I didn't like about her: all her interests were centered in this fellow Jackson. I was the corpse at the wedding and I hurried to get out."

"I didn't have the nerve to go after Brunner, because he had been too frank at the beginning, but I did tell him that I had better quit his office for awhile and go over to the other people. The day I went Brunner got an idea for a new series for the Newly New, and he confided it to me just before calling Miss Hanson in to take his dictation."

"I went over to the offices of the Year Ahead publication and hung around with a fake idea for a big story. They turned me down once, but I persisted in coming back and talking it over. They said they'd just got a big series on hand and that they couldn't possibly use mine. I had a suspicion then, and I went away and came back and offered them the same idea that Brunner had told me he was going to use."

"That's old stuff with us," said the Year Ahead editor. "We got that yesterday. We have it."

"How did you get it?" I asked. "Somebody must have stolen my idea."

"Oh, no; we got it from a man who has been working on it for some time," he said.

"I went away. I stood out in the street and looked up at the office I'd just left. I was so near the thief that I could sense his presence, but I had no idea of where to look for him. I let out a bad swear word, lighted a cigar, turned to go—and almost ran into Mr. Jackson, Miss Hanson's fiance. I ducked away without letting him recognize me and watched him. He went straight to the Year Ahead office. I waited and watched until he came out, followed him until I saw he went into his own office and then rushed to the nearest telephone booth."

"This is the editor of the Year Ahead magazine," I said, using that man's name and imitating his voice as well as I could. "I think you'd better hurry right back and see me about that last story from the Newly New. I've just got a tip that they know how you got it. I'm afraid the jig is up. Better come right back at once."

"What did they say?" asked Jackson.

"Mixed up a girl in it," I said. "Girl that works in their office. I guess they've got the goods all right. Come right away without waiting for anything."

"All right," said Jackson.

"He came. I was afraid that he might telephone first to the Newly New office, but he didn't. He came right away, and I took hold of his arm in the lobby of his office building."

"Why," said I, when he'd recognized me, "did you use such a fine girl as Miss Hanson to put over your dirty deals?"

"He tried to break away and looked like fight, but by the way I held him helpless with one hand I guess he concluded that he'd better be nice and decent."

"What are you butting in for?" he said. "What are you talking about?"

"The game is played," I said, "and you've been caught using marked cards. You wormed office secrets out of her while making love to her. You sold those secrets to the Year Ahead magazine. Now, you dirty dog, you're going to pay for it, because I've got the goods on you."

"Are you a detective?" he said, turning white.

"I am. I went out to Miss Hanson's house to dinner the other night because I am a detective. I wanted to meet you face to face."

"He looked me over as if wondering whether it would be worth while to take a chance, and then he said, 'Well, let's get out of here. I don't want a crowd around us.'"

"I loaded him into a cab. I took him straight to Brunner's office, without letting Miss Hanson see him. 'Here's your man,' I said. 'This



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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.

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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.

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

young man, Mr. Brunner, is the fellow who has been stealing your secrets.

"'Jackson!' says Brunner, choking. 'Why, I set him up in business for himself so he could get married. He used to be an advertising solicitor here.'

"'Jackson,' said I, twisting his arm, 'you're more of a cur than I suspected. Put your confession in writing—you confessed to me, you know—and we'll see what Mr. Brunner wants to do with you.'

"'Let me go on a single errand first,' pleaded Jackson.

"'You don't need to go to the Year Ahead office to answer a telephone call,' I said. 'I called you up. You walked into the simplest trap in the world.'

"He fought then for a little while. You'll notice the cut on my face Jackson did that. He was pretty quick. But after I had him down he gave up and agreed to tell the whole story."

Ford knocked the ashes out of his pipe.

"It's an awful thing to be ambitious," he resumed. "Why, Jackson really loved the Hanson girl, really loved her and still he was working her for the secrets of her employers. And why? Because the Year Ahead magazine was going to get a new advertising manager in the fall and Jackson wanted to handle the business."

"What came of it? The best thing in the world. The young men of the day have gone crazy along the typical, aggressive, successful line, but not the young women. Miss Hanson turned him down in a way that must have made him wish he never had been born."

"Typical, aggressive, successful young business man! Whenever I hear or read of one I want to laugh—or swear." James Kells.

The Breakfast Food Family.

John Spratt will eat no fat,
Nor will he touch the lean.
He scorns to eat of any meat;
He lives upon Foodine.

But Mrs. Spratt will none of that;
Foodine she cannot eat.
Her special wish is for a dish
Of Expurgated Wheat.

To William Spratt that food is flat
On which his mater dotes.
His favorite feed—his special need—
Is Eata Heapa Oats.

But sister Lill can't see how Will
Can touch such tasteless food.
As breakfast fare it can't compare,
She says, with Shredded Wood.

Now, none of these Leander please,
He feeds upon Bath Mitts.
While sister Jane improves her brain
With Cero-Grapo-Grits.

Lycurgus votes for Father's Oats;
Proggine appeals to May;
The junior John subsists upon
Uneeda Bayla Hay.

Corrected Wheat for little Pete;
Flaked Pine for Dot; while "Bub,"
The infant Spratt, is waxing fat
On Battle Creek Near-Grub.

More Work for Diogenes.

Young Wife—Don't you admire a man who always says the right thing at the right time?

Spinster—I'm sure I could if I ever should have the pleasure of meeting such a man.

When a man's religion is all hot air the only thing he thinks about is going up.

SCANDALOUS WASTES.

Leaks in Our Commercial and Industrial System.

Our commercial and industrial system is run with some most scandalous wastes of precious material. Here, for example, is one: A young man has just come and gone from the office. He is selling office stationery and supplies. He is one of no less than ten bright young people in this city who tramp from door to door, up and down the halls of our tall office buildings, in and out, week after week, soliciting trade in carbon paper, pencils, typewriter ribbons, rubber bands and like bits that go to fill the gaps about the office desk. Rarely a day passes but one or two come in to disturb one's business moments and canvass his desk supply shortages. Not one of the pleasant young people is needed by the man at the desk. They do not give him any kind of desired aid in buying his supplies. When we are at the bottom of our box of carbon paper or our box of pencils we can pick up the 'phone, and our stationer, not over a block or two away, will send up the necessary stock in shorter time than the solicitor can furnish it. The advantage to the consumer of this ceaseless tramping of these ten people is so nearly nothing that should they quit their business we would never miss them. But they must be paid for their labors. And who pays them? The customer of desk supplies. He is to-day paying at least two reasonable prices for nearly all the stuff used on his desk. Such service is as profitable to the world as is the service of the Pullman porter who mauls us with his whiskbroom, hoping thereby to knock a goodly chunk of silver from our pocket.

This is not the most wasteful side of this desk supply problem. It looks worse from the solicitor's side. Here are ten capable young people taken out of the ranks of the producers and set to spend their valuable life time and life energy merely beating paths and bothering people. Not a penny do they add to the sum total of the world's wealth. For all the good they do they may as well sit by the wayside begging. Nor are they the only wasters in this line of effort. You can hardly mention any necessity of life that is not increased in cost by just such useless loading with the expense of non-producing workmen.

Along the four-thousand-mile trail we recently traveled, even on the most sterile stretches, we rarely rode fifteen minutes that we did not see unoccupied or untilled land enough to support an American family. The land from here to the Pacific and from here to the Atlantic is literally crying for someone to come and till it intelligently and permit it to produce something for the wealth and health of mankind. But it lies fallow, or is merely mused up because there are not men enough inclined to take it and till it. The surplus of good men are squatting around town; and when the

legitimate farmer, who has raised his legitimate cabbage, comes to town with his fruit, these supernumerary salesmen jump on and ride to the consumer's door for a share of the sale price. Salesmanship in its place is legitimate and productive, but it is overdone. The desire to jump on the cabbage and ride to town is in increasing ratio, as compared with the desire to walk to the country and grow and hoe the cabbage. Hence the unwholesome congestion of our cities and the wide and lonesome vacancies in the country. It is the old story of the Little Red Hen, who, without aid from the cat, the rat or the pig, was obliged to plant, water, hoe, harvest and grind the corn and bake the cake. But when the call came to eat the cake, the whole shirking flock were on hand, ready to consume that for which they had not toiled. The story says that the Little Red Hen took the cake. And speed the day when this same normal condition of affairs shall come to pass in our industrial system.

Our house has received by express a gift cat, one of these highly cultivated cats that since kittenhood has purred herself to sleep in the lap of luxury, fed from a silver bowl, spread her fine feathers out to sun in the show window of the world and has done nothing else. She is valued on the express company's bill of lading at \$100. Show her a mouse and she would scoot for cover. Let her come upon an unexpected rat and she would throw a fit clear across the

room. For general cat purposes a Teddy bear can walk all around her. She can not even keep ordinary cat food from spoiling. Her tastes are of the ice-cream-and-angel-cake order. We are thinking of getting her a private secretary and a chauffeur to help her pass away the long and tedious hours.

More than thirty years ago on a winter night I opened the kitchen door to let in a stray, frozen-eared kitten looking for a home. She was adopted and in due time installed into the office of cat-at-large on a corn-belt farm. Many a time did she render valuable aid in cleaning up the mice in the corn crib. In one memorable scrimmage she is on record as having had two mice in her teeth

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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



and one under each forepaw at the same instant. Rats so large as to compel her to hold her head high to drag them, rabbits from the woods, ground squirrels and snakes were her proper prey. One summer morning she brought in six striped gophers, the last two crossed in her mouth with grass blades she had pulled in seizing them. One day we found her fighting with a rattlesnake. Her home was the barn and her food such forage as fortune fetched her. She was worth much more than \$100 to our farm. When she died, full of years and honor, there was a day of mourning at the farm. But there will be no inconsolable grief in our family when this Angora Daughter of Ease shall pass in her checks.

The moral of these two cat tales is that you can't make either a militant man or a conquering cat by the feather bed and butter fat process. Work that bruises, opposition almost irresistible, grievous disappointments and forced self-denials—these are the food that makes moral muscle in man. This trip through the Bad Lands of Life must be made and made afoot before any mortal can feed in the fat valleys over beyond the ranges. A good many young men are planning to ride through this rocky strip in father's touring car. They can't do it. There is no macadam roadway leading into the Land of Large Accomplishment. Nor should there be. If any cheap skate could do big things with his little finger, large accomplishment would be selling in the general market at little-finger values. It is good to know that a day of disappointment brings in its hand a reward to the man who resolves to do his best to-morrow in spite of today. Spoiled plans can still be used as stepping stones.

"I want to congratulate you," said the Professor, as we met on the street yesterday. "That project of yours ought to make you a rich man." "No, it won't," I replied. "I'll never be rich. I could stand it, perhaps, but for my boy's sake I'll try to avoid it." He smiled a hoop-iron smile. "I'm going to be very rich some day," he said, "rich enough to practice my profession for fun and live on my money." His face did not light up with the joy of the dreamer. It was a poker face—a losing poker face.

Poor Professor! When I first knew him he was fresh from school with a schoolboy's enthusiasm for his work, with plebeian pocket but patrician tastes, living up to the full measure of his financial hopes which were ever beyond his attainments. To make a big strike on the side was a necessity to him for the social race is not to the young unendowed professional man. It was mines, or oil wells, or patent rights, or bonanza farms, or the stock market, or anything that would sugar off 500 per cent. in five weeks. The effect of these years of iridescent hopes deferred, of broken promises and unpaid loans had done for the Professor what it will do for you and me—

made life joyless and feverish, leaving nothing but the smoldering fires of unwholesome desire for some future fiction and dissatisfaction with the actual present and the unchangeable past.

Years, if well used, will open a man's eyes. If not so used they will blind him. A man at 45 has no right to hold the same views of life he did at 25. But the viewpoint at 25 will almost determine the character at 45. We are molded by our fixed desires at 25. Let this desire be for a clear conscience, high character, clean government, good will toward men, and you will be delighted to find at 45 that the lure of gold that blinded my poor friend is as luring to you as an open-jawed bear trap. Nor will you be mourning for the bait on the trap treadle. You will be dining at the table of the gods.

The doctor over on the next street is quite of another cast. When his father died he left his boy the example of a frugal life and enough property with which to begin business. The doctor is no dreamer. He knows a good 6 per cent. investment as a cat knows a mouse. He knows where city lots will most quickly appreciate in price. He has a nose for franchise values and he has found some wise men of means who have let him in on the inside of certain good deals. He doesn't ask you to loan him \$500 to speculate with as does the Professor. He takes his own \$500 and tells you he will put you next if you so desire.—Sharpshooter in Commercial West.

Black Diamonds Hardest Mineral.

Black diamonds are not coal. They are among the most unique mineral products of the world, and serve an industrial purpose that makes them of great value. They are pure carbon, but in outward appearance resemble the gem diamond. They are slightly harder than the white diamond, and about the hardest substance known. They are without crystalline form, in irregular pieces, dark gray, black, brownish, and opaque. Two other objects so alike in composition could not be found so opposite in appearance as the two forms of carbon.

Black diamonds are found in only one locality, an area about 225 miles square, in Brazil. Outside this no pure black diamonds have been found. In the black diamond fields the natives dive in the river beds for them and recover them from the gravel and washings of the rivers.

The origin of the black diamond is a scientific enigma. It is not found among the crystal diamond fields. And the crystal diamond is not found in the black diamond fields. Because the black diamond is both harder and tougher than the crystal diamond, it is of great value for many mechanical purposes, particularly for boring with diamond drills. In diamond drilling the tips of the drills are studded with black diamonds, and when the bores are deep the pressure is so great that the crystal diamonds would be crushed in the process. But the carbon, or

black diamond, resists this pressure and slowly eats down into the rocks. Usually a set of eight stones is placed in the head of a single drill. If each diamond weighs only three and a half carats, the total cost at \$85 a carat would be about \$2,380.

The great expense, however, is a paying investment, for the black diamonds are tough and last a long time, and achieve results that could not be had in any other way. There is no known substance that can take the place of the black diamond in boring for gold, silver, copper, and other mineral deposits. Before it was discovered there was no way of making deep borings. The carbon was at first used in diamond saws for cutting stones, marble, and the like. The price advanced so that the carbon was found too costly for such use.

Bort was substituted for stone cutting. Bort is an imperfect crystal diamond, too brittle to use in drills. So it has taken the place of black diamonds for stone cutting. Scientists have been making a close study of the chemistry of black diamonds, but thus far have not been able to make it in sizes sufficient to be of any commercial value.

Sorrow is the teacher of sympathy.

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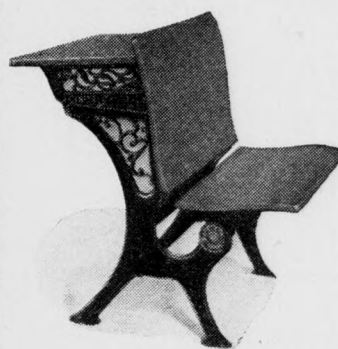
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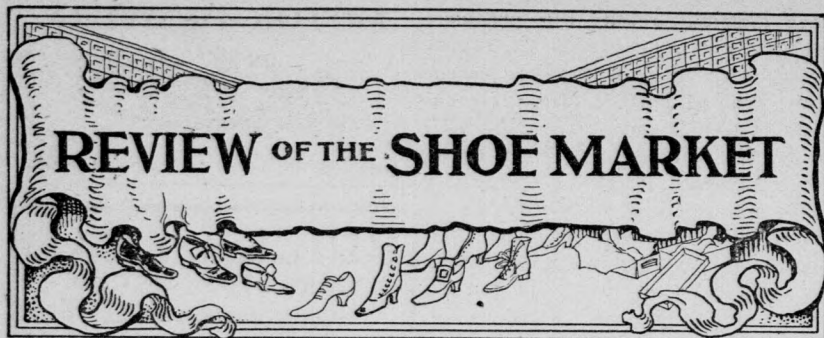
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Pure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old foggy idea that Gasoline is Gasoline. Ask us.

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Some Trade-Winning Schemes That Worked.

Written for the Tradesman.

My friend Bauer conducts a retail shoe store in a city of some 30,000 inhabitants. Although it is the county seat town, and the largest town in the county, its close proximity to a much larger city supplies it with the problems and difficulties under which suburban communities labor.

To get the business in Bauer's town and hold it requires as much effort and aggressiveness as it does to conduct a successful shoe store anywhere I know of. The downtown shopping district of the larger community draws shoppers, and it is a difficult matter to convince many of them that they can buy just as good shoes for the money in the leading shoe store of the smaller community as they can secure in the big shoe shops and shoe departments of the larger stores in the adjoining city.

Yet Bauer gets his share of the business. Beginning in a small way some ten or a dozen years ago his business has grown year by year until now he has a shoe store that would do credit to most any city and does a business of which its owner is justly proud. In the development of this business Bauer and his partner (for he has a partner although his name does not appear in the firm's sign) have used a good many schemes of one kind and another for stimulating trade.

Although Bauer is not an old man by any manner of means—in fact, has not yet reached middle age—he is a veteran in experience, having been a shoe clerk for years before he became a shoe store owner; and he has tried out a great many business-getting schemes and not a few alleged business-getting schemes. While he believes that newspaper advertising is the staple shoe store advertising—the bone-and-sinew, so to speak, of shoe store publicity—he is not averse to trying out any legitimate scheme that looks workable, and, as I say, he has tested not a few.

Thinking it might be of interest to readers of the Tradesman to hear about some of these schemes, I dropped into Bauer's place of business the other day and asked him to tell me about some of these methods which he has used with success.

The Black Cat Scheme.

"One of the most popular (and successful) schemes we ever got up," began Mr. Bauer, "was our 'Black Cat Scheme.' It was of the nature of a contest. We offered three prizes for the three best black cat pictures drawn by school children between the ages of 6 and 18 years. For the best

picture we offered a prize of \$5, for the next best a prize of \$3 and for the third a prize of \$2.

"We advertised the contest generously through the daily papers and also through the county papers. And then, in addition to this, we had a large window card—almost, one might say, a poster—explaining the nature of the contest, together with the conditions.

"The pictures had to be drawn on our own stationery—supplied gratis for the asking. No stipulations were laid down as to coloring material used, size, shape or anything of that nature. The artist(?) was to be left free to his own preferences in the choice of coloring matter—only the cat must be black—the blacker they came the better we liked them.

"You would be surprised," continued Mr. Bauer, "to know how much interest that ridiculous contest excited. Did we get returns? Well, we did now! Black cat pictures came pouring in from everywhere! Children out in the country—and from the remotest corners of the county—sent in their black cat pictures. We gave away pad after pad of paper bearing our letterhead.

"Black cats! Heavens above! we had 'em until you couldn't rest! Big black cats, little black cats, medium sized black cats! They were lopsided, were squint-eyed and were marvelous to behold! Some of them were colored with ink, some with water colors, some with lamp black, some with black paint!

"We made a display of the black cat pictures in our windows and the people came from far and near to view the exhibit.

"Results? Well, we got a long list of names and addresses, we got a vast amount of collateral advertising and we incidentally sold to friends and parents of the contestants more than enough extra shoes to pay for the scheme. The black cat scheme was a pronounced success.

The Pony-and-Cart Scheme.

"Another scheme that we used was our pony-and-cart scheme.

"We got a beautiful little cart and a dandy little pony—bought him originally to use in delivering parcels and hauling our country advertiser about. We used him all summer and saved enough in the way of livery hire to reduce his actual cost to a very low figure; and we got the cart cheap. It was not such an expensive prize, take it all in all.

"And we decided as winter was coming on, and we wouldn't care for him particularly, that we would give him away. So we advertised that we

would give to every boy or girl who bought a pair of shoes from us a ticket or coupon bearing a certain number. We would retain the other half of the ticket bearing the duplicate number. At a certain time (duly announced in our advertising matter) we would call in some disinterested party, have them blind-folded and then have them draw out of a box provided for the purpose one ticket. The ticket thus drawn would bear a certain number and the holder of the coupon or ticket bearing the same number would become thereupon the sole owner and proprietor of the pony and cart.

"Now we inaugurated that scheme about the first of October, when a great many youngsters were getting their shoes for fall and winter wear. And we had a boy driving the pony through the streets three or four hours every day, ringing a bell and attracting attention. Upon a starched linen banner, borne by the boy in the cart, the nature of the contest was explained in brief.

"Were the children interested? Whenever did a pony and cart fail to interest youngsters between the ages of 4 and 14? They were simply wild for that black-and-white pony and for that peach of a cart! Did they tell their parents about the scheme? That they did; and with their parents they came in to buy a pair of school shoes, thus qualifying as an aspirant for the honor of possessing the pony. And that scheme was a big success.

Advertisement-Writing Contest.

"At another time we inaugurated an 'advertisement-writing contest.' We advertised that we would give certain prizes—three of them, and in money—for the best advertisements submitted.

"The first prize was \$10 in gold, the second prize a \$5 gold piece and the third prize a \$2 bill.

"The advertisements had to be brief—not more than 150 words. They must be original; that is, they must not be reproductions of shoe advertisements taken bodily from newspapers, and it was distinctly stated that preference would be shown to illustrated advertisements. The illustrations could be provided for in either one or two ways: they could study the shoes displayed in the window, select some shoe that appealed to them and make as faithful a sketch of it as they could; or they could come into the store and secure a half tone or line illustration of a shoe that struck their fancy (and we had a box full of them clipped from newspapers, catalogues and trade journals—pictures of shoes that we carried in stock).

"We suggested that the advertisements be built up on the lines of good salesmanship; that extravagant statement, bombast and mere rhetoric be avoided as far as possible. We urged all those who entered the advertisement-writing contest to study the proposition carefully and write the best selling argument of which they were capable.

"We suggested that they ask themselves such questions as these:

"Are these shoes stylish?



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



"Are they well made?
"Is the material from which they are made dependable?

"Do they give comfort?

"Are they built to fit?

"Is the price right?

"Why ought one to buy shoes from Bauer?

"Is Bauer's store up-to-date?

"Does he treat his customers courteously?

"Will he stand back of all his claims for his shoes?

"Can he buy just as good shoes for the money as any other shoe merchant?

"Are not his operating expenses just as low? And can not he, therefore, sell as cheaply as any other merchant?

"Is his stock ample?

"And a lot more to the same effect. You see the psychology of the scheme? Its value lay in getting a lot of people to looking at our proposition from an entirely novel point of view. And, inasmuch as the prize was sufficiently alluring, it made it worth their while to cudgel their brains for advertising ideas.

"And they did. You bet they did! We got shoe store advertisements galore. Some of them were ridiculous, some were funny, most of them were impossible—but a few of them were passable and a still smaller number were (in spots) really good. We actually got a few ideas that were worth while.

"But the chief value of the scheme (as is the case with all schemes of this character) lay in the collateral advertising which it brought us. It got people to talking about us. Got them to thronging our windows looking at the shoes there displayed. Got them to coming in asking for pictures of shoes we carried in stock. Got them to asking about certain things at the selling end of the business.

"This gave us many opportunities for distributing advertising matter talking styles in footwear, explaining methods and processes of manufacture, talking about materials, style, fit, finish, etc., also gave us an opportunity for exhibiting the shoes themselves.

"And thus the scheme was a success and paid for itself many times over.

"In a community such as this," concluded Mr. Bauer, "every unusual method for creating interest and stimulating sales is worth trying. We stick, to be sure, pretty close to the staple lines of shoe store publicity. We go in strongly on newspaper advertising and try to cover the county with cards, signs and other advertising matter; but newspaper advertising is our long suit. And yet we find it advisable every now and then to get up some little scheme or other just to break the monotony."

And the writer could not resist the feeling that, if shoe merchants the country over were as careful to introduce schemes for fracturing this same monotony, they, too, would find it pays.

I have noticed that in nearly all of Mr. Bauer's contest schemes he gives either cash or footwear. By so doing he does not work any hardship upon brother merchants who carry other lines of merchandise. If shoe merchants everywhere would do this it would help to reduce the bad effects of the premium evil.

There has been some discussion recently of the premium evil—of a merchant in one line giving away articles in an entirely different line, thus displacing legitimate sales and educating people to buy shoddy stuff. Where dinner dishes, rockers or watches are given away as premiums by shoe merchants other merchants are injured; namely, the chinaware man, the furniture dealer and the jeweler. And then such wares as the shoe merchant can afford to give as premiums are bound to be more or less inferior and unsatisfactory.

The shoe merchant should give away shoes as premiums, or findings, or, better still, money.

Cid McKay.

Animals Better Than Seismograph.

Animals predict earthquakes. Domestic animals seem to be especially susceptible to the approach of the quake. In 1825, in Chile, every dog fled from the city before the inhabitants perceived the faintest hint of the impending catastrophe. In 1867, in Java, immediately before the earthquake, every rooster crowed shrilly and left the doomed town. In 1868, in the city of Iquique, the terrific disaster was announced many hours beforehand by great swarms of screaming gulls and other sea birds which flew inland. On the Orinoco crocodiles invariably leave the river on the imminence of earthquake.

Five days before the earthquake that destroyed Elike, in 373 B. C., is said to have driven to the surface of the earth mice, moles, weasels, and serpents that nest underground. Before the Sicilian earthquake of 1783 animals came to the surface as well as various creatures of the sea, especially fish, in stupendous numbers, among them also such as are found only in the greatest depths of the water. The unrest of the animals also heralded the coming of the recent Sicily and Calabria seismic disasters.

The basis of this remarkable instinct of animals, reptiles, birds, and fish is held by many observers to be responsible for their early perception. Others attribute to these creatures an unknown sixth sense, in its way as enigmatic as the sense of locality in many animals. Others say it is the sense of hearing or their sensibility to agitation that enables animals to notice the effect of the occurrences in the interior of the earth long before mankind with coarser senses can perceive it.

And in this case has arisen the objection that the delicacy of the animal senses exceeds that of the finest seismographic apparatus. The animals can foretell earthquakes with a probability that approaches certainty. And we by no means have satisfactorily explained their superiority to mankind in this regard.

For Seasonable Footwear

turn to the

Rouge Rex Line of Men's Shoes

and make note of these numbers:

474—A 9 inch Black Chrome Veal Blucher, Cuff and

Buckle top, Cap toe, two sole vixcolized.

481—A 16 inch Brown Moose, one-half double sole.

4460—A 12 inch Walrus Waterproof, Bellows Tongue, 2-buckle, three sole.

These are shoes with quality showing in every detail. **Comfort and long wear** are their chief characteristics.

To sell a customer one of these shoes is to insure his continued patronage of your store.

Write us for prices.

HIRTH-KRAUSE COMPANY

Shoe Manufacturers

Grand Rapids, Mich.



If You Want Practical Profitable and Serviceable Shoes

You will be interested in our Spring line. Besides our own make our salesman will show you a large and varied assortment of shoes whose wear and style qualities are exceptionally strong. You will find the selections you may make, from the various kinds and grades, best adapted to your needs, exactly as we represent them and in every case full value for the price asked.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

CREDIT MEN.

Their Position as Educational and Social Factors.

Something over two thousand years ago the great Aristotle said: "He who is unable to mingle in society or who requires nothing by reason of sufficing for himself is no part of the state, so that he is either a wild beast or a Divinity."

This bit of philosophy, true two thousand years ago, applies with equal force to-day when the tendency for bodies of men to get together on all questions of mutual interest seems greater than at any previous period in the world's history; and when the man who holds aloof, who shuts himself up in his own shell, in his own office or store, declaring that he knows all he needs to know, that no one can tell him anything about his business that he does not know and that all this association business is poppy cock, differs from the man of one hundred and fifty generations ago only in the greater extent of his personal loss and the degree of unfavorable comparison between himself and the man who mingles freely with his fellows.

He is like the man "wise in his own conceit," of whom Solomon says, "There is more hope of a fool than of him," and whether or not Solomon meant to limit his observation to the affairs of ordinary life or to include those of the business world he could not have said anything more strikingly true.

We all know the type of man who never joins anything; whose little round of duties takes in only his own narrow environment; who sees no duties to be performed in the world outside his own selfish interests, and, by the same token, loses all that is best in life and "dies unwept, unhonored and unsung."

The Association of Credit Men offers every man interested in the extension of credits an opportunity to come out and meet his fellow workers; to examine and enquire into their methods of conducting that branch of their business and to tell his own experiences and compare notes. What if he does not always learn some great new truth? What if he is not himself able to expound his ideas with eloquence? He can never meet with a body of men like these without learning something and he can never make an effort to teach others without benefit to himself. If every man had the courage of his convictions and would get up in meeting and tell what he actually thinks on the subjects discussed we would all learn a great deal more in a shorter length of time and the Association as an educational factor in the business world would be largely enhanced in value.

We have in the past discussed many subjects of vital importance to credit men and accomplished a great deal along educational lines. It is unnecessary for me to touch on the things that have been done, but there are things we yet ought to do. We can make the Association a greater educational factor by doing more educational work among the people to

whom we extend credit and thereby not only help them but improve our own condition.

We need to instill in the mind of the debtor a better idea of his obligation to pay his bills when due. Through the great scramble for business and the consequent closeness of competition our credit departments have become more and more tactful, but hardly more effective. We have educated the debtor to the apparent belief that a bill due for merchandise is more an evidence of favor on his part towards us than an obligation to pay when due; and, instead of the debtor bringing the money to us at maturity, or apologizing for not being able to do so, we are obliged to exhaust large quantities of grey matter in the composition of a letter or

It seems to be natural for a man to put off a disagreeable duty if he can, whereas if he knows absolutely that it must be performed at a certain stated time, and that there is not the least shadow of a hope that he can escape he walks up bravely and performs it without any fuss. When we have a note due at the bank we understand that it must be taken care of in some way and we make arrangements. We have to do the worrying and we have to make the arrangements—not the bank. This should be more of our attitude towards the debtor in commercial lines and more of the attitude of the debtor towards us.

When a sale is made it is made under certain terms which are agreed to just as much as the price and oth-

benefits all, and what benefits all benefits each one.

As a social factor in the business world the National Association has been a marked success, and we all know the history of our local Association. Here we have come to eat and talk together many times; we have listened to eloquent and witty addresses; we have told our own little stories and rehearsed our own interesting experiences to our neighbors at the banquet table. We have become acquainted with each other and in many instances this acquaintance has ripened into warm personal friendship.

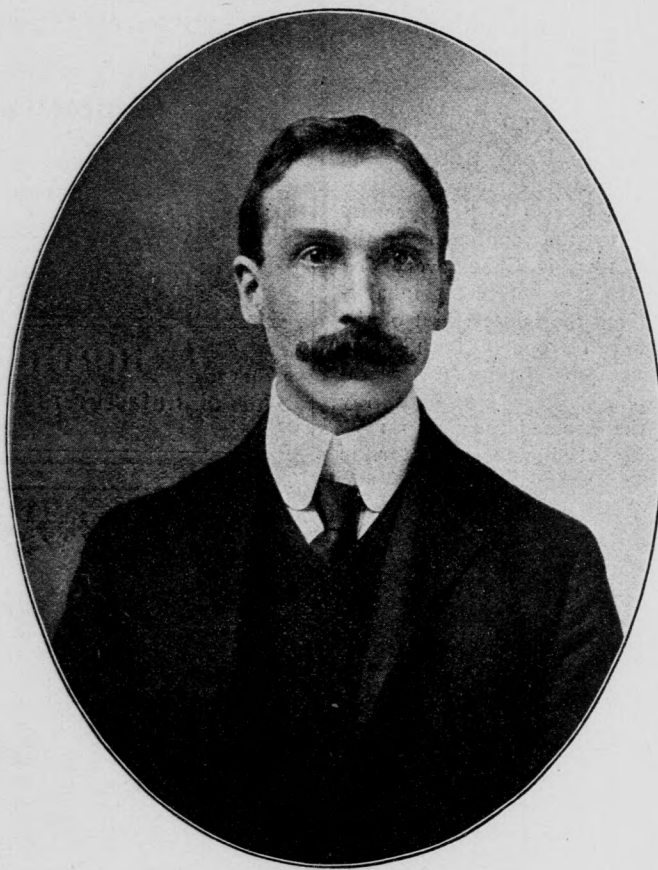
As a matter of fact it is impossible to separate the social features of our work from the educational for they are combined. We get together here and learn of each other through social intercourse. We have probably learned as much from the experiences imparted to us by our neighbors at the table as we have from the papers read and speeches made by those on the programme.

The influence of our social life extends to our places of business and is with us as we pursue our daily tasks. We are cheered by the friendships made here. The thought of some story told often puts us in good humor, and the gems of wisdom dropped in conversation prove an inspiration for greater effort and worthier achievement.

Here we have the rough edges of our own individuality softened. If we are prone to be frivolous we learn that life holds some serious things and that they can not be lightly regarded nor treated with impunity. If we are inclined to be too serious we learn that there is a time to laugh and let the burdens of life float away on the wings of happy thoughts.

Through association with the older men the younger ones learn the wisdom which is the fruit of experience. We admire the mature judgment of the older war horses who have led us to victory in many of our laudable undertakings; who have enabled us in their wisdom to avoid pitfalls we might otherwise have plunged heedlessly into. As an organization we have been particularly favored in having men of mature years who have been willing to give their time and energy to the upbuilding of our Association.

The young men have been energetic and aggressive. I hope more of them will get into action in the future. Organizations have a tendency to leave too much to certain ones who are called on more frequently than is fair, perhaps, either to themselves or the other members. Each man should have some active work and do it. Each man should at some time take part in the programmes and discussions. Certainly we all have ideas. Certainly we all agree or disagree with what is said on the floor. Let us not be too modest about expressing ourselves. We're not quite far enough advanced to hold an interesting meeting by mental telepathy alone and spoken words are still necessary. Let us have plenty of them from the members.



A. B. Merritt.

series of letters which will gently break the news to him that his account is due; and, although we are actually very much in need of the money, we proceed to inform him that if he does not take as much time as he originally intended and then does not add on ten days extra for each "tactful" letter, we shall be sadly offended. Of course, we do not mean to say this, but it is what the debtor is able to read between the lines and is just as effective in delaying payment as if we had put it in so many words.

I am not accusing anyone in particular because we are all guilty. I myself have written some tactful letters and have had customers writing in to borrow money on the strength of them. What I deplore is the too frequent tendency to overdo them to the great detriment of general credit conditions.

er conditions, and when the bill matures it becomes an obligation just as much as a note given to a bank and the debtor is under the same moral and legal obligation to pay. As credit men we should keep this fact in mind and also endeavor not to let the debtor entirely forget it.

This is educational work which I believe may properly be done by our own Association and the National Association as well. As a local Association we have published and circulated much educational matter and the National Association is continually sending out valuable material for distribution among its members and for them to re-distribute among their customers. All this activity can not fail to improve and bring to a higher level general credit conditions, and every man who can help along the good work should do so at every opportunity because what benefits one

No true man is sufficient unto himself. All of us are dependent on each other. How many of the members of this organization would willingly deny themselves the benefits derived from it? How many would sit passively by and allow it to disintegrate? Certainly not a single man who has been active in its work and surely no one who has caught the spirit of its genuine good fellowship.

Then let us resolve to renew the pledge of loyalty and co-operation to this beloved organization of ours; this Association of busy men, of good fellows and true friends. Let us resolve to emulate the good qualities and the virtues of our fellow members to the end that we may become more courteous, more considerate and more helpful; never failing to express appreciation for another's effort, to extend the right hand of fellowship in times of gladness or to offer a word of sympathy in times of trouble; and so shaping our conduct that the name credit man may be one of honor and the fame of the Grand Rapids Association be spread throughout our glorious land.

A. B. Merritt.

The Outlook For Spring Trade in Clothing.

For the clothing trade generally the outlook is bright. All signs point to an improved business situation. Wholesale reports for spring are rather favorable. Preparations have been made for a large volume of business, and if future orders from travelers make as good a showing as those already in hand, a normal season will have been recorded. In very many cases the spring orders taken exceed expectations. Manufacturers do not want to view such largely increased buying as tangible encouragement of a healthy condition that will later be dispelled by cancellations following the delivery of sample swatches. All seem to feel that quite full buying must result throughout if dealers would insure prompt and full deliveries. This confidence is based on the belief that the clothing situation is pretty much like what exists in the piece goods market, where, through the absence of stock, manufacturers must anticipate requirements and get their orders in promptly if they want the goods. The problem of deliveries is still with the retailer. The present fall season had hardly reached the development of a normal retail opening, yet there was still the question of deliveries uppermost. Sellers are trying to cope with an insistent demand for fancy blue and plain worsteds, as well as gray tweeds, declaring that they are obliged to turn down large orders and almost daily calls for salable suiting made up for express shipment, as they have none of the desired goods with which they can satisfy these supplementary demands. They claim that to get into the piece goods markets for the cloths would mean paying advances that the dealers would not be willing to pay.

And now with the fall suits sold down to small lots of no very desirable goods, the factories are on overcoats for stock, and a number of the standard concerns during the fortnight put their spring suitings into

work to get an early start that will facilitate prompt deliveries for the lightweight season. Buyers recently in market showed interest in gray chevots, velours and cassimeres for immediate needs, and, while able to pick up some desirable styles and qualities, reported they found the market scant of good sellers.

The present interest in and immediate need of woollens, together with the increasing business that is being done on soft goods for spring, lifts woollens to a rather important position. Apparently the high prices of worsteds and the poor quality in the popular ranges have been the cause of thus diverting more attention to woollens. Soft goods are much preferred by the better class of dressers, and this fashionable trend is being more extensively catered to in the most representative make of clothing. Nevertheless, the worsteds hold their strength, even stronger with some factions in the trade than before. Dealers who stood on a worsted platform for fall have since September been in the market for woollens, only to find their manufacturers without a surplus of clothing, even cleaned up so close that there wasn't much in desirable woollens be drawn on.

It is quite natural that woollens should make an improved showing in the spring selling, since the variety is interesting and the styles are lively. Tweeds, chevots, cassimere finishes and homespun and the soft unfinished worsteds are all well favored. Shepherd and broken checks, pinheads and fine stripes in gray mixtures of fancy as well as staple character are the choice of buyers. Some medium stripes and plaids are also being bought, but the very bold effects of the past season are not as well liked as formerly.

Long sacks continue popular, and average thirty-one and thirty-two inches in length. While the broad shouldered, full chested, roomy coat with shapeliness is the universal model, there is a demand from some parts of the country for more fitting garments with medium shoulders and modified chest, just as there is some call for double-breasted sacks in two and three button fronts with long folds and bold lapels. As yet, however, the double breasted does not show enough demand to indicate that it is coming back with any show of its former popularity.

The start on autumn overcoats that gave some movement to stocks during the cool weather of September was interrupted by the Indian summer temperature of the early part of the present month. Both Oxford and medium gray mixtures in Chesterfield styles found good demand with conservative buyers, while the snappier gray patterns in shapely styles caught on with young men, the three-quarter length running best, as it has since the covert topcoat lost its popularity. The sales of overcoats have been so light as to keep the trade uncertain as to what will be the popular leader. In the little early selling of heavyweights the Chesterfield model has fared as well as the protector neck automobile coat.—Apparel Gazette.

Snow and Slush

Will be here now before you know it. The dealer who is well stocked with Rubbers will get the start on his competitors, but he must have *Good Rubbers*. We are well stocked with Good Rubbers—

Hood and Old Colony

Get in touch with us NOW

There is no need to tell you about the famous Plymouth Line. Every one who has worn them knows that it is the best line of Rubbers made for good hard *Service*—extra stayed at every weak point. * * * * *



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

SODA WATER FOUNTAIN.

Things Seen and Heard in Its Immediate Vicinity.

Written for the Tradesman.

The Drink That "Cheers, Not Inebriates."

"A fellow at the soda fountain has all kinds of experiences—funny, pathetic, distressing—in fact, all sorts of things transpire while he is serving the public with the beverage that everybody likes—all kinds and conditions of people—the drink that 'cheers but not inebriates,' said one of the favorite dispensers having charge of a certain popular fountain.

Sentimentality Exhibited at the Fountain.

"We soda water people hear and see a great deal that we are not supposed to catch on to, but, of course, we never let on by word or even look that we heard or saw more than we are supposed to notice.

"No one not in this business would imagine what a great amount of sentimentality is evinced on the other side of the counter. We on the run-way inside get so proficient in our judgment of this portrayal that we can size up the situation by a mere glance—when a couple sit down opposite us we are able immediately to classify them, we know at once in precisely what category to place them.

"You'd be surprised how many babies—yes, you might really call them babies—are making love, and in the most open, the most undisguised manner, too. They make no more bones of it than do those who are some or many years their senior. You would imagine that these kids would be chary of exhibiting to the world in front of the soda water fountain that they have such a deep and abiding interest in each other. But not a bit of it! If they don't actually 'hold hands' they sit as close to each other as their stools will permit, and they gaze and gaze into each others' eyes with all the rapture of fellows and girls with ten additional years on their shoulders. They get off into one corner—if there's a corner anywhere around—and spoon and spoon to their hearts' delight. They consume more time than they do soda water or Buffalo Sundaes, even although they sometimes order two or three or maybe four of these delectables.

"But it takes the sprigs of 16 or 18 or 20 to get away with the most lovemaking. They are not quite so aboveboard about it as the younger fry, however; their love-looks are shot more on the sly. They, also, like to hide around the corner and be 'all by their lonely.'

"High school scholars do a heap of sparking, as a general proposition," continued this shrewd observer of the amatory characteristics of the human family. "They come in here in droves. A lot of them drop in at noon, but more visit us after school at night. They are out for the day then and can dawdle over their ice cream just as long as they please. If their parents wanted to know what one of the things is that keeps them so long from returning home

after school is out they could ascertain the reason by investigating here where I hold forth so many hours of the day and night. It would open their eyes a trifle, I guess, could they see and hear what I do.

Burn Up Money.

"It is quite a mystery to me where these young students get the money they blow in on the girls they bring along with them. There are hundreds of these that, to my personal knowledge, don't do a stitch of work and yet every time they and their girls whisk in—and they rarely miss a day and often sit down here more frequently than that—they seldom get away without leaving in our cash register in the neighborhood of 50 cents and from that up to 75 cents, a dollar or even \$2 for stuff bought at my counter and for cigars, tobacco or cigarettes for themselves and candy for their girls. I know their fathers can not afford to have their young sons squandering their hard-earned cash like this. I often think these young would-be swells must gamble on the Q. T. to make out enough to enable them to cut such a swath as they do. They step up to the cashier smoking like a bad old chimney—they don't seem to mind, when puffing their smoke in our employe's face whether it is agreeable to her or quite the reverse, anyway she has to stand it—and toss their bills down as if they had a mint o' money and couldn't throw it away fast enough.

"Clerks in stores also leave a lot of chink here. And there's another mystery. How they manage to part with so much with us and still have enough to pay for their lodging, three square meals a day, clothes, washing and other incidentals of existence is more than I am able to fathom—must have to stave off their washeewoman a heap o' times in order to settle up matters with us.

"Poor little shop girls and those in offices are devilishly fond—excuse my French, if you please—of the sweet stuff at this department. It would be much better for their digestions if they spent at the butcher shop the nickels and dimes and quarters they drop at this store for mere lollypop. Good tender beefsteak would do them a sight more good, to my way o' thinking. I'm here to sell the stuff, of course, but still I can't help cogitating a big cogitation occasionally when I see youths making ninnies of themselves.

Habit Easy to Acquire.

"The soda water habit is one that is awfully easy to fall into. It is a craze that grows on a person in less than no time. It is a custom hard to break; it takes a much longer time to get rid of than it does to acquire. However, it can be done. But it takes some will power to stop.

Custom of Treating.

"There's another item to consider: If one could go into a drug store and sit down and have a nice little soda all by himself it would be different, but the dickens of it is that the fellows, usually come in in bunches, and it seems to be the idea of one of the number that it is up to him to

treat the entire crowd—a sort of social duty. And it has resolved itself into the fact that this sort of treating is much like that of the saloons or some club houses: After the

Sawyer's

CRYSTAL

See that Top

Blue.

For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

Why not a retail store of your own?

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

EDWARD B. MOON,

14 West Lake St., Chicago.

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.



Brilliant Gas Lamp Co.

Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T.

42 State St.

Chicago, Ill.

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating Iron Pipe

Fittings and Brass Goods Electrical and Gas Fixtures Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

We Make the Tools

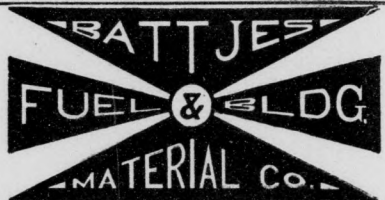
For Making all Metal Parts to Furniture

Punches, Dies, Models Samples, Etc.

West Michigan Machine & Tool Co., Ltd.

Grand Rapids, Mich.

Foot of Lyon St.



H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Grate Bars, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids Mich. Citizens' Phone 5329.

Grand Rapids Supply Co.

Jobbers

Mill, Steam, Well and Plumbing Supplies

48-50-52-54-56-58-60-62 Ellsworth Ave.

STEIMER & MOORE WHIP CO.

WESTFIELD, MASS.

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

first round each one in turn takes it upon himself to pay for a treat on all the rest. Also, like the way of the dram shop, the first treater—the one to start the ball arolling—begins all over again, only with the difference that, while their stomachs get full, the imbibers—or eaters—don't go 'rolling home.'

Soda Water "Fiends."

"As to times when we are most busy, noons and from 6 in the evening until 11 we catch the most trade. Naturally, however, the counter is scarcely ever entirely empty of customers. There are certain men patrons whom we have come to expect at precisely the same time of the day or night; each advent seems arranged to occur at exactly the same hour and minute. These we designate 'soda water fiends.' Some of them always come alone, some of them are almost invariably accompanied by another person. The latter is often the same one, perhaps a man, perhaps a woman. Sometimes the lady is the man's own wife, sometimes not. I seldom get misled in my estimate as to which this is. I can almost invariably tell by their actions, as I am a great student of human nature."

Laughable Occurrences.

To change the subject abruptly from the chatter of this genial soda water dispenser, there are stacks and stacks of ludicrous and also ridiculous things that occur diurnally at a drug store soda fountain.

One of these had to do with sanitation and with innocence on the side of a country customer:

Three chummy girls came into a special drug establishment not so long ago. They were laughing among themselves at a great rate—not loudly nor in any other way unbecoming to the sex, but they were just full of the Old Nick and couldn't keep in. One of them, the girl with the rosiest cheeks and the merry brown eyes ordered a pint of milk and some bread. Another said she'd take chicken pie, while a third indulged a penchant for Boston baked beans—all good substantial viands, you see.

The trio had no sooner started in on their little jollification before she of the roses and snow complexion and the fawn eyes gave a smothered little exclamation of dismay.

"Why, what's the matter?" questioned her friends in chorus.

"My consternation, dearest cherubs, is due to the indisputable truth that this lacteal fluid is most decidedly off in flavor," was the elaborate and emphatic rejoinder.

"Oh, maybe not. Perhaps 'tis only a case of the pure imagination of your own precious self," consoled the girl daintily picking at the little chicken pie—"little" referring to pie, not chicken.

"Well, I'll wear my summer hat all winter and give the price of a new one to the Mission if this milk isn't off in flavor," asseverated Pink-Cheeks-and-Brown-Eyes decidedly.

She had poured out a glass of the liquid and now took a second sip, but gingerly.

"Both of you taste it and then you will believe what I state about its

being sour," she urged, sliding the glass swiftly but carefully along the counter towards her comrades. "I drank out of this side—don't drink out of the same place, turn it around," and Pinkie indicated the exact spot where her ruby lips had touched the rim of the tumbler.

The other two girls each selected a different point of contact, and the result was a couple of wry faces on a sixth of a dozen samples of vivacious young-womanhood.

"Well, tasting is believing in this instance—a clear case of the old saw relating to the proof of the pudding lying in the eating thereof. We agree with you now."

Attention of the clerk who had waited on them was quietly called to the disagreeable condition of the milk; but he insisted, in spite of the protests of the three girls, that the milk "positively couldn't be sour."

"It is the same milk we have been serving all day long, and there have been no kicks registered by a soul so far," stoutly asserted the public servitor.

And he, too, tasted from the glass, only his sip was that of one unafraid.

Even then he was as positive as before in maintaining his position as to the acidity of the suspicioned fluid.

"However, to prove to you that we stand not only willing but anxious to please our patrons, I will give you a second bottle," said the clerk pleasantly and produced another from underneath the counter, deftly removing the cap as he placed the new container before the girl with roses in her cheeks and mirth in her eyes. "I'll work off this bottle that you think is sour on to some farmer fellow who isn't particular," and the clerk removed the offending bottle from sight.

When the girls were just finishing their little luncheon in came a couple of fellows unmistakably cast in farmer mold.

Now, one would ordinarily suppose that if any one on earth would detect milk just turned from the normal it would be a person from the land of waving corn and other crops that stir with every wandering breeze; but if the newcomer discovered the fact concerning the liquid set before him he made no sign but gulped it down in true harvest-hand fashion.

A quadrangular look passed between the girls and the clerk—a look of mingled amazement and astonishment on their side and of I-told-you-soness on his. The three customers could with difficulty keep their faces straight, while the young man who had saved the price of the milk for the firm turned his back to them. But they saw his convulsed smile in the mirror of the fountain and then they knew they would have to "Ha! Ha!" right out in meeting or else beat a hasty retreat. They chose the latter course and the swish of three silken petticoats around the softly slamming screen door formed a gentle accompaniment to three suppressed peals of laughter, which could not by any manner of means harm the unconscious young landsman who was lumberingly unwinding his un-

gainly legs from the stool on which he had awkwardly dropped.

The Waiter Chased Him Up.

"I had an embarrassing thing happen to me once in connection with a soda fountain," said a young man who is always faultlessly dressed and moves among the Four Hundred:

"I invited a swell girl into a drug store, a young lady for whose heart and hand I ardently longed. I treated her to the most expensive sort of ice cream—the kind all fixed up with fluffy ruffles, you know.

"We were so busy talking to each other that we walked straight out of that store without my reimbursing the cashier for the firm's ice cream we had consumed!"



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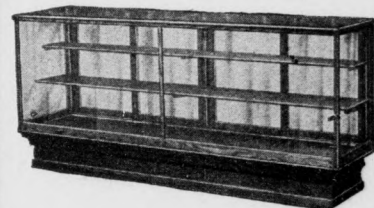
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Jennings' Extracts

For thirty-six years the name Jennings on a bottle of Extract has been a guarantee of superior strength and purity. Protect yourself and build up your extract business by selling Jennings' Flavoring Extracts.



C. P. Bluing

C. P. Condensed Pearl Bluing is highly concentrated and non-freezable. Its use assures wash-day satisfaction and brings repeat orders. C. P. non-freezable bluing should be on your shelves now—your jobber has it.

The Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872

"When we got a block away I happened to look down in my hand and there I was holding the unpaid check for our refreshments.

"Well, I'll be switched!" I excitedly exclaimed. "See what I've done—come away without settling with the cashier for our ice cream. We'll have to go back. Awfully sorry to trouble you. How could I have been so very careless?" and we turned to retrace our steps.

"As we did so I ran plumb into the white-aproned clerk who had waited on us at the soda fountain—chasing me up for the cash with which I had forgotten to appease the cashier.

"My feelings can better be imagined than described," ended the good-looking young man, "and you may believe I've been more attentive to my knitting ever since!"

Spoils Dress and Match.

"Can you remember, for publication, anything funny you have ever witnessed at a soda fountain?" was the recent question put to a young woman who sees the comical side of life if there's any comical side in evidence.

"Yes, a lot of them if I think a moment," and the speaker knitted her brows a second.

"Oh, I recollect one incident," she said that everybody at the fountain simply had a spasm.

"The contretemps befell in a small Michigan town where I used to live—we won't say where.

"There was a regular Beau Brummel of an old widower—he must at that time have been all of 60, and it was likely more—who, in general with his clan, was very fond of bestowing his attentions, plus his unlimited mazuma, on pretty women—girls young enough, without any exaggeration, to be his granddaughters; it didn't matter to this Mr. B. B. how young his sweetheart was, just so that he had one.

"An extremely attractive girl of 18 had recently come with her parents to W. to reside, and all the young fellows were soon buzzing around her. But the old widower easily cut 'em all out, for the glitter of gold is never-failing.

"He had been going with the young lady constantly for all of two months and everybody expected before long to 'hear dem wedding bells aringing.' But such an inconsequential thing as a glass of soda water—or, rather, two glasses of soda water—put a decidedly wet blanket on all the widower's aspirations.

"You shall hear:

"The old fellow was a great lover of ice cream soda, in addition to youthful and fascinating femininity.

"One balmy evening he and his latest iamorata were going to some doings or other—I forget just what, but anyway the 'old man's darling' had on her best bib and tucker and was in her charmingest mood.

"Eager to please her, and at the same time to please himself, Widower B. brought the young girl into the most elegant drug store in town to have some ice cream soda.

"I must inform you, first, that the

old fellow, in common with many men of his years, had, as time progressed, contracted, and clung to, certain mannerisms that are not the epitome of courtliness. For illustration, he had a bad way of wanting to loudly beat up his ice cream soda until the ice cream was all melted.

"A glass was set before the ill-sorted couple and at once this vociferous beating up was begun by the 60-year-old, and so interested had he become in what his ladylove was saying, and from force of practice so abstractedly but vigorously was he manipulating the long soda spoon, that the first thing the girl knew her beautiful waist—she had on a costly pale pink landsdown dress all trimmed with fine pink lace—had a big splash of chocolate soda flirited on to the left side of the front, completely saturating the lace wherever it struck!

"The girl's face was a study. Fierce anger predominated in its expression. Her dress perhaps ruined forever and all those people at the soda counter cognizant of the—what shall I call it?—worse than accident!

"The ancient widower was so absorbed in gazing into the girl's captivating blue eyes that at first he did not remark what he had done, but, seeing their expression quickly change and noticing her sudden move, he became aware that something was the matter, and it then dawned on him that his own careless act was the cause.

"The luckless old fellow was the personification of distress. Anxious to do something, yet not knowing definitely what was best, he called for water and a clean towel. These were at once forthcoming and the assistance of the lady next to his erstwhile sweetheart was enlisted, who very graciously did what she could to repair the damage.

"The soda fountain man—the proprietor of the drug store himself was managing the soft drinks section during the absence of the usual help—quietly wiped up the muss on the counter at the girl's left, but, before he could finish cleaning up, the daffy old widower had bobbed around the young damsel and planked himself on the stool at her right elbow. The store owner then sat another glass in front of him, whereupon what were his astonishment and the disgust of everybody in the vicinity to see the old idiot repeat the slovenly operation of a moment before, decorating the young lady's gown for a second time with a great dash of chocolate soda, that trickled stickily way to the hem.

"One would have opined that one such experience would have taught the old duck to exercise the utmost of vigilance in his process of blending ice cream and soda, but I guess it was a pure case of being 'even more of a fool than he looked.'

That match couldn't have been planned in Paradise, for it never came off. The girl again took up with the fellows of her own age and set, completely ignoring the doleful importunations of the venerable and woe-laden widower and marrying a young scion of the most aristocratic family of the locality.

"Talking about misadventures to this widower's sweetheart's gown reminds me of another episode that resulted in the apprehension of another young woman that her dress was irretrievably injured.

"She came into a fashionable drug store while I was getting a bite in the middle of the afternoon one cool day of late.

"The women had not yet discarded their white wool suits and in tripped a trig young woman with a nice little girl. They sat down near me and the mother was extremely solicitous that her fine white serge skirt should not touch the floor nor the dusty baseboard of the counter when she perched herself on the somewhat tall stool.

"She and her diminutive daughter were each served with an ice cream soda.

"There was a cup near them that had had hot chocolate in it and the drinker thereof had left half of the liquid remaining therein.

"Along came another clerk, one of these kerflip fellows who do everything with a rush and a furor.

"He made a swift dash for the cup, which took a long sweep down the counter, ending in precipitation in the tailored young woman's lap.

"My, but she was mad! And you couldn't blame her, either, for her costume had looked so clean that it showed that it had never been donned before.

"Some wrathful looks and words followed the incident, which concluded with the offer of the crestfallen clerk to give the wearer of the damaged costume an order on the best cleaning establishment in town to restore the dress to its pristine freshness.

"I had the information drop into my lap shortly afterwards that the chocolate left no traces, the young woman's frock coming from the renovating ordeal as good as new."

"Kind Hearts Are More Than Coronets."

"Recurrently we have little heart-touching happenings at our counter," said a soda fountain clerk whose kindly eyes would recommend him to a stranger in Egypt or the Land of the Musselman.

"There's a plaintive little lady who comes in here as regularly as the clock strikes 12 for her tiny luncheon. She never spends more than 10 cents on it, and she eats every crumb of the frugal meal slowly, as if she is trying to get as much good out of the taste of the food as is possible to be extracted. Her clothes are always so shabby that I know it is a case of necessity and not choice that she clings to them. She seems so poor that repeatedly during the week I slide in some small delicacy and

pay the cashier for it myself as soon as the poor little body has slipped out of sight."

All of which goes to demonstrate that soft hearts have not all disappeared from the footstool as some pessimists would have us come to believe.
Beatrix Beaumont.

It Pays to Handle
MAYER SHOES

HIGHEST IN HONORS

Baker's Cocoa
& CHOCOLATE



Registered,
U. S. Pat. Off.

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HIGHEST
AWARDS
IN
EUROPE
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A perfect food, preserves
health, prolongs life

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PEACOCK BRAND

Leaf Lard

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are on sale by all live, wide-
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Have you ever reasoned why?

IT IS BECAUSE

they are trade-winners and
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their being the "best in the
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The Lard is pure leaf, and
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hogs, and cured by the special
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Terpeneless

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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

FOOTE & JENKS, Jackson, Mich.

J. MORGAN SMITH.

Pen Picture of One of Our Ablest Pastors.

Written for the Tradesman.

A very popular and able clergyman, Rev. J. Morgan Smith, served the Park Congregational church twenty years as its pastor. His work was begun in 1864 and closed in 1884. Rev. Smith was born in Connecticut and received a liberal education before taking up the work of preparing himself for the ministry. He was quite a young man when he entered upon the discharge of his duties in Grand Rapids. The congregation over which he had been chosen to preside occupied a small frame church building located on Monroe street in the center of the ground now covered by the Porter block. On the corner of South Division and Fulton streets, north side, there stood a small house in which he lived. Mr. Smith was a "good mixer," making friends readily and exerting a salutary influence in as well as outside of his congregation. He was fond of people trained in literature and a stuffy old newspaper sanctum was to him the source of greatest pleasure. It was not an uncommon proceeding with him to enter an editorial room at midnight and write a number of news items or editorial paragraphs, smoking an old clay pipe filled with "Kill Irish" tobacco borrowed from one of the compositors or reporters while so employed; and if the "growler" should happen to be rushed he would not refuse a sip of the cool and refreshing extract of hops and malt. When he met the "exchange fiends," Thomas B. Church, Franklin Everett and George H. White, who seldom failed to assemble in the Eagle sanctum daily after the forms had been sent to the press, stories were told, incidents recalled, books and politics and local events discussed, much to the entertainment and often to the amazement of the cub reporters assembled in the background. Mr. Smith spoke several languages fluently, but of all he loved the German best. He was often seen talking with William Leppig in the language of the Fatherland, they standing on a street crossing or sitting on the ends of beer kegs in front of the latter's saloon.

Mr. Smith ever evinced a lively interest in young men and assisted many by wise counsel in obtaining an education. He often declared that there were three books printed in the English language which every adult should study daily. Fifteen minutes should be given to the Bible to strengthen one morally, fifteen minutes to the dictionary to improve his language and fifteen minutes to the writings of Shakespeare to spur the imagination and for entertainment.

He believed that every man should have a hobby and indulge it. While conversing with a friend one day who had declared himself free of a hobby Mr. Smith asserted that his friend was wrong. "If I have a hobby," the friend continued, "what is it?" Quick as a flash the minister replied, "Wearing a plug hat." The friend admitted his preference for a

stovepipe and acknowledged that the minister was right.

Mr. Smith wrote a series of contributions over the signature of "The Old Gentleman" for the Grand Rapids Times, their publication running through a number of years, which were widely read. They were scientific, philosophical or religious in motive and many subjects were discussed.

The winter of 1878 was spent by Mr. Smith on the Island of Cuba with Joseph H. Martin. Many interesting letters describing his observations and experiences were published in the Times. The customs and habits of the natives, as well as their hopes and aspirations, were charmingly depicted. Mr. Smith was a liberal in theology. He believed it to be the duty of churchmen to labor for the uplifting of humanity as well as to pray; to give as well as to receive; that a minister is not a man of authority but a brother among his congregation. He sought to preach the truth reasonably and lovingly.

Arthur S. White.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 23—Little change has taken place during the week in the spot coffee market, and what little there has been has been in the direction of a somewhat lower level in sympathy with the speculative market, where there has been a decline of from five to ten points. Buyers are taking supplies only large enough for current requirements. In store and afloat there are 3,953,136 bags, against 3,512,339 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 8@8½c. Receipts at primary points continue large, the amount from July 1 to October 21 at Rio and Santos amounting to 9,129,000 bags, against 5,862,000 bags during the same time last year. In mild grades there has been a pretty good demand and holders of Maracaibos have advanced quotations ½c within the past few days.

Sugar is firm. Holders, of granulated are asking 4.95@5.05c, with buyers conspicuous by their absence. Most of the business has been in withdrawals.

As noted in these reports for several weeks, the tea market is in excellent condition, dealers from all over the country sending in orders by mail. Prices are very firm and tend steadily upward.

Rice is quiet. Buyers seem to think quotations too high, but prices are well sustained and it would be almost impossible to find any bargain lots. Good to prime domestic, 5¼@5½c.

Spices are active. Would-be buyers do not dicker and offerings usually meet with very prompt acceptance.

The molasses market is firm and unchanged. Receipts are not especially large, although there seem to be enough to meet daily requirements. No new crop open kettle has been received, although it is daily looked for. Good to prime centrifugal, 26@30c. Syrups are in mod-

erate supply and firm, fancy stock being quoted at 27@30c.

Canned tomatoes are in plentiful supply, of course, a quotation for standard 3s being 60c f. o. b. This quotation has in some cases been shaded 2½c on some goods which might, by courtesy, be called "standard;" in fact, really desirable stock is worth 62½c and holders are not anxious to dispose of goods at that. Good corn is in light supply. Packers of fancy State ask 85@90c f. o. b. factory. Other canned goods are practically without change. Salmon has been in active demand and some 20,000 cases have been sold at 65c delivered. Part of this is to be shipped from the coast. Red Alaska can be found only in small lots from second hands, quoted at \$1.47½@1.50.

Butter is steady. Creamery specials, 32@32½c; extras, 31@31½c; creamery held specials, 31@31½c; extras held, 30@30½c; Western imitation creamery firsts, 26@27c; Western factory firsts, 25c.

Cheese is quiet, but prices are very firmly sustained, with full cream specials quoted at 16½@17¼c.

The supply of strictly new laid eggs has been reduced and the situation favors the seller. Western stock is firm and higher. Quotation for extra, 30@32c; extra firsts, 27½@28½c; firsts, 25½@26½c.

Maintaining the Balance.

Written for the Tradesman.

To be kindly, whole-souled, generous, helpful and sympathetic with sorrow and suffering, and still not be an

easy mark for the undeserving and the unscrupulous;

To be genial, social, a good mixer, avoiding alike the selfish narrowness of the acetic and the recluse and the more perilous dissipation of the good fellow;

To be gracious, conciliatory, ready to meet people halfway, and to respect the opinions of other men, and still to have force of character and independence of judgment;

To have strong convictions and the courage to back them without being a fanatic or a crank;

To be public-spirited and patriotic, giving a full measure of service to one's community and to the state, and still to allow one's home life and private affairs to suffer no neglect on account of public duties;

To be devoted to one's family without being its slave, neither "Everybody works but father," nor "Everybody works father,"

To be a careful, diligent, tireless worker without lapsing into a mere drudge,

To be economical, yet not stingy, accumulative, yet not avaricious,

To keep in clear view the real ends of life while achieving the means of living,

In short, to preserve the golden mean, to walk the middle path which in most things is the way of wisdom, and still never to be satisfied with mediocrity of attainment—this is a course that every merchant and every other man may wisely seek to follow.

Quillo.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare 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

What Other Live Cities Are Doing.

Written for the Tradesman.

The expert engineer employed by the city of Benton Harbor to make borings for water reports that the present supply is entirely insufficient, that there is no adequate supply to be secured from wells and that the only solution of the problem is to go to Lake Michigan. The Board will recommend that the water be taken at a point two and a half miles north of the city from an intake extending 3,000 feet into the lake. St. Joseph's intake extends a distance of 1,500 feet.

At the request of Allegan merchants a committee of the Board of Trade of that city has been investigating the practice of buying county supplies in Grand Rapids and at other points outside of Allegan county. T. M. Cook, Secretary of the Michigan Shippers' Association, was at the head of this Committee and it was found that many hundreds of dollars were going outside without giving the home merchants an opportunity even to bid on the supplies. The Supervisors have been asked to put into effect in the future the "trade at home" plan.

The stone road connecting Bay City and Saginaw will soon be completed and the two cities, in conjunction with county officials and farmers, are planning on a celebration.

The \$850,000 water filtration plant at Toledo is nearing completion and it is expected the city will be using filtered water exclusively by Dec. 15.

Thousands of "Erie Encircles the World" trade booster booklets are being sent out by the Chamber of Commerce of Erie, Pa. The circulars will go to every United States Consul throughout the world, to every business and commercial organization of which the address can be obtained—there being now over 3,000 of such organizations listed for the United States alone—and to all manufacturers and their agents who are likely to be interested in the products of Erie's industries.

The New England Fruit Show opened in Horticultural hall, Boston, on National Apple Day, Oct. 19, and papers of the Hub declare it to be the biggest exhibition of fruit, especially apples, ever given east of the Mississippi River. The prime object is to show that New England can raise just as fine apples as any of the much advertised sections of Colorado, Oregon, Idaho and Washington.

Charles Mulford Robinson, the civic expert, has been engaged by the Council to draft a comprehensive plan for the city of Des Moines.

The Saginaw Council has adopted the recommendations of Mayor Stewart that the engineering department furnish plans and an estimate of the cost of bringing water from the Tittabawassee River.

The New York State authorities have served notice on Buffalo that Niagara River can not longer be used as a public sewer and the city must solve the problem of disposing of its sewage in some other manner.

By annexing Manchester the city of Richmond, Va., hopes to go into the 125,000 class by the 1910 census.

Early next month the three experts chosen by the Pittsburgh Civic Commission will open an office in that city and start work on preliminary plans for city improvements. These gentlemen are Frederick Law Olmsted, landscape architect, Bion J. Arnold, of Chicago, who will propose plans for solving the traffic problem, and John R. Freeman, of Providence, R. I., who has charge of sewage disposal and flood prevention. Mr. Arnold is a Michigan boy, being a graduate of Hillsdale College.

The retail merchants of Sacramento, Cal., do not propose to pay the city a license tax after Jan. 1 next and have employed counsel. They are compelled to pay a graduated tax based upon the amount of their business. This license tax was formerly common in California cities, but has been abolished by all save Sacramento.

The municipal lighting plant of Westfield, Mass., in addition to light and power is now furnishing electric heat for houses and offices.

During the past week Buffalo has been entertaining the National Conference of Vacant Lot and School Gardening and some of the most prominent men and women of the country were in attendance. The congested cities with overworked poor departments, looking after an army of indigent people and still having hundreds of acres of vacant land growing up to weeds and useful to nobody, are beginning to see that the city gardening plan is worthy of most respectful consideration.

Almond Griffen.

The Boys Behind the Counter.

Traverse City—Timothy Temple, formerly employed in the clothing department of the Hannah & Lay Mercantile Co. store, has accepted a similar position in the Steinberg Bros. store.

Caro—E. O. Spaulding & Son have secured Daniel McDougall, of North Branch, to take charge of their dress goods department.

Beaverton—L. Himelhoch is assisting in the I. B. Weinberg clothing store at Coleman. Mr. Himelhoch's stock here was destroyed in the recent fire and he is undecided what line to take up, but will engage in some business soon.

Traverse City—Lynn VanKuren has accepted a place in Steinberg Bros. store, taking charge of the men's furnishing goods department.

Allegan—Clyde Huff, who is employed in the grocery department of the Grange store, has resigned his position and will leave next week for Vicksburg and will later go to the West for a pleasure trip. Judson Baker, of Grand Rapids, will take his place.

Traverse City—Frank Zentick has resigned his position with the Hamilton Clothing Co. and will take charge of his interests in the Traverse City Mattress and Bedding Co.

He who believes only in the things he can see never sees anything worth believing in.

The surest way to an empty heart is to nurse an envious mind.

Late State Items.

Ann Arbor—The Michigan Furniture Co. has been incorporated for the purpose of engaging in the manufacture and sale of furniture, with an authorized capital stock of \$60,000, all of which has been subscribed and paid in in property.

Hamtramck—The Detroit Pressed Steel Co. has engaged in business for the purpose of manufacturing iron, steel and other metal products, with an authorized capital stock of \$60,000, all of which has been subscribed and \$6,000 paid in in cash.

Detroit—A new company has engaged in business to manufacture and sell automobiles, parts and supplies, with an authorized capital stock of \$150,000, of which \$75,000 has been subscribed, \$30,000 being paid in in cash and \$35,000 in property.

Vanderbilt—Yuill Bros., who operate a sawmill at Logan, about two miles from this place, and a large portable mill on a logging road in that vicinity, are working over 300 hands. They have shipped out about 15,000,000 feet of lumber this year.

Detroit—The University Motor Car Co. has engaged in business to manufacture, buy, sell and deal in automobiles, motors, parts and accessories, with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$36,000 paid in in cash.

Detroit—A new company has been incorporated under the style of the Gunderson-Walter Co. to manufacture gas engines, machinery and mechanical appliances of all kinds, with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and paid in in cash.

Detroit—The Detroit Injector & Brass Manufacturing Co. has engaged in the general jobbing and manufacturing of steam, water, gas and oil supplies, with an authorized capital stock of \$2,500, which has been subscribed, \$843 being paid in in cash and \$1,657 in property.

Detroit—The Smith & Baldrige Machine Co. has engaged in business to manufacture and sell machinery, motors, engines and gears and to do a general machine shop business, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$100 being paid in in cash and \$25,000 in property.

Grand Rapids—Henry S. Holden has merged his veneer business into a stock company under the style of the Henry S. Holden Veneer Co., with an authorized capital stock of \$22,500 common and \$12,500 preferred, of which \$20,000 has been subscribed, \$1,400 being paid in in cash and \$18,600 in property.

Grand Ledge—The Garment & Glove Co. has begun operations in the Fults building, which has been remodeled to meet the requirements of the business, the front room being used as the office, while in the rear are the stock and shipping rooms. The second floor is occupied by the glove-making machines, six of which are now in operation. Two more will be added within a short time.

Ludington—With the sale of 2,000,000 feet of logs by the Butters Salt

& Lumber Co. to the Stearns Salt & Lumber Co. the fate of Buttersville is sealed. This means that the former company's large sawmill destroyed will not be rebuilt. The company will also offer 10,000,000 feet of standing timber at auction. A new railroad is being run into the town and the company's salt plant may not be abandoned.

St. Johns—At a special meeting of the stockholders of the Michigan Wagon & Manufacturing Co. Mr. Potter outlined a plan for liquidating the business and reorganizing the company. This will be submitted to the creditors and stockholders within a few days. The stockholders passed a resolution authorizing the directors and officers to dispose of the assets of the company to the best advantage of the creditors and stockholders, looking to the plan of reorganization which will be laid before them by letter.

Galien—A new company has been organized under the style of the Galien Concrete Tile Co., to manufacture and sell at wholesale and retail concrete and cement tile, posts, brick, etc., with an authorized capital stock of \$5,000, of which \$3,650 has been subscribed and paid in in property.

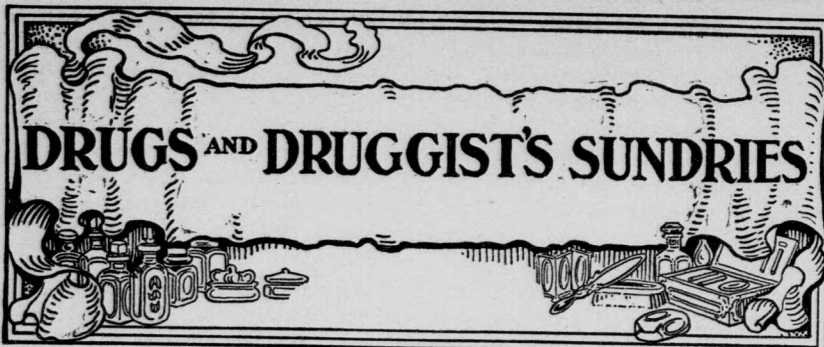
Detroit—The Kermath Manufacturing Co. has engaged in business and will operate a machine shop for the manufacture and sale of auto parts and special machinery, with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in cash.

Detroit—The Brownlee-Kelly Co., of this city, has bought a 400 acre tract of hardwood timber tributary to the Michigan Central Railroad, near Cheboygan, and has opened a branch office in that city, with Luther Lyman, formerly with the Delta Lumber Co., in charge. Mr. Lyman, in addition to looking after the company's lumbering operations in Cheboygan and vicinity, will buy logs and lumber along the line of the Michigan Central, north of Bay City, wherever desirable stocks may be offered. The logs will be converted into lumber at Bay City, where the company has been manufacturing for several years, although operations now will be conducted on a much larger scale.

A Hillsdale correspondent writes: The American Tobacco Co. has secured an efficient salesman in Omer Lilly, of this city, who left the early part of the week for Traverse City, where he will make his headquarters. Mr. Lilly has been in the hotel business for a year and a half. Previous to that time he conducted Lilly's, now Maher's, cigar store.

Samuel Goldsmith, the elephantine traveling representative of Becker, Mayer & Co., is spending two or three weeks in Michigan, giving his customers an opportunity to inspect his clothing line. Mr. Goldsmith says he has the best assortment he has ever carried, and if he says so it is so, whether it is so or not.

The larger the heart the more it feels the power of little hands.



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.
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 President—Edw. J. Rodgers, Port Huron.
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SWEET FLAG.

Where It Lives and a Few of Its Uses.

Written for the Tradesman.

Sweet flag, as its name would indicate, is a flag-like plant. It loves wet or moist places. It grows extensively in the Northern Hemisphere. The leaves and root are of a sweet character. Its uses are several: Flavoring of beer is one and it comes also into play in the making of snuff and of vinegar. If singers chew the root it is said to clear the voice perceptibly. The leaves of sweet flag are shaped like a sword and are very long—three to six feet or more. The spadix is lateral and the flowers are bisexual. The rhizome is creeping and woody and in the practice of medicine it is used as an aromatic stimulant, which in England is regarded as efficacious in ague and in the Orient, especially in India, as a fine remedy to counteract intestinal troubles of children.

One of the earliest recollections of my childhood days is of going to a field away, way off to dig sweet flag. My cousins were in the habit of going for a quantity of it about a certain time of every year.

The journey (walking) "to dig the sweet flag" was talked about for days. Finally the three cousins started.

It was a long, long walk and, as to myself, I was "all tuckered out"—to use a grandmother's expression—by the time we reached our destination. My relatives stood the tramp nicely as they were used to a great deal of walking anyway and made this yearly pilgrimage. They did not even sit down to rest when at last we reached the field of sweet flag; however, much as I should have enjoyed putting some rest into weary young bones, I was unable to as there

was no place to sit down—everywhere the ground was so boggy.

We had each taken the precaution to bring along rubbers and now before climbing the rail fence, we leaned against it and slipped them on. We couldn't have gone a rod without them; the ground was just like a sponge.

Everywhere was sweet flag, sweet flag, sweet flag. The roots were sticking up all over, so that it was no trick to know where to start—just start anywhere and dig, dig, dig. And we did dig, as our baskets could testify on the homeward march.

The flag was tough—difficult to handle with trowels. Stout knives probably would have been better; but those were at home and no kid of about the size, age and complexion of that small band of wanderers was going to trudge back home after a knife apiece and return—oh, no. So we dug, dug, dug with our dull little trowels.

Well, we got a good lot at last—a market basket apiece—and started on the homestretch, first sitting on the before-despised sharp, triangular top rail of the fence. It may be imagined how calm was our rest!

We each nibbled on one of the cleanest of our flag roots all the way home and our mouths were all "puckery" when we reached there.

To this day I never see nor hear the words "sweet flag" without a picture of that quest with my brace of cousins rising instantly before my mind's eye.

The Latin name of sweet flag is *Acorus Calamus*. The taste of the root resembles that of bittersweet berries.

Kate Kavanaugh.

Getting Rid of Dead Stock.

There is no good reason for druggists having dead stock on hand. If you happen to have, it shows you are a very poor business man, and you should endeavor at once to turn such stock into cash. Should you have any patent medicines you consider dead stock, trade them off for something you can sell. There are men in various parts of the country who make a business of exchanging unsalable patents, who will gladly give you something in exchange for these goods that you can sell. In case you do not care to make an exchange of this nature, you can easily get rid of it by removing the wrappers and dispensing from bulk. People often come in and call for blood medicine without specifying the kind; in such cases this bulk blood medicine could be bottled and dispensed at any price you saw fit to charge. Label same

"Blood Medicine," with directions plainly written on a regular prescription label. Any dead patent could be worked off in the same manner. If you have dead stock in other departments, such as atomizers, toilet goods, sundries, etc., turn it into cash by having special sales; but I want to add in this connection that in order to make such sales a success it is necessary to offer good big values; otherwise it would be a waste of time to attempt it. Say you have a number of various things that are shopworn, or soiled, and you find it impossible to dispose of them at regular prices; rather than take chances of not getting anything out of such articles, I would advise placing them on a table or stand, in some conspicuous place in the store, and disposing of them at half the regular price. Have a large sign attached marked: "Special Sale, ½ Off; anything on this table or stand at half the regular price." People often buy goods marked in this manner that they have no use for, and never would buy otherwise—they'll buy them simply because they are cheap and they think they are getting a bargain. If you have any dead stock, see if you can't work it off in this manner. When a pharmacy is conducted as a business there is no such thing as dead stock.

The Status of the National Formulary.

Touching upon the subject of the National Formulary the President, at the recent convention of the American Pharmaceutical Association, the body which owns and issues it, said:

"It is remarkable that the Congress of the United States should have made a legal standard of the National Formulary, prepared, owned and published by an association which has the power to change its book any day, or to reduce its scope or add to it, or suspend its publication altogether. It was a ridiculous mistake which will, of course, be corrected sooner or later. * * * If the National Formulary retains its authority as a National standard the sole control of it will pass out of the hands of the American Pharmaceutical Association. It will then perhaps be considered as a supplement to the Pharmacopoeia."

This declaration on the part of its highest officer raised a storm of protest in the Association—quite naturally. The Committee to which the address was referred brought in a report which condemned this part of the address so strongly that the Association—in the absence of President Oldberg, who was at home sick—refused to accept it, but referred it back to the Committee for "sandpapering." As finally accepted, the Committee's report vehemently dissented from the views of the President. Nevertheless it must be admitted, by candid men who are not biased by the fact that they are part owners of the book which has recently achieved such undue prominence, that there is more in Prof. Oldberg's characterization of the act of Congress than was dictated by a passing whim or a desire to do something startling.

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Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including .50 blank affidavits.

Send in your orders early to avoid the rush.

Tradesman Company
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Aceticum 6@ 8	Copalba 1 75@1 85	Scilla 50
Benzolcum, Ger. 70@ 75	Cubebae 2 75@3 00	Scilla Co. 50
Boracie 12@ 12	Erigeron 2 35@2 50	Tolutan 50
Carbolicum 16@ 23	Evechthitos 1 00@1 10	Prunus virg 50
Citricum 42@ 46	Gaultheria 2 50@4 00	Zingiber 50
Hydrochlor 3@ 5	Geranium 10@ 75	
Nitrocum 14@ 15	Gossippii Sem gal 70@ 75	Tinctures
Oxalicum 14@ 15	Hedeoma 2 50@2 75	Aloes 60
Phosphorium, dil. 44@ 47	Junipera 40@1 20	Aloes & Myrrh. 60
Salicylicum 13@ 15	Lavendula 90@3 60	Anconitum Nap's F 50
Sulphuricum 38@ 40	Limons 1 15@1 25	Anconitum Nap's R 50
Tartaricum 38@ 40	Mentha Piper 1 75@1 90	Arnica 50
Ammonia	Mentha Verid 2 25@2 40	Asafoetida 50
Aqua, 18 deg. 4@ 6	Morrhuae, gal. 1 60@1 85	Atrope Belladonna 50
Aqua, 20 deg. 6@ 8	Myrica 3 00@3 50	Aurant Cortex 50
Carbonas 13@ 15	Olive 1 00@3 00	Barosma 50
Chloridum 12@ 14	Picis Liquida 16@ 12	Benzoin 50
Aniline	Picis Liquida gal. @ 40	Benzoin Co. 50
Black 2 00@2 25	Ricina 94@1 00	Cantharides 50
Brown 80@1 00	Rosae oz. 6 50@7 00	Capsicum 50
Red 45@ 50	Rosmarini @ 1 00	Cardamon 50
Yellow 2 50@3 00	Sabina 90@1 00	Cardamon Co. 50
Baccae	Santal @ 4 50	Cassia Acutifol 50
Cubebae 39@ 42	Sassafras 85@ 90	Cassia Acutifol Co 50
Juniperus 10@ 12	Sinapis, ess. oz. @ 65	Castor 1 00
Xanthoxylum 45@ 50	Succini 40@ 45	Catechu 50
Balsamum	Thyme 40@ 50	Cinchona 50
Copaiba 65@ 75	Thyme, opt. @ 1 60	Cinchona Co. 50
Peru 80@1 90	Theobromas 15@ 20	Columbia 50
Terabin, Canada 78@ 80	Tigilil 90@1 00	Cubebae 50
Tolutan 40@ 45		Digitalis 50
Cortex	Potassium	Ergot 50
Abies, Canadian 18	Bi-Carb 15@ 18	Ferri Chloridum 35
Cassiae 20	Bichromate 13@ 15	Gentian 50
Cinchona Flava 18	Bromide 25@ 30	Gentian Co. 60
Buonymus atro. 60	Carb 12@ 15	Guaiaca 50
Myrica Cerifera 20	Chlorate 12@ 14	Guaiaca ammon 60
Prunus Virginl. 15	Cyanide 30@ 40	Hyoscyamus 50
Quillaia, gr'd. 15	Iodide 2 50@2 60	Iodine 75
Sassafras, po 25. 24	Potassa, Bitart pr 30@ 32	Iodine, colorless 75
Ulmus 20	Potass Nitras opt 7@ 10	Kino 50
Extractum	Potass Nitras 6@ 8	Lobelia 50
Glycyrrhiza, Gla. 24@ 30	Prussiate 23@ 26	Myrrh 50
Glycyrrhiza, po. 28@ 32	Sulphate po 15@ 18	Nux Vomica 1 25
Haematox 11@ 13		Opil, camphorated 1 00
Haematox, 1s 13@ 14	Radix	Opil, deodorized 2 00
Haematox, 1/2s 14@ 15	Aconitum 20@ 25	Quassia 50
Haematox, 1/4s 16@ 17	Althae 30@ 35	Rhatany 50
Ferru	Anchusa 10@ 12	Rhei 50
Carbonate Precip. 15	Arum po @ 25	Sanguinaria 50
Citrate and Quina 2 00	Calamus 20@ 40	Serpentaria 50
Citrate Soluble. 55	Gentiana po 15. 12@ 15	Stromonium 60
Ferrocyanidum S 40	Glycyrrhiza pv 15 16@ 18	Tolutan 50
Solut. Chloride 15	Hellebore, Alba 12@ 15	Valerian 50
Sulphate, com'l 2	Hydrastis, Canada @ 2 50	Veratrum Veride 50
Sulphate, com'l, by 70	Hydrastis, Can. po @ 2 60	Zingiber 60
bbl. per cwt. 7	Inula, po 18@ 22	
Sulphate, pure 7	Ipecac, po 2 00@2 10	Miscellaneous
Flora	Iris plox 35@ 40	Aether, Spts Nit 3r 30@ 35
Arnica 20@ 25	Isalapa, pr. 65@ 70	Aether, Spts Nit 4f 34@ 38
Anthemis 50@ 60	Maranta, 1/4s @ 35	Alumen, grd po 7 3@ 4
Matricaria 30@ 35	Podophyllum po 15@ 18	Annatto 40@ 50
Folia	Rhei 75@1 00	Antimoni, po 4@ 5
Barosma 50@ 60	Rhei, cut 1 00@1 25	Antimoni et po T 40@ 50
Cassia Acutifol. 15@ 20	Rhei, pv 75@1 00	Antifebrin @ 25
Tinnevely 25@ 30	Sanguinari, po 18 @ 15	Antipyrin @ 62
Cassia, Acutifol 15@ 20	Scilla, po 45 20@ 25	Argenti Nitras oz 10@ 12
Salvia officinalis, 18@ 20	Senega 85@ 90	Arsenicum 60@ 65
1/4s and 1/2s 8@ 11	Serpentaria 50@ 55	Balm Gilead buds 60@ 65
Uva Ursi 8@ 11	Smilax, M. @ 25	Bismuth S N 1 65@1 85
Gummi	Smilax, off's H. @ 48	Calcium Chlor, 1s @ 10
Acacia, 1st pkd. @ 65	Spigella 1 45@1 50	Calcium Chlor, 1/2s @ 12
Acacia, 2nd pkd. @ 45	Symplocarpus @ 25	Calcium Chlor, 1/4s @ 90
Acacia, 3rd pkd. @ 35	Valeriana Eng. @ 25	Cantharides, Rus. @ 20
Acacia, sifted sts. @ 18	Valeriana, Ger. 15@ 20	Capsici Fruc's af @ 22
Acacia, po 45@ 45	Zingiber a 12@ 16	Capsici Fruc's po @ 15
Aloe, Barb 22@ 25	Zingiber j 25@ 28	Cap'i Fruc's B po @ 4 25
Aloe, Cape @ 25		Carmine, No. 40 20@ 22
Aloe, Socotri @ 45	Semen	Carphylus 20@ 22
Ammoniac 55@ 60	Anisum po 20 @ 16	Cassia ructus @ 35
Asafoetida 80@ 85	Apium (gravel's) 13@ 15	Cataceum @ 35
Benzoinum 50@ 55	Bird, 1s 4@ 6	Centraria @ 10
Catechu, 1s @ 13	Cannabis Sativa 7@ 8	Cera Alba 50@ 55
Catechu, 1/2s @ 14	Cardamon 70@ 90	Cera Flava 40@ 42
Catechu, 1/4s @ 16	Carui po 15 12@ 15	Crocus 30@ 35
Camphorae 60@ 65	Chenopodium 25@ 30	Chloroform 34@ 44
Euphorbium @ 40	Coriandrum 12@ 14	Chloral Hyd Crss 1 20@1 45
Galbanum @ 1 00	Cydonium 75@1 00	Chloro'm Squibbs @ 90
Gamboge 25@1 35	Dipterix Odorate 2 50@2 75	Chondrus 20@ 25
Gauclacum po 35 @ 35	Foeniculum @ 18	Cinchonid'e Germ 38@ 48
Kino po 45c @ 45	Foenugreek, po. 7@ 9	Cinchonidine P-W 38@ 48
Mastic @ 75	Lini 4@ 6	Cocaine 2 80@3 00
Myrrh po 50 @ 45	Lini, grd. bbl. 2 1/2 3@ 6	Corks list, less 75% @ 45
Opium 4 65@4 75	Lobelia 75@ 80	Creosotum @ 2
Shellac 45@ 55	Pharlaris Cana'n 9@ 10	Creta, bbl. 75 @ 2
Shellac, bleached 60@ 65	Rapa 5@ 6	Creta, prep. @ 5
Tragacanth 70@1 00	Sinapis Alba 8@ 10	Creta, precip. 9@ 11
	Sinapis Nigra 9@ 10	Creta, Rubra @ 8
Herba	Spiritus	Cudbear @ 24
Absinthium 45@ 60	Frumenti W. D. 2 00@2 50	Cupri Sulph 3@ 10
Eupatorium oz pk 20	Frumenti 1 25@1 50	Dextrine 7@ 10
Lobelia oz pk 20	Juniperis Co. 1 75@3 50	Emery, all Nos. @ 8
Majorium oz pk 28	Juniperis Co O T 1 65@2 00	Emery, po @ 6
Mentra Pip. oz pk 23	Saccharum N E 1 90@2 10	Ergota po 65 60@ 65
Mentra Ver oz pk 25	Sot Vini Galli 1 75@6 50	Ether Sulph 35@ 40
Rue oz pk 39	Vini Alba 1 25@2 00	Flake White 12@ 15
Tanacetum oz pk 22	Vini Oporto 1 25@2 00	Galla @ 30
Thymus V. oz pk 25	Sponges	Gambler 3@ 9
Magnesia	Extra yellow sheeps' @ 1 25	Gelatin, Cooper @ 60
Calcined, Pat. 55@ 60	wool carriage @ 1 25	Gelatin, French 35@ 60
Carbonate, Pat. 18@ 20	Florida sheeps' wool 3 00@3 50	Glassware, fit bo 75%
Carbonate, K-M. 18@ 20	carriage @ 1 25	Less than box 70% @ 13
Carbonate 18@ 20	Hard, slate use. @ 1 00	Glue, brown 11@ 13
Oleum	Nassau sheeps' wool 3 50@3 75	Glue, white 15@ 25
Absinthium 5 50@5 75	carriage @ 2 00	Glycerina 22@ 30
Amygdalae Dulc. 75@ 85	Velvet extra sheeps' @ 2 00	Grana Paradisi @ 25
Amygdalae, Ama 8 00@8 25	wool carriage @ 2 00	Humulus 35@ 60
Anisi 1 90@2 00	Yellow Reef, for @ 1 40	Hydrarg Ammo'l @ 1 15
Aurant Cortex 2 75@2 85	slate use @ 1 40	Hydrarg Ch. Mt @ 90
Bergamli 5 50@5 60	Syrups	Hydrarg Ch Cor @ 90
Capiputi 85@ 90	Acacia @ 50	Hydrarg Ox Ru'm @ 1 00
Caryophylli 1 20@1 30	Aurant Cortex @ 50	Hydrarg Ungue'm 50@ 60
Cedar 50@ 90	Ferri Iod @ 50	Hydrargyrum @ 85
Chenopadii 3 75@4 00	Ipecac @ 60	Ichthyobolla, Am. 90@1 00
Cinnamoni 1 75@1 85	Rhei Off @ 50	Indigo 75@1 00
Conium Mae 80@ 90	Smilax Arom @ 50	Iodine, Resubi 3 85@3 90
Citronella 60@ 70	Senega @ 50	Iodoform 3 90@4 00

Lupulin @ 40	Rubia Tinctorum 12@ 14	Vanilla 9 00@10 00
Lycopodium 70@ 75	Saccharum La's 18@ 20	Zinci Sulph 7@ 10
Macis 65@ 70	Salacin 4 50@4 75	
Magnesia, Sulph. 3@ 5	Sanguis Drac's 40@ 50	Oils bbl. gal.
Magnesia, Sulph. bbl @ 1 1/2	Sapo, G @ 15	Lard, extra 35@ 90
Mannia S. F. 75@ 85	Sapo, M 10@ 12	Lard, No. 1 35@ 65
Menthol 3 00@3 25	Sapo, W 13 1/2@ 16	Linseed, pure raw 60@ 65
Morphia, SP&W 2 90@3 15	Seidlitz Mixture 20@ 22	Linseed, boiled 61@ 66
Morphia, SNYQ 2 90@3 15	Sinapis @ 18	Neat's-foot, w str 65@ 70
Morphia, Mal. 2 90@3 15	Sinapis, opt. @ 30	Turpentine, bbl. 62 1/2
Moschus Canton @ 40	Snuff, Maccaboy, @ 51	Turpentine, less. 67
Myristica, No. 1 25@ 40	De Voes @ 51	Whale, winter 70@ 76
Nux Vomica po 15 @ 10	Soda, Boras 5 1/2@ 10	Paints bbl. L.
Os Sepia 35@ 40	Soda, Boras, po 5 1/2@ 10	Green, Paris 21@ 26
Pepsin Saac, H & @ 1 00	Soda et Pot's Tart 25@ 28	Green, Peninsular 13@ 16
P D Co. @ 1 00	Soda, Carb 1 1/2@ 2	Lead, red 7 1/2@ 8
Picis Liq N N 1/2 @ 2 00	Soda, Bi-Carb 3@ 5	Lead, white 7 1/2@ 8
Picis Liq qts @ 1 00	Soda, Ash 3 1/2@ 4	Ochre, yel Ber 1 1/2 2 @ 4
Picis Liq pints @ 60	Soda, Sulphas @ 2	Ochre, yel Mars 1 1/2 2 1/2 @ 3
Pil Hydrarg po 80 @ 30	Spts. Cologne @ 2 50	Putty, comm'l 2 1/2 @ 3
Piper Alba po 35 @ 30	Spts. Ether Co. 50@ 55	Putty, strict pr 2 1/2 @ 3
Piper Nigra po 22 @ 13	Spts. Myrcia @ 2 50	Red Venetian 1 1/2 @ 2
Pix Burgum 12@ 15	Spts. Vini Rect bbl @	Shaker Prep'd 1 25@1 35
Plumbi Acet 12@ 15	Spts. Vini Rect 1/2 b @	Vermillion, Eng. 75@ 80
Pulvis Ip'cet Opil 1 30@1 50	Spts. Vini Rect 10 gl @	Vermillion Prime @ 95
Pyrethrum, bxs. H @ 75	Spts. Vini Rect 5 gl @	Whiting, white S'n @ 1 25
Pyrethrum, pv. 20@ 25	Strychnia, Crystl 1 10@1 30	Whiting, white S'n @ 1 25
Quassia 8@ 10	Sulphur Subl 2 1/2@ 3 1/2	Whiting, white S'n @ 1 25
Quina, N. Y. 17@ 27	Sulphur, Roll 2 1/2@ 3 1/2	Whiting, white S'n @ 1 25
Quina, S. Ger. 17@ 27	Tamarinds 8@ 10	Whiting, white S'n @ 1 25
Quina, S P & W 17@ 27	Terebenth Venice 25@ 30	Whiting, white S'n @ 1 25
	Thebromae 48@ 50	Extra Turp 1 60@1 70
		No. 1 Turp Coach 1 10@1 20

Holiday Goods

We have closed the room in which
we exhibited

Our Special Samples
of Holiday Goods

All of these we have moved to
our store and, as our stock is com-
ing in very fast, we are yet in
position to care for the belated
buyer and his unlooked-for and
unexpected wants.

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

(Agents for Walrus Soda Fountains)

LaBelle Moistener
and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its
kind on the market.

You can seal 2,000 letters an hour. Filled with water
it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

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.

DECLINED

By Columns

Ammonia	1
Axle Grease	1
B	
Baked Beans	1
Bath Brick	1
Bluing	1
Brooms	1
Brushes	1
Butter Color	1
C	
Candies	1
Canned Goods	1
Carbon Oils	2
Catsup	2
Cereals	2
Cheese	2
Chewing Gum	3
Chicory	3
Chocolate	3
Clothes Lines	3
Cocoa	3
Cocoonut	3
Cocoa Shells	3
Coffee	3
Confections	11
Crackers	3
Cream Tartar	4
D	
Dried Fruits	4
F	
Farinaceous Goods	5
Feed	6
Fish and Oysters	10
Fishing Tackle	5
Flavoring Extracts	5
Flour	5
Fresh Meats	5
G	
Gelatine	5
Grain Bags	5
Grains	5
H	
Herbs	6
Hides and Pelts	10
J	
Jelly	6
L	
Licorice	6
M	
Matches	6
Meat Extracts	6
Mince Meat	6
Molasses	6
Mustard	6
N	
Nuts	11
O	
Olives	6
P	
Pipes	6
Pickles	6
Playing Cards	6
Potash	6
Provisions	6
R	
Rice	7
Salad Dressing	7
Saleratus	7
Sal Soda	7
Salt	7
Salt Fish	7
Seeds	7
Shoe Blacking	7
Snuff	8
Soap	8
Soda	8
Soups	8
Spices	8
Starch	8
Syrups	8
T	
Tea	8
Tobacco	9
Twine	9
V	
Vinegar	9
W	
Wicking	9
Woodenware	9
Wrapping Paper	10
Y	
Yeast Cake	10

2

ARCTIC AMMONIA		Doz.
12 oz. ovals	2 doz. box.	.75
AXLE GREASE		
Frazer's		
1lb. wood boxes,	4 doz.	3 00
1lb. tin boxes,	3 doz.	2 35
3¼lb. tin boxes,	2 doz.	4 25
10lb. pails,	per doz.	6 00
15lb. pails,	per doz.	7 20
25lb. pails,	per doz.	12 00
BAKED BEANS		
1lb. can,	per doz.	90
2lb. can,	per doz.	1 40
3lb. can,	per doz.	1 80
BATH BRICK		
American		75
English		85
BLUING		
Arctic		
6 oz. ovals	3 doz. box \$	40
16 oz. round	2 doz. box	75
Sawyer's Pepper Box		
Per Gross		
No. 3, 3 doz. wood bxs	4	00
No. 5, 3 doz. wood bxs	7	00
Sawyer Crystal Bag		
Blue		4 00
BROOMS		
No. 1 Carpet, 4 sew		2 75
No. 2 Carpet, 4 sew		2 40
No. 3 Carpet, 3 sew		2 25
No. 4 Carpet, 3 sew		2 10
Parlor Gem		2 40
Common Whisk		90
Fancy Whisk		1 25
Warehouse		3 00
BRUSHES		
Scrub		
Solid Back, 8 in.		75
Solid Back, 11 in.		95
Pointed Ends		85
Stove		
No. 3		1 25
No. 2		1 90
No. 1		1 75
Shoe		
No. 8		1 00
No. 7		1 30
No. 4		1 70
No. 3		1 90
BUTTER COLOR		
W. R. & Co.'s 25c size		2 00
W. R. & Co.'s 50c size		4 00
CANDLES		
Paraffine, 6s		10
Paraffine, 12s		10
Wicking		20
CANNED GOODS		
Apples		
3lb. Standards		@1 00
Gallon	2 75	@3 00
Blackberries		
2lb.	1 25	@1 75
Standards gallons		@5 50
Beans		
Baked	85	@1 30
Red Kidney	85	@95
String	70	@1 15
Wax	75	@1 25
Blueberries		
Standard		1 35
Gallon		6 25
Brook Trout		
2lb. cans, spiced		1 90
Clams		
Little Neck, 1lb.	1 00	@1 25
Little Neck, 2lb.		@1 50
Clam Bouillon		
Burnham's ¼ pt.		1 90
Burnham's pts.		3 60
Burnham's qts.		7 20
Cherries		
Red Standards		@1 40
White		@1 40
Corn		
Fair	75	@85
Good	1 00	@1 10
Fancy		1 45
French Peas		
Sur Extra Fine		22
Extra Fine		19
Fine		15
Moyen		11
Gooseberries		
Standard		1 75
Hominy		
Standard		85
Lobster		
¼lb.		2 25
1lb.		4 25
Picnic Tails		2 75
Mackerel		
Mustard, 1lb.		1 80
Mustard, 2lb.		2 80
Soused, 1¼lb.		1 80
Soused, 2lb.		2 75
Tomato, 1lb.		1 50
Tomato, 2lb.		2 80
Mushrooms		
Hotels	@	24
Buttons	@	28

Oysters		
Cove, 1lb.	85	@ 95
Cove, 2lb.	1 60	@ 1 8
Cove, 1lb., oval ..		@ 1 20
Plums		
Plums	1 00	@ 2 50
Peas		
Marrowfat	90	@ 1 25
Early June	95	@ 1 25
Early June Sifted 1	15	@ 1 80
Peaches		
Pie	90	@ 1 25
No. 10 size can pie		@ 3 00
Pineapple		
Grated	1 85	@ 2 50
Sliced		95 @ 2 40
Pumpkin		
Fair		85
Good		90
Fancy		1 00
Gallon		2 50
Raspberries		
Standard		@
Salmon		
Col'a River, talls 1	95	@ 2 00
Col'a River, flats 2	25	@ 2 75
Red Alaska	35	@ 1 50
Pink Alaska	1 30	@ 1 00
Sardines		
Domestic, 1/4s	3 1/4	@ 4
Domestic, 1/2s		@ 5
Domestic, 3/4 Mus. 6 1/2		@ 9
California, 1/4s	11	@ 14
California, 1/2s	17	@ 24
French, 1/4s	7	@ 14
French, 1/2s	18	@ 23
Shrimps		
Standard	90	@ 1 40
Succotash		
Fair		85
Good		1 00
Fancy	1 25	@ 1 40
Strawberries		
Standard		
Fancy		
Tomatoes		
Good	95	@ 1 10
Fair	85	@ 90
Fancy		@ 1 40
Gallons		@ 2 50
CARBON OILS		
Barrels		
Perfection		@ 10 1/2
Water White		@ 10
D. S. Gasoline		@ 13 1/2
Gas Machine		@ 4
Deodor'd Nap'a		@ 12 1/2
Cylinder	29	@ 34 1/2
Engine	16	@ 22
Black, winter	8 1/4	@ 10
CEREALS		
Breakfast Foods		
Bordeau Flakes, 36 1lb.	2 50	
Cream of Wheat, 36 2lb	4 50	
Egg-O-See, 36 pkgs.	2 85	
Excello Flakes, 36 lb.	4 50	
Excello, large pkgs.	4 50	
Force, 36 2lb.	4 50	
Grape Nuts, 2 doz.	2 70	
Malta Ceres, 24 1lb.	2 40	
Malta Vita, 36 1lb.	2 85	
Mapl-Flake, 36 1lb.	4 05	
Pillsbury's Vitos, 3 dz.	4 25	
Ralston Health Food	4 50	
36 2lb.		
Sunlight Flakes, 36 1lb	2 85	
Sunlight Flakes, 20 1lb	4 00	
Kellogg's Toasted Corn		
Flakes, 36 pkgs in cs.	2 80	
Vigor, 36 pkgs.	2 75	
Voigt Cream Flakes	4 50	
Zest, 20 2lb.	4 10	
Zest, 36 small pkgs.	2 75	
Rolled Oats		
Rolled Avena, bbls.	5 65	
Steel Cut, 100 lb. sks.	2 75	
Monarch, bbl.	5 40	
Monarch, 90 lb. sacks	2 55	
Quaker, 18 Regular	1 50	
Quaker, 20 Family	4 60	
Cracked Wheat		
Bulk		3 1/4
24 2lb. packages		3 50
CATSUP		
Columbia, 25 pts.	4 15	
Snider's pints	2 35	
Snider's 1/2 pints	1 35	
CHEESE		
Acme		@ 16 1/2
Am		@ 17
Jersey		@ 17 1/2
Riverside		@ 17 1/2
Springdale	16	@ 16 1/2
Warner's		@ 17
Brick		@ 18
Leiden		@ 15
Limburger		@ 18
Pineapple	40	@ 60
Sap Sago		@ 20
Swiss, domestic		

4

5

CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	56
Adams' Pepsin	56
Best Pepsin	46
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Long Tom	55
Yucatan	55
Hop to it	65
Spearmint	55
CHICORY	
Bulk	5
Red	7
Eagle	7
Frank's	6
Schener's	6
CHOCOLATE	
Walter Baker & Co.'s	
German Sweet	24
Premium	32
Caracas	31
Walter M. Lowney Co.	
Premium, $\frac{1}{4}$ s	32
Premium, $\frac{1}{8}$ s	32
COCOA	
Baker's	33
Cleveland	41
Colonial, $\frac{1}{4}$ s	35
Colonial, $\frac{1}{8}$ s	33
Epps	42
Huyler	45
Lowney, $\frac{1}{4}$ s	36
Lowney, $\frac{1}{8}$ s	36
Lowney, $\frac{1}{8}$ s	36
Lowney, 1s	36
Van Houten, $\frac{1}{4}$ s	12
Van Houten, $\frac{1}{8}$ s	20
Van Houten, $\frac{1}{8}$ s	40
Van Houten, 1s	72
Webb	30
Wilbur, $\frac{1}{4}$ s	39
Wilbur, $\frac{1}{8}$ s	40
COCOANUT	
Dunham's $\frac{1}{4}$ s & $\frac{1}{8}$ s	26 $\frac{1}{2}$
Dunham's $\frac{1}{4}$ s	27
Dunham's $\frac{1}{8}$ s	28
Bulk	12
COFFEE	
Rio	
Common	10@13 $\frac{1}{2}$
Fair	14 $\frac{1}{2}$
Choice	16 $\frac{1}{2}$
Fancy	20
Santos	
Common	12@13 $\frac{1}{2}$
Fair	14 $\frac{1}{2}$
Choice	16 $\frac{1}{2}$
Fancy	19
Peaberry	
Maracaibo	
Fair	16
Choice	19
Mexican	
Choice	16 $\frac{1}{2}$
Fancy	19
Guatemala	
Choice	15
Java	
African	12
Fancy African	17
O. G.	25
P. G.	31
Mocha	
Arabian	21
Package	
New York Basis	
Arbuckle	14 25
Dillworth	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.	
Extract	
Holland, $\frac{1}{2}$ gro boxes	95
Felix, $\frac{1}{2}$ gross	1 15
Hummel's foil, $\frac{1}{2}$ gro.	85
Hummel's tin, $\frac{1}{2}$ gro.	1 43
CRACKERS.	
National Biscuit Company	
Brand	
Butter	
Seymour, Round	6 $\frac{1}{2}$
N. B. C.	6 $\frac{1}{2}$
Soda	
N. B. C.	6
Select Soda	8 $\frac{1}{2}$
Saratoga Flakes	13
Zephyrette	13
Oyster	
N. B. C., Round	6
Gem	6
Faust, Shell	7 $\frac{1}{2}$
Sweet Goods.	
Animals	10
Atlantic, Assorted	10
Arrowroot Biscuit	16
Brittle	11
Cadet	8
Cartwheels Assorted	8
Cavaler Cake	14
Circle Honey Cookie	12
Currant Fruit Biscuit	10
Cracknels	16
Coffee Cake, pl. or iced	10
Cocoanut Taffy Bar	12
Cocoanut Bar	10
Cocoanut Drops	12
Cocoanut Honey Cake	12
Cocoanut Hon. Fingers	12
Cocoanut Hon Jumbles	12
Cocoanut Macaroons	18
Currant Cookies Iced	10
Dandelion	10
Dinner Biscuit	20
Dixie Sugar Cookie	9
Family Snaps	8

Family Cookie	8
Fig Cake Assorted	12
Frosted Cream	8
Frosted Ginger Cookie	8
Floralabel Cake	12
Frosted Honey Cake	12
Fluted Cocoaanut Bar	10
Fruit Honey Cake	14
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Gimcracks Cake	12
Ginger Nuts	10
Ginger Snaps N. B. C.	7
Ginger Snaps N. B. C. Square	8
Hippodrome Bar	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12
Honey Flake	12
Honey Lasses	10
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	8
Jersey Lunch	8
Jubilee Mixed	10
Kream Klips	22
Laddie	8
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Fruit Square	12
Lemon Wafer	16
Lemona	8
Mary Ann	8
Marshmallow Walnuts	16
Molasses Cakes	8
Molasses Cakes, Iced	9
Mottled Square	10
Newton	12
Nabob Jumbles	14
Oatmeal Crackers	8
Orange Gems	8
Penny Cakes, Assorted	8
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzellettes, Hand Md.	9
Pretzellettes, Mac. Md.	8
Raisin Cookies	10
Revere, Assorted	14
Rosalie	8
Rube	8
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	16
Sunyside Jumbles	10
Spiced Gingers	9
Spiced Gingers Iced	10
Sugar Cakes	8
Sugar Squares, large or small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Vanilla Wafers	16
Victors	12
Waverly	10
In-er Seal Goods	
Albert Biscuit	1 00
Animals	1 00
Arrowroot Biscuit	1 00
Baronet Biscuit	1 00
Butter Wafers	1 00
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Cocoaanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers	1 00
Lemon Snap	50
Marshmallow Dainties	1 00
Oatmeal Crackers	1 00
Old Time Sugar Cook.	1 00
Oval Salt Biscuit	1 00
Oysterettes	50
Peanut Wafers	1 00
Pretzellettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda, N. B. C.	1 00
Soda, Select	1 00
Sugar Clusters	0
Sultana Fruit Biscuit	1 50
Uneeda Biscuit	50
Uneeda Jinjer Wayfer	1 00
Uneeda Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00
In Special Tin Packages.	
	Per doz.
Festino	2 50
Nabisco	2 50
Nabisco	1 00
Champagne Wafer	2 50
	Per tin in bulk.
Sorbetto	1 00
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40
Holland Rusk	
36 packages	2 90
40 packages	3 20
60 packages	4 75
CREAM TARTAR	
Barrels or drums	29
Boxes	30
Square cans	30
Embossed	30

DRIED FRUITS	
Apples	
Sundried	7
Evaporated	7 1/2
Apricots	
California	10@12
Citron	
Corsican	@15
Currants	
Imp'd 1 lb. pkg.	@ 8
Imported bulk ...	@ 7 1/2
Peel	
Lemon American	18
Orange American	18
Raisins	
Cluster, 5 crown	1 75
Loose Muscatels 2 cr.	
Loose Muscatels 3 cr.	5 1/2
Loose Muscatels, 4 cr.	6 1/2
L. M. Seeded 1 lb. 6 1/2	@ 7
California Prunes	
100-125 2 1/2 lb. boxes.	@ 4
90-100 25 lb. boxes.	@ 4 1/2
80- 90 25 lb. boxes.	@ 5
70- 80 25 lb. boxes.	@ 6
60- 70 25 lb. boxes.	@ 6 1/2
50- 60 25 lb. boxes.	@ 7
40- 50 25 lb. boxes.	@ 7 1/2
30- 40 25 lb. boxes.	@ 8 1/2
1/4 c less in 50 lb. cases	
FARINACEOUS GOODS	
Beans	
Dried Lima	5 1/2
Med. Hand Pk'd	2 50
Brown Holland	
Farina	
24 1 lb. packages	1 50
Bulk, per 100 lbs.	3 50
Hominy	
Flake, 50 lb. sack	1 00
Pearl, 100 lb. sack	2 45
Pearl, 200 lb. sack	4 80
Maccaroni and Vermicelli	
Domestic, 10 lb. box.	60
Imported, 25 lb. box. 2 50	
Pearl Barley	
Common	3 00
Chester	2 00
Empire	3 65
Peas	
Green, Wisconsin, bu.	
Green, Scotch, bu.	2 30
Split, lb.	84
Sago	
East India	5
German, sacks	5
German, broken pkg.	
Tapioca	
Flake, 110 lb. sacks.	4
Pearl, 130 lb. sacks.	6
Pearl, 24 lb. pkgs.	7 1/2
FLAVORING EXTRACTS	
Foote & Jenks	
Coleman Brand	
Lemon	
No. 2 Terpeneless	75
No. 3 Terpeneless	1 75
No. 8 Terpeneless	3 00
Vanilla	
No. 2 High Class	1 20
No. 4 High Class	3 00
No. 8 High Class	4 00
Jaxon Brand	
Vanilla	
2 oz. Full Measure	2 10
4 oz. Full Measure	4 00
8 oz. Full Measure	8 00
Lemon	
2 oz. Full Measure	1 25
4 oz. Full Measure	2 40
8 oz. Full Measure	4 50
Jennings D. C. Brand	
Terpeneless Ext. Lemon	
	Doz.
No. 2 Panel	75
No. 4 Panel	1 50
No. 6 Panel	2 00
Taper Panel	1 50
2 oz. Full Measure	1 25
4 oz. Full Measure	2 00
Jennings D. C. Brand	
Extract Vanilla	
	Doz.
No. 2 Panel	1 25
No. 4 Panel	3 00
No. 6 Panel	3 50
Taper Panel	2 00
1 oz. Full Measure	90
2 oz. Full Measure	1 80
4 oz. Full Measure	3 50
No. 2 Assorted Flavors 1 00	
GRAIN BAGS	
Amoskeag, 100 in bale 19	
Amoskeag, less than bl 19 1/2	
GRAIN AND FLOUR	
Wheat	
Red	1 12
White	1 11
Winter Wheat Flour	
Local Brands	
Patents	6 10
Seconds Patents	5 60
Straight	5 10
Second Straight	4 70
Clear	4 00
Flour in barrels, 25c per barrel additional.	
Worden Grocer Co.'s Brand	
Quaker, paper	6 00
Quaker, cloth	6 20
Wykes & Co.	
Eclipse	5 20
Kansas Hard Wheat Flour	
Judson Grocer Co.	
Fanchon, 3/8s cloth	6 50
Grand Rapids Grain & Milling Co. Brands.	
Purity, Patent	5 70
Wizard, Flour	5 60
Wizard, Graham	5 50
Wizard, Corn Meal	4 00
Wizard, Buckwheat	6 00

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 55 Wisconsin Rye..4 20 Judson Grocer Co.'s Brand Ceresota, 1/4s..6 60 Ceresota, 1/2s..6 50 Ceresota, 3/4s..6 40 Lemon & Wheeler's Brand Wingold, 1/4s..6 00 Wingold, 1/2s..5 90 Wingold, 3/4s..5 80 Worden Grocer Co.'s Brand Laurel, 1/4s cloth..6 10 Laurel, 1/2s cloth..6 00 Laurel, 3/4s cloth..5 90 Laurel, 1/4s cloth..5 90 Voigt Milling Co.'s Brand Voigt's Crescent..6 30 Voigt's Flourite..6 30 (whole wheat flour) 6 30 Voigt's Hygienic Graham..5 70 Voigt's Royal..6 70 Wykes & Co. Sleepy Eye, 1/4s cloth..6 20 Sleepy Eye, 1/2s cloth..6 10 Sleepy Eye, 1/4s cloth..6 00 Sleepy Eye, 1/2s paper..6 00 Sleepy Eye, 1/4s paper..6 00 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..35 00 O P Laxo-Cake-Meal 32 50 Cottonseed Meal..34 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..45 Corn Carlots..65 Less than carlots..68 Hay Carlots..14 Less than carlots..15 HERBS Sage..15 Hops..15 Laurel Leaves..15 Senna Leaves..25 HORSE RADISH Per doz..90 JELLY 5lb pails, per doz..2 25 15lb. pails, per pail..55 30lb. pails, per pail..98 LICORICE Pure..30 Calabria..25 Sicily..14 Root..11 MATCHES C. D. Crittenden Co. Noiseless Tip..4 50@4 75 MOLASSES New Orleans Fancy Open Kettle..40 Choice..35 Good..22 Fair..20 Half barrels 2c extra MINCE MEAT Per case..2 90 MUSTARD 1/4 lb. 6 lb. box..18 OLIVES Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 4 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz..75 Queen, pints..2 50 Queen, 19 oz..4 50 Queen, 28 oz..7 00 Stuffed, 5 oz..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, Royal, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special..1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle..2 00 No. 632 Tourist whist 2 25 POTASH Babbitt's..4 00 PROVISIONS Barred Pork Mess, new..22 00 Clear Back..24 50 Short Cut..21 50 Short Cut Clear..21 50 Bean..20 50 Brisket, Clear..24 00 Pig..24 00 Clear Family..21 00 Dry Salt Meats S. P. Bellies..16 Bellies Extra Shorts Clear..13 1/2	Lard Pure in tierces..13 3/4 Compound Lard..9 80 lb. tubs..advance 1/4 60 lb. tubs..advance 1/4 50 lb. tins..advance 1/4 20 lb. pails..advance 1/4 10 lb. pails..advance 1/4 5 lb. pails..advance 1 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 1/4 bbls..1 00 1/2 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, 1/4s..50 Potted ham, 1/2s..50 Deviled ham, 1/4s..50 Deviled ham, 1/2s..50 Potted tongue, 1/4s..50 Potted tongue, 1/2s..50 RICE Fancy..7 @ 7 1/2 Japan..5 1/4 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint..2 25 Columbia, 1 pint..4 00 Durkee's, large, 1 doz..4 50 Durkee's, small, 2 doz..5 25 Snider's, large, 1 doz..2 35 Snider's, small, 2 doz..1 35 SALERATUS Packed 50 lbs. in box..3 00 Arm and Hammer..3 00 Dewalt'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 Round, 100 lbs..3 75 Round, 40 lbs..1 90 Scaled..13 Trout No. 1, 100 lbs..7 50 No. 1, 40 lbs..3 25 No. 1, 10 lbs..90 No. 1, 8 lbs..75 Mackerel Mess, 100 lbs..14 50 Mess, 40 lbs..6 20 Mess, 10 lbs..1 65 Mess, 8 lbs..1 35 No. 1, 100 lbs..13 00 No. 1, 40 lbs..5 60 No. 1, 10 lbs..1 50 No. 1, 8 lbs..1 25 Whitefish No. 1, No. 2 Fam. 100 lbs..9 75 3 50 50 lbs..5 25 1 90	SEEDS Anise..10 Canary, Smyrna..4 1/2 Caraway..10 Cardamom, Malabar 1 00 Celery..15 Hemp, Russian..4 1/2 Mixed Bird..4 Mustard, white..10 Ropey..9 Rape..6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small..1 25 Bixby's Royal Polish..85 Miller's Crown Polish..85 SNUFF Scotch, in bladders..37 Maccaboy, in jars..35 French Rappie in jars..45 SOAP J. S. Kirk & Co. American Family..4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd, 100 6 oz 3 80 Jap Rose, 50 bars..3 60 Savon Imperial..3 00 White Russian..3 15 Dome, oval bars..3 00 Satinet, oval..2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox..3 00 Ivory, 6 oz..4 00 Ivory, 10 oz..6 75 Star..3 00 Lautz Bros. & Co. Acme, 70 bars..4 00 Acme, 30 bars..4 00 Acme, 25 bars..4 00 Acme, 100 cakes..3 25 Big Master, 70 bars..2 80 Marseilles, 100 cakes..5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2x3 toilet 2 10 A. B. Whisley Good Cheer..4 00 Old Country..3 40 Soap Powders Lautz Bros. & Co. Snow Boy..4 00 Gold Dust, 24 large..4 50 Gold Dust, 100-5c..4 00 Kirkoline, 24 4lb..3 80 Pearline..3 75 Soapine..4 10 Babbitt's 1776..3 75 Roseine..3 50 Armour's..3 70 Wisdom..3 80 Soap Compounds Johnson's Fine..5 10 Johnson's XXX..4 25 Nine O'clock..3 35 Rub-No-More..3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots..9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes..2 25 Sapolio, hand..2 25 Scourine Manufacturing Co Scourine, 50 cakes..1 80 Scourine, 100 cakes..3 50 SODA Boxes..5 1/2 Kegs, English..4 1/4 SPICES Whole Spices Allspice..10 Cassia, China in mats..12 Cassia, Canton..16 Cassia, Batavia, bund..25 Cassia, Saigon, broken 40 Cassia, Saigon, in rolls 22 Cloves, Amboy..16 Cloves, Zanzibar..17 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..25 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 Kingsford, 40 lbs..7 1/4 Muzzy, 20 1lb. pkgs..5 1/4 Muzzy, 40 1lb. pkgs..5 Gloss Kingsford Silver Gloss, 40 lbs..7 1/4 Silver Gloss, 16 3lbs..6 1/4 Silver Gloss, 12 6lbs..8 1/4 Muzzy 48 1lb. packages..5 16 5lb. packages..4 7/8 12 6lb. packages..6 50lb. boxes..4 SYRUPS Corn Barrels..31 Half barrels..33 20lb. cans 1/4 dz. in cs. 2 10 10lb. cans, 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 10 2 1/2 lb. cans 8 dz. in cs. 2 15	Pure Cane Fair..16 Good..20 Choice..25 TEA Japan Sundried, medium..24@26 Sundried, choice..30@33 Sundried, fancy..36@40 Regular, medium..24@26 Regular, choice..30@33 Regular, fancy..36@40 Basket-fired, medium..30 Basket-fired, choice 35@37 Basket-fired, fancy..40@43 Nibs..26@30 Siftings..10@12 Fannings..14@15 Gunpowder Moyune, medium..28 Moyune, choice..32 Moyune, fancy..40@45 Pingsuey, medium..25@28 Pingsuey, choice..30 Pingsuey, fancy..40@45 Young Hyson Choice..30 Fancy..40@50 Oolong Formosa, fancy..45@60 Amoy, medium..25 Amoy, choice..32 English Breakfast Medium..25 Choice..30 Fancy..40@45 India Ceylon, choice..30@35 Fancy..45@60 TOBACCO Fine Cut Cadillac..54 Sweet Loma..34 Hiawatha, 5lb. pails..55 Telegram..20 Pay Car..33 Prairie Rose..49 Protection..40 Sweet Burley..41 Tiger..41 Plug Red Cross..31 Palo..35 Hiawatha..41 Kilo..35 Battle Ax..37 American Eagle..33 Standard Navy..37 Spear Head, 7 oz..47 Spear Head, 14 oz. 44 Nobby Twist..55 Jolly Tar..39 Old Honesty..43 Toddy..34 J. T..33 Piper Heldsick..69 Boot Jack..36 Honey Dip Twist..40 Black Standard..40 Cadillac..40 Forge..34 Nickel Twist..52 Mill..32 Great Navy..36 Smoking Sweet Core..34 Flat Car..32 Warpath..26 Bamboo, 16 oz..25 I X L, 5lb..27 I X L, 16 oz. pails..31 Honey Dew..40 Gold Block..40 Flagman..40 Chips..33 Kiln Dried..21 Duke's Mixture..40 Duke's Cameo..43 Myrtle Navy..44 Yum Yum, 1 1/2 oz..39 Yum Yum, 1lb. pails 40 Cream..38 Corn Cake, 2 1/2 oz..26 Corn Cake, 1lb..22 Plover Boy, 1 1/2 oz..39 Plover Boy, 3 1/2 oz..39 Peerless, 3 1/2 oz..35 Peerless, 1 1/2 oz..39 Air Brake..36 Country Club..30 Forex-XXXX..32-34 Good Indian..25 Self Binder, 16oz. 8oz. 20-22 Silver Foam..24 Sweet Marie..32 Royal Smoke..42 TWINE Cotton, 3 ply..24 Cotton, 4 ply..24 Jute, 2 ply..14 Hemp, 6 ply..13 Flax, medium N..24 Wool, 1 lb. balls..8 VINEGAR State Seal..12 Oakland apple cider..14 Barrels free. WICKING No. 0 per gross..30 No. 1 per gross..40 No. 2 per gross..50 No. 3 per gross..75 WOODENWARE Baskets Bushels..1 10 Bushels, wide band..1 25 Market..40 Splint, large..3 50 Splint, medium..3 00 Splint, small..2 75 Willow, Clothes, large 8 25 Willow, Clothes, 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, lineal, 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..90 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..2 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 1/4 Fibre Manila, white..2 1/4 Fibre Manila, colored..4 No. 1 Manila..3 Cream Manila..3 Butcher's Manila..2 1/4 Wax Butter, short c't 12 Wax Butter, full count 20 Wax Butter rolls..19 YEAST CAKE Magic, 3 doz..1 15 Sunlight, 3 doz..1 00 Sunlight, 1 1/2 doz..50 East Foam, 3 doz..1 15 Yeast Cream, 3 doz..1 00 Yeast Foam, 1 1/2 doz..58 FRESH FISH Per lb. Whitefish, Jumbo..16 Whitefish, No. 1..12 Trout..11 1/2 Halibut..10 Herring..7 Bluefish..14 1/2 Live Lobster..29 Boiled Lobster..29 Cod..10 Haddock..12 Pike..9 Perch..8 Smoked, White..12 1/2 Chinook Salmon..15 Mackerel Finnan Haddie Roe Shad Shad Roe, each Speckled Bass..8 1/2 HIDES AND PELTS Hides Green No. 1..11 Green No. 2..10 Cured No. 1..13 Cured No. 2..12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2	Pelts Old Wool..@ 30 Lambs..50 @ 75 Shearlings..40 @ 65 Tallow No. 1..@ 5 No. 2..@ 4 Wool Unwashed, med..@ 28 Unwashed, fine..@ 23 CONFECTIONS Stick Candy Standard..7 1/4 Standard H H..7 1/4 Standard Twist..7 1/4 Cases Jumbo, 32 lb..7 1/4 Extra H H..10 Boston Cream..13 Big stick, 30 lb. case 8 Mixed Candy Grocers..6 1/4 Competition..7 Special..8 Conserve..7 1/4 Royal..13 Ribbon..10 Broken..10 Cut Loaf..8 1/4 Leader..8 Kindergarten..10 French Cream..9 Star..11 Hand Made Cream..16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts..14 Coco Bon Bons..14 Fudge Squares..13 Peanut Squares..9 Sugared Peanuts..12 Salted Peanuts..12 Starlight Kisses..11 San Blas Goodies..12 Lozenges, plain..10 Lozenges, printed..12 Champion Chocolate..13 Eclipse Chocolates..14 Eureka Chocolates..15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops..10 Lemon Sours..10 Imperial..1 Ital Cream Opera..12 Ital Cream Bon Bons 12 Golden Waffles..13 Red Rose Gum Drops 10 Auto Bubbles..13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 20 Orange Jellies..50 Lemon Sours..60 Old Fashioned Horehound drops..60 Peppermint Drops..60 Champion Choc. Drps 60 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12..1 10 Bitter Sweets, as'd..1 25 Brilliant Gums, Cry..60 A. A. Licorice Drops..90 Lozenges, printed..65 Lozenges, plain..60 Imperial..60 Mottoes..65 Cream Bar..60 G. M. Peanut Bar..60 Hand Made Crms 80@90 Cream Wafers..65 String Rock..60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assm't 3 75 Ten Strike No. 1..6 50 Ten Strike No. 2..6 00 Ten Strike, Summer assortment..6 75 Scientific Ass't..18 00 Pop Corn Cracker Jack..2 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s..2 25 Oh My 100s..2 50 Cough Drops Putnam Menthol..1 00 Smith Bros..1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake..15 Almonds, California sft. shell..11 1/2 Brazilis..12@13 Filberts..12@13 Cal. No. 1..12 Walnuts, soft shell 15@16 Walnuts, Marbot..@ 13 Table nuts, fancy 13@13 1/2 Pecans, Med..@ 13 Pecans, ex. large..@ 14 Pecans, Jumbos..@ 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts..@ 9 Pecan Halves..@ 58 Walnut Halves..30@32 Filbert Meats..@ 27 Alicante Almonds..@ 42 Jordan Almonds..@ 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 Roasted..6 1/2 @ 7 Choice, H. P. Jumbo..@ 7



Deerhide hose—is a different children's hose—because it is a truly good hose at a low price. And although it is a thoroughly reliable piece of merchandise, it can be bought from us so as

to retail at 15 cents

It is two thread goods, with three thread knees, one and one rib, elastic knit, with spliced heel and toe. It is made from long staple cotton yarn, lisle finish, good weight and fine gauge—warranted fast black—and best of all it is packed in half dozen lots. Go to our catalogue—or send to us for prices etcetera.

BUTLER BROTHERS

New York Chicago St. Louis Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas,
Kansas City, Omaha, San Francisco, Seattle



Business-Wants Department

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Stock of drugs, medicines, paints and oils, in liveliest town in Michigan. Reason for selling, poor health. Address W. L. Robson, Williamston, Mich. 127

For Sale—Good clean stock of groceries and staple dry goods, well-established business. Best location in city. Inventories \$3,000 to \$3,500. In one of best towns in the Thumb of Michigan. Can be reduced. Address Box C., Cass City, Mich. 126

Exceptional opportunity to purchase an established meat and grocery business in Wisconsin. Business runs about thirty thousand a year. Nothing asked for the "good will." D. H. Richards, Ladysmith, Wis. 129

For Sale—In Southern Michigan, a general store, complete stock, in fine location, best trading point in the State, with building if desired. Address No. 124, care Tradesman. 124

100c on the \$ Guaranteed Above All Expenses

SOLD \$14,000.00 OPENING DAY

in Milwaukee, Wis. Sold \$15,000 in ten days out of a stock of \$20,000 at Deshler, Ohio.

We can do the same for you by our strictly legitimate 20th CENTURY SALE.

Our methods are inexpensive and entirely foreign to any other. We give you an ironclad guarantee to get you 100c on the dollar above all expenses. We furnish circular advertising free. In regard to our ability, etc., we can refer you to Wilson Bros., Cluett, Peabody & Co., Kahn Bros. & Co., Carter & Holmes, Keith Bros. & Co., Woodlawn Trust & Savings Bank, Bradstreet, and many others. Our terms are reasonable, our methods are such as will meet with your approval. Write to-day stating size of stock. Established 1892.

LEONARD & COMPANY
171 Washington St. Chicago, Ill.

For Sale—Light manufacturing business incorporated for \$20,000. Can be bought below par. Market for product fully established and a practical monopoly. Easily conducted by anyone of ordinary ability. Now showing annual profits of \$5,000 and steadily increasing. Clean proposition and highly satisfactory in every way. Unusual opportunity for safe and profitable investment in legitimate and growing enterprise. Address Box 283, South Bend, Ind. 123

Colorado—50,000 acres coming under irrigation adjoining city of Denver. Buy now, and double and quadruple your money quickly. Information furnished. Address John H. Deeds, 1728 Welton St., Denver, Colo. 122

For Sale—Thirty room, three story brick hotel, completely furnished, steam heat. Fine location, doing nice business. Death of proprietor, reason for selling. The Newland, care Tradesman. 115

1909 Nuts—Hickory, shellbark, \$2 bushel. Black walnuts, \$1 bushel. Elmer Wood Co., Moulton, Iowa. 114

For Sale—Two confectionery, ice cream, soda fountain businesses, both places fully equipped with electrical machinery, candy manufacturing utensils. Located Coldwater and Hillsdale, Michigan. A1 condition. Reason selling, other business and territory. Address No. 110, care Tradesman. 110

For Sale—One of the best plumbing, heating and tinshop businesses in Michigan. Address Adin P. McBride, Durand, Mich. 108

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. 98

For Sale—At a bargain, stock of clothing to close business. Invoices about \$3,000. 121 W. Washington St., Greenville, Mich. 102

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. 101

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. 100

Bakery—Fine location on one of the principal streets in the best business city of 15,000 in state. Town is now booming; three large factories in course of erection. Property goes with this. Good reasons given for wishing to sell to parties interested. D. McAuliff, Brazil, Ind. 96

For Sale—Drug and grocery stock, good manufacturing town 30,000. Invoices about \$2,500. Good location. Long lease, low expenses. Good reason. Address No. 88, care Tradesman. 88

For Sale—Drug store in good residence section of Detroit. Doing good business; rent low; will clear \$2,500 annually. Sell at inventory—about \$3,000. Full investigation invited. Address No. 92, care Michigan Tradesman. 92

For Sale—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan. 86

For Sale—Bazaar and millinery stock and building in a small town. For particulars write L. M. Noble, Spencer, Mich. 85

For Sale—New clean stock of groceries, Central Michigan town. Invoices about \$1,000. Rent reasonable. Good reasons for selling. Address No. 80, care Michigan Tradesman. 80

For Sale—Stock of drugs and groceries, invoicing \$3,500. \$2,800 buys it before Nov. 1st. Address No. 90, care Michigan Tradesman. 90

Write Pekin Egg Case Company, Pekin, Ill., for prices on egg case fillers. 94

Wanted To Rent—Store in live town, possession before Sept. 1, 1910. Address 81, care Tradesman. 81

The Country of Opportunity—Write us if you want an opening in a growing town. We have valuable information about Minnesota, North and South Dakota, Montana, Idaho and Washington. These states are growing rapidly owing to development of their mines, lumber, fruit and farm lands. Call when in St. Paul. Address Sales Manager, Finch, Van Slyck & McConville, Wholesale Dry Goods, Notions, Men's Furnishings, St. Paul Minn. 77

For Sale—Clean general stock, located in small railway town contiguous to strong agricultural country. Stock will inventory about \$5,000. Sales during September were \$1,700. Small expense. Terms satisfactory. Address Will S. Canfield, Judson Grocer Co., Grand Rapids. 76

For Sale—General merchandise stock and household goods. Stock brand new. Store building with living rooms above, new. Invoice about \$2,000. Rent reasonable. Good opening for Hollander. Reason for selling, death in family. Address New Store, care Tradesman. 74

For Sale—Todd "Protectograph" check protector. Latest model \$30 machine. New, price \$15 on approval. R. Payne, Marietta, Ohio. 68

IF SPOT CASH

and quick action appeals to you, we will buy and take off your hands at once all the Shoes, Clothing, Dry Goods, Furnishings, etc., or we will buy your entire Shoe, Clothing, Dry Goods and Furnishings stocks. We buy anything any man or woman wants money for. Write us to-day and we will be there to-morrow.

Paul L. Feyreisen & Co.,
184 Franklin St., Chicago, Ill.

For Sale—Only exclusive shoe store in good county seat town of 3,500. This is one of the nicest shoe stores in Michigan. Will invoice about eight thousand dollars. Fine location. Doing big business. Will sell at discount. Poor health, must get out of business. Address The Hub, care Tradesman. 72

I want to buy a going business. Will pay cash. Give particulars and best price. Address M. T., Box 313, Cherry Valley, Ill. 58

For Sale or Trade—For a general stock of merchandise, good drug stock, house and lot and store building in good town. Will sell for 1/2 down. Value \$5,000. Address Drugs, care Tradesman. 54

For Sale—After Jan. 1, old established drug and stationery business in the best part of Michigan. Owner going West. Can satisfy purchaser as to business done. Look this up. Address Capsicum, care Tradesman. 48

Want Ads. continued on next page.

Special Price Current

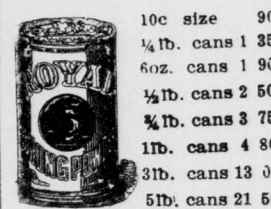
AXLE GREASE



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
1 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz. box. .40
Large size, 1 doz. box. .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Paritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
18 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 1/2 @ 9 1/2
Hindquarters8 @ 10 1/2
Loins9 @ 14
Rounds7 1/2 @ 9
Chucks7 @ 7 1/2
Plates@ 5
Livers@ 5

Pork

Loins@ 16
Dressed@ 11
Boston Butts@ 15
Shoulders@ 12 1/2
Leaf Lard@ 13
Pork Trimmings@ 11

Mutton

Carcass@ 10
Lambs@ 12
Spring Lambs@ 13

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra. 1 00
72ft. 3 thread, extra. 1 40
90ft. 3 thread, extra. 1 70
60ft. 6 thread, extra. 1 29
72ft. 6 thread, extra. 1 29

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelstor, M & J, 1 lb.
Excelstor, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle 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 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

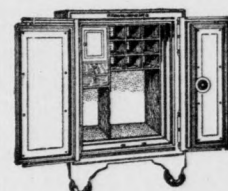
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 3 85
50 cakes, small size. 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

TWO TYPES OF MEN.

Cook and Peary—what striking examples of two types of men which are very common to the world today!

Mr. Cook went ahead and accomplished the achievement of the centuries. He came back quietly and modestly, telling his story in simple words, without ostentation or self glorification. When he heard that another had achieved the same result he immediately exclaimed: "I am glad. There is glory enough for us both," therein disclosing the nobility of the man, the breadth of his comprehension and the bigness of his heart.

The other picture is not so pleasant to contemplate, because it discloses a man who is incapable of playing the part of a true hero. When Peary was informed that Cook had preceded him in planting the Stars and Stripes on the North Pole he immediately accused him of being an impostor and has continued to denounce him as a fraud and a fakir, unworthy of credence. The world patiently waited for him to substantiate his statements, but his alleged proof was no proof at all, being simply a tissue of ingenious improbabilities, based on hearsay, supposition and imagination, which would have no weight whatever in any court or before any jury of intelligent men. In his anxiety to discredit Mr. Cook he has impugned the motives and questioned the honesty of every man who has borne witness for Mr. Cook or expressed an opinion favorable to him. Every word Peary has uttered has been tinged with jealousy and malice, bearing evidence of a narrow vision and a craven heart.

As the natural result of such contemptible conduct Peary has deprived himself of the glory which would otherwise have been his as one of the discoverers of the North Pole. Few people refuse to believe that he actually reached the Pole, but no one pays him the tribute such an act really deserves because he has shown himself to be unworthy of confidence and utterly devoid of the instincts of a gentleman.

Mr. Cook has passed through the most trying ordeal any man ever experienced with dignity and discretion. Not once has he given away to anger. Not once has he permitted himself to descend to the level of the blackguard, as Peary has done. He has kept sweet through it all. He has met accusation after accusation with smiles and mild mannered denial, confident that the fair minded people of the world will give him a square deal and that the future will vindicate his fame.

No grander example of the kind has ever been presented to the people of this country than the splendid conduct of Mr. Cook in this emergency. It affords the young man especially an example which he would do well to ponder long and carefully. The man who goes about his business undisturbed by the hissing tongue of slander or the malicious lies of mischief makers eventually comes through the trial unscathed. Success

too often excites the envy of men of small minds and women who are incapable of appreciating true greatness; but their lies and their slanders are so tinged with disappointment and malice that they fail to find credence among decent people. The person attacked may suffer in mind by the unjust and unwarranted assaults on his character and reputation, but if he stays sweet and ignores the atmosphere of malice which envelopes him he will ultimately emerge from the ordeal stronger and better and more respected than ever before.

HARRIMAN'S ADVICE.

It is said that recently the late Mr. Harriman was asked if he believed that he could, even at his age, duplicate the feat of Weston, the pedestrian, who was at the time walking across the American continent.

Without an instant of hesitation he replied, "Of course I could. Anyone could, give him time and a reason for doing it. But I or anybody else would have to fix his mind on the proposition to succeed."

History tells us that Mr. Harriman had a habit of fixing his mind upon whatever he undertook; and the story of every success in human venture presents confirmation of the value of fixing the mind upon every worthy effort.

The salesman behind the counter showing dress goods, or on his knees fitting a pair of shoes, or up on a step-ladder stowing away stocks, or out on the sidewalk criticising a window display will win out if his mind is fixed upon what he is doing. Not otherwise. If he is thinking meanwhile about the good time he had the evening before or is anticipating the pleasure he will have the evening to come, he would better turn whatever duty he has in hand over to somebody else.

For one reason or another there was in the western portion of Oregon a very strong feeling of opposition to Mr. Harriman because, as was charged, he was attempting to monopolize all transportation interests in that section. A friend spoke to him on the subject and he replied, "That goes without saying. Mere thoughtlessness on their part. All communities are equally guilty. They will attack any man who has made for himself a last analysis on any topic and firmly believes in his own judgment. They have not put their mind on the subject as I have and five years hence they will be on my side en masse."

The Bankruptcy Court records are filled with the names of retail merchants, jobbers, salesmen, manufacturers, and so on, who failed to put their minds completely upon the problems with which they were confronted.

Life is likely to lose all humor when you get into the habit of ridicule and cheap wit.

Folks who sit down in a soft place hope that it is an elevator and find it is a glue pot.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 27—Creamery, fresh, 27@31½c; dairy, fresh, 22@28c; poor to common, 18@22c.

Eggs—Strictly fresh candled, 28@30c.

Live Poultry — Fowls, 12@14c; ducks, 14@15c; geese, 11@12c; old cox, 10@11c; springs, 13@15c; 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@2.30; pea, hand-picked, \$2.25@2.30; red kidney, hand-picked, \$2.25; white kidney, hand-picked, \$2.40@2.50.

Potatoes—New, 55@60c per bushel. Rea & Witzig.

Highest Membership Gain in State.

Traverse City, Oct. 25—Traverse City Council, No. 361, U. C. T., held its regular meeting Friday evening, Oct. 22, and added two more members to the list—Carl J. Larsen and William C. Stohl, making our membership seventy-two. After initiation we enjoyed an oyster supper at the Little Tavern.

Traverse City Council has the record of having the highest membership gain for the past year of any Council in the State—52 per cent.

We are just opening our series of winter parties.

Fred C. Richter, Sec'y.

BUSINESS CHANCES.

Complete drug stock. \$3,200; soda fountain, etc.; would exchange for house and lot, or farm or sell on \$25 monthly payments. Chas. Maynard, Milan, Mich. 132

For Sale—My restaurant and confectionery business; will sell cheap if taken at once; in good business town and good business for married man; call or write. O. O. Hilleque, Taylor, Wis. 133

For Sale or Exchange—A rubber tired phaeton, A1 condition. Address No. 129, care Michigan Tradesman. 129

For Sale—A fine grocery stock in good town, doing big business; stock is new and up-to-date. For particulars address S. A. Booth, Greenville, Mich. 128

Bakery and Restaurant—Good town in Michigan fruit belt. Sell or trade for farm. E. Fall, South Frankfort, Mich. 37

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

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—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. 809

Build a \$5,000 business in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write to-day for free pointers and new plans. American Collection Service, 145 State St., Detroit Mich. 805

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

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.

Wanted—Good clothing and shoe clerk who can assist in buying and do some window trimming. Must have good references. O. O. Skalet, St. Anthony, Idaho. 121

Wanted—Good business fellow with about \$4,000 capital to go in as partner in a furniture, undertaking and carpet business and to act as manager of a branch store. A right chance for the right party. Address No. 120, care Tradesman. 120

Salesmen calling on general stores, furniture and hardware dealers and department stores, to sell for manufacturer linoleums, rugs and carpets; liberal commission; thirty pounds baggage, representing stock of million dollars. Address Station O., Box No. 59, N. Y. 118

Wanted—Window dresser and ad. writer; good opportunity for capable young man in new up-to-date store; must have good reference. Box 246, Brunswick, Md. 117

Wanted—Small up-to-date bazaar stock in medium sized town. Give full particulars, terms, etc. Address No. 112, care Tradesman. 112

Wanted—A young man with some experience in groceries, men's furnishings and shoes. Must be willing to work. A good position to the right party. Address No. 109, care Michigan Tradesman. 109

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. S. S. 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

SPECIAL FEATURES.

How would you like to buy the best confectionery and cigar store in Michigan? New stock, good location, doing big business. Only one in good town of 3,500. Have accepted government position. Royal, care Tradesman. 116

Wanted—To correspond with party who will invest money to help add a novelty department to a new and complete sawmill. Party must be strictly high-class woodworking machine man, capable of operating and managing the novelty department. Address Buckley Mfg. Co., Buckley, Mich. 113

Counter Clerks—Charges or credits on same are readily filed in Shaw counter check file, no separate indexing required. Particulars, James C. Shaw, Clarksville, Mich. 111

Party with too much other business will sell wall paper and paint stock; best location and largest trade in town; excellent opportunity to pick up an established business. Address Con. W. Lloyd, Real Estate, Ashland, Wis. 119

Big opportunity in best town in Michigan for live merchant. Double store for rent. In new and modern brick building. Centrally located. A sure winner for right man. Webber's Real Estate Agency, Cadillac, Mich. 131

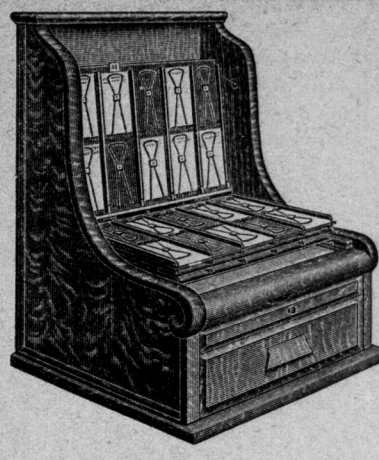
Free To Grocers—Who use credit coupons. Order 50 Little Marvel coupons at \$1.50 and we will send with the order, free of charge, a very fine fountain pen worth \$1.50, or an elegant office desk inkstand worth \$1.50. Address "Little Marvel," 310 S. Hoyne Ave., Chicago, Ill. 130



Straight Talk

THE unswerving quality of White House Coffee—always and surely up to the highest notch of possibility—KEEPS IT A FAVORITE, once it has a chance to prove itself. People NEVER GIVE IT UP after once using "White House". How can they when it NEVER DISAPPOINTS? You can place "White House" alongside of ANY brand of coffee obtainable and be ABSOLUTELY CERTAIN that it will come out of the comparison with flying colors—AT THE TOP. If all this is true—AND YOU CAN PROVE IT YOURSELF—WHY shouldn't you sell it if you consider your best interests—A PERMANENT trade?

Dwinell-Wright Co.
Boston and Chicago



CAN'T YOU CALL AGAIN?

How often do you tell your customers that the books are not posted and ask them to call again?

Don't you know that many of them are pleased to hear you say, "Call again"?

Don't you know that the customer had the money to pay you? And don't you know that the customer will go and spend that money somewhere else where there is a merchant that is ready to take it?

If you can't tell a customer the amount of his indebtedness to you the minute he asks the question your account system is wrong.

With the McCASKEY REGISTER SYSTEM the accounts are handled with but one writing. Balances are brought forward with every purchase and every account is ready for settlement at any minute without making another figure.

If you want the cash let us tell you about the McCASKEY, one writing, total forwarding system.

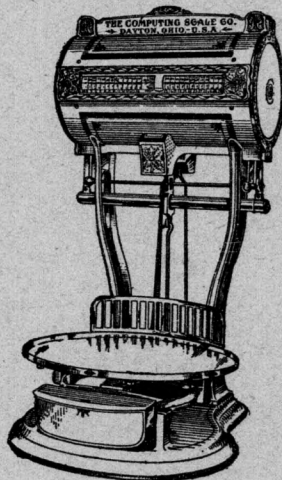
THE McCASKEY REGISTER CO.
Alliance, Ohio.

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. Ionia St., Grand Rapids, Mich. 1263, 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

If Somebody Else Made Ketchup



As Good as Blue Label, We would Make it Better—But
Neither Is Possible

Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

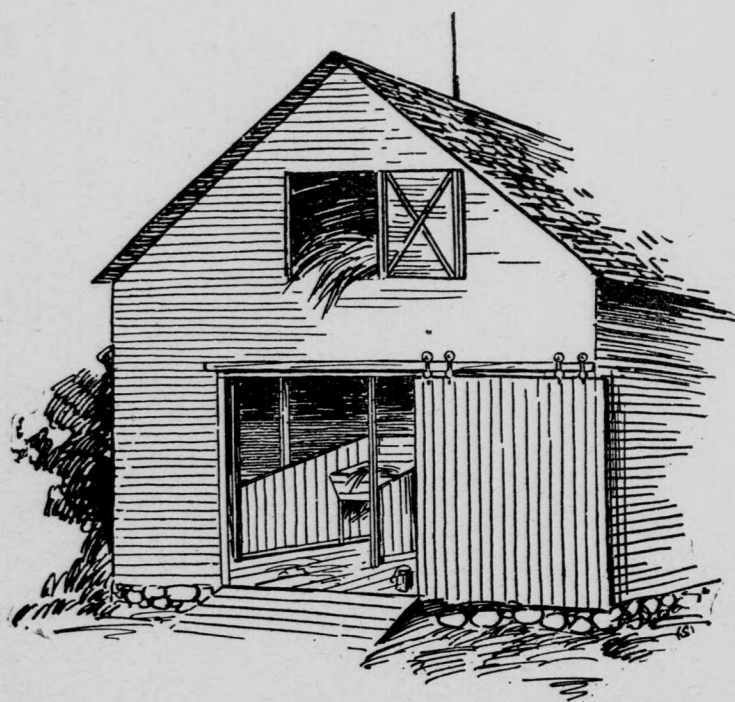
The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

There is another reason for telling them to use BLUE LABEL KETCHUP—it pays you a good profit. These are the only things you need think about—pleasing your trade and making money.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO., Rochester, N. Y.

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you cannot afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.