

The Dreamers



They are the architects of greatness. Their vision lies within their souls. They never see the mirages of Fact, but peer beyond the veils and mists of doubt and pierce the walls of unborn Time.

The world has accoladed them with jeer and sneer and jibe, for worlds are made of little men who take but never give—who share but never spare—who cheer a grudge and grudge a cheer.

Wherefore, the paths of progress have been sobs of blood dropped from their broken hearts.

Makers of empire, they have fought for bigger things than crowns and higher seats than thrones. Fanfare and pageant and the right to rule or will to love are not the fires which wrought their resolution into steel. Grief only streaks their hairs with silver, but has never grayed their hopes.

They are the Argonauts, the seekers of the priceless fleece—the Truth.

Through all the ages they have heard the voice of destiny call to them from the unknown vasts. They dare uncharted seas, for they are makers of the charts. With only cloth of courage at their masts and with no compass save their dreams, they sail away undaunted for the far blind shores.

Their brains have wrought all human miracles. In lace of stone their spires stab the Old World's skies and with their golden crosses kiss the sun.

The belted wheel, the trail of steel, the churning screw, are shuttles in the loom on which they weave their magic tapestries.

A flash out in the night leaps leagues of snarling seas and cries to shore for help, which, but for one man's dream, would never come.

Their tunnels plow the river-bed and chain the islands to the Motherland.

Their wings of canvas beat the air and add the highways of the eagle to the human paths.

A God-hewn voice swells from a disc of glue and wells out through a throat of brass, caught sweet and whole, to last beyond the maker of the song, because a dreamer dreamt.

What would you have of fancy or of fact if hands were all with which men had to build?

Your homes are set upon the land a dreamer found. The pictures on its walls are visions from a dreamer's soul. A dreamer's pain wails from your violin.

They are the chosen few—the Blazers of the Way—who never wear Doubt's bandage on their eyes—who starve and chill and hurt, but hold to courage and to hope, because they know that there is always proof of truth for them who try—that only cowardice and lack of faith can keep the seeker from his chosen goal, but if his heart be strong and if he dream enough, and dream it hard enough, he can attain, no matter where men failed before.

Walls crumble and the empires fall. The tidal wave sweeps from the sea and tears a fortress from its rocks. The rotting nations drop from off Time's bough and only things the dreamers make live on.

They are the Eternal Conquerors—their vassals are the years.

Herbert Kaufman.





"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, NOVEMBER 3, 1909

Number 1363

WALSH THE SILENT.

The mental attitude of John R. Walsh, of Chicago, is one that appeals to the imagination and sympathy of every fair-minded man. Indicted by the grand jury on a charge of wrecking the Chicago National Bank; convicted in the Federal Court; conviction sustained by the Court of Appeals and now awaiting final action in the Supreme Court of the United States, Mr. Walsh is making the most desperate effort that man ever made to keep out of prison until he can dispose of his railway properties at a profit so as to pay off his indebtedness, reimburse the stockholders of the bank and leave a comfortable fortune for his family. No depositor lost anything by the failure. The Clearing House banks of Chicago assumed the obligations of the failed bank and paid off the depositors dollar for dollar. Mr. Walsh has thus far been able to keep his properties out of the hands of receivers and current report has it that J. Pierpont Morgan is negotiating a deal in behalf of the Steel Trust to purchase the Indiana properties for \$27,000,000. If he succeeds in doing this—and it appears to be a labor of love on the part of Mr. Morgan to some extent because of the admiration and respect he has for Mr. Walsh—Mr. Walsh will not only be able to look every man in the face but transmit at least \$5,000,000 to his family as an inheritance. At present he is under sentence of five years' confinement in Leavenworth prison and the Federal authorities are hounding him as no one was ever hounded before. Every footstep is followed by sleuths of the Government on the theory that he contemplates escaping to some other country. No man who knows Mr. Walsh believes this, and why the Government insists on persecuting a man who has already been prosecuted to the limit of the law is unexplainable.

Through all this trying ordeal John Walsh has not uttered a word of complaint or criticism. He has taken his medicine like a man. He has seen his friends desert him by the thousand. He has read violent assaults upon his character in the newspapers. He has felt the weight of the heavy hand of the Government, but in spite of it all he is eating the bread of bitterness in silence, keeping his own counsel, working sixteen hours a day in the almost superhuman effort to extricate himself from his financial embarrassment and keep his properties from being sacrificed at less than their true value.

No more sturdy character ever figured in the pages of American history than this old man, 72 years old, fighting alone and almost unaided to preserve the accumulations of a lifetime and save his name from disgrace and

family from humiliation. J. Pierpont Morgan once remarked that if it were not for his violent temper John A. Walsh would be one of the greatest men this country had ever produced; and during the trying ordeal through which he has walked for the past four years he has certainly shown that he can not only keep his temper but that he can keep silent as well.

All honor to the man who can remain silent in the midst of misfortune, knowing that he is misunderstood and maligned, but firmly believing that his actions and methods will be vindicated, cherishing an approving conscience and firm in the hope that the future will vindicate his name and preserve his fame.

SOMEWHAT TENTATIVE.

Last Monday evening a press despatch was sent out from the city of Washington announcing that the special committee of the National Geographical Society had declined to approve the claim of Commander Peary as to his visit to the North Pole upon the proof he had thus far offered and requesting that officer to furnish additional evidence.

On Tuesday morning another despatch from the same city said that the National Society had practically recognized Peary as a discoverer of the frozen infiniteness so long sought.

"A discoverer" is, doubtless, a fair qualification of the Society's verdict—fair to Peary, fair to the Society and fair to the general public, and it is an opinion which it is likely will not be contended against by anybody but Peary and his adherents.

It is a moral certainty that Dr. Cook will not question the decision and there is another moral certainty bearing upon the matter, to-wit:

Dr. Cook will not submit his evidence in support of his claim to having reached the Pole before Peary's arrival there until every detail of evidence in opposition to his claim has been put before the public by those who are attempting to discredit him.

Undoubtedly Peary will provide additional testimony supporting his position and, perhaps, the Geographical Society will in the end actually instead of "practically" confirm the claims of the gentleman. Peary should give out all the evidence he has on the subject, and has already added to his long list of mistakes by attempting a piece-meal delivery of the same.

Peary is an officer of the United States Navy and owes it to that establishment and to the public in general, whose servant he is supposed to be, to be immediately and utterly frank and honest.

Cook is not a Government official and is not specifically beholden to the

general public. He may do just exactly as he pleases in the case. He may err in the development of his policy, but that is his lookout. One thing is sure to be demonstrated:

When Cook submits his case in this country it will be to a commission thoroughly competent, entirely unbiased and absolutely free from the fraternal and professional influences which dominate both the Navy and the Army of the United States.

THE CONQUEST OF THE AIR.

Although there has been less of the sensational of late in the news concerning aviation, interest in the art does not appear to have in any way diminished. The small results which followed the attempts to use airships as part of the attractions of the recent Hudson-Fulton celebration, owing, it was claimed, to the blustering weather, tended somewhat to diminish confidence in the scope of both aeroplanes and dirigible balloons, notwithstanding Wilbur Wright's sensational spins on two occasions. All other attempts to make flights proved failures, and the projected race to Albany by dirigible balloons turned out a flat failure.

Nevertheless, interest in the navigation of the air is undiminished, although experts are less confident than they were of the value of both types of flying machines as engines of war. The sensitiveness of the machines to the least wind and the uncertainty experienced in starting some of the aeroplanes have convinced military men that, however useful both types may prove for scouting and observation purposes, they hold out no prospect either as carriers for moving men from point to point or as engines of destruction for dropping high explosives on ships and fortified places.

A few days ago a sensational flight made by Herbert Latham at Blackpool, in England, has somewhat encouraged aviators in the belief that the aeroplane can be made to overcome the wind difficulty. Mr. Latham not only ascended into the air in the face of quite a gale, but he maneuvered for a considerable time, notwithstanding the breeze, sometimes breasting it and sometimes running before it. At times he traveled at the rate of near ninety miles an hour when going with the wind, and, although his machine swayed and sheered violently, the daring aviator met with no accident, nor did he lose control of his machine for a moment. This performance holds out the hope that the heavier-than-air machine may yet be made capable of traveling in fairly strong winds.

As to the use of airships for dropping explosives on ships and on forts, no less an authority than Hiram Max-

im, the gunmaker, declares that the results to be expected from such high explosives, even if it should prove possible to drop shells with accuracy, which is doubted, would prove extremely disappointing. As to placing bombs with accuracy, it is generally admitted that positions and distances when seen from a high elevation are very deceptive. No airship could with safety approach near enough to an enemy without subjecting itself to a fire that would be pretty sure to prove destructive both to the machine and to its occupants.

FAME VS. NOTORIETY.

There is a popular impression that fame and notoriety are synonymous terms; and the bid for the latter in the commercial world is good evidence that the line of demarcation is here as poorly defined. Some one has aptly said that notoriety is a dishonorable counterfeit of fame; and here we have the matter in a nutshell.

The almost simultaneous return of two explorers from the Arctic, each the bearer of tidings which should cause a nation to honor them, is marred by the spirit of rivalry; and from the present outlook their names, instead of standing side by side in the Temple of Fame, may be retained in the pages of history only under the cheaper term of notoriety. "There is glory enough for both," Americans would gladly accord this to both. As a nation we would feel it a glory to ourselves as well. But if one or the other is not satisfied to shine as a twin star, both may be blotted out from the galaxy of the heavens.

We see the same spirit everywhere in commercial life; this unwillingness to share with another rightfully gained recognition. We may pull down the structure of a rival, but in so doing we lose a certain amount of strength. The man who builds surely on his own foundation, who throws stones to his neighbor only that the latter may use them in strengthening his own work, is the one who eventually makes his work secure. Had Peary simply dwelt upon his own achievements no one would have wished to lessen his fame, even although Cook got to the Pole first. Fame elevates; notoriety degrades. True worth and false pretense are finally placed at their real commercial value.

The milk of human kindness is never more diluted than when gossips are at the pump.

It is generally acknowledged that some men—and most women—are misunderstood.

Religion is our attempt to discover the meaning of life.

UNEXAMPLED PROSPERITY.

It Gives the Farmer Right To Spend Money.

Some wise people think that the continued prosperity of the farmers is demoralizing that important portion of our population; that their increased incomes are doing them more harm than good, and that their families are departing from the habits of thrift, economy and the simple life that have characterized the tillers of the soil since the beginning of time. It is doubtless true that the farm-houses, particularly in the West, are now provided with more comforts, conveniences and luxuries than the richest of them could afford a few years ago, and it is true that the farmers' sons and daughters are buying better clothing and are spending more money for trifles than ever was known before. The farmer himself is buying better stock, better machinery and implements, better vehicles and it is common nowadays to see him come to town Saturday afternoons with his family in an automobile which costs \$1,500 or \$2,000, and even more.

An automobile dealer in a town of about 5,000 inhabitants in Oregon told me last month that he had sold forty-two machines to farmers in that vicinity within the thirty days previous and that he expected to sell as many more before snow flies. Another dealer in another place told me that he was selling all the machines he could deliver; that he had orders at the factory that could not be filled till next spring, and he was afraid that his customers would buy other machines in the meantime, because they were "impatient to shoot the air," as he described it.

"As soon as a jay gets his crop in," that scornful person remarked, "he wants to go around in a buzz-wagon spending his money."

"Not long ago the highest ambition of a farmer was to own a pair of thoroughbred horses and drive them to a piano box buggy and haul his family to town in a surrey," continued the garage man, "but nowadays no horse is good enough or fast enough for him, and most automobiles are too slow."

There is doubtless a great deal of truth in those observations. Anyone who attends a state or county fair Out West nowadays or a horse show will see quite as many automobiles as carriages, and they are driven by men who would have been satisfied with a good roadster and a buggy a few years ago. You see automobiles standing in front of the stores in every village; you meet them on the road, everywhere in the West, particularly Saturday afternoon and Sunday, but the larger number are not expensive machines. They are mostly light-weight, low-power patterns of last year, made expressly for country roads and sold at low prices. Some of them are high-g geared, so as to pass over roads which are cut deep with ruts by heavy wagons. There are many \$500 and \$750 machines sold throughout the western country which answer the requirements of the farmers' families as well

as a touring car worth \$5,000. But many farmers insist upon having the best machines they can get, and you pass them upon the road every day.

While it may be considered extravagant for a farmer to buy an automobile, he has earned the money and deserves the satisfaction, and so long as a man will get up in the morning at 5 o'clock and milk half a dozen cows before breakfast and repeat the performance every evening after supper by the light of a lantern he is not in much danger of becoming a sybarite. Nor is there much danger of a farmer losing his head and becoming a spendthrift when he is compelled to earn his automobile and other luxuries by the sweat of his brow. It is so difficult to obtain farm labor of any kind at any wages in nearly every part of the country that the owner of the land is compelled to work it himself or let it lie fallow. This fact accounts for so many "one-crop farms," which require attention only a portion of the year—during the summer months—and can be abandoned for more agreeable surroundings after the harvest.

The introduction of automobiles, like the telephone, the rural delivery and other modern conveniences, is making the farmer's life worth living, and is exercising the strongest influence in keeping the young people on the farm and in drawing them back from the cities. Farm life has been undergoing a very great change. While that change has not reached all of the rural population, it has made a decided difference in the lives of a large minority by lessening their labor and increasing the pleasures of life. This is particularly the case in the newly settled communities in the West. It would take something more than an earthquake to alter the hereditary habits and customs of New England and other of the eastern states, although even in those sections the farm life is by no means so dreary and lonesome as it used to be since there are a daily mail and daily newspaper laid on the doorstep and a trolley car to take the women and girls to town, without compelling the father or husband to leave his plow in the furrow, or take the team off some other work.

The greatest progress and the largest number of innovations in agricultural settlements are in the West, the new communities that have sprung up upon the irrigated land, and in the rich valleys where orchards and other fruit crops are paying such large profits.

In a letter from Twin Falls, Id., not long ago I described how much electricity was being used in the farm houses; how the farmer's wife not only read novels from a circulating library by an electric lamp, but did her washing and ironing, churned her cream and washed her dishes by electric power. One farmer's wife told me that she did everything but milk the cows and make honey by electricity.

As one rides around the rural districts out West he frequently hears the voices of Caruso or Schumann-Heink come floating out to the road-

side from the parlor windows half concealed by a bunch of evergreen trees, and if he will stop his horse by the roadside he will undoubtedly have the pleasure of listening to one of Sousa's marches or the famous sextet from "Lucia," which seems to be a great favorite among phonograph owners in the West. When a farmer comes in tired from the field nothing rests him so much as to sit on the porch and light his pipe and listen to a little "canned music," as they call it. In several places I visited this summer out West, I was told that 30 per cent. of farmers' families had phonographs, and that 10 per cent. of them had automobiles; and if the prices and harvests of the last few years are repeated there is no telling what other additional luxuries and amusements that hard-working portion of the population may be able to enjoy.—William E. Curtis in Chicago Record-Herald.

What Other Live Cities Are Doing.

Written for the Tradesman.

The Board of Trade of Allegan, in conjunction with the City Council, has established a public waiting or rest room in the Masonic Temple for the use of farmers and other visitors during the winter months.

The bakers of Evansville, Ind., recently bought during one week twenty carloads of flour and state that they will now be able to sell 5 cent bread until spring, no matter how high flour goes.

Menominee and Marinette, the twin cities, are growing, the new directory giving the former 15,000 and the latter 18,000.

The White Shoals lighthouse, which is being completed at Charlevoix by the Government at an expense of \$250,000, will be one of the finest structures of the kind in the Great Lakes district. Two hundred tons of steel enter into the framework. The tower stands 90 feet high and is 40 feet in diameter at the base and 33 feet at the top. There are eight stories or floors of concrete, with hardwood top. The lantern and deck will be of aluminum, the first of its kind in the Great Lakes. White terra cotta is used in facing the tower, backed up by a 13 inch brick wall.

One of the largest concerns in Nottingham, Eng., the Samuel Courtould Co., making silk and woolen goods, is looking over sites in Springfield, Mass., Hartford, Conn., and other cities with a view to establishing a plant in this country that will employ about 3,000 hands.

Four municipal playgrounds have been operated in St. Paul during the past year with success. Each of the grounds is equipped with physical training apparatus, shower baths for the children, a supply of good books and a reading and rest room, in which silence is the rule. Two additional grounds will be opened next year.

The Commercial Club of Springfield, Ohio, has a plan by which the local manufacturers are to co-operate in helping each other and in boosting the city. A complete list of the manufacturing institutions of the city and their products will be published

in folder form and copies will be sent out by each concern to its customers.

Almond Griffen.

Movements of Working Gideons.

Detroit, Nov. 1.—J. F. Wilde, Coopersville, recently came from the Upper Peninsula with the bloom of youth on his cheek. Brother Wilde is a 1910 Gideon and a member of Grand Rapids Camp.

The Michigan Gideon rally will be held at Saginaw Nov. 6 and 7. All are invited.

Charles M. Smith is now at Berlin, Germany. Happiness knows no bounds with him and with the new bride.

W. R. Barron, George S. Webb and the writer conducted Bible fund services at the Stanton Park Baptist church Sunday. The offering was enough to furnish one of the smaller hotels with Bibles.

Mrs. Gordon Z. Gage led the Griswold House meeting Sunday and, at her invitation, two soloists were present. Mrs. C. L. Mitchell presided at the piano. F. E. Milligan, New York, F. A. Douglass, Buffalo, E. B. Jordan, Boston, R. Rollins and his two sons, Elmer and Clifford, Edward J. Petset, C. L. Mitchell, C. H. Joslin and guests of the hotel were present. Aaron B. Gates.

Cleaning Paper Money.

The Bureau of Engraving and Printing at Washington has devised a chemical solution which destroys the bacteria that accumulate on bank notes without doing any injury to the paper, and it is understood that hereafter the Treasury Department will disinfect all bills that come in before sending them out again. By this process dangerous germs will be killed and the bills so washed and cleaned that they will look like new and will be just as easy to handle, although lacking the crispness of the freshly printed notes. It is expected that the process will prove a saving one for the Treasury Department, because of the dirty bills being washed and cleaned and continued in circulation instead of being destroyed and replaced with new ones, as was the custom in the past.

The Old Man Knew.

There was once a young man who was paying court to three different beautiful damsels. Each was fair, each was sweet, each was charming—so much of a triplicate similarity did they have that he did not know how to choose between them. So he went to a wise old man and laid his troubles before him.

"Is there a clock at each house?" asked the wise old man.

"There is."

"And what does Esmeralda say when the clock strikes 11?"

"She says the clock is slow."

"And what does Eulalie say?"

"She says the clock is just right."

"And what does Evangeline say?"

"She always says the clock is fast."

"My son, there is no need for further evidence. Evangeline is the one that really loves you."

We can all look back and see our mistakes; so can the world at large.

You Can Make a Lot of Money On Quaker Oats

For almost every customer you have is going to ask you for it.

Just Think of It

We are telling **Sixty Million People** to buy it and giving them reasons which will cause them to do so.

Such a campaign as ours in the magazines and newspapers throughout the United States has never been heard of before.

The people everywhere should eat Quaker Oats for their health's sake—remind them of it by devoting your best window to displaying it—get the profit on the enormous sales sure to result from our wonderful advertising campaign.

We are going to continue this gigantic campaign and during the next few months you can reap a mighty harvest of profit on Quaker Oats by just keeping stocked to supply the demand and reminding your customers that this is the time to **start the days right**, by **starting the breakfast right**, with **QUAKER OATS**.

QUAKER OATS COMPANY
CHICAGO



Movements of Merchants.

Freeland—A. D. McGuire succeeds McGuire & Law in the meat business.

Manistee—Mrs. Alice C. Spellman has opened a confectionery, fruit and cigar store here.

Boyer City—Burlew & Burlew have added a meat market to their grocery business.

Big Rapids—Sellas & Jackson, of Grand Rapids, have opened a new fruit and confectionery store here.

Rothbury—W. A. Butzer has engaged in the sale of flour and feed, cement, salt and hardware specialties.

Belding—Post Bros., commission merchants and produce buyers, have opened an office in the Leonard block.

Nashville—Henry Roe, who purchased John Ackett's meat market about a year ago, has sold it back to Mr. Ackett.

Ola—James E. Ladd has sold his general stock to Frank C. Lawrence, who will continue the business at the same location.

Port Huron—The J. L. Hudson Co. is closing out its stock of general merchandise and will retire from business here.

Lansing—John Morrissey and T. F. Morrissey have purchased the Cadillac Cigar Store at 228 South Washington avenue.

Grand Ledge—Walsh & Petty have sold their stock of implements to Istone Bros., but will continue their coal and wood business.

Maple Rapids—Fred Lamphere has sold his grocery stock to S. L. Aldrich. He will remove to Elsie and engage in the grocery business there.

St. Joseph—Articles of association of the Sesser Coal Co. have been filed. The company is incorporated for \$16,000, all of which has been paid in.

Battle Creek—F. L. McClintic has sold his stock of drugs to Frank Jones and C. P. Baker, the latter one of the proprietors of the Baker Drug Co.

Owosso—George Coe has sold his interest in the People's meat market to his partner, J. H. Schmidt, who will continue the business at its present location.

St. Joseph—Frank Ankli has purchased the interest of his partner, Frank B. Duncan, in the grocery business and will continue it under his own name.

Three Rivers—The Case Lumber Co. has sold its stock and yards to R. J. Corlett & Son, of Hillsdale. Floyd Corlett will have charge of the business here.

St. Joseph—C. C. Alguire, formerly of Stevensville, has purchased the stock of groceries of the H. Merville

Co., and will continue the business under his own name.

Jackson—M. A. Allen has sold his stock of groceries at 711 West Franklin street to F. A. Smith, formerly engaged in the grocery business on South Milwaukee street.

Manton—Archie Waters has purchased the interest of Adrain De Windt in the firm of A. E. Kromer & Co., dealers in hardware. The firm name will not be changed.

Bay City—C. F. Lovell has purchased the entire stock of dry goods and carpets of Romer, Lovell & Co., of the trustee and will continue the business at its present location.

Lake City—S. A. Howey & Co. have sold their stock of hardware to Martin Iverson and Walter A. Sanders, who will continue the business under the style of the Lake City Hardware Co.

Cadillac—L. A. Denison, who has been managing the branch of the Wolverine Tea Co. here since its establishment, has purchased the stock and will continue the business under his own name.

Flint—Max Livingston, who owns stores in Battle Creek and Kalamazoo, has recently rented a three-story building here, in which he will open a woman's ready-to-wear garment store by Nov. 15.

Traverse City—Brosch Bros., for many years engaged in the meat business, have dissolved partnership, Edward Brosch selling his interest to William Brosch, who will continue the business at its present location.

Ravenna—H. C. Starks has about closed out his stock of general merchandise at Slocum preparatory to devoting his attention to buying and shipping farm produce, hay and grains, loading here and at Slocum.

Greenville—Hubbard & Fuller have bought the drug stock belonging to the C. W. Passage estate and are in possession. Mr. Hubbard is a pharmacist from Lansing and "Ted" Fuller has been in the store for several years.

Muskegon—A new company has been organized under the style of the F. Alberts & Sons Lumber Co., with an authorized capital stock of \$75,000, all of which has been subscribed, \$7,429.61 being paid in in cash and \$67,570.39 in property.

Wayland—V. C. Wolcott has sold his stock of general merchandise to Redfern Bros., of Lansing, who have taken possession. Mr. Wolcott and his father, D. A. Wolcott, will leave soon for Staunton, Va., where they expect to reside hereafter.

Grand Ledge—Hall & Summers, who have conducted a lumber yard

on the north side for the past ten years, have dissolved partnership. J. D. Summers, having purchased the interest of his partner, will continue the business at its present location.

Buckley—J. I. Purdy and son, C. S. Purdy, recently engaged in the hardware business at Wexford and victims of the big fire there, have purchased the stock of hardware of Harris & Son, and will continue the business at its present location.

Bay City—The Michigan Central has plans made for repair shops to be erected in this city and an appropriation of \$30,000 to begin the construction work has been asked for from the financial end of the company. The plans are for a shop 460 feet long and 80 feet wide.

Howard City—C. G. Larry has purchased the interests of his mother and brother in the Larry Hardware Co. and will continue the business under the same style. F. L. Larry contemplates taking a position on the road in the near future but will continue to make this city his headquarters.

Port Huron—The Minnesota-Michigan Co. has sold its stock of grain to Byron Cope and James R. Arms, who have formed a copartnership under the style of Cope, Arms & Co. In addition, the new firm will wholesale grain products, hay and straw and carry a line of hard and soft coal, wood, etc.

Sault Ste. Marie—The Perry Coal Co. has been organized to buy, sell and deal in coal, coke, lime, cement, brick, building materials and dockage and also conduct a warehouse, with an authorized capital stock of \$10,000, all of which has been subscribed, \$4,030 being paid in in cash and \$5,970 in property.

Manton—The Manton Produce Co., consisting of C. L. Van Vranken and William McGregor, have sold their interests to Dr. H. A. Holmes and Frank N. Clark, who will take possession April 1. Messrs. Van Vranken and McGregor have other business interests here and will devote their time to them.

Mancelona—Geo. L. Petrie's bakery and confectionery stock has been purchased by Glen Green, of Bronson, who will continue the business at the same location. Mr. Petrie will accept a position with the Pitman Gasoline Lighting Co., of Chicago, leaving with his family for the Windy City in about a month.

Ludington—Justus S. Stearns, of Ludington, has taken his initial step in banking. He has become President of the First National Bank of Ludington, buying out the interests of the former President, George N. Stray, and Cashier Walter, both of whom retire. Mr. Stearns has been best known as a lumberman and a politician.

Rockwood—A new company, headed by B. H. Shuman and S. B. Rodgers, both of Buffalo, has been organized to mine silica sand here. The company has acquired the Varney farm of seventy-six acres and will start operations by a new process at once. It is capitalized at \$250,000. A sidetrack from the Detroit & Toledo shore line will be built to the farm.

Detroit—George W. Terry, a Pontiac merchant, and his brother Isaac and son-in-law, George R. Thompson, pleaded not guilty when arraigned before Judge Swan Nov 2 on charges of conspiracy to conceal assets in the Terry bankruptcy case. Besides the conspiracy proceedings George W. Terry was to have been arraigned on a separate charge involving an allegation of the same offense, but it was postponed for two weeks.

Grand Ledge—Not returning from his store at the usual hour, James Winnie, hardware merchant, was later found dead on the store floor near the entrance by a son-in-law and the nightwatchman. Mrs. Winnie became alarmed at her husband's absence as the hours passed and started a search for him. The store door was found unlocked, but the lights had been extinguished by Winnie, who evidently was stricken with heart failure as he was about to close for the night. Winnie was about 50.

Ewen—J. A. Waring, who is conducting a large general store at this place, had the misfortune to fall and strike the corner of his safe door a few days ago. He was standing on a stool endeavoring to light a gas-light and as he was a little too short to reach the light he gave a little jump, expecting to light the lamp and reland on the stool safely, as he had done many times before, but this time he failed to strike the stool and fell, striking his right side on the corner of the door. Three of his ribs are broken as the result. He is getting along nicely.

Flint—Revised figures from the fire loss occasioned here yesterday morning when a blaze gutted Warrick Brothers' dry goods store, place the total damage between \$65,000 and \$75,000. Mr. Warrick's stock was worth about \$40,000 or \$45,000 and he had made improvements costing about \$10,000 only a few weeks ago. Damage done by water to the Foote & Church hardware stock will probably reach \$6,000. Other losses are \$10,000 on the Warrick building, owned by the W. A. Childs estate, and the Foote & Church building, \$3,000. The loss is fully covered by insurance except on the Warrick stock. The firm carried \$20,500.

Manufacturing Matters.

Lowell—The Dratz Seydewitz Co. has changed its name to the Dratz Manufacturing Co.

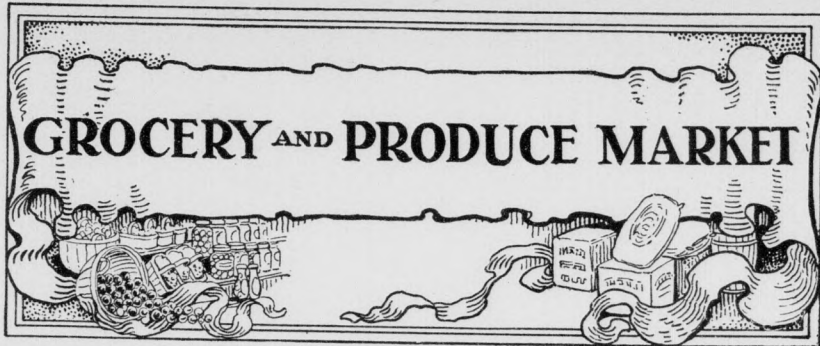
Jackson—The Lewis Spring & Axle Co. has increased its capital stock from \$21,000 to \$350,000.

Ecorse—The Great Lakes Engineering Works has increased its capital stock from \$1,500,000 to \$2,500,000.

Ovid—Gurd Pershing, who has been cheesemaker at the Ovid cheese factory since it first started, has purchased the same.

West Branch—The Batchelor Timber Co.'s sawmill is shut down for repairs and to place machinery in the addition recently built.

Sagola—The Sagola Lumber Co. has harvested 5,000 bushels of potatoes this fall. The sawmill was shut down for several days recently and the crew was engaged in digging potatoes.



The Produce Market.

Apples—\$3@3.25 per bbl. for Sweet Bough, King, Wagner, Spys and Baldwins.

Beets—\$1.25 per bbl.

Butter—The market is firm. The receipts are normal for the season and the consumptive trade is good. The quality arriving shows good flavor and we do not look for any change during the coming week. Local dealers hold factory creamery at 31½¢ for tubs and 32¢ for prints. Dairy ranges from 18@19¢ for packing stock to 25¢ for No. 1. Process, 27@28¢; Oleo, 11@20¢.

Cabbage—40¢ per doz.

Carrots—\$1.25 per bbl.

Cauliflower—\$1.50 per doz.

Celery—18¢ per bunch.

Cranberries—\$6.75 for Early Blacks and \$7.50 for Late Howes.

Cucumbers—Hot house, \$1 per doz.

Eggs—The market is firm at 1¢ per dozen advance over one week ago. The receipts of fresh eggs are very light and meet with ready sale at the advance. The consumptive demand is good. There is likely to be a steady sale at the advance. Local dealers pay 25¢ f. o. b., holding selected candled at 27@28¢.

Egg Plant—\$1 per doz.

Grape Fruit—Florida commands \$4.50 per box for 54s and 64s and \$4 for 80s and 90s.

Grapes—14¢ for 8 lb. basket of Concord and Niagaras; 12¢ for 4 lb. basket of Delawares; wine grapes in bushel baskets, 60@75¢.

Honey—14¢ per lb. for white clover and 12¢ for dark.

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

Lemons—The market is steady on the basis of \$6@6.25 per box for both Messinas and Californias.

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

Onions—Home grown, 75¢ 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 65¢ for green.

Potatoes—Home grown fetch 60¢ per bu. or \$1.75 per bbl.

Poultry—Paying prices for live are as follows: Fowls, 10@11¢; springs, 11@12¢; ducks, 9@10¢; geese, 11@12¢; turkeys, 13@14¢.

Squash—1½¢ per lb. for Hubbard.

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

Turnips—50¢ per bu.

Veal—Dealers pay 5@6¢ for poor and thin; 6@7¢ for fair to good; 8@9¢ for good white kidney.

The Boys Behind the Counter.

Owosso—Mrs. Lois Dansby has given up her place as clerk with Osburn & Sons to take a similar place with Smith, Bridgman & Co., of Flint. Cadillac—Edward W. Thompson, formerly employed by A. H. Webber in his jewelry store, has accepted a position as manager of the jewelry department of the Jonas Carlson store.

Benton Harbor—Peter Dukerscherer has taken a position in the Chas. L. Young & Co. clothing department. Mr. Dukerscherer held the same position eight years ago.

Eaton Rapids—W. H. Marsh, of Pentwater, an experience dry goods, cloak and shoe man, has taken a position in the Daniels department store.

A Drug on the Market.

"Time," remarked the thoughtful thinker, "is like everything else."

"What's the answer?" queried the dense party.

"Why, the more you have of it the less valuable it is," explained the t. t.

Her Real Weapon.

Bobbie—Say, pa, what is feminine intuition?

Pa—Feminine intuition, my son, is what a woman uses in making trouble for herself.

Van Every & Monroe will open their grocery store and meat market on Lake avenue, near Wealthy avenue, Saturday. The grocery stock was supplied by the Worden Grocer Co.

Geo. N. Hanna, dry goods dealer at 208 South Market street, has added a line of groceries. The Worden Grocer Co. furnished the stock.

Frank C. Kozok has opened a grocery store at 332 North Diomand street. The stock was furnished by the Worden Grocer Co.

Norman & Bell have engaged in the grocery business at Whitmansville. The stock was furnished by the Worden Grocer Co.

M. E. Beacham has engaged in the grocery business at Boyne City. The Lemon & Wheeler Company furnished the stock.

N. Lapham has opened a grocery store at Belding. The Worden Grocer Co. furnished the stock.

The Grocery Market.

Sugar—The market on raws is stronger and slightly higher. Refined grades are also stronger. The Federal Sugar Refining Co. has advanced its quotations on granulated from 4.95¢ to 5¢. Other refiners are still holding at 5.05¢. Michigan refined advanced Monday 10 points to 4.85¢.

Tea—The market remains firm in all lines and the volume of business is good. Nibs and low grade Japans are entirely sold out of first hands and some importing houses are offering a premium to jobbers for any quantity of good nibs for the purpose of accommodating their own customers. The new tariff, which imposes a duty on decorated tin cans and containers, has caused some of the foreign packers to advance their prices in teas put up in such containers. Owing to the doubt existing as to the meaning of the new law many American importers are appealing to the Board of United States Appraisers for an interpretation in favor of the spirit rather than the letter of the new law, and the matter will undoubtedly be fought to a finish for an ultimate decision by the United States Supreme Court. The growth of Ceylon teas in the United States is shown by the reports of the first six months of 1909 to be more than 50 per cent. over the corresponding period of 1908 and on an advancing market.

Coffee—Some effort has been made to strengthen the position of Rio and Santos grades by reports of unfavorable crop conditions from Brazil, but as yet this has had no particular effect. Prices are about steady. Mild grades are in good demand, particularly both Bogotas and Maracaibos; prices are steady. Java and Mocha are unchanged and in moderate demand.

Canned Goods—The market on tomatoes has been very steady during the last month, but buying has been very slow. Reports from Kentucky, Tennessee and Utah on tomatoes say there is about a 60 per cent. pack as near as can be estimated. Corn continues in a strong position, although buying is very light. Peas are about the same as last week. There is still a good demand for the cheap grades. Asparagus is firmer and the movement is fair. The tone is strong in most canned goods. Peaches have advanced a little. There seems to be quite a demand for pie apples in gallons. It is said that all the canned fruit on the Coast has an upward tendency and that most of the lines are getting broken. The best grades of Hawaiian pineapples are firmly held. Salmon continues very strong and Red Alaska is scarce. The fall salmon continued to run heavily the past week. The season for black salmon is about over. It is reported that the total salmon pack on Puget Sound this season will bring the cannerymen between \$12,000,000 and \$13,000,000. This is greater than the receipts for any previous year. Reports from Eastport, Me., indicate a continued light catch of sardines and there is no prospect of an immediate renewal of offerings in quarter oil sardines for

some time. Norway smoked sardines are continuing in very good demand and prices are tending higher. The shrimp industry has not been able to recover from the effects of the recent storms in the South.

Dried Fruits—Apricots are in fair demand at unchanged prices, the supply being rather close. Raisins are very dull and practically unchanged, although an effort has been made during the week to boom the market a little on the Coast. Currants are in seasonable demand at unchanged prices. Apples are firm and active. Figs are firm and advancing; demand is good. Dates are unchanged and in fair demand. Citron shows no advance as yet, although holders are predicting it. Prunes are about unchanged on a basis of 2½¢ for the small sizes, 40s being quoted on a 3@3¼¢ basis, and 30s being about out of it entirely. Some have sold on spot in the East at very high prices. Peaches are still high and active.

Cheese—The market is firm at unchanged prices. The receipts show some decrease and there is likely to be lighter make the remainder of the season. Cheese arriving this week shows fine quality. There is likely to be a firm market the coming week at unchanged prices.

Syrups and Molasses—No further change has occurred in glucose. Compound syrup is in good demand at unchanged prices. Sugar syrup is also wanted, particularly for export, at full prices. Molasses is unchanged. The first new crop molasses reached Northern markets during the week and brought 38¢ a gallon, which is about an average price. The everyday demand for molasses is fair.

Fish—Cod, hake and haddock are in fair demand at about steady prices. Domestic sardines are still excited and packers are asking all sorts of prices. No sales to speak of are being made, however, and none will be made until the low-priced stock on hand begins to get low. Imported sardines show no particular change in price and a good demand. Salmon is quiet, the main demand being over. The consumptive demand is light. There has been further stiffening in Norway mackerel during the week. The sales for future delivery have been active, but in the aggregate have been smaller than last year on account of the smaller available supply. The ordinary consumptive demand for mackerel is good.

Provisions—Stocks are still light in smoked meats and there has been no change in prices. The market on pure lard has been firm at unchanged prices. The supply on all grades of compound is short at ½¢ per pound advance over one week ago. Barreled pork, dried beef and canned meats have the same seasonable demand at unchanged prices.

Not an Authority.

"But the proof of the pudding is in the eating, isn't it?" queried the innocent youth.

"You can't prove it by me," replied the chronic dyspeptic.



How Meat Dealers May Make Attractive Windows.

The meat dealer may do a number of perhaps unthought-of things to enhance the condition of his business.

There's the personal equation, of which he quite too often loses sight.

Instead of always sending the delivery boy or man out alone to get orders attended to let the owner of the market accompany the help on some of his rounds, or, better yet, let him occasionally go over the routes alone, delivering goods and picking up orders, and in this way show to mistresses and maids of the homes that he is not averse to getting their eatables to them and seeing to their new food necessities himself.

When he visits the homes he should preferably go to the side or even the back door. He is not on formal calling duty bent and it would be foolish in him to ring the front door bell on such an errand, even although he be on terms of social equality when off duty as deliveryman.

I am acquainted with one man who has a grocery store and meat shop combined and for ten years I personally know that this dealer has come every single day to the house next door to me to take orders. And I have been told that the man has pursued this habit for many, many years more than the ten I know of—I should judge all of twenty-five years from what I hear. Rain or shine finds him at the rear of the house getting a much larger order than if it came over the telephone. Often and often he brings some package along with him for these people if they want something delivered in a big rush, and the occasion is rare that he goes away empty handed as to an order of respectable proportions.

The lady of the house is real old and the grocer jollies her up at such a rate that his visits really are a source of cheer to her; she looks forward to seeing his smiling face quite as that of a pleasant friend or agreeable relative.

Another opportunity that the meat dealer should embrace with avidity is the one in reference to his windows. These he should make speak for him in tones stentorian. The money his windows bring to him is just like that found rolling up hill: so much clear gain. In these he may show the difference between the very choicest cuts of meat and those that are cheap in price. Often, however, a cut of meat may be the most inexpensive in price and yet contain much more nourishment than the costliest sections of the animal. A

great many people consider the price as a criterion, gauging the nutriment of the meat wholly by that. By calling attention to this fact the butcher may cement trade, as people will be of the opinion that he is an honest man or he would wish always to "stick them on the price."

An immense amount of the goodness of meat lies in its preparation for the table, as all competent housewives and other cooks will testify. The choicest of portions may be utterly ruined at the stove, and then again a common cut may be rendered delicious to the taste by the skill of the one presiding over the kettle or frying or dripping pan or broiler.

The meat dealer should be well versed in all the ways of cooking the goods he sells, so that he may be perfectly qualified to give any instructions called for as to the best methods of dealing with this kitchen problem. Frequently these educational hints will prove of invaluable aid to the beginner in domestic science; the knowledge acquired from these good-natured pointers will be many times a "very present help in time of trouble" when the novice otherwise would be sorely perplexed.

A wise meat man will occasionally have his wife (or some one else on whose culinary skill he can implicitly rely) cook up in an appetizing manner a nice piece of meat and send it, with the correct garnishment plus his compliments, to a newly-wed young couple. It should go on a platter that does not have to be returned, such an one as is procurable at the Ten Cent Store. It must be plenty large in size; one with a scalloped edge "shows off" meat to advantage.

I presume such a course has occurred to but few "fleisch merchants" and yet it is a thoroughly practicable one—one that is capable of paving the way for much future trade.

I spoke of meat exhibition windows.

There are various means at hand to render these attractive. They may easily resolve themselves into books that "those who run may read."

Whenever either raw or cooked meats are displayed they should be accompanied with the proper garnishment and other things to make them appear tempting. Lamb should show bunches of mint in close proximity, out of which to make its most befitting condiment. Tongue calls for sprigs of parsley as a border to accentuate the pink by contrast. A fillet de boeuf should not be lacking in the required strips of fat pork and the clean little skewers to bind it to-

gether should be in evidence. Chickens, turkeys, geese and ducks, also game, must be attended with stale bread and sage or onions for the dressing. Also cranberries (raw or jellied) and tumblers of other tart jellies constitute a sight to "make the mouth water." Oysters are much liked in the form of cocktails or in the dressing for turkey and some employ them in that for "chicks" as well. Those who are not obliged to count their dollars use counts (or New York selects at a pinch), while the poor purchase standards (or extra standards "for best").

Partridges and other small fowl will be found delectable if stuffed with one or two raw onions (according to the size of the bird) before shoving them into the oven or depositing them in the fireless cooker. And numerous other combinations will suggest themselves to the meat dealer who "has his ear to the ground," so to speak. By frequently presenting these, either raw or ready to eat, interest is engendered and people will "get the habit" of looking for them.

Nothing might be farther from a lady's mind than pressed veal and yet when she beheld a trim little loaf of that, with parsley surrounding it on a white platter, a few slanting slices showing how good it is inside, she would be quite likely to go in and order that identical moulded cake to be carried to her domicile. Alongside of the veal loaf might be presented the chopped meat in the uncooked state and rolled crackers, onions and eggs, out of which to make veal loaf.

This idea of showing cooked meats and their suitables might, at first glance, strike the dealer as an extravagant fashion of doing business; but in a refrigerated show case these eatables will keep several days without the least deterioration and there is probability of their ready sale. If they don't sell the meat man and his family can eat 'em up or some charitable institution would be only too glad of a gift; and, in any event, there are always "the convenient stomachs of the little Hummels" to consume left-overs!

Here are some of the viands that should be on view together:

Lemons should "keep company" with nearly all kinds of fish; and, besides lemon juice, tartar, Halford and Worcestershire sauce are relishable with a fillet of almost any of the finny tribe. Fish is peculiar in that everything will not "eat good" with it; for instance, mint sauce would ruin it. Parsley "dresses it up" prettily. Some people prefer a thick onionated tomato sauce to eat with fish in preference to the above mentioned relishes. Raw oysters are

minus that refined tang without lemon juice or vinegar and salt and pepper (either red or black).

Display planked white fish on a paper lace doily with thin slices of lemon, a few tiny round radishes, ditto sprigs of parsley and a small pile of potato chips at one side. Such a dish is "fit for the gods." A little paprika sprinkled over the fish enhances the enjoyment of mastication.

Minced dried beef and salt pork as well as bacon are delicious with a gravy poured over them made of milk and thickened flour, the dried beef being boiled a trifle in water or fried in butter, this and the fat from the pork and bacon forming the basis of these gravies. Put dabs of butter on the dried beef gravy and slices of hard boiled eggs. Shredded codfish is treated in the same way as dried beef.

Meat balls demand onions or other seasoning and cracker crumbs and raw eggs in their composition. Serve on lettuce (one on each leaf) or garnish with parsley. Codfish balls require the incorporation of beaten eggs and beaten potatoes, pepper, cream and butter with the fish. These should all be thoroughly mixed, rolled in beaten egg and bread crumbs and fried in smoking hot fat. If handled carefully the balls may be cooked without the egg-and-bread covering.

Curried mutton is managed in this manner: One pint of diced cold mutton is allowed to simmer for fifteen minutes after being mixed with a thick sauce made of two tablespoonfuls each of flour and butter, one of chopped onion, one and one-fourth cupfuls of mutton stock, salt and pepper to taste and one teaspoonful of curry powder. A border of freshly boiled rice makes a pretty platter.

And don't forget cress and beet greens. The second named go fine with corn beef, while some people are extremely fond of cress. "Hen fruit," boiled hard and sliced either lengthwise or crosswise, provides attractive bits of color laid here and there over the beet greens.

Pork with applesauce—ah! And what a snippy bit of applesauce they give with piggy at the hotels as a general proposition.

Porterhouse and sirloin steak and creamed chicken associate with the ephemeral aristocrats, mushrooms, which give them an augmented zest. Steak dished with cooked tomatoes or macaroni and cheese or smothered with onions is approved by those who like a hodgepodge and the desire of these people should also be catered to in the meat market window. For so-called Spanish steak red pepper, celery and onions are necessary after it is broiled to a nicety. Those whose tongue craves highly seasoned

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eatables emphatically declare that Spanish steak bears the hall-mark of quality.

There's a charming little lady who has rather recently come to Grand Rapids to take up a permanent residence. And cook! There isn't anything short of a professional that the little woman doesn't have at her finger tips. She comes of a polished old Southern family, and although she never had to practice them in her youth, she assimilated an intimate knowledge of all clever domestic ways, and these stand her in good stead now when she gives dainty entertainments for her new Northern friends.

She was talking to me the other day about some of the gustatory things she can get up that the old Southern mummies rapture in turning out.

One of the topics under discussion was "pigs in the blanket."

"I get a large slice of round steak," animatedly began the little lady, "a piece cut medium thick—not too thick, just right, you know. Then (her eyes sparkling engagingly as she warmed up to the subject in which we all take the interest intense) then I cut it into divisions a trifle farther across than the ordinary width of rind-free bacon strips, one of which I place on each slab of steak.

"If you have a penchant for spices sprinkle a little ground allspice on the bacon.

"Roll these double planes up tightly together, just as you would fix old-fashioned 'roll jelly cake,' and tie the cylinders with stout white thread or skewer them firmly with toothpicks—the long kind.

"Hard-parboil the rolls for at least two hours. On account of this lengthy boiling even an extremely tough piece of steak may be used, although, of course, the tenderer it is the better.

"When the water has almost boiled away the 'pigs' are ready to be taken out of the kettle and transferred to the hot oven, saving the grease in the bottom of the container for the rich brown milk gravy later on. The 'pigs,' in the baking, are best put in an airtight baker. This keeps all the steam in, consequently none of the tiresome basting is necessary.

"When nicely browned—not the least bit burnt—remove the 'pigs' from the heat.

"Serve them on a platter, with peas, boiled rice or French fried potatoes around the outside, carefully ladling the brown milk gravy so that it just touches but not covers whatever cooked vegetable you garnish with. This arrangement makes a regular eye-delight of a dish.

"Another way to serve these little 'pigs in the blanket' and their congruous vegetable is to put one 'pig' each on a small plate, with the vegetable ring outside, the gravy for these individual dishes being carefully spooned as before.

"This is one of the methods our dear old mammy had of cooking round steak, and when we praised this special effort she used to be so gratified at the approbation that her fat

shining face wasn't wide enough to hold her smile."

North of Mason and Dixon's Line we have a process of cooking oysters and bacon that closely resembles the above. It does not pay to fool with the small-sized oysters, nothing more diminutive than New York counts being feasible. Roll each one up in a wide strip of bacon, toothpicking it snugly together. Fry in a hot spider or frying pan, the fat oozing from the bacon forming an abundance of moisture in which to cook the oyster "pigs." Turn them often so as to get an even brown. Or the oyster "pigs" may be baked instead. In either case garnish with a parsley margin. These "pigs" also may be served individually the same as the Southern style of "pigs in the blanket." Eat with ketchup.

To return to my counsel to the meat man:

Never put ham on exhibition without its concomitant, mustard. You might display the ingredients that go to give ham its delightful flavor.

All the vegetables that contribute of their qualities in soup should be exhibited with soup bones, also the pungent sauces that assist in the gratification of the sense that comes fourth in the list of those that conduce to make life worth the living.

Dutch salad is easily prepared by frying small snips of bacon in a granite iron skillet, adding vinegar to the boiling grease that came from the fat of the meat and pouring the hot stuff over a platter of lettuce. Of course this way of doing destroys the crispness of the latter, but the acid and the meat counterbalance the limp appearance of the vegetable.

A pint of new Jersey milk and some fragrant creamery butter on freshened mackerel baked in the oven until the milk is not quite baked up and potatoes baked to a T and hot gingerbread provide a supper to cause a husband to stay at home o' nights.

Mincied or thin-sliced meat for sandwiches when laid on nasturtium leaves is nearly as stimulating to the appetite as a brisk walk in the crisp November air.

Sardines and anchovies with India relish or Gillispie or "cold" relish or Chutney sauce are piquant enough to make even an epicure troubled with ennui sit up and take notice. Sardines with mayonnaise dressing on top "touch the right spot" with people who incline to a love of the sweet.

Oh, the meat man with a fine refrigerated showcase has everything his own way when it comes to demonstrating to the public what he knows about uncooked and cooked meats.

The other-people's-business man persisted in trying to extract information from a prosperous looking elderly man next to him in the Pullman smoker. "How many people work in your office?" he asked. "Oh," said the elderly man, getting up and throwing away his cigar, "I should say at a rough guess about two-thirds of them."

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 30—There is something doing every single day in the spot coffee market and quotations have been steadily creeping upward until 8¼c is said to be bottom for Rio No. 7 with supplies extremely limited at that. This price is below the parity of Brazilian quotations and the whole market is very strong indeed. In store and afloat there are 4,130,778 bags, against 3,563,455 bags at the same time last year. Mild coffees of all grades are firm in sympathy with Brazils, and to a layman it would certainly seem to be a good time to buy. The speculative market is humming and the scene on the floor of the Coffee Exchange reminds one of the palmiest days of the trade.

The tea market is not so active this week and, as compared with previous reports, this is one of dullness. Buyers have been taking hold so actively that they must be pretty well stocked up and quietude might naturally be expected. Stocks of Formosas are said to be much reduced and the situation favors the seller as to prices thereof.

Spot sugar is firmly quoted and a fairly good trade has been going on all the week. Granulated is quoted at 4.95@5.05.

Rice is meeting with fairly good sale. Orders have come in in a satisfactory manner from many different sections and holders are well pleased with the outlook. Good to prime domestic, 5¼@5½c.

In the spice trade most interest is shown in pepper, although the whole line is doing well and prices are firmly maintained. Holders look for a good trade all the season.

Grocery grades of molasses are in good call and prices are firm, but without noticeable change. Syrups are quiet.

Canned tomatoes are fetching about 60c for standard threes, with some lots 2½c above this mark and others 2½c below it. Some large sales are reported for the West from Maryland, and indeed it would seem as if packers in the East were depending on that section more than at any previous season. Corn is firmly sustained, as it is realized that the pack of desirable stock is going to prove very limited. Maryland corn, Maine style, is held at 80c f. o. b. Some N. Y. State is also quoted at this, but the supply is certainly meager. N. Y. State fancy is worth at least 85c. Peas, 65@70c, with supplies of desirable stock not especially large. Other goods show little if any change in any respect.

Butter has reached a point beyond which it would seem consumers can not go and, as a result, the market is quiet. There is a steady call for the lower grades of creamery and this call is bound to be in increased volume. Creamery specials, 32@32½c; extras, 31@31½c; creamery, held specials, 31@31½c; imitation creamery, firsts, 26@27c; Western factory, 24@25c.

Cheese is firm at 16½@17½c for N. Y. State full cream.

Near-by eggs are quoted at 45@50c. Most of the supply is of lower grades, but the quality will answer every purpose for the average housewife. Western extras, 32@33c; firsts, 26@27½c; refrigerator, 24@25@26c.

Started a New Era in Trade Journalism.

J. Newton Nind has sold his half interest in the Furniture Journal (Chicago) to his partner, P. D. Francis, who will continue the business alone hereafter. Mr. Nind is a newspaper man of rare discernment and exceptional ability. He won distinction on the daily press long before he embarked in trade journalism. When he espoused furniture trade journalism it took on a new aspect, because he gave his publication a character and standing which no journal in the furniture field had ever possessed before. Under his fertile brain and skillful hand the editorial pages of the Journal fairly glowed with brightness and virility. Furniture dealers and manufacturers who had come to look upon furniture journals simply as "brief chronicles of the times" found in the Journal a freshness and an inspiration which gave them new life and imbued them with new ideas and hopes. As a result Mr. Nind soon came to be regarded as the exponent and champion of a new era in furniture trade journalism, and this unique distinction he enjoyed as long as he remained on the staff of the paper named. His retirement is a distinct loss to furniture trade journalism. He leaves Chicago in December, accompanied by his wife, for a tour around the world, sailing from Seattle on the Minnesota in December. He will be gone about six months. The best wishes of every trade journal worker in the country go with him and his good wife on their long and interesting journey.

Your neighbors can not tell what you think, but by your actions they may know what you have thought.

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E. A. STOWE, Editor.

November 3, 1909

THE IGNOMINIOUS HEN.

If there is one trait above another which human nature admires it is the quiet, unobtrusive doing, the daily duty that falls to us, thankful that we have found out what that duty is and resting contented when it has been faithfully done. When this quality appears in mankind it is quite liable to be attended with the desire, more or less intense, of being appreciated. It is not enough that we have done well what brain and hand have undertaken. It is not enough that we know that the work is a masterpiece; we desire everybody else to know it, and what is more, we want that everybody else to come to us and say that we have surpassed every other workman in that particular line. Modesty is the sterling quality especially called for under such conditions and this, it may be stated with assurance, is well illustrated by the ignominious hen.

Of distinguished ancestry—it was her grandmother who laid the golden egg—she follows the even tenor of her way, doing her daily duty as she understands it and, joyfully announcing the fact of its accomplishment, goes on with her preparation for the future. The poet's "life's dull round" finds no better illustration than that she furnishes. The turning to practical account the common, unpretending material about her into something that the world wants finds its best instances in her. She takes "the grass of the field which to-day is and to-morrow is cast into the oven" and transforms it into greenbacks. She seizes upon the treasures of the grain and, gifted with the touch of Midas, she transmutes them into gold. Silver she has none, but of sand and gravel there is an abundance and the result of her daily endeavor is a ratio greater than sixteen to one. As an economist, the cattle and the other beasts upon a thousand hills are as nothing when compared with her. They are heavy consumers of grass and grain; by the sweat of the hay-makers' brow they feed enormously and their daily dole of oats and rye and Indian corn detracts largely from the farm profits, so that to get the value of these animals the stock-

raiser must dispose of the animals themselves. Not so with the hen. Her fare is comparatively nothing. Day after day she labors and when the sun goes down and she goes to rest the world is richer and better for what she has done.

In a single city last year 350 million eggs were consumed. They weighed 21,875 tons and the price for them brought \$7,291,666.66. With these leading statements is presented a long line of calculations, a few of which may be found interesting if not amusing: "The average length of an egg is two and a quarter inches; the thickness at the widest point, 1.5 inches; and these arranged end for end will reach 8,286 miles. There are other facts presented, curious but of little value, all tending towards leading the reader away from the main idea, that the apparently unimportant and trifling often are not really so; that one thing well done is better than a dozen that bear the marks of inferior workmanship and that he who persistently realizes his one ideal is after all the man whom the world writes down a success.

There comes the temptation here to mention some of the past's distinguished names and follow the toiler upward; but there is an instance in here, or there was a moment ago, that will serve quite as well. He is a boy of sixteen, and he wants to take care of the furnace so that he can go to school. It is an instance where face and fortune have shaken hands, and the earnestness of purpose and the determination to do the one thing well even if that one thing is considered a trifle are already realizing in this young life the elements of that future usefulness, which is going to be far from trifling in the eyes of the world. In most men's minds there can be nothing simpler than running a furnace fire or digging a ditch or, speaking of hens, laying an egg, but if the fire and the ditch be as grand a success as the egg is, the builder of the one and the digger of the other should be as jubilant over their masterpiece as the cackling hen is over hers, because it is a masterpiece, because masterpieces are what the world wants and, be it said, because these can never be written down as trifles whether the producer of them be human or, let us be generous, just an ignominious hen.

ABOUT STORE WINDOWS.

Windows may be a convenience or a mere nuisance; an embellishment or an eyesore; a positive necessity or an absolute superfluity and this multifarious classification applies with equal force to show windows as to windows of any other sort.

There is no detail in the practice of architecture which calls for better taste or more accurate judgment than is demanded in the estimating of window space and the location of the same, so that the demands for light may be satisfied and at the same time may not disturb the harmony of the facade proportions nor interfere with the utility and integrity of the interior plan as designed.

If the average retail merchants,

especially those in the smaller cities and villages in the North Central States, could have their way it is more than likely that at least three-fourths of the store front windows would be changed immediately; but such a step being out of the question the only alternative is to make the best of those which are offered.

For this reason it is that a majority of the store windows are merely exhibition rooms the interiors of which are visible from the street, leaving the matter of lighting the interior of the store to the gas man or the electric engineer.

When one realizes that in nine cases out of ten the upper halves of the ordinary show windows are really of but little value for the exhibition of merchandise, the question arises as to whether these spaces, when, as is very frequently the case, they are used for purely decorative results or, more strictly speaking, advertising purposes, are bringing in values sufficient to offset the lack of light in the salesroom and the consequent expense of artificial lighting.

Certainly they are not unless the window displays are of a high order, having a character which not only commands general public attention but impresses the public with the fact that one's goods are seasonable, of good quality and fair as to prices.

"I would rather that all of my store windows would remain absolutely bare, flooding the whole interior with light," said a leading New York retailer—and his stores have sixteen windows, each one 12x12 feet in size—"than that there should be one ill considered, hastily arranged and misleading display in any one of them."

And this merchant is not only correct in his judgment but his is an estimate which applies with proportionate force to the establishment which has but one or two small windows to trim. In any store light is an asset and one of more value than could possibly result from any window exhibit that does not tell the truth and tell with all the harmony and force belonging to that quality.

HOME STUDY POSSIBLE.

High grade ability in the framing and placing of mercantile advertising comes high. Enormous salaries are paid persons thus equipped and large annual appropriations are necessary to carry out the plans and methods dictated by such experts.

Advertising as a specific science is recognized all over the world and is taught in dozens of American cities, sometimes well and sometimes miserably. The thing is an infant but a healthy one, and growing rapidly because it is healthy.

For this reason there are scores of country merchants—men who can not afford to expend as much in one year for advertising as is frequently paid in a single day by the heavy advertisers—who have become regular and intelligent students of the advertisements in the metropolitan dailies.

"Of course," said one gentleman of this class, "I can not know as to conditions in New York or Chicago in

regard to why certain 'runs' are made on certain lines, but I can find out how prices to consumers vary in the big stores and can approximately figure out when there is a 'good buy' and when there is a 'mere bluff.' And I can draw conclusions as to why this or that announcement is made. What I can do and have done by this careful study for a year or more is to improve the style of my own advertisements."

And the gentleman in question expressed himself as absolutely certain that his studies the past year have helped toward a decided improvement in his business.

Beyond question the daily output of American metropolitan newspapers and the regular exhibits in the weekly and monthly periodicals of America provide the very highest examples of advertising; so that the young man or the old one who gives careful and conscientious consideration of any one or two serial models which are available regularly through six months of time can gain a clear and valuable impression as to systems followed and styles practiced by experts.

THE EXACTING CUSTOMER.

You soon learn to know him. If he happens to be a stranger a very few sentences in exchange reveal his identity. We do not refer to the professional grumbler, who always wants something different, who takes pride in picking flaws in your goods and who leaves the store trying to persuade himself, yourself and everyone within hearing that you have the dearest and the shoddiest goods on the market. It is to the one who is fastidious in taste, firmly adverse to taking substitutes and always with an opinion of his own that these lines are directed.

Your heart may sink into your boots at his approach; but do not for the world let him discover it. Treat him as a welcome visitor and resolve to adjust matters so that the semblance in cordiality can resolve itself into a reality. Find out what he wants and strive with all earnestness to adapt yourself to his wishes. Do not try to make his wants fit your goods, but to make your goods fit his wants; it will prove the easier as well as the more satisfactory in the end. You may have to order a special article. Perhaps the extra bother quite eats up the profit. Never mind. You are working for the future.

The exacting customer may not realize his shortcoming, if it be carried to the extent that it is one. He is certain to realize that he can not get satisfactory service at every door. He will soon learn to appreciate your work. Usually he proves a good and profitable customer in the end; and after a few trials you become accustomed to his requirements and the eccentricities are less troublesome. More, his friends, knowing his characteristic, learn to rely upon you; for surely if he can "please Brown he must be all right."

Even the most learned of us never realize how little we know till a small boy begins to ask questions.

SOBER-SIDED FUN.

A paragrapher to the westward has been having no end of fun over a "sport" in his town who went to a "swell hotel" at the nearest big city and in ordering his dinner "went the whole works and ordered coffee and (in capital letters) tea;" a relative possibly to that other "fast" country youth who in treating his best girl with ice cream with a "darn the expense" called for one ice cream "with two spoons."

Such stories are laughable, extremely so, and yet to him who can put himself in the other fellow's place there is a point of view which furnishes no food for laughter, a sidelight, as it were, which reveals that "touch of Nature which makes the whole world kin." An incident amusing and free from ridicule was the reply attributed to General Grant, who when asked what was the first thing he determined to have on his return home after the surrender at Appomattox replied with much earnestness, "The latch fixed on my front gate!" The fact is the human race to a man suffers no end of annoyance which a fancied obstacle has rendered a seeming impossibility.

This easily accounts for the extravagant indulgence in both coffee and tea. There is more than one table in the world where need utterly forbids but one beverage, and the young man whom the reporter dubbed "a sport" for effect, after nobody knows how many years of self-denial, found himself in circumstances where he could satisfy what had become a craving and, good for him, he satisfied it. That it was contrary to the ways of the world is nothing to the purpose, that it was limited to the absurd condition of the commonest beverages in existence is nothing. He had suffered long and keenly from the inability—it seemed so—to have both drinks and they who in other circumstances have endured the same distress—it amounts to just that—know exactly how he felt and sympathize heartily with him in his exuberance when at last—at last—he, like a lord, could order tea and coffee.

So the Grant episode, if there was one, finds a parallel in almost every reader who follows these lines. "I have just found out what a fool I have been for I don't know how long. I have been suffering, positively suffering, for an unabridged dictionary. To-day I happened to see a copy in a book store window and bought it, and I'm fairly jubilant over my newly acquired possession. It isn't ten years but it's all of five that I've been hungry for this book and the minute I got it into the office and located it where I'm going to have it, it came over me all at once what a big mistake I have been making. I wonder if people generally indulge in that sort of foolishness." He was promptly informed that that is the editorial belief, and only the fear of a personal "give-away" prevented the recital of a bit of biographical history which would have completely eclipsed his dictionary experience.

Sometimes these little trials call for the exercise of considerable will power. "Like the rest of my fellow-men," said the raconteur, "I had a great deal less money than my daily expenses urgently called for, and when it came to a question of car fare 'many a time and oft' I parted with the eagle—was it an eagle?—or my nickel as if it or I was bound for 'that bourne from which no traveler returns.' After a time affairs eased up, but do you know from that day to this, if it is a question of nickel vs. car fare, I find myself haggling over it as if it were a matter of life and death?"

Perhaps the most whimsical as well as the most ludicrous of these confessions is one lately made by a person more than well-to-do. He himself says he never parts with a postage stamp except with the greatest reluctance. Silver and gold he has and he is not miserly with either, but he draws the line at postage stamps. Urged for a reason he could not give one unless it was because years and years ago when the price of a postage stamp meant more than even a big bankbill means now he "got stingy" with his stamps and the stinginess clings to him; a confession which is a counterpart of the other given instances and with others, easily remembered, makes Puck's exclamation apt as well as applicable, "What fools these mortals be!"

SELLING A STOVE.

No time should be lost in going after the stove trade. The provident make their arrangements for this before cold weather is upon them, although there are always some who may be induced to make the exchange later if satisfactory incentives are offered. Those who had thought to make the old one do another season or until times are a bit brighter may see in the bargain offered a real economy which they can not afford to miss.

Fuel costs too much in these days to be wasted, and the stove which consumes an illegitimate amount is easily convicted of being too expensive for the ordinary person.

To push the sales one must for the time make a specialty of stoves—as does the clothier of his overcoats or the dry goods man of his furs. Use your regular space in the morning paper to tell briefly what you have and how you sell it. If necessary take more than your usual amount of space to tell it, but make evident the fact that there is something doing at your store. Where an advertisement is allowed to remain for weeks without change people ignore it entirely. When you have something to sell tell it in a way that will at least cause them to stop, look and listen.

Get some of your best and most attractive goods out where people will see them. Mark the prices. Some who think they can not afford to buy will see that the terms are such that they can not afford to be without interest.

Study into the special workings of each pattern and be able to explain them in detail. Off hand answers may

fall far short of the mark. If it is a cook stove, the woman who has her eye on it will quickly detect any inconsistencies and give the whole thing a cold shoulder. If she objects to so much nickel trimming, give her the material for keeping it bright, and that without extra manual labor. If you make a sale throw in a box of polish, and at the same time tell her how to keep the stove in good order with little blacking—rubbing with a bit of newspaper daily and once a week with kerosene, largely dispensing with the troublesome blacking. Also tell her about using a long handled paint brush for the blacking, thus eliminating to a great extent the problem of soiled hands.

If the stove is a heater, one of the very first questions you will be asked is, "How large a room will this stove heat?" You may answer in terms of its greatest capacity. The man buys it and finds that he must run it full blast even in moderate weather; then when zero weather comes he finds it impossible to keep the room comfortable. Through excessive firing constantly the stove is short-lived and it consumes more fuel in proportion to the heat given off. The owner perhaps finds out too late where the trouble lies and always has a grudge against you; for even although you did not directly lie about the capacity he knows as well as you do that it was a willful misrepresentation. And such a reflection is always an expensive one.

Make it plain to all purchasers that the dual-fuel stove, like the dual purpose cow, is yet to be made a complete success. If you want to burn coal buy a coal stove. The combination of wood and coal may seem to work fairly well, but really it is not a success.

When you announce your goods in the morning paper avoid mixing the story. Tell the first morning about your cook stoves, the second may be given to chunk or coal burners. But tell the whole story or none. Exhaust one topic before going to another. Know your goods—their uses and their special points of excellence.

A SALESMAN CRITICISED.

"He made himself the friend of all and helped us with information, attention, assistance and a kind countenance. When I think of that lad coming and going, train after train, with his bright face and civil words I see how easily a good man may become a benefactor of his kind. Perhaps he is discontented with himself, perhaps troubled with ambitions; why, if he but knew it, he is a hero of the old Greek stamp, and while he is only earning a profit of a few cents and that, perhaps, exorbitant, he is doing a man's work and bettering the world."

Thus wrote the late Robert Louis Stevenson in his "Across the Plains," about a traveling salesman—a mere boy who was the "news butcher" on the train to the Pacific Coast.

It is not every newsboy nor every adult traveling salesman who has the distinction of having been measured up and commented upon by a man so

eminent as was Mr. Stevenson; but all salesmen, traveling or stationary, are studied, estimated and criticised by someone all the time. These opinions may not find a permanent place in some popular and widely read book, but they are published in hundreds of ways and places and soon gain so strong a circulation that they keep going by force of their own momentum.

For these reasons every merchant and every employee connected with either a retail or wholesale mercantile establishment can not afford to neglect the habitual use of courtesy and thoughtfulness for others. If, for any reason whatever, such a person finds it out of his power to wear a "kind countenance" upon the approach of one seeking service at his hands, it will be the part of wisdom to turn such a person over to one who can be pleasant, courteous and helpful. Many a good and permanent customer is lost every day because of a sour face, a short, sharp reply or a temporary grouch and it's gold dollars to a big copper penny that in each instance the damage does not stop with the loss of only one. It pays to be careful because it pays to be successful.

THE JACK O'LANTERN.

The country boy or girl scoops out a pumpkin and with a skillful bit of carving it is soon transformed into the gay or grotesque. The city child, limited to other resources, secures much the same effect by using a box instead of a pumpkin, the face being cut in the cover. In some respects this is superior to the honored vegetable, the box having a firm foundation for the light. And while the flat surface is less realistic in facial expression, as it is the grotesque which is usually striven for, what matters it if the face be flat instead of a curved surface?

A novel Hallowe'en decoration may be made by utilizing the idea. Suppose that you wish to push the sale of shoes. Try a half dozen shoe boxes, with faces of various designs cut in their respective covers, being sure that they are all smiling ones. Place candles in each of the boxes. Let these rest on other boxes of similar design and have the lights so arranged that the names are plainly legible. If desired, a placard at the side may read, We Use — Shoes. On the other side may be one lone face lighted to show a terrible scowl, the slit for the mouth turning downward instead of up. Let it rest on a shoe box without a name; and the accompanying placard may read: "My Last Shoes Were of No Particular Make."

No matter what goods you may wish to show the row of box lights will be sure to attract. It is easily and quickly secured, with little labor or expense. The boxes may be graded in size, producing a pyramidal effect. Or they may be so fashioned as to make the letters of your name, thus aping the popular electric system of illumination, the weird effect being quite as attractive for the occasion as the brilliant electric lights.

OLD CANAL STREET.

Its Salient Features Some Fifty Years Ago.

Written for the Tradesman.

In the old, old days when the residences of the late Hon. Daniel Ball and the late Hon. Wilder D. Foster were in Pearl street on Prospect hill, about on a level with the third floor of the Dudley Waters furniture exhibition building of to-day, Canal street was, as it is now, a principal business street, with the canal and Lock, Huron, Erie and Mill streets as immediate auxiliaries.

Canal street from Pearl to Lyon street had shallow lots along its west front and its grade was six or seven feet below the present level of that thoroughfare. Ending blindly against the "Grab Corner" side of Pearl street which developed an ungainly right angle just at the foot of Prospect hill (now Pearl street) a sea of mud slowly oozing its way to the river thirty or forty feet to the west was the inevitable picture presented at that point after each heavy rain storm.

In spite of this fact, however, "Grab Corners," the progenitor of Campau Square, was the "heart of the city" fifty years ago and for several good reasons: First, Daniel Ball, the most active and enterprising citizen in town, had his Exchange Bank and his steamboat landing and warehouse on the present site of the Old National Bank. Next, A. Roberts & Son, W. D. Foster, Carlos C. Burchard, Wm. Sears, C. C. Rood, Wm. T. Powers, T. H. Lyon, John Kendall, Wm. Haldane, Lewis Porter, Andrew T. McReynolds and others, all enterprising and enthusiastic citizens, had their real estate and business interests in that neighborhood. And they constituted an influential factor in the city's business and civic affairs.

For years these interests had striven to adjust the differences between "Uncle" Louis Campau and the Kent Co., which made a closed street of Pearl street from Canal street to Division street, succeeding only in getting an alleyway through from Lyon street to Pearl street—the alley now known as "The Arcade." This was, much to "Uncle" Louis' astonishment, a considerable factor in aid of "Grab Corners" as the business center.

"De lane?" said "Uncle" Louis in discussing the matter with the late Truman H. Lyon, "yes, she is good, but she han't hurt Monroe street. Dot hill," pointing to Prospect hill (now Pearl street), "she stop de travel to Kent Plat halway! Dey mus' halway go hup Monroe street."

In those days the Dan. Ball landing, at the foot of Pearl street—about where the east apartment of the Pantlind Cafe is now located—was the regular landing for the steamers, Empire, Algoma, Michigan, Olive Branch and Forest Queen, then plying the river regularly from early spring to late in June. Then, as the summer months brought the low stages of water, these boats would land, respectively, at the wharf back of Foster's store (about where the rear door of Spring & Co.'s store

is now located), at Fulton street or just below Wealthy avenue—known as the "lower landing."

Aside from daily stages to Kalamazoo, Holland, Hastings, Lowell, Greenville and Ionia, steamboats were the chief transportation facilities, so that the major portion of freight in and out of the city passed the "Grab Corners" district or its immediate vicinity.

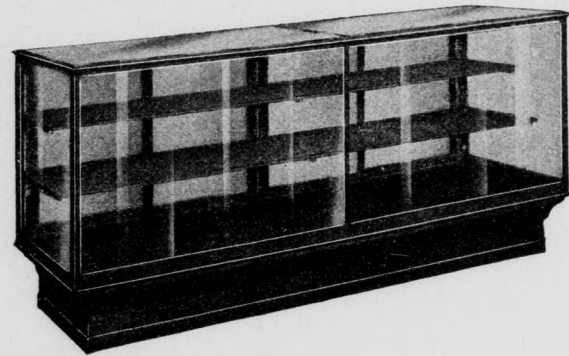
While Monroe street had the National Hotel and the Rathbun House, Waterloo street (now Market street) had the Eagle Hotel and the Barnard House and Justice street (now Ottawa street) had the Michigan House, Canal street was not without "entertainment for man and beast." The Bronson House, A. Courtright, proprietor, at Canal and Bronson streets (the present site of the Wurzburg department store) was the most pretentious. There was the Farmers' Home at 81 (old style) Canal street and the Franklin House. The Farmers' Home was kept by A. Thompson and was located about where the Grand Opera House now stands. The Franklin House was kept by A. Pangborn and was located just north of the present Briggs building.

The intersection of Canal and Bridge streets was the northern business center of the city, but very different from "Grab Corners." There the farmers turned their teams to cross the canal and carry their grain over to the "big mill" (on the site of the Berkey & Gay factory), where M. L. Sweet was daily seen at work "picking" his mill stones. A few doors farther north were the foundry of Gaius Deane, the tannery of Samuel F. Perkins and the wagon hub factory of Mr. Renwick. Next south of the "big mill" was the edge tool factory of C. W. Hathaway, where the lumbermen from the north, south, east and west bought their new axes or brought used axes which needed to be "up-set" or "jumped." Just south of the Bridge street bridge was the Waters sawmill, with its single upright saw and slow moving carriage. Immediately back of Squier's Opera House the senior William Widdicomb was manufacturing spindle beds and other furniture and along the canal still farther south were the Earle woolen mills, Adolph Leitelt's shop and Joseph Jacobrice's shop. Gaius Deane's agricultural implement store was on the southwest corner of Canal and Bridge streets, Robert Rasch's blacksmith shop was on the northwest corner; on the northeast corner was Frederick Oesterle's wagon and carriage shop and Capt. H. K. Rose had a grocery store at the southeast corner.

A row of two-story white frame buildings occupied the present site of the Old National Bank and the Pantlind Hotel. Ball's Bank was on the corner, then came the Western Union telegraph office, next was Wm. Haldane's cabinet shop and furniture store and then A. Bentham's fruit and confectionery store and bakery. In the same block and on the same side of the street were Louis Porter's clothing store and L. H. Randall's wholesale grocery store.

Wm. Hovey's plaster office was on

Quality High Prices Low Output Tremendous



Our immense business makes it necessary to carry more than 1500 cases of all kinds constantly on hand in order to keep up with our shipments. When you stop to think of this, you will begin to realize the widespread demand and the universal popularity of the

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THE CASE WITH A CONSCIENCE

You will know why we are able to sell such beautiful, durable cases for such moderate prices. It's simply a question of quantity, know how, system and a fixed policy to give the most possible for the money. Our trade mark is on every case and we're proud to have it there. Proud because it identifies us with a fine case. Besides it's your guarantee from us of perfect goods, goods made right when anything's wrong. Write today for catalog and tell us your needs. Our figures will interest you.

WILMARTH SHOW CASE CO.
GRAND RAPIDS, MICH.

the northwest corner of Lyon and Canal street; opposite was a two-story white frame building owned and occupied as a millinery store by the venerable Mrs. Twamley, who is still a resident of the city. The Hinsdill Bros. occupied the store at present known as "The Giant" and did the largest business in Western Michigan in books and stationery. John Kendall's dry goods store, Cole Bros.' shoe store, L. B. Brewer's hat and cap store, Schwab & Heyman's dry goods store, Whitley, Rindge & Co.'s shoe store, James Gallup's drug store and Nelson & Eaton's book store and newsstand were on the east side of Canal street between Pearl and Lyon streets.

In the long frontage on the east side of Canal street between Lyon street and Crescent avenue were, among others, the meat market of Dan. and Elijah Waters, the undertaking shop of A. B. Judd, the jewelry store of Aaron Dikeman (now the Carstens store) the leather and findings store of S. F. Perkins, Caulfield & Clancy's grocery store, J. L. Pitts' saw factory, Smith & Waterman's grocery store, Nicar & Jenks' drug store and Lehman's meat market. Across the street were the Nelson Comstock & Co.'s factories and store, G. R. Congdon's lime and hair store, Frank Mattison's harness shop, L. S. Coman's leather store, E. B. Escott's drug store, A. L. Chubb's agricultural implement store, Hale's Union bakery, Buddington & Turnham's furniture store, Morman & Hill's lime and hair store (where Jim Travis' store is at present), S. M. Ball's livery stable (where Henry Idema cut the extreme tip of one of his fingers off in a straw cutter) and John W. Peirce's pioneer Canal street dry goods store, at the Erie street corner.

On the northwest corner of Canal and Erie streets A. T. Page had a grocery store which was bought by D. D. Cody, who for a number of years conducted a wholesale grocery store there. H. Pressburg's clothing store was a door or two away, then Robert H. Smith had a furniture and second hand store and next was Joseph H. Martin's grocery and liquor store. Across the street, next north of the Bronson House, were Jesse Widoe's meat market, Sam Young's saloon, Cappon & Bertsch's leather store, Kutsche & Verdie's hardware store, Abram Wolf's grocery, where Francis Letellier was employed as a clerk, M. Hart's liquor store, Fred Mayer's saloon, Joseph Finkler's grocery and, as said, Capt. H. K. Rose's grocery. North of Joseph H. Martin's store was H. Grinnell & Co.'s Kent Mills store. Back of them was John W. Squier's mill. Then came Squier's Opera House, A. B. Noble's lime and hair office—where Mort Jeffords, Will Turner and Jimmie Wells, playing flute, cornet and violin, respectively, were wont to rehearse—John Cordes' grocery store and Deane's agricultural implement store.

Above Bridge street on the east side of Canal street were Weber's Hotel and the Ohio House, H. Richter, proprietor, while on the corner

of Bridge and Kent streets the father of our Assistant City Engineer Christ was building that which for so many years has been known as the Bridge Street House.

Grand Rapids in those days was the rendezvous for all landlookers, rivermen and lumberjacks coming from up the Grand, Flat, Thornapple and Rogue Rivers and, bringing their rafts of lumber and shingles down to the dam, they would, if it was near nightfall, tie up for the night and make a beeline for Canal street.

Charles S. Hathaway.

To Avoid Friction.

Always there is more or less friction between the wholesaler and retailer regarding terms of sale, manner of shipments, extra charges, substitutions, forms of payment and all the various side-steps that can be taken in the buying and selling of goods. In some measure these are unavoidable, but in the larger sense there is no need of necessity for such running at cross-purposes. If the dealer has what he thinks is real cause for discordant action with the concern from which he has bought anything, there is the simplest means in the world to avoid in the future that trouble—give explicit instructions and compel that they be followed. If the wholesaler has trouble with the retailer, the same simple method is at full command ready for use. The man who growls because he receives a substitute for that which he orders can completely avoid another substitution by having at his hand a little stamp that says, "No Substitute Will Be Accepted For This Order," and stick to it if the substitute is made in defiance. Such instruction will be welcomed by the square-dealing wholesaler, who has troubles enough without hunting fresh ones. The man whose goods come to him by express when he desired them by freight can avoid repetition by stamping on his order the simple instruction, "Ship by Freight," and if there is more than one route, specify which. It is always a safe thing to do to specify on each order whether by express or freight, no matter whether the shipment is expected to weigh ten pounds or 100. To take for granted that a wholesale house shall always ship a particular brand or count, whether instructed or not, is not businesslike. The number of salesmen liable to have a hand in filling a mail order is always uncertain and it is still unfair to expect that a familiar salesman will remember the particular preference of numerous customers.—Toys and Novelties.

Useless Noises.

"Nothing lost here but the squeal," declared the pork packer. "Are you as economical in conducting your business?"

"Just about," answered the visitor. "I'm a lumber manufacturer. Nothing wasted but the bark."

After the Storm.

Wife—In a battle of tongues a woman can hold her own.

Husband—M'yes, p'raps she can; but she never does.

No Help For It.

The young benedict was experiencing his first trouble. "My wife," he said, "is so exceedingly nervous at night she scarcely sleeps."

"Well, you have to expect that. My wife was that way. Every time she heard a noise downstairs she'd rout me out and chase me down to investigate. After a time, however, I convinced her that if a burglar ever did get into the house he wouldn't make any noise at all."

"Clever!" exclaimed the young one: "I'll try that."

"Don't do it," pleaded the old one, "for if your wife's anything like mine she'll turn right about and worry every time she doesn't hear a noise downstairs."

Touching the Spot.

The grim-visaged guest sat gazing at the dinner before him in the restaurant. His eyes were sad and his hands hung limply by his side. Presently a glad light illumined his eye.

"Waiter," he cried, "is there a druggist here?"

"Yes, sir," replied the knight of the apron, "across the road."

"Do they sell mustard plasters?"

"Yes, sir," said the waiter; "strong ones, too. They touch the spot and make it tender."

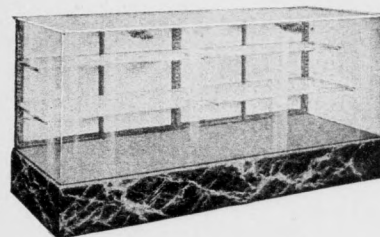
And he smiled mildly at his little bit of wit.

"Well," said the diner, "that's just the sort I want. Send for half a dozen and put 'em on this beefsteak."

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



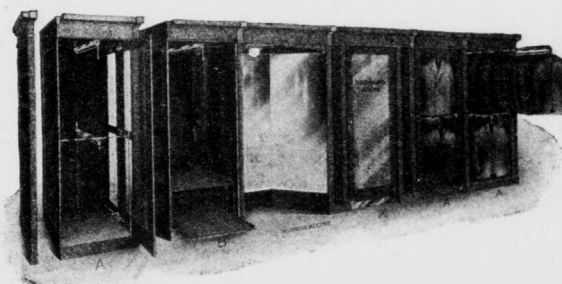
Prompt Deliveries

Our reputation for good work is unexcelled—
—for deliveries poor.

This has been due to one cause only—too many orders for our capacity—but this refers to the past.

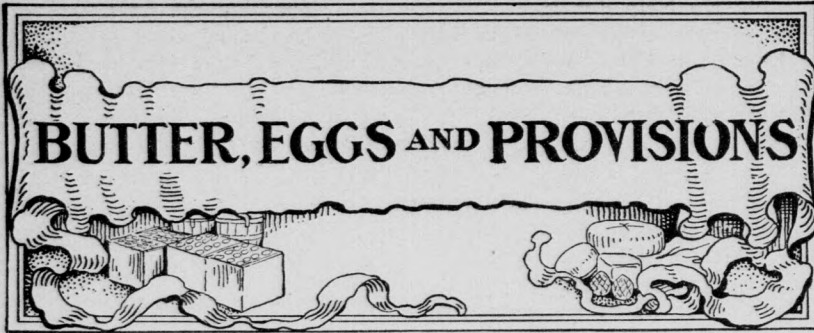
With our new addition we will have a combined capacity—in our two plants \$2,000,000 annually—which means you can get more prompt deliveries than from any other manufacturer. We will carry an enormous stock in the white, ready for finishing.

Let us figure with you for one case or an outfit



Grand Rapids Show Case Co.

Grand Rapids, Mich.



BUTTER, EGGS AND PROVISIONS

It Is the Well Done That Pays.

Written for the Tradesman.

It makes all the difference in the world whose pocket has the extra half dollar. A few years ago, and a very few at that, the farmer was a hayseed and was catching it right and left whether he deserved it or not from everybody who found the world and they that dwell therein not quite to that everybody's liking. He was a fool in the first place; his front gate, if there was any front gate, had one hinge and, take him all in all, he was "doggone." It was found, furthermore, that he was lacking the half dollar which men have put down as one of the daily essentials and he was for a good many years the butt of the joker and the acknowledged laughing-stock of people in general. By accident or by design the extra half dollar has found its way into "old Hayseed's" pocket, is staying there and he is no longer made fun of. It does not seem best, however, to let him alone. He is still made the instance "to point a moral and adorn a tale." He and his environment form the needed agricultural background. The front gate may or may not squeak on its one hinge, but when he gets good and ready the necessary half dollar will take care of that. In the meantime he can be made the scapegoat for the sins of the world in general and it makes no particular difference whether he be guilty or not.

Just now he is used to drive home the truth that Providence is a leading element of success and that he who does not possess this element will find himself the twin-brother of one of the virgins who neglected to fill their lamps. "Many farmers in this vicinity," says an agricultural sheet in a neighboring county, "are cutting their corn and thus having a lot of good rough feed. Others are letting theirs blow away and next spring will be paying a big price for hay for feed." "Methinks there is much reason in his sayings." Here is another pen-farmer who wishes to put himself on record that even in territory where corn is badly damaged by the excessive heat fields are to be found where corn will make a good crop "because these fields were well-farmed;" and right upon the heels of this remarkable statement rises another agricultural adviser who is evidently to affirm under oath that an intelligent farmer, trained to the business, will always get the best and most abundant crops!

"How do you like it?" was recently asked a farmer who left his auto at the curb while he made a friendly call

and who had the aforesaid half dollar and another one to jingle with it. "There is nothing in it to care about. We stood their chaffing; it did not amount to anything and we can stand this for the same reason. Such talkers are the class of men who come in here and tell you how to run your paper. They drop in at the Morton or the Livingston and give the proprietors a few pointers in managing their hotels, and there is not a business man from the head of Monroe street to the foot of Canal street who has not received such suggestions off and on ever since he has been in business; but what do they care, what does any business man care for either the suggestion or the suggester? As near nothing as you can express it with a cipher, and the only thing to be done is for each man to follow what promises the best results and keep it up with all his might and main.

"There is no doubt that the farmer deserves every bit of the fun that has been made of him. Go back far enough and it will be found that the farm boy who had brains went to the city and the boy who was not supposed to have any stayed at home and skimped to make both ends meet. Skimping, however, is not farming and even the boy without brains found that out after awhile and began to make the most of what he had. Then setting brain and muscle at work together things on the farm changed and now the farmer comes again to his own—the best business and the most honorable calling there is on the face of the earth, providing always that he is farmer born and bred."

The conclusion and the ending are the same. The extra half dollar rules the world and the one who gets it is the one who puts brains into his business, and it does not make a bit of difference what that business is.

R. M. Streeter.

Marathon in Plunkville.

"Pop," said the farmer's boy, "I have been reading a lot about these Marathons these days and I'd like to enter some."

"All right, my lad," hastened the old man, taking a fresh chew of tobacco, "just yeou go down to the woodpile and start a wood-chopping Marathon and when yeou are through yeou can use the sawdust to play circus. Now, who says I'm not a considerate father?"

Most of us who are worried lest we lose the liberty to go wrong would be out of business if we all went right.

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.

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

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.

W. C. Rea

A. J. Witzig

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

Observations of a Gotham Egg Man.

The following comment and suggestion in regard to the storage egg business are sent us by a prominent Western broker who says it was written by a friend (doubtless a customer) of his. The writer of the article did not wish his name mentioned, nor did the broker who sent the article. But while we do not like to print anonymous matters as a rule the writer asks for editorial comment and the general proposition contained may be considered to some advantage and so we print it as follows:

"Is the storage egg deal getting 'more hazardous?' This is an important question to those who have regular consumptive trade to supply all the year and need to have a definite quantity of storage eggs each year to supply this demand from their regular customers.

"It would really seem as if this matter was getting more hazardous, for there are entering into the egg deal certain large packing companies who are taking from the supply during April and May such a large amount of the production that the purchasers who are buying for regular trade wants are obliged to pay a premium, more or less, and it would look as if they paid not less than \$1 per case more last spring for what they stored than would have been necessary had it been possible for the eggs to have been purchased and stored by those who need them for their legitimate trade.

"Surely the experience of the last two decades, and the writer has nearly reached the end of three decades in the business, has proven that the egg deal has not been a real safe proposition where a purely speculative feature has been its basis. In fact, of such dealers few, if any, have survived. The writer could easily see where he would have had his finish many times had he belonged to the class called 'speculators,' and in answer to the question: 'Is the storage egg deal getting more hazardous?' I would say very emphatically, 'Yes,' and the next question would be, 'Is there any remedy or any conservative plan that might be of service to egg dealers with direct trade consumptive output?' Probably not, for the reason that the interests are not united sufficiently to produce better conditions.

"It is the writer's experience that for a term of years it has been to his advantage to purchase direct from the original shippers and store his own eggs, paying the price necessary to procure them and taking his chances on the outcome, not having more than he may need for his regular trade, thereby giving the opportunity to the other fellow to purchase his supply direct and store them himself. If this method was generally observed, it would seem to provide for at least two good results: First, that the dealer would have better eggs at an average lower cost than to take his chances of buying of a speculator. And second, if the speculators were deprived of their opportunity to sell to the regular dealers for obvious reasons, it would be a natural con-

clusion that their desire to withdraw from the spring production so large a percentage of the eggs would be greatly lessened, and they would not have opportunity to control the fall market, making the regular dealers pay a big profit on a good year which really belongs to the dealers, and which they would have if they purchased and stored their own supply.

"This principle looks good and the writer believes it would be good if it could be universally adopted, and asks: 'How long can you stay in the business and pay \$1 per case more for eggs to store them than their real values?'

"Are you willing to refrain this fall from buying of these 'speculators' if you believe they are to blame for the egg deal becoming 'more hazardous?'

As to the main question asked in this communication—"Is the storage egg deal getting 'more hazardous?'"—we must consider a general tendency of results for several years: Such a general question of tendency can not be answered by current conditions. It is only necessary to go back one year to find exceptional profits realized by holders of stock in storage, so that even if this season's operations should prove an average loss (which is not yet assured), it would not be fair to conclude that there is any new feature coming into the business that makes it "more hazardous," on general principles, than it always has been. Ever since the storage of eggs became an important feature of the trade—now a good many years ago—seasons of profit and loss have followed each other in about the same proportion; we find nothing in the history of past experiences to show that there is any decided tendency toward either greater or less profits in the business as a general rule.

The communication above printed is evidently written by an egg jobber. Its general burden is that if the jobbing trade, buying storage eggs in the spring for their known needs, were the sole buyers for storage, spring prices would average lower and safer. Undoubtedly it would be so. If the demand were lessened the price would be lower. But it strikes me as absurd that, through any possible combination, or through the force of any possible sentiment, the storage of spring and early summer surplus can be so limited and confined. The idea of the above writer seems to be that purchases by jobbers for known or fairly estimated requirements are not speculative, while purchases by all others—including packers, wholesalers, storage men, etc.—are purely speculative. As a matter of fact there is a speculative element in all purchases for storage, although the deal is of course more purely speculative when made by those packers and larger distributors who depend finally upon placing their goods on the open wholesale markets. It takes only such a year of extreme profits as was enjoyed last year to widen the speculative buying in the spring sufficiently to force prices to the danger point; and it takes

only a year of average loss to force spring prices to a safer point.

The egg business is too big for any effective "combination" either among jobbers, wholesalers, packers, or all together. All classes of trade are dominated by the same general considerations so far as storage is concerned; there is no more unanimity of conservatism among jobbers than among other classes of trade. The final suggestion, as made above, that jobbers should refrain from buying eggs from "speculators" is entirely futile. Jobbers will buy eggs where they can get them cheapest. And all classes of egg dealers, together with numerous clerks, shoemakers and dry goods men, will continue to buy eggs speculatively when recent experiences induce the belief that profits can be realized.—N. Y. Produce Review.

For Dealers in
HIDES AND PELTS

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

**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



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

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

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

BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

The Diamond Match Company

PRICE LIST

BIRD'S-EYE.**Safety Heads. Protected Tips.**

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

BLACK DIAMOND.

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

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lots.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

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

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH.

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

UNCLE SAM.

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

SAFETY MATCHES.**Light only on box.**

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

VAST RICHES IN EGGS.

Enormous Growth of the Poultry and Egg Product.

In his report last year Secretary Wilson asserted that the eggs and poultry produced upon the farms of the United States are worth as much as the wheat and the cotton crops, and that the income from the hen-houses of the land is one of the four or five most important sources of the wealth of the nation. This surprising statement is confirmed by circular No. 140, which has recently been issued by the Department of Agriculture, entitled "The Egg Trade of the United States," by Milo M. Hastings, scientific assistant animal husbandry office.

This bulletin contains about all the information that could be gathered concerning eggs, and the author discusses the question of quality as well as quantity. He tells us how to determine the quality in eggs and how it is impaired by carelessness, by time and other influences. The method of marketing and the route by which an egg travels from the producer to the consumer is described. A chapter is devoted to cold storage and other methods of preserving "hen fruit," and the various requisites for the production of good eggs and the improvement of the crop in the hen-house and in the poultry-yard are defined and described, with general observations upon a subject that is of personal interest to every breakfast table.

"The loss of wealth in this country, due to the actual spoiling of eggs," Mr. Hastings asserts, "constitutes an enormous waste which could in a large measure be saved were eggs given reasonable care from the time of laying until they reached the customer."

This is due, he says, to two main reasons: 1. Lack of realization of the importance of the egg crop, and (2). Ignorance of the correct methods of caring for them. Under our present system the individual farmer and the individual storekeeper have no inducements for exercising greater care and are not held accountable for carelessness or even actual dishonesty. The storekeeper who receives eggs in exchange for merchandise reckons his profits on the goods rather than on the eggs, and knows that he can dispose of the eggs at the market price whether they are good or bad. Therefore he does not encourage the farmers to improve the quality of their eggs, and, by the advantage of his peculiar position, keeps other buyers from doing so. Thus, Mr. Hastings argues, the present method is on a false basis, and is detrimental to the progress of one of the most important branches of agriculture.

The remedy, he thinks, is to be found in co-operation. The farmers should organize to control the egg market and to compel buyers to establish agencies where eggs can be sold at prices regulated according to their quality. At present the best eggs are in demand at premiums ranging from 1 to 2 cents to double

the ordinary market price. In the large cities soda fountains, clubs, high-class hotels and many private families will pay as high as 75 cents a dozen for the best quality, but the farmer who has shipped them derives no advantage and the profit goes entirely to the retailer. Under the present system all grades—good, bad and indifferent—bring the same price at the country stores and therefore there is practically a premium upon carelessness.

Mr. Hastings gives us an idea of the items that make up the cost of a dozen eggs. Assuming that they sell for 25 cents in a New York grocery, the money is divided as follows:

The farmer gets 15 cents; the country merchant three-fourths of 1 cent; freight to New York, 1½ cents; profit of commission merchant, ½ cent; profit of jobber, 1¼ cents; loss from spoiling and breakage, 2 cents; profit of retailer, 4 cents.

The revenue of the farming community from its poultry yards could be increased without any advance in the cost of eggs to the consumer; the quality of the product could be improved if new and more businesslike methods were adopted in the trade. The eggs from a well-kept flock should in some way be distinguished from the product of ordinary scrub hens for the benefit of both the producer and the consumer. The farmer who takes pains to produce a good article ought to be rewarded, while the consumer who pays a high price ought to receive the full value of his money.

The great bulk of the poultry wealth of this country is produced by the general farms in the Mississippi Valley—some idea of the rapid growth of the industry may be obtained from the figures from Kansas, where exclusive poultry farms, such as are found in the Eastern States, are practically unknown. The value of poultry and eggs sold in Kansas in 1903 was \$6,498,856, and this total increased at the rate of a million dollars a year until 1907, when it reached the enormous sum of \$10,300,082 for that State alone. No later figures are given, but the increase since was undoubtedly equal to that of other years; hence the revenue from the Kansas hen-houses has been probably \$12,000,000 or more for the current year. There has been a corresponding increase in other states, but the supply has not kept pace with the demand. There has been a continual advance in the price of eggs for the last ten or twelve years, and it has been greater than the average rise of values in other food products. At the same time the quality of the eggs sold on the retail market has not improved and Mr. Hastings asserts that it is decidedly inferior to that of several European countries.

The average price of eggs on the farm has continued to advance, but it has not advanced as rapidly as the retail price in the cities and country. Throughout the Western States, particularly on the Pacific slope, eggs cost more in the village stores than they do in the fancy grocery stores

of New York City and Chicago. This, as was explained in a recent letter, is due to the fact that so many farmers in that part of the country are devoting themselves to a single crop, to fruit, to hops, to wheat or to some other one thing which requires attention during the summer months only and gives them freedom to leave their places and spend the winter in the Eastern States or in some favorite resort, whereas, if they kept chickens or cows they would have to remain home all winter to look after them.

Farm prices for eggs throughout the West now run as high as 25 and 27 cents a dozen, while these same eggs sell at retail from 35 to 45 cents a dozen.

Mr. Hastings says that "the eggs of the United States are worth much



If You Want

A Good Piano

for less money than you can get one anywhere else—no matter where you go—you'll find it in this store. There isn't any doubt about it. Easy payments if desired.

Friedrich's Music House

30-32 Canal St. Grand Rapids, Mich.

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

½ Trade barrel, 14 gals., 2.75

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.

The Worden Grocer Co.

Grand Rapids, Michigan

offers to the retail grocery trade—such trade as may fully appreciate the advantages of carrying goods of superior intrinsic value—

The "Quaker" Brand COFFEES AND SPICES

These Goods Are Perfect
in Quality and Condition

more when laid than they are when they reach the consumer. Now, if they reach the consumer in good condition, he would pay a greater price and receive better eggs and more of them. The only change that would occur in consumption would be that the poorer customer, who now eats low-grade eggs, would be obliged to substitute some other food for them, and that the more fortunate customer, who now limits his consumption because of the poor quality, would increase his use of eggs at the expense of other foods. In the egg trade competition is open and the profit of improved methods or the loss due to waste is necessarily distributed according to definite principles among all those concerned with the production, transportation and sale."

The general country store is the most common market for eggs, and being a perishable crop, they are taken perhaps once a week to the merchant, who receives weekly quotations from a number of egg buyers and ships what he has collected at intervals of from two days to two weeks, by local freight. The dealer pays by the case, regardless of quality, repacks them in new cases and ships them in carload lots to jobbers, who supply the groceries and market men. The jobbers classify them into a number of grades, which are sold to the various trades. In a Western city this may mean two grades, good and bad; in New York it may mean seven or eight grades, the finer eggs being packed in sealed cartons, or each egg may be stamped with the dealer's brand. The city retailers include groceries, dairies, butcher-shops, drug stores, hotels, restaurants and bakeries. The great bulk of eggs move through the channels of the small restaurant, the bakery and the small grocer.

Some of the larger grocers are in the market for strictly fresh eggs and for the purpose of securing them employ experts who can detect the quality by holding them before an electric light or a candle. Traders of this class frequently attempt to get their supplies direct from individual farmers, but the profit in that method is smaller and the farmers are often tempted to buy eggs from their neighbors, which are likely to be uncertain.

In the regions of heavy production the largest number of eggs are traded for merchandise at country stores and pass through the commission houses in the cities to retail dealers. Regular poultry farms, which are numerous in the East but are almost unknown in the West, ship their product direct to fancy grocery dealers, hotels or clubs under contract. Many big hotels either have their own supply farms or else make permanent arrangements with poultry farms for a regular supply of eggs, broilers and roasting chickens, ducks and geese, which are received daily. They pay fancy prices and get the best quality of eggs within twenty-four or forty-eight hours after they are laid. The ordinary farm eggs of the West, however, are usually two or three weeks reaching the con-

sumer, and lose value every day. The cold storage industry, which is a modern development, Mr. Hastings says, has been of great benefit to both the producer and the consumer. It has tended toward the leveling of the price of eggs throughout the year and has resulted in a large increase in the fall and winter consumption. Speaking generally, the cold storage egg, while not unwholesome, is inferior in flavor and strength to a fresh egg. Cold storage eggs can be detected by experts because of the uniform shrinkage, but the growth of bacteria is practically prevented by the low temperature.

The local produce buyers usually furnish the stock for the cold storage companies when the demand is slack and prices are low, particularly in the summer months. They can sell to the cold storage men for cash on delivery without any risk and therefore prefer to deal with them than to ship to a falling market.

Mr. Hastings thinks the greatest drawback in the trade is the exchange of eggs at the general store for merchandise, regardless of quality. The country merchant has neither time nor facilities nor knowledge that will enable him to detect inferior eggs, and as the profit on the farmers' purchases is worth more than the loss of 1 or 2 cents a dozen he will accept all the eggs that are brought without asking questions and ship them to market without inspection. A remedy for this, the weakest spot in the egg industry, Mr. Hastings suggests, is the establishment of cash markets at the larger towns like the markets for cream and butter fat, where the farmers will be independent of the country merchants, where they will come in contact with men who will educate them in the production of high-grade eggs, and offer inducements to improve the product and bring it promptly to market, because the freshest eggs will command the highest prices. In remote and less productive regions the problem is not so easy of solution, but arrangements could be made with the railways so that the farmer could ship his eggs regularly to some central point and be paid upon a quality basis as is done with strawberries and other fruit.

Mr. Hastings gives several suggestions for the production of good eggs and for marketing them in good condition, as follows:

1. Hens that produce not only a goodly number of eggs, but eggs of moderately large size, weighing two ounces each on an average. Plymouth Rocks, Wyandottes, Rhode Island Reds, Orpingtons, Leghorns or Minorcas may be expected to do this.
2. Good housing, regular feeding and watering, and, above all, clean dry nests.
3. Daily gathering of eggs, and, when the temperature is above 80 degrees, gathering of them twice a day.
4. The confining of all broody hens as soon as discovered.
5. The rejection as doubtful of all eggs found in a nest that was not visited the previous day. Such eggs

should be used at home, where each may be broken separately.

6. The placing of all summer eggs, as soon as gathered, in the coolest place available.

7. The prevention at all times of moisture in any form from coming in contact with the egg shells.

8. The disposal of young cockerels before they begin to annoy the hens. Also the selling or confining of old male birds from the time hatching is over until cool weather in the fall.

9. The using of cracked and dirty as well as small eggs at home. Such eggs, if consumed when fresh, are perfectly wholesome, but when marketed are discriminated against and are likely to become an entire loss.

10. The marketing of all eggs at least once a week, and oftener when convenience allows.

11. Keeping eggs as cool and dry as possible while on the way to town and while in country stores.

12. Keeping eggs away from musty cellars or bad odors.

13. The use of strong, clean cases and good fillers.—William E. Curtis in Chicago Record-Herald.

Result of Observation.

A little girl from an East End slum was invited, with others, to a charity dinner given at a great house in the West End of London.

In the course of the meal the little maiden startled her hostess and the aristocratic company by solemnly propounding the query:

"Does your husband drink?"

"Why, no," replied the astonished mistress of the house.

After a moment's pause the miniature querist proceeded with the equally bewildering questions:

"How much coal do you burn? What is your husband's salary? Has your husband any bad habits? Does your son go to work?"

By this time the presiding genius of the table felt called upon to ask her humble guest what made her put such strange questions.

"Well," was the innocent reply, "mother told me to behave like a lady and when ladies call at our house they always ask my mother those questions."

What He Really Said.

Elvira—Jack Gaylord said your beauty is simply intoxicating.

Clarice (pleased)—Did he really?"

Elvira—Well, to be exact, he said it was enough to drive a man to drink.

Acorn Brass Mfg. Co.

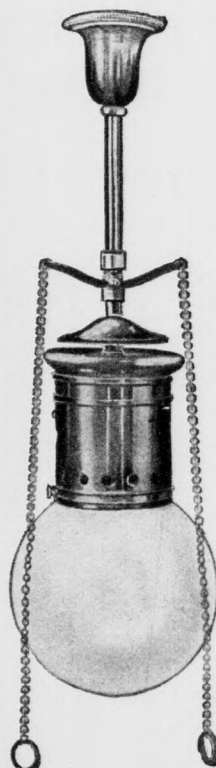
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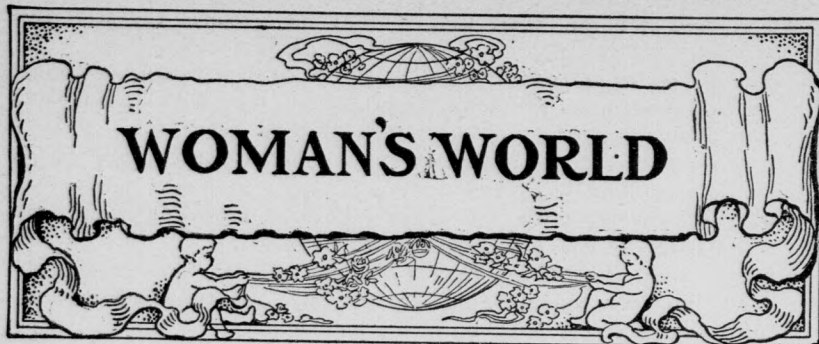
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85 Campau Street

Grand Rapids, Mich.



Jealousy Due To Selfishness, Never To Love.

Of all popular fallacies there is probably none which is so generally believed, and at the same time so untenable, as the idea that jealousy is an indispensable accompaniment and an indubitable proof of love.

On the contrary, not 1 per cent. of the jealousy which exists and which causes so much unhappiness, so many disputes, so many uncomfortable hours, is even indirectly due to love, save of self. True and genuine affection for another seeks and desires the good of that other above all else and is willing, with St. Paul, itself to be a castaway in order to insure the happiness of that other. The jealousy felt by such love as this is but a passing twinge, an unexpected longing for the gracious look, the bright smile which has been bestowed elsewhere, but nothing more.

Love which deserves the name brings all which is noblest and best in a man's or woman's nature to the front, and genuine, devoted love is never productive of anything but good to both lover and object. Even where it is unfortunate in that it is not reciprocated, it is still ennobling in that it is and must be unselfish.

Jealousy, on the contrary, crushes all the good, encourages all the little mindedness, the pettiness in a character. It seeketh its own, and is resultant of misery, or at least of discontent all around. No large minded man or woman is capable of mean jealousy, and while it may be possible that a trifling amount may be a compliment to the beloved, if encouraged it becomes a source of perpetual strife. Carried to extremes it becomes a species of insanity which not infrequently leads even to murder and suicide, as is abundantly proved by the daily records of police courts.

It may be safely said that jealousy of the ordinary sort, which we find so often in men and women who profess to love each other, more especially in women, the jealousy which warps the character and leaves unsightly lines upon the face—the jealousy which excites more contempt than pity for the misery which it brings its unhappy possessor—is caused by vanity and selfishness rather than by love. And, besides this, jealousy which is envy, pure and simple, where there is not even a pretense of love, is quite as common, and still more unlovely and inexcusable.

The prime root of jealousy is vanity where women are concerned. It is as gall and wormwood to the jealous woman to see attention and admiration given to another. It is quite

possible that she does not desire those attentions for herself, but none the less she resents the fact that they are paid to another. She wants the center of the stage wherever she may be; she wants to be first with everyone and in everything. She dislikes to hear other women commended, and although she may possibly remark upon their attractions herself, may speak of their good looks, more probably of other good qualities, however, she always wants it understood clearly that her own attractions are superior. Nor is this by any means only when a favored lover is in question; it is with every and anyone and is nothing more nor less than inordinate vanity, coupled with intense selfishness.

A jealous woman is usually envious. She is jealous of her friends' admirers, of their wealth, of their beauty, of everything which they possess in a greater, or even an equal, degree with herself. Moreover, while she may have the good sense and prudence not to show her jealousy openly, she is apt to betray it by ill natured, spiteful remarks.

It is easy to detect a jealous woman by the manner in which she speaks of the women whom she knows. When one hears a woman cordially praising another woman, especially to a man,

it is safe to conclude that she has no petty spirit of jealousy. But when the commendation is spiced with dispraise: "She would be pretty, but," she who speaks is jealous at heart.

One often hears it said that men are more jealous than women, and perhaps this is true with regard to the love between men and women. But men are, as a rule, much less prone to the petty jealousy and envy which are among the common faults of women. There is no doubt that most men are jealous with respect to their sweethearts. The experience of most women, especially of those who are engaged, is that they are often unreasonably so, but this is usually in the uncertain days of courtship, unless the woman herself provokes it by undue desire for admiration from other and all men.

Jealousy is directly responsible for no end of misery; for numberless broken engagements, for unhappy married lives, for divorces, for severed friendships and no end of sorrow, yet people go on encouraging, indulging, provoking jealousy, excusing it, maintaining that it is the result of passionate love, accompanied by a humble opinion of one's self. When George Meredith's Egoist beseeches and insists that his fiancée shall promise solemnly, before marriage, that should he leave her a widow she will never remarry, he considers his selfishness in "exactng bonds from future years" as an indisputable proof of strong and passionate love. Indeed, he is both grieved and injured that she can not see it in that light. There are many others, men and women, who have the same point of view, who can not conceive how to less selfish people it seems merely colossal vanity, a vanity which is stung to bitterness at the

bare thought of any other holding the place which is ours—a place which we consider ought to belong to us forever.

Many horrible deeds which have been perpetrated in past times and in the present time by jealousy spurred on by selfishness and vanity have been in good faith often laid at the door of love, which had naught to do with them.

Yes, indeed, let all who care for peace and joy in love, whether between lovers or friends, beware of listening to the promptings of the jealousy which casteth out faith and trust. Better, by far, let man or woman, however well beloved, go free than be bound by the galling cords of jealous love.

No home can be truly happy where it exists. It forms a source of dissension between husband and wife, between sister and sister, friend and friend, and, unlike other barriers, it grows stronger instead of weaker as time goes on.

And even time, the great healer, which brings surcease to most sorrows, seldom seems to cause a jealous heart to forget what it sees fit to consider as wrongs and slights.

Dorothy Dix.

Post Toasties

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

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



Mail orders to W. F. McLAUGHLIN & CO., Chicago

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

The Timidity of Richard Wolsey.

Written for the Tradesman.

"Say, Andrew, you have met Dick Wolsey, haven't you?"

The old schoolmaster turned to his companion, the genial Andy Burton, traveling man and all around good fellow, with the above query. Burton settled himself near at hand, passed the cigars and said: "Sure. Who has not met old Dick, the oldest and most efficient dry goods drummer on the road? The first time I saw him was out West, in a Montana town, I think. He was not on the road then, however. Had a deal on in mining stock, I think. He showed himself a man of nerve at that time in a manner that I shall never forget."

"A man of nerve, is he?"

"None like him, Thomas. I don't believe old Dick was ever afraid in his life. I hunted with him once on the plains; sat at the card table with him in one of the toughest joints in an Arizona town and never knew him to flinch a hair. You have heard of Doc. Baker, the bad man of Reno; well, he cooled that fellow down, cut his comb and kicked him into the street when not a man in a crowd of half a hundred but trembled at the Doc's glare. It was sheer nerve that fetched Dick through that time without a mar."

Schoolmaster Tom scratched his scanty gray locks and seemed perplexed.

"You are quite sure it was Dick Wolsey who did all this, Andy?"

"Dead sure, Tom."

"Well, it must be true if you say so, of course. I haven't seen much of Dick since he was a boy. I was older than he, yet we were quite like chums in a way, although the meek little fellow as a boy scarcely appealed to me. In fact, I should never pick Richard Wolsey for a hero or for a man of even ordinary courage. He must have changed wonderfully since I knew him so well."

"Very likely. He is quite elderly now, with grown up children who are an honor to the profession."

"What, Dick Wolsey a family man?"

There was genuine surprise manifested in the speaker's voice.

"Yes, and he has an interesting family. His wife is a handsome gentlewoman whom it is a pleasure to meet. Dick's home in town is a genuinely happy one. Although married five and twenty years the two are lovers still."

"And you still insist that Dick is a brave man?" The schoolmaster pursed his lips in a whistle.

"Certainly I do, the bravest, coolest, nerviest chap that ever wore shoe leather. Now, as to your doubts—"

"Oh, after what you tell me, I am not doubting," broke forth the birch-wielder. "And yet it is hard to believe. Why, do you know, Dick was the veriest coward as a boy, afraid of his own shadow and desperately afraid of girls. He would go around two miles to avoid meeting even a child of the gentler sex. Something must have completely metamorphosed him after he grew up. Wish I could see him once more. I think it has

been near thirty years since we have met. I have seen his name mentioned in the newspapers, however, and in that manner kept sort of tab on his movements. Good business man is he, Andy?"

"Well, yes, in his particular line there are none better. He has amassed quite a snug fortune, I understand."

"Then why does he still travel for others?"

"For sheer love of the work. With all his good qualities old Dick is queer."

"I should say so," chuckled the schoolmaster. "Dicky Wolsey a married man with a family! Well, well. Say, Andy, I have seen that fellow take a sneak out the back way and leave a pretty girl standing on the threshold of his father's home, with a mile to walk through darkness and cold. Such a hero as you paint him must have taken a new lease of life since he was in his teens. We all looked upon Dick Wolsey as a goody, goody sort, with not spunk enough to say boo when a girl was around. To tell the truth, Andy, that chap was afraid of his own sister."

"Come off, Tom. Such nonsense about old Dick won't go down with me. Before he was married he was quite a ladies' man, and—"

"Hush, Andy. You can't make that work here. Let me tell you something, will you?"

"I have been waiting for you to do so, but haven't heard anything to the point yet. If Dick Wolsey were here—"

"I wish he were here," cried Tom. "I should enjoy a visit with your hero first rate. He grew up in the woods, you know, yet the screech of an owl gave him the shivers. I remember distinctly seeing him strike out for the berry plot, half a mile from home, with his sister standing at the gate, sunbonneted, basket on arm, waiting."

"Waiting for what, Tom?"

"Waiting for Dick to get beyond the field into the timber so that she might follow and accompany him on a blackberrying expedition."

"But why did she not accompany him at the start?"

"Why, because he told her to stay back lest someone should see him walking with her."

"But surely he might walk with his own sister without fear?"

"Wrong, Andy. Although perhaps Dick did not fear his sister he did fear the public. 'Now don't you come along until I am out of sight, Nettie,' said he. 'How would it look for me to be seen walking with a girl?' Those are his very words, Andy, for I heard them myself. Happened to be near and laughed with Miss Nettie about it afterward. Why, that boy would have jumped off a bridge into the river if he saw a girl coming and could not avoid her in any other way. Such a goose! And now you tell me he is a man of nerve. How can you expect me to believe that? He never dared say his soul was his own before a girl, never accompanied one anywhere, never went to a party without sitting in misery

all through it, never, in fact, was anything but a big baby in trousers up to his majority. From what you tell me he has been born anew. Something must have happened to change his whole nature. Fetch him up sometime, Andy. I'd like to hear his explanation."

"By Jove, I will. I can't reconcile your picture of Dick Wolsey with the man he is to-day." Old Timer.

At the Pole.

The first thing is to get there, but if you have a clear conscience and the necessary Eskimos and dogs and sledges and provisions you will wake up some morning and find yourself at the goal.

It is the only place in the world where you won't meet Smith.

No one there to ask you what you'll have.

No one to order you to step lively.

No lithographs of political candidates posted up on the icebergs.

No one to ask you for your autograph or the loan of a dollar.

No laundry called for and delivered.

No trading stamps to every customer with double stamps if you buy in the forenoon.

No peddlers, book agents or charity boxes.

No plumbers, no gas bills, no taxes, no income tax.

No elections, no mud-slinging, no grafting.

No house next door with a woman howling and drumming on the piano.

No wailing cats or howling dogs; no colicky children.

Just a great big, fat and juicy polar bear, sitting up with a grin of welcome on his face to say:

"Morning, old man; I was expecting you. Unpack and feel at home."

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

Sawyer's
CRYSTAL
See that Top **Blue.**

50 Years
the People's
Choice.For the
Laundry.**DOUBLE
STRENGTH.**Sold in
Sifting Top
Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linens, 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.**Klingman's****Summer and Cottage Furniture: An Inviting Exposition**

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

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

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

WILLS

Making your will is often delayed.

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

Executor
Agent**The Michigan Trust Co.**

Grand Rapids, Mich.

Trustee
Guardian

EASY TO REACH.

Icy Reserve No Longer a Banking Characteristic.

The bankers do not take themselves quite so seriously as once they did—at least not in Grand Rapids. It can be recalled when the bank was to ordinary folks an awe inspiring institution, where conversations were carried on in hushed tones and to see and talk with the high officials was an honor that not everybody attained. But how different it is to-day. The modern bank is a store, the banker is a merchant and in most of the city institutions the highest officer, that is the President, is the one who is the easiest to reach, with less of the icy reserve which once characterized the bank official than the average clerk wears. Drop into the Grand Rapids Savings and there is President Chas. W. Garfield at his desk to the right ready to talk forestry or finance to any who may call. Across the way is the Peoples Savings and President Thomas Hefferan is quite as likely to be near the door to greet the visitor as at his desk in the rear. President Dudley E. Waters, of the Grand Rapids National, has a private office with door that can be closed, but unless engaged the door is wide open and he is "in" to all comers, whether the capitalist who wants to make a loan or the street laborer who has a dollar to deposit. Around the corner across the street is the Kent State Bank and on a slightly raised platform to the right is President Henry Idema's desk. He has a railing or narrow counter in front of him, but the visitor can easily get within whispering distance of his ear if Mr. Idema be willing that he should. At the foot of the street is the Fourth National. President Wm. H. Anderson has a private office with a door that is usually wide open. His desk is in the corner near the door, and his head shows over the top of the desk and at a glance the visitor can see if he is in, and if he is in and not engaged there is not a banker in town easier to reach or more genial in his ways, and he will talk crops as cheerfully as he will discuss business and is as considerate and polite to the washwoman as to the lady in seal skins. Across the square is the National City, where President James R. Wylie has a little glass doored private office in the corner, but the door is rarely closed and those who wish to consult him have only to say so and that is all. The Old National is homelike and hospitable, but the Old National has had its bereavements and is not quite on the same basis as the other banks. President James M. Barnett used to be very accessible and was everybody's friend and Vice-President Harvey J. Hollister was known to and loved by all. Both have passed on and there has not yet been time to reorganize on such lines as make the President, the active manager of the institution. Cashier Clay H. Hollister is at the head of the working force and has his desk in a private office near the door, that is always open, and if the chair opposite him is vacant anybody who comes is welcome whether business

or personal. At the Commercial Savings President Robert D. Graham and Vice-President Chas. B. Kelsey have a little fenced in office in front near the door and are the easiest men in the whole bank to reach if in, and one or the other of them usually is.

In the old day the cashier was the man with whom the public came in contact. The president was more or less of a figure head and exercised his functions chiefly at the Board meetings, rarely in the daily transactions. The authority of the cashier was usually restricted and if a business man wanted to negotiate a loan it was customary to refer the matter to a caucus of the directorate. The first bank to break away from the old method and make its President the real head of the institution was the Fourth National, when in 1894 Wm. H. Anderson, after six years' service as Cashier, was made President to succeed Delos A. Blodgett. At a later date James R. Wylie was similarly advanced to the Presidency of the National City, and one by one the other banks have done the same. The change has been a good one from the business standpoint. Chosen for his judgment and ability the president has a larger authority than had the cashier, and many questions that once had to go to the Board are decided right off the bat. Another result of the change has been to bring the banks in closer relations with the business world and the people.

Time has wrought a great change in the attitude of the banks toward publicity. Twenty years ago an icy glare awaited the newspaper man who asked for information and with more or less politeness he was informed that what he asked for was none of his business, or words to that effect. Harvey J. Hollister was one exception to this rule, for he was always kindly, considerate and helpful to the news gatherers and would tell them what they wanted to know if he could consistently do so. To-day the newspaper men are received as personal friends, and those in whose judgment and discretion the bankers have confidence can get almost anything they want in the way of information if such information is to serve a useful purpose. The old-time bankers never dreamed of newspaper advertising; it was undignified and contrary to tradition and not to be thought of. The banks now are liberal users of printers' ink, have display advertisements in the newspapers, patronize the theater programmes and street cars and their cards will often be seen on the bill boards. They have found that advertising pays, and therefore they advertise, and if this be contrary to tradition then it is tradition's hard luck. The Fourth National was one of the first to try advertising, but all of them are in the game now.

Instead of keeping aloof from business functions and meetings of business men the banks are more and more taking a hand in whatever may be going. The Grand Rapids National is perhaps the most active in pro-

Kent State Bank

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profits - 180,000

Deposits
5½ Million Dollars

HENRY IDEMA - - - President
J. A. COVODE - - - Vice President
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3½ %
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You can do your banking business with us easily by mail. Write us about it if interested.

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Dealing in Bank Stocks and Industrial Securities of Western Michigan.

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THE NATIONAL CITY BANK

GRAND RAPIDS

WE CAN PAY YOU

3% to 3½ %

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

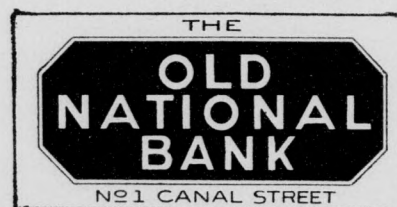
49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

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

Capital
\$800,000



Resources
\$7,000,000

A HOME INVESTMENT

Where you know all about the business, the management, the officers

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about a dozen years. Investigate the proposition.

We Make a Specialty of Accounts of Banks and Bankers

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JOHN E. PECK, V. Pres.

F. M. DAVIS, Cashier
JOHN L. BENJAMIN, Asst. Cashier
A. T. SLAGHT, Asst. Cashier

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J. B. Pantlind
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Chas. R. Sligh
Justus S. Stearns
Dudley E. Waters
Wm. Widdicombe
Wm. S. Winegar

We Solicit Accounts of Banks and Individuals

moting friendly relations with the organized business men. A banquet of the Credit Men, of the Advertisers' Club or of any of several other organizations would hardly be complete without Arthur T. Slaght. Frank S. Coleman, of the Grand Rapids Savings, is a close second. Assistant Cashier Woodruff, of the Old National, has become a familiar figure at these gatherings the past year. Cashier Frank Welton, of the National City, is often seen where business men get together and Cashiers E. D. Conger, of the Peoples, Caukin, of the Fourth, and Morrill, of the Commercial, occasionally attend. On the recent Trade Extension excursion Messrs. Slaght, Coleman and Woodruff were along and were among the most active in "seeing the trade." Every town had its bank and some of them more than one and not one along the way was missed. There was no "drumming for trade" on the part of the banker tourists, but they made friends and acquaintances, ascertained local conditions and some day business will come their way. But think of the bankers of twenty years ago going on such a trip. For that matter it would take almost as violent an effort of the imagination to think of the jobbers and wholesalers of the city engaged in team work for business. Times and conditions have changed and bankers and business men alike have changed with them.

One of the functions of a bank is to lend money. A more or less popular impression is that the borrower must have his honesty vouched for before the bank will do business with him. Honesty is of course an important factor, but it may surprise some to know that whether or not the applicant for a loan is honest is not the first question that comes to the mind of the banker. It is assumed as a general proposition that men are honest, and what the banker looks into first and most carefully is the applicant's ability to pay, his capacity as a business man, his talent to make money legitimately. A man who lacks energy, who has no get up and get about him, whose record shows a succession of failures, will find the banker sympathetic but unaccommodating. It is not a question of his honesty nor of his good intentions, but solely of his ability.

To assume that men are honest is not as dangerous as it may seem, for the race of the crook is short. However clever the trickster may be it is but a question of time when he is found out and then it is all off with him. The amounts the banks have lost through dishonesty, that is, commercial dishonesty, are a mere drop in the bucket compared with the losses sustained through lack of ability and bad management, which are pretty nearly the same thing. The banker can safeguard himself in various ways against common dishonesty, but it is the man who at the end of thirty days is apt to come in with a hard luck story instead of the coin that makes him nervous. Dishonesty in this connection does not

consider burglary, forgery or common stealing, but relates to ordinary transactions over the counter.

At the Credit Men's banquet last week one of the speakers suggested that business men in giving credit educate their customers as bankers educate those who borrow. The man who has a note in the bank drops around when it is due either to pay or to renew, and he does it as a matter of course and without any special activity on the part of the bank beyond the customary formal notice. He has been educated to regard his obligation at the bank as deserving special and prompt attention. But the very same man will allow his account at the grocery or the dry goods store to become long past due and will pay heed neither to bills rendered nor the repeated calls of the collectors unless compelled to do so. A man will walk the floor on account of a note soon due at the bank, but what he owes the coal man does not worry him in the least. Why the debtor should make this distinction is difficult to explain, but that he does make a distinction can not be doubted. Perhaps it is education, as the speaker at the banquet suggested. If it is education the storekeepers ought to have a tremendously big class to work on when they open their school.

A Zero Courtship.

The Practical Young Man and the Girl from Boston had known each other for nearly two weeks and two weeks is a long time when there are moonlight nights and a stretch of sheltered beach with an old wrecked schooner snuggling down comfortably in its sandy grave. It seemed as though they had known each other for years and years. The Practical Young Man said so, and the Girl from Boston, knowing him to be Practical, agreed with him.

One night, when a fleecy cloud passed accommodatingly across the moon, and the sheltered beach seemed even more sheltered than usual, and the old wreck was actually redolent of romance instead of tar, on that night the Practical Young Man so far forgot himself as to ask the Girl from Boston if he might kiss her.

The Girl from Boston shivered.

"Oh, sir," she cried, "I have never been kissed in all my life."

"That's all right," said the Practical Young Man, "don't let that worry you. I suppose somebody has got to break the ice."

Wanted Attention.

Little Robert and Jim, the grocer's delivery man, were great friends, and on the momentous day of Robert's promotion from dresses to knickerbockers he waited eagerly in front of the house for Jim's coming.

But the delivery man, when he came, busied himself about his wagon, without seeming to see anything unusual in his small chum's appearance.

Robert stood around hopefully, in various conscious positions, until he could stand it no longer.

"Jim," he burst out at last, "is your horse 'fraid of pants?"

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

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Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
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Citiz. 5275. 225-6 Houseman Bldg.
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MICHIGAN OFFICES
Murray Building, Grand Rapids
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GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

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Putnam's Menthol Cough Drops

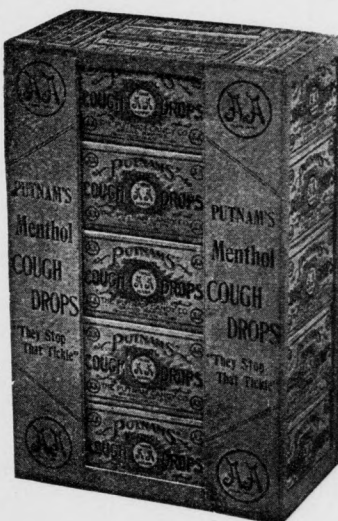
Packed 40 five cent packages in carton. Price \$1.00.

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

**One Full Size Carton
Free**

when returned to us or your jobber properly endorsed.

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



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

ONE WINTER IN FLORIDA.

How the Expense Can Be Held Down.

Written for the Tradesman.

It was, perhaps, twenty years ago that an article entitled "Europe on Three Hundred a Year" appeared in one of the leading magazines. The author was a writer whose annual income derived from the work of her pen averaged about three hundred dollars. She conceived the daring scheme of traveling on this amount and very cleverly and entertainingly told how she managed to "do" Europe, even entering into the details of the many economies that she was obliged to practice.

The present article will, like the one referred to, deal with problems of small finance as solved by actual experience; but, instead of attempting to tell how one might travel in Europe with the least expenditure, I shall try to make clear how, for a small amount of money, one may escape the rigors of our Northern climate and spend the winter amid the sunshine and flowers of Florida.

There is only one Florida and every person of intelligence should try to go there at least once, not only to find a refuge from storms and blizzards, but to see the many novel features that a State differing so widely from our own in location, climate, products and industries has to show.

In many families there is a delicate child, a semi-invalid, or an elderly person in feeble health whom it is necessary to take away somewhere

for the winter and who may be greatly benefited by a season's residence in Florida.

I am sure that many who would like to go there are deterred from doing so by the supposed expense—a bugbear which, like many another, has proportions greatly exaggerated by imagination. So I shall write this for plain common folk with none too much money.

I am well aware that there are some readers of the Tradesman to whom this will not be of special interest—busy, prosperous merchants with ample bank accounts, who, if they can get away from business so as to go South at all will want to see all they can in a limited time, rather than try to get along on a very small outlay. Such do not need any advice from me. Every railway agent, every hotel clerk and boarding house keeper—even every vendor of souvenir wares—will tell the traveler how to spend money freely. I shall limit my efforts to telling those who may need to know how to make it go as far as possible.

The first item in the expense account of spending a winter in Florida is that of transportation. From Michigan and adjacent states almost all tourists go by rail and go by way of Jacksonville. Even if one's destination is some point in the west-central part of the State, it undoubtedly is best to go first to Jacksonville, since railway facilities in Western Florida are somewhat limited. As railway regulations were last year, and as I presume they will be again this year,

a round trip tourist ticket good to return until June 1 was quite a saving of money, as compared with a one-way ticket and allowed stop-overs which a one-way ticket did not. We secured rates from a number of different roads. They were all figured on the same basis and were practically identical as to price. To go by Richmond, Va., cost no more than to go direct, and some of the roads allowed some latitude as to going by one route and returning by another.

We bought one-way tickets when we went and have not regretted that we did so, for on our return we followed an entirely different plan, came across the Gulf of Mexico to Mobile, then went to New Orleans, thence came by rail and river to St. Louis and then on home, having a very delightful trip. While we enjoyed this thoroughly, it involved considerable extra expense, and, if one is trying to make his money go just as far as it will, a return railway ticket is best. Most who go South buy the return tickets.

Some who are going to Florida cut out the expense of sleeper tickets. It is a long journey to take in an ordinary coach unless one is in rugged health, so this economy is not to be recommended for invalids, unless the trip is planned with stop-overs so that most of the traveling will come in the daytime.

When going, we made no stop until we reached Jacksonville. While returning we stopped over from one to three days at several places. On these occasions we made a practice of se-

curing a room and taking our meals at restaurants instead of going to a hotel, and not only saved money by so doing, but found it more convenient to eat where we happened to be when mealtime came. In one city where we stayed over night we went into a hotel and found that lodging for the night without breakfast would cost one dollar apiece. We decided to look a little further, and only a short distance away found a nice large room on the second floor, which the lady was glad to let us have for a dollar. It had two beds and the three of us (my two sisters and myself) were just as comfortable there as we could have been at the hotel, with a clear saving of two dollars.

It is needless to say that in such management as this a party of middle-aged women are past masters in proficiency where mere men would be helpless as babies. We did no haggling as to prices and still never had to pay more than fifty cents a day each for room. Even in New Orleans, the largest city in which we stopped, we got a very large double room on St. Charles street, not more than five minutes walk from Canal street, at this price.

Restaurants in the South do not average as good as restaurants in the North. In almost any Southern city you pay more for a meal than you do in Chicago or Grand Rapids, or else you get a poorer meal—or both. As the cooking is likely to be no better in the moderate-priced hotels, we think the plan of room and restaurant a good one.

Four Points

of the

Square Deal Policy

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

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

BEST SELLER ON THE MARKET

PROFITS SURE AND CONTINUOUS



W. K. Kellogg

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

No Free Deals

Nothing upsets the calculations of the grocer and leads him astray so much as the "free deal." He buys beyond his needs. You know the rest.

No Premium Schemes

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

Having arrived at the destination, the best solution of the problem of economical living is light housekeeping, provided the party includes one or more ladies to do the work and the place is one where rooms furnished for housekeeping can be obtained. I will speak somewhat in detail of light housekeeping in St. Petersburg, where we spent the winter. Of other places in Florida I can speak only from limited observation, or as I have learned from other tourists.

St. Petersburg may be called one of the greatest places on earth for light housekeeping. I think there is no other city of the same size in the State that has so many little suites of furnished rooms, and small detached cottages also furnished, to rent to tourists. Renting is done mostly by the season, which is about five months, from say December 1 to May 1. If one goes earlier and stays later, rent doesn't cost any more. For three months it may be nearly or quite as much as for the whole season. If the stay is very short of course there isn't so much to be saved by housekeeping.

When spending the winter in the South it is best, if possible, to arrange so as not to have to return too early. Wait until the weather gets warmed up in the North. The middle of April or the first of May is early enough to come back, and some tourists stay even until the first of June.

A two-room flat, comfortably furnished, rents for \$80 to \$125 per season. We found one good one at \$75. There are some three-room flats for \$125. In the finest residence part of the city prices for rooms run con-

siderably higher. In that quarter not much light housekeeping is carried on. The very lowest rent we found in the city was a house of four two-room flats, the owner charging \$10 per month each for the upper flats and \$12 for the lower ones. This house was quite good, but was rather plainly furnished, not very desirably located, and entirely devoid of closets; indeed, according to the owner it had been built "pur-posedly to avoid closets."

I should say that for two people living in a simple way \$80 to \$100 would be a fair allowance for rent for the season; for three people, \$100 to \$125. By taking some trouble to look them up, rooms might be gotten for prices somewhat less than these. For a larger party, say five or more persons, a larger flat or a detached cottage will be required. By good management comfortable quarters can be obtained for such a number at a lower rate proportionally than for two or three.

We did considerably better than the figures given above. At first, although it is unusual to engage for so short a time, we rented a little flat for one month. Finding this too small, we made quite a thorough canvass of rooms and finally found a nine-room house just outside the city limits, which we rented for four months at what we considered a bargain price. By subletting a part of this house, we succeeded in bringing our net outlay for rent for the three of us, during the whole season of five months, within \$75. This amount included what we had paid the first month for the flat. Our house was only two blocks from the car line and within easy walking distance of down town, and we con-

sidered ourselves very fortunate in securing it at the price we did.

Such a location as ours would not have been best for those who are not fairly good walkers. Even in these days of automobiles and flying machines, to be able to get about easily and quickly on one's feet is an ability not to be scorned.

When planning to take up light housekeeping, sheets, pillow-cases, table linen and towels, all of which can easily be packed in the trunks, should be taken along; also flat silverware—that is, knives, forks and spoons for the table. Everything else is furnished. The rule just given as to what articles tenants are expected to provide for themselves applies to light housekeeping everywhere.

There is a certain kind of little long-legged cooking stove which really must have been shipped into St. Petersburg by the car load, for almost every small flat has one. The wood used is mostly pine and about twelve or fourteen inches long. You buy it by the strand—a pile four feet high by eight feet long and whatever length you want. That which is sixteen or eighteen inches long costs no more, and the nine inch length used by the Chinese laundry is no less. The price was \$2.25 to \$2.50 per strand delivered.

This pine wood burns readily and is good fuel except that it makes a black, greasy soot like soft coal, and this fills up stove and pipe very quickly. Although not usually included in the equipment of a furnished flat, a good oil or gasoline stove is really better, makes less heat and is less bother. We shipped our oil stove from home and it proved a great convenience. As freight rates

are very high, I would not advise doing this until one is located, for the use of an oil or gasoline stove might be secured with the rooms or one might find it best to buy or rent one.

Some of the tourist ladies do their own washing—in fact, all kinds of homely economies are not despised. Near the ice plant you may frequently see some substantial-looking gentlemen trotting away from the factory, carrying a tiny block of ice with a pair of wire tongs. Every one knows that he is saving three cents by going after it himself; a block of this size can be bought at the factory for a nickel; from the wagon it would cost 8 cents.

For the twenty-two weeks we were in St. Petersburg, our outlay for food, light, fuel, ice and freight on the stove mentioned, was \$120, or almost \$5.50 per week for the three of us.

Private board in St. Petersburg ran from \$6 per week up. We could not have secured board where we would have been as well suited with the fare and had as roomy and comfortable quarters as we had with our own housekeeping for less than \$7 or \$8 per week apiece. Figuring at the minimum rate of \$6, board for the twenty-two weeks would have cost us \$396, an outlay greater than that which we made by \$201.

Prices on many items of food seemed rather high in St. Petersburg, particularly milk, butter, eggs and Irish potatoes. As compared with Northern prices, milk is the dearest item in common use. We tried using condensed milk, which has a great sale there, but this proved too drastic a measure of economy and soon we got to buying of the milkman at 12 cents a quart. If good Michigan grass

Tradesman Company

Engravers

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GRAND RAPIDS, MICH.

WOO & PHO

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would grow in Florida, the dairy business there would be a different proposition. Butter is relatively hardly so high as milk. We bought creamery shipped from Northern Illinois, paying usually 40 cents. For shortening we used 25 cent butterine. Eggs for a little time in early winter were 45 cents, but before we came away in the spring they got down to 25 cents. Sweet potatoes and oranges were cheap. We used oranges lavishly and got them at prices that would delight the soul of an inveterate bargain hunter. We bought one crate of culls of a grower for 50 cents, getting nearly or quite two bushels of fruit. We bought mostly at the packing houses, getting the culls at prices ranging from 7½ cents up. We got so used to low prices on oranges that when late in the season we had to pay 15 cents it seemed pretty high. The use of the word culls in this connection is unfortunate. The culls we bought were usually fruit that had hung on the trees until it was deliciously ripe, excellent for eating but unfit to ship. As to Florida grape fruit at its best, perhaps it is not well to learn to eat it at all, for when one once gets the habit, nothing else will satisfy.

While speaking of food it should be mentioned that many of the tourists in St. Petersburg keep their tables supplied with fish, which can be had for the catching. Clams, also, and crabs in their season are easily obtained.

As we found it, food cost somewhat more than in Michigan, but so little fuel except for cooking is needed in Florida (at least in the section we were in) that the two items of food and fuel taken together for the winter cost little if any more than at home.

As to what rent and living cost at other places in Florida, I am not prepared with as definite information as that given above. In Jacksonville my impression is that rent would be about the same as in St. Petersburg, food somewhat less, but as more fuel would be required, things would about even up. I think that almost any place where there are provisions for light housekeeping expenses need not be greater than I have outlined. Perhaps in some localities they might be less. I have not hesitated to recommend St. Petersburg, because I think it combines an extra number of desirable features for the winter resident, and because, from what we learned from talking with tourists who had been all over the State, we judged that it really is one of the best places for people of moderate means to go.

Not the least of its attractions are the friendliness and sociability of the people, including both the permanent residents and the tourists. It would not be called a fashionable place; indeed, plain dressing and economical living are so much the rule as to attract no attention.

Other towns have their stanch friends and enthusiastic advocates and each has its especial points of advantage. People who need to economize can have a better time and get

along on less money by choosing some place that is not a swell resort for the wealthy and ultra-fashionable.

A hint as to renting rooms. Do not be in too much of a hurry to get settled. We knew of some who made serious mistakes by taking almost the first rooms offered and engaging them for the season. It is better to secure board for three or four days, rest up a little from the journey and take time to look about and see what is to be had in the shape of flats and cottages best adapted to one's needs and pocketbook.

To the other expenses of spending a winter in Florida there should be added something for making little trips around to points of interest. Even a few dollars spent in this way will greatly increase the pleasure of the season and one will gain much information regarding the State. If located in some place one can make a good many short excursions from that point and the expenditure of money will be nothing like what is required to spend a season traveling about, stopping a week or so in a place, although this latter method is greatly in vogue with persons of abundant means.

From what has been given I think any two or three, or a larger number of persons, easily may form quite a close estimate of what would be, for them, the cost of spending a winter in Florida. I shall be greatly gratified if these notes may be of service to Tradesman readers who may wish to pass a winter there. The wealth of Florida's warmth and sunshine and beauty is for all who will go and take, not only for the patrons of expensive resort hotels, of which the State has some magnificent examples, but for humble light housekeepers as well. I wish that all the readers who have followed me in the series of articles that have appeared from time to time in the Tradesman may for themselves see the oranges and grape fruit where they grow, and smell the blossoms when all the air is made sweet and heavy with their fragrance; may hear the mocking birds singing from bush and tree all winter long; may see the pelicans and the sharks and the tarpon;

For Florida waits by her rose-wreathed gates

With the callas on her breast,
With the rare perfumes of a thousand blooms,

To welcome the Northern guest.
Quillo.

Some of the Ethics of a Big Store.

It is generally considered that it requires some skill to be a barber, and certainly a high degree of skill to be a first class cook. But when you sit at the head of a department store day after day, in a large city, you get such an amount of advice and suggestions that it would seem to be the general impression that almost any person can do this better than the one who is really doing it. A manager of a department store may perhaps be permitted once in a while to "talk back."

A department store is a reversion to type—the type of the old country general store, of which here and

there a few specimens are still to be found. A young man in Alabama whom I know has such an old fashioned general store in a town of 1,200 people, 500 of them colored. I helped him to buy his goods last fall. He carries a \$15,000 stock and he bought carpets and millinery, plows and chains, shoes and a well sweep, ribbons, stationery, jewelry, harness and I do not know what else. Much of his trade is barter, but to the best of his ability he is working it as a department store.

The general store was succeeded first by the special store, and then it swung back again to what every city resident is now familiar with—the department store, the largest example of which is in Chicago and carries the name of Marshall Field. In the department store the effort is made to gather as many different lines of goods as can be profitably and conveniently handled under one roof and with one organization, so that the customer can save the time required to go from one store to another. This large organization must be able to buy for the lowest cash prices, and therefore to deliver goods to the customer at a price somewhat less than the various departments could do if they were disconnected stores. It strives to do for its customers better than they can do for themselves.

The question is often asked as to the intellectual and commercial development of the employees, compared with what it would have been had they remained in the smaller store. One does not have the two side by

Ideal Shirts

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

Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
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These goods are all selected in the very latest coloring, including

Plain Black
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Write us for samples.

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TWO FACTORIES.
GRAND RAPIDS, MICH.

SPRING 1910

SPRING 1910

Puritan Hats

The Latest
In Stiff, Soft and Straw
All Colors All Shapes

SPRING CAPS ALL COLORS
ALL THE NEW SHAPES

If the Puritan is not shown in your town a postal card will bring a representative. ❄ ❄

G. H. Gates & Co.

190 and 192 Jefferson Ave.

Detroit, Mich.

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

side and can not compare them with absolute accuracy, but I believe that it will be found that the man at the head of a department or occupying any position of responsibility in a department store will earn more money than the same man will ever be likely to earn in the individual store. As to skill in his work, the department store man has the better of it also. When any one of us in the eight or ten large stores in St. Louis is looking for an employe to place at the head of a department we are rarely able to find that person in one of the very small stores. The man there is seldom as competent to take up the duties of the head of a department as the person is who has been trained in the broader and larger commercial field of the department store.

The department store compared with the small store has shortened hours of labor, increased the number of holidays and practically guaranteed an annual vacation with pay to the majority of its employes. Furthermore, the real financial worry and the strain of policy are carried by the employer, and this leaves the individual employe far more time for himself and for his own improvement than he ever would have had in the care of a small store.

In a department store you have many of the conditions of a city. It is a world in itself, in its discipline, its machinery, its relations. It is beset by all the difficulties that go to make up a world. The store of Marshall Field & Co., in Chicago, has ordinarily at least 5,000 employes under its control, and in the busiest season approximately 7,500. There go through any such store in any ten hours on a fairly busy day enough people to carry on from 10,000 to 50,000 records, transactions of one kind and another, involving the assistance of one or more of the various clerks. There is hardly a social problem that does not show itself in some form in the department store—the question of the union, the question of child labor, of woman labor, of the relation of men and women, the relation of employer and employe, and, most distressing of all, the relation of the individual customer to the clerk and the employer.

This last relation brings the entire community into contact with the store, and while it does not exist in the factory or in the wholesale business, it is the last ultimate proposition in all trade. When a manufacturer makes goods and sends them to the jobber they are not yet sold; when the jobber repacks them and ships them to retailer or to sub-manufacturer they are not sold, even although they may have been twice paid for. They are not sold until they are handed over the counter by the retailer to the consumer, to eat, to wear or to use in whatever way he will.

Our customers, after years of patronage, come to feel that in a certain sense they own the store and for this reason they have certain vested rights or privileges. We get our ideas of what is needed from our customers; we try to please them, We

try to do the business as they would have it done, in so far as this is morally right and meets the general wishes of society. The very perplexing question of the individual consumer is in no business so involved as it is in that of the department store, whose success hangs not upon the management of any one department, but upon the uniformly successful management of all its departments.

The struggle over the expense account brings up the whole question of salaries—the amount that can be paid to employes directly, the amount that can be spent by us in caring for them, the compensation possible for length of service and as special incentives to increased effort, and how we are to care for them in the way of promotion. In these matters some of the most delicate questions of morals arise, involving both the employer and the customer in the treatment of the employe.

Do the employes receive for their services a fair amount of the total profits that come to the store? It should be remembered that these large stores grow up and some large fortunes are acquired, which all people hear of, but mention is seldom made of the many large fortunes that are lost. It still remains true that 90 per cent. of the men who go into business fail of success, and that only a small percentage ever achieve great success. In some of the department stores in St. Louis, for the last two years, at least two-thirds of the total profits secured from the sales has been paid out in salaries to employes. One-third is all that has been allowed to pay rent and all other running expenses, interest on capital and allied obligations. This large wage scale has been maintained simply that faithful clerks might not be thrown into the street, left without employment and thus add still further complications to the unfortunate business conditions of the times.

Apart from the regular salaries of employes, different stores have different methods of providing additional compensation. In some cases this is based upon the increase of business done in one season over another, or upon a reduction in the running expenses of a department, or upon superior skill in buying. This principle of giving additional compensation, when possible, prevails in all department store business. Besides this, in possibly 60 per cent. of the department stores in the United States, it is as easy for an employe to buy an interest—small, perhaps, but quite likely up to the limit of his means—as it is to buy a share in a railroad. Our department store system offers increased pay for increased efficiency, and additional compensation by some form of the "bonus" system, or by the opportunity to become interested in the stock as a member of the company. It is, therefore, perfectly possible for employes to rise year by year.—Hanford Crawford in Independent.

Many a man who is berating the devil has no objection to boarding free with him.

What's the Use?

"I hate to be contradicted," she said.

"Then I won't contradict you," he returned.

"You don't love me," she asserted.

"I don't," he admitted.

"You're a hateful thing," she cried.

"I am," he replied.

"I believe you are trying to tease me," she said.

"I am," he conceded.

"And that you do love me?"

"I do."

For a moment she was silent.

"Well," she said at last, "I do hate a man who's weak enough to be led by a woman. He ought to have a mind of his own—and strength."

He sighed. What else could he do?

All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street

Grand Rapids

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.

DRESS GOODS

You want them now. If your stock is low, we have the goods to make it complete. All qualities in the latest weaves and colorings. Some odd lots at exceptionally low prices to close.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Neckwear In Holiday Boxes Now Here



Prices per dozen
\$2.25 and \$4.50

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.

A DRY TOWN.

Instance Which Has Been Repeated Many Times.

Written for the Tradesman.

It may have been St. Agnes' Eve, I don't know about that, but "bitter cold it was," as Keats puts it. The sun had been cloud barred for several days and now and then the wind, a cold late-November article, was out and taking unwarranted liberties with anybody who happened to be out and especially with those not going in its direction. It came in gusts, and to be particularly disagreeable it was having no end of fun in hitting people in the face, blowing back and off, if it could, such wraps as were not securely fastened, hurling icicles of frozen mist into unprotected faces and making itself as provokingly offensive as a mean, good-for-nothing November wind can and often does.

That is the way it treated Jim Dayland's wife the minute she stepped outdoors. All day long she had been doing charwoman's work for the Hudsons, and the house was large, and they had to have everything spic and span for the home-gathering next day. On that account she was later than usual in finishing, so that it was long after dark when she started and in addition to that she had a bundle of things the Hudsons wanted done as soon as she could do them. Thus burdened, she no sooner opened the door than a gust of cold, sleet-laden wind almost took her off her feet. She would have fallen had not a friendly newel post at the foot of the back steps prevented it, and bracing herself against the blast she began a long tiresome walk to the cold, cheerless home she had left that morning, the one comforting thought that had warmed her heart all day being the fact that it would be Thanksgiving to-morrow, and while it would not be a day of rest she would be at home and she was going to have a Thanksgiving, unpretending although it would be, with Jim if he should be sober enough to enjoy it.

Until then her struggle with the wind prevented her from thinking of anything besides her big bundle, but coming to a stretch of street protected from the wind by a high wall, she did think of the wretched home she was going to and, although she had done her best to prevent it, the

pitiful Thanksgiving which she had been able to provide.

How different it would be from the Thanksgivings she used to have when she was a girl and for that matter when she was a woman as long as Jim—well, as long as Jim had been himself—but now, what had she to be thankful for; a drudge, a weak, worn-out woman with not a hope in her heart that had not long been dead? Must it always—she would not think of that. It might be worse. What a blessed thing it was that people who could always wanted to be clean; and here she was with two precious dollars, her day's wage, in her possession and a whole day to prepare a dinner for herself and Jim! "Hope springs eternal in the human breast" and that woman, so tired that she was hardly able to drag one foot after the other, began out there in that buffeting wind to paint a picture beautiful to contemplate, had it not been so pitiful, wherein she and Jim, himself once more, were back in the old home that once was theirs and they in their old places of confidence and regard of neighborhood and friends were again respected, honored and loved.

By this time she had reached the end of the protected walk and the wind, which had cut crosslots and was lying in wait for her at the end of the wall, rushed out and, seizing her again, tore into ribbons the canvas containing her beautiful picture and then, tired of the fun, left her to finish, as best she could, the long, dreary stretch of unoccupied lots that, unlighted and forbidding, still lay between her and home. Then it was that the womanly courage that had so far sustained began to fail. The dark side of life insisted on revealing itself and without thinking or caring who said it she felt all the more that "A sorrow's crown of sorrow is remembering happier things."

It was not far now that she had to go. A big, old, tumbledown barn stood on the corner and once she turned that corner she would be only a few steps from home, and such a home for the day before Thanksgiving! No light, no fire and she had never quite gotten over the childish fear of going in where it was dark. That, however, was not the only thing she was afraid of. More than once—oh, it had come to be the

regular thing—she had stumbled over Jim, prone on the floor and dead in drunken sleep. Was that what she was expected to be thankful for and was that what she had been scrimping and denying herself of everything for since the earliest maple leaves began to change color? And their home used to be such a happy one! As it was, she could only look back upon five years of misery, each worse than the one that went before, until now it was the comparing the extremes that gave not the slightest hope of a change for the better. Well, a single grain of comfort remained: "He that endureth to the end," and she was going to and the way she said "was going to" told the whole story so far as she was concerned. It was "for better, for worse," "survive or perish," "though he slay me, yet will I trust in him," all in one and, gripping her big bundle with renewed energy, she turned the corner by the big barn and saw every window in the little house she lived in streaming with a light so bright that at first she thought it afire and, woman fashion, for an instant was ready to believe that this was the expiation for her wavering faith!

It was only a flash-thought for the moment the corner was turned two things happened: the wind, as if it knew this was its last chance, laid violent hands upon both woman and bundle and would have made way with both if two strong arms at that moment had not encircled both and guided them towards the welcoming light and a few minutes later into the warmth of the cheery little home.

For a moment the astonished woman stood dazed. She had left the house in the morning not exactly in "apple-pie" order, for she hoped and expected then to be at home earlier; but she found everything as she would have liked to leave it, and even the lamp in the sitting room had been lighted and the fire, pent up in the not often lighted air-tight stove, roared its welcome so heartily that the delighted woman had to go in to stop the roaring, if nothing more; and it was lucky she did, for the air-tight stove had been doing its level best so long that its red heat was fast nearing the danger point.

On going again to the kitchen she ran plump into Jim's arms, who without so much as a by-your-leave, ma-

dam, gave her an almost hurting hug and a kiss so hearty that she did not try to put a stop to the second that almost scraped the heels of the first. Then with an arm still around her he led her to the cellar door and throwing it open asked her to look in and tell him what she thought about it!

Well, that was a sight for that despairing wife to look at! The potato bin was heaping full of the best tubers in the market. Next it stood a barrel of apples, red-cheeked and big, and there on a swing shelf among other things was a turkey, young and tender and fat, on its back with its legs up, as if it knew what the occasion called for and was doing its best to carry out the idea! The kitchen? It was clean as a whistle. The mats had been taken up and shaken; if you will believe me, the floor had been mopped; the lounge had been beaten until not a particle of dust remained and its cushions—you could kick them all over the dooryard without finding even the suggestion of dust; and—I do want you to believe this—when the two got through looking the little home all over Jim Dayland whisked off a big white cloth that covered the table and there was the most delicious supper, spread for two, that that hungry woman thought then she had ever looked at, while from the stove there arose such appetizing odors that when Jim, as master of ceremonies, placed a chair at the table and waved an invitation to his guest to be seated the reaction was too great; human nature, at least Mrs. James Dayland's human nature, was not at that moment equal to the requirements and she burst into tears.

"What—Oh, Jim—"

"Never mind now, Mary. I will straighten it out before a great while. Just serve yourself with a cup of tea and let me help you to the oysters—the only thing I knew how to cook and you will feel better."

They both did, for that matter. Then when rest and refreshment had done their best man and wife had a long story to tell of what had happened that day, and when Mrs. Dayland's was told—the reader knows it already—Jim took the floor, so to speak, and related as much of passing events as the reader cares at this point to listen to:

"How long ago was it, Mary, that you ordered the turkey?"

It's a Bread Flour

"CERESOTA"

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

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



"Six weeks, at least; it may be more than that."

"Well, that's where my story begins. I happened to be within hearing distance and when I heard you say, 'Now, don't give me too big a one, because I can't pay for it,' it set me thinking. I didn't get beyond 'Why?' That was enough, and as the reasons came crowding up one after another the more I became ashamed of myself. When the shame got to where I couldn't stand any more of it I determined that I'd help carry out your idea of Thanksgiving. There I got my first stump. Nobody had any work that I could do and one man told me my nose was too red for any job that he could give me. That staggered me; but it made me more determined than ever to get work. I traveled this town three days without getting anything but turn-downs and then I went to the man who twitted me with my red nose and I said to him: 'I've brought back my red nose and I'm going to ask you to help me put out its red light by giving me something to do.' He began to shake his head. I knew what was coming and begged him for God's sake not to say no; that I wanted to be a man once more; that I had a wife that was slaving herself to death for me and that if he only would give me a chance I was ready to do my best to make the most of it. He looked at me full in the face without a word. 'Will you take your oath on it?' he said at last. I promised. 'Put up your right hand.' I put it up. 'Repeat after me: "I swear by God's help to keep this promise."'

"In less than three minutes I was out in his backyard at work. I was at it an hour and if the job had been any longer. He offered to pay me, but I didn't want it. I was working for our Thanksgiving dinner. Did I want to work the next day? I did; and the next and the next, and I've been at it ever since. Last night he concluded he'd better pay me and I told him what I had been working for. At that he put his hand into his pocket and taking it out he said: 'Then you're going to have double the money,' and I had more money in my hand than I've had for a good long time. That's how the house happens to be full of good things and that's how it happened to be good and ready for you when you got here. I guess, Mary, the turn in the road for us has come and, as the prospects grow brighter as the red in my nose grows dimmer, I shall be a man once more and you are going to be the happiest woman that the sun shines on."

It took a long time to say all this during the supper and when at last the meal was over the happy wife, tired no longer and mindful of the turkey in the cellar, had Jim bring it up while she cleared the table; and then, if there wasn't a getting ready for Thanksgiving I wouldn't say so. They hadn't had so much fun together for years. After putting on her own long apron she tied a mate to it around Jim and within two minutes he was paring apples as if his

life depended on it; there was to be an apple pie for dinner to-morrow fit for the gods—the kind Mrs. Jim had always been famous for. His Imperial Highness, the turkey, came under the immediate supervision of the happy—another instance where the word doesn't convey a tenth of the thought behind it!—housekeeper and pretty soon there were odors in every nook and corner of the little house that made the lips smack and the mouths water and one passerby, as he took in a rousing whiff of the unmistakable aroma, wished that he was going to have a bid to Thanksgiving dinner in that house to-morrow.

They were busy until late, but that didn't keep them from being up early in the morning. Jim—an unusual thing for him—got the fire a-going so that there was no dressing in the cold and, braced by a good breakfast, they were more than equal to anything that could hinder them that day, so that when 2 o'clock came around it would have done your heart good to have pushed open the little sitting room door and looked in.

Neat? "As wax" would have been a "back number" to express it! The table in the center was decked in linen that hadn't seen daylight for years. The best dishes were rejoicing in their unexpected freedom and the glass and silver told a pretty fair story of the careful housekeeping that had kept them from accident all these years. There was no sideboard, but the little kitchen table with a cloth over it took care of that. Flowers? S-u-r-e-l-y! There was a dainty little feathery fern for a center-piece; some red-blooming geraniums were brought in from the south kitchen window, and as luck would have it an old-fashioned monthly rose since early summer made up its mind to do its best to brighten Mrs. Dayland's hard lot and had made itself a mass of thrifty leaf and crimson bloom—about as beautiful a diningroom ornament as a room, big or little, could have.

To a tick dinner was ready at 2 o'clock and man and wife, both in their best, sat down to the first genuine Thanksgiving dinner they had had in five long years. There is no need of telling what the dinner was. It took a long time to eat it, I know that; and aside from the splendid apple pie that Jim had helped make there was a big, fat mince pie that the Hudsons' man brought over and some cheese, and the little make-believe sideboard looked as grand as Cuffy with its store of nuts and raisins and little mites of coffee cups, while back on the stove in the kitchen, where it was going to be good and hot when the time came, was a potful of coffee that was worth drinking.

What a good time they did have! Everything was done to a turn, they were hungry and had lots to eat and they didn't have to hurry, so that by the time the coffee was brought on they were just toying with it and looking at each other and saying how happy they were. Then came a knock on the front door heavy enough to break it in and Jim, who went to see what the matter was, came back

with a note which he tore open and read. Here it is:

"Mr. Dayland—I've been watching your beacon light and I believe you are going to make it. You are living up to your oath anyway, and the shade we spoke about is fading.

"Come to the office to-morrow morning and I'll give you work as long as you deserve it.

Yours,

John Wilson."

That was the climax of that Thanksgiving dinner. Never before and never since had and have they two known anything like it. It did seem as if their hearts were nowhere nearly large enough for the gratitude that was in them. At last when they quieted down a little Jim said this: "It all comes, Mary, from the town's vote to be dry. I couldn't get the drink and I had to live without it. You kept still and I finally got round to where I could use a little common sense and used it. Wilson's dig at my red nose helped wonderfully and here we are ready to go on with the new life."

It is a single instance of what a "dry town" does, an instance, too, that has been many times repeated and will be as long as the good work goes on. Richard Malcolm Strong.

Certainly it is heaven upon earth to have a man's mind move in charity, rest in providence, and turn upon the poles of truth.

Some who talk with unction on working for sinners are but working the saints.

VOIGT'S

Selling

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

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

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

What do you say?

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

AFTER YOU have tried mills that promise you a flour at a **lower** price, Mr. Grocer, and after you have had the experience that inexperienced dealers must buy—after your flour trade has been run down and kicks are hard and many—write us about

Fanchon

"The Flour of Quality"

maybe we can help you.

Symons Bros. & Co.

Distributors for

Eastern Michigan

REFUSES TO SELL GOODS.

Old Merchant Who Is Attached To His Wares.

Aurora, Ill., Nov. 2—A character out of a history that is past is living to-day in this little up to date city.

For fifty-four years the routine of D. W. Stockwell's merchandising has not been interrupted, and even a fire which this week destroyed most of his stock interrupted neither his business nor his routine.

One of the reasons it has not interrupted his business is because he hasn't any. The only reason it has not had any effect on his routine is because nothing can. For more than half a century his name has stood in gold letters above his twenty-five foot store here, and if Mr. Stockwell's present principles persist it will remain there so long as he is able to stand in his front door, tall and straight and slender, with the ravages of the years upon him.

The little circumstance that for ten years past he never has had a customer is one of those undeniable, brutal, vulgar things called facts, but not at all reactive on the elderly man's picturesque attitude. When Mr. Stockwell, the merchant without a customer, was burned out a reporter went to see him to learn what so strange a circumstance meant.

Out in a valley back of a handsome sweep of city lot, flanked by residences of the wealthy citizens of this city, stands a stately, courtly looking old house. It belongs to Mr. Stockwell now, as it has for more than two score of years. Until recently it occupied the ground at present vacant, but that has gone over to one of the influential citizens here and the old homestead has been moved aside.

Such, to speak in brief, is the story of its owner, too. His methods have not changed, his stock has not changed and those mutable factors in life's progress—time, human favor, custom—acting right in the heart of the little city, have set him aside.

Not that he himself would explain his circumstances in such a way, however. When the reporter climbed over the fence erected along the sidewalk before his store since the fire she found him hard at work. He had a little round, gray hat on his head and it looked in places along the rim as if it had had bites taken out of it. His coat was in the manner of another day, and all that was left of the lapels was the underlining, which lay, seams up, genteelly smooth and trim. He looked a little white about the lips and a little weary, but he was energetically polite, with the punctiliousness of earlier times.

"You will be retiring now," suggested the reporter, with cruel absence of tact. She had just been talking with the neighbor who had told of his standing offer to pay \$50 a month just for the use of his ground and he had expressed the expectation that the merchant would accept this now. She had heard, too, about the only customers that came there being children, who would ask for wheelbarrow seeds and suspend-

ers. Then when the old merchant laboriously got out his stock of the latter they would say, "Oh, we only want one suspender, not a pair," whereupon they would scamper away.

To that unfortunate query of the reporter the old merchant, standing up tall, only mildly flashed back:

"Retire! We shall be ready to resume business within ten days."

Then he explained with charming optimism that it wasn't so bad—the man next door had suffered greater loss. All there was to do was to put in a new counter, build a new floor upstairs, make over about half the woodwork, scrub, paint, varnish and then dry, make over and clean the stock—each of which things he was preparing to do with his own hands.

"After which," suggested the re-

porter, "there will be a large fire sale."

of Mr. Stockwell's store. Sure enough there they were in numbers, just as they had been from the time when they were fashionable, but with the price slightly increased. Queer tiny muffs that looked like wet kittens lying on the counter showed but one mark of distinction, which was the price, plainly stated at \$24.

It was not easy to ascertain the steps in this picturesque mercantile disintegration. Long years ago this merchant of another day came from New York to clerk here. He was so keen that before long he had branched out for himself and shortly he pushed his former employers to the wall. For years he was one of the richest merchants in this city.

The prosperity was in the days when one bartered potatoes, hay and

ting him to divulge his point of view. He did not believe in humoring the public with bargains and new gawgaws. He had sold a necktie once to Lincoln, with which his customer had been entirely satisfied, and he felt that a stock which suited Lincoln was good enough for posterity, too.

Summer and winter he has kept strict business hours for the purpose of selling this stock, bought in the martyred President's time, during the cold season wading through the deep snow at 6 in the morning, wearing a shawl in the meagerly heated store. The reporter was delighted in her researches to find that she could gladly take a part of this burdensome stock off his hands.

He himself made the bargain—two water-logged paisley shawls, unearth-

BOWERMAN & COLE BROS.

Grain, Feed and Hay

STATE AGENTS
WESTERN STAR FLOUR

BRICK, LIME, COAL
CEMENT WALL PLASTER
HIGH GRADE FERTILIZERS

Kalkaska, Mich.,

Oct 23 1909

Ed Stow
Grand Rapids Mich
Dear Sir & Brother. May you live to a
ripe old age and continue the Editorship of
the Tradesman for many years. The paper
is appreciated by us for its uplifting and
moral tone and for the many good things it
contains in each issue
Very truly Yours
W C Bowerman

porter, "there will be a large fire sale."

But this, too, was in the nature of a mistake, for just as there never has been any insurance, there likewise will be no fire nor other sale. Prices will remain at their present high marking, unless, indeed, they are lifted a little as happens from time to time.

There is in this stock everything conceivable to mortal mind—everything, in his phraseology, that an up to date department store handles—and the only change that ever takes place in them is that the price tags are raised occasionally, as an article becomes dearer to the owner from long association.

At the time of the Lincoln centennial celebration there was to be some fancy costuming here, and the town was ransacked for several pairs of hoops. The women had all but given up finding them when they thought

farm products for merchandise. Gradually, money came into use and the merchant never accommodated himself to the change. Later his wife lost her sight and it seemed as if with it his mental vision darkened, too. In a large picture of his family the only one that he can unerringly identify is his wife.

He is not always sure of Howard Henry, Grace Mary and others, but he points to the one in the middle and says:

"That is my wife. She's stone blind."

The reporter tried to help him straighten out his stock, his own task seemed so hopeless, and the fabrics were lying so pathetically in soggy chunks on charred counters and chairs in that fireless room. She started to unfold table covers and shake them, but he eyed her a little anxiously. Then she tried to distract him by get-

ed from their resting place of years, for \$7 each or the two for \$15.

"Won't you wrap them, please?" requested the reporter.

"Well," he answered a little dubiously, "I said I'd do it for \$15 and I will."

Then he walked away not to return for several minutes. "Won't you," asked the reporter again, "wrap them now?"

With the utmost apology he answered: "You'll have to excuse me, but I've had those things so long, you know, that I can't bear to sell them. I guess I'll have to let the sale go."

He took the reporter's card and if he can bring himself to give them up he is going to let her know.

No man has any better world before him than he is seeking to make about him.

Our Scientific Baking Tests

Are conducted several times each week and we know absolutely just what the qualities of Lily White Flour are.

There is no guesswork here.

We make tests for moisture, gluten, expansion, color and flavor and the process is an interesting one.

We shall be glad to show our apparatus to anyone interested enough to call.

We cannot afford to take any chances on the quality of Lily White. It must be the best all round flour that money can buy and we guarantee every sack to be perfect.

While we are constantly testing

LILY WHITE

"The Flour the Best Cooks Use"

We are also making tests of all other flours on the market and you may rest assured that our patrons will not find it necessary to experiment at their own expense.

We'll see that Lily White keeps just as much ahead of the procession as it always has kept.

If you have any baking troubles call us by phone or write. Our head miller is a practical baker and can give many good pointers.

One thing is important this cold weather and that is: "Warm your flour thoroughly before using."

And if you're "particular" about the flour you use, you'll get better groceries, too.

Valley City Milling Company

Grand Rapids, Mich.

A GOOD SCHOOL.

The Public School and the National Spirit.

Eighth Paper.

A week ago I was urging a high and fine civilization as an efficient motive in popular education, pressing the point that the school should favor the newer and feebler moral motives of conduct over the older and stronger personal motives; should, in a word, strive to render the barbarism of undue selfishness and egotism unpopular. To-day I want to say a word about the school as a discernor and preserver of the National spirit.

And I am going to take it for granted that there is such a thing as a National spirit—or genius or character—call it what you will, and that we Americans, young as we are and heterogeneous as is our population, have such a genius which can be known and named. I am aware that this is sharply questioned by many, but I rely upon the common speech of people and the views of foreigners about us to bear me out in the assumption. Twice I have heard from the lips of distinguished Americans who came to us from abroad: "I am not an American because I came to America, but I came to America because I am an American."

This National spirit—the National will at a given time—is sometimes called nationalism and in some of its intenser and more conscious forms patriotism. Indeed, there is a nest of related words having to do with the National spirit or the world spirit—civilization, cosmopolitanism, modernism, nationalism, internationalism, and the like—denoting classes of feelings which we all have every day but which we do not care to put up in separate boxes and label as if for shipment. Anybody who reads and thinks can distinguish between them by a few minutes' study if he wants to, and nobody else would be profited by the discrimination.

For our particular National spirit—the very core of Americanism—we have no very good name. The general terms, democracy, freedom, may be used in this special sense. Nor have we any single document which satisfactorily sets forth the genius of American freedom. The Declaration of Independence is somewhat too rhetorical for the modern taste and contains local and temporary issues which to a degree obstruct our view of the larger principles imbedded in that great state paper—for a very great state paper it surely is. The Constitution takes for granted our National genius and seeks to build it into institutions and thus give it permanent form. These documents, together with our history, traditions, policies, hopes, prospects, maxims and watchwords, sufficiently reveal our National genius.

The main point is that we dare give to every man a share in choosing those who shall carry out the National will and also a hope of being himself reckoned competent—and of being actually chosen—to carry out this will, trusting that in the long run all will have knowledge and virtue suf-

ficient to render this experiment safe. Undoubtedly wise and virtuous rulers, either hereditary or selected by a wise and virtuous class, would for a time perform the functions of government far better than the unorganized, easily misled and usually narrow-minded and selfish millions scattered over our great land, but then they would miss the discipline of success and failure, which is, after all, what the world was created, and is kept rolling on its way, to secure. Nobody pretends, nor ever pretended, that our system is the best one for furthering business or for getting things done immediately and efficiently, but that it is a good way—the only way—of making men. We might call attention to the mess that "the wise and virtuous" have often made of governing, and might ask whether free men are not likely to show as reliable a capacity for taking care of themselves as anybody is likely to feel for taking care of them, but we would drop all argument of the kind and simply insist upon the one point that manhood is developed only in freedom, and that manhood is the main thing and not business nor institutions. A terrible risk, I admit, but the only way. The Great Father in establishing a colony upon this distant earth, where, as I have heard, many things are going on not very creditable to its Founder, must have felt the perils of freedom, but He risked it; shall not we?

How old and how elementary all this sounds. Does anybody ever read such things in these days with the "best sellers" lying on the table before them? And yet as a teacher I must ask: If the elements have not been learned how go forward? And they have not been learned. Never was there such indifference or open dislike to our National genius as now.

There is indifference. Everywhere the cry, Why prate of freedom? What we want is social justice and social efficiency. By all means we want social justice and social efficiency, but how hope for them except in the way of freedom? I would like to say more on this head, but it would lead too far afield. (Let no one suggest that I am already so far afield that a little more or less will not matter.)

Then I know many excellent and cultivated men who do not hesitate to say that they honestly prefer another order to ours. It would be unfortunate if these people should become very numerous, but I am by no means inclined to give them the usual advice to go where they may find things more to their mind. No; let them stay and bear a hand, as they usually do very efficiently, in a cause that is not wholly their own.

But there are those who ignorantly or willfully misrepresent our aims and history. They speak of the fathers as dreamers or enthusiasts gaily setting sail, "Youth at the prow and Pleasure at the helm," for the promised land of freedom, a Utopia of equal rights, equal gifts, station and opportunities. Our "problems" were unknown to them. They were a simple folk and the freedom they dream-

ed of would be little suited to our "complex" life. Let me quote a few out of a long list of such expressions, now lying before me, made by eminent and influential writers.

"This is a free land, but thank God that I had no hand in making it so."

"The fathers prated of liberty and freedom; yes, liberty to make fools of themselves—freedom to go to the devil."

"The Declaration, that vicious compound of Rousseauism and demagoguery."

"The old ideals of democracy and human brotherhood were wild and sentimental. We have learned to face the facts, especially the fact that most races and most individuals of every race were made to be governed."

"Craft and greed are a part of human nature and democracy and human brotherhood can not stand before them. * * * This is brutal, but it is scientific, for it has the merit of being true."

Now such talk, however common it may be, is at once unscientific and unhistoric. It is unscientific because it puts a part of the truth for the whole. Greed and craft are a part of human nature, but so are love and faith. And it is unhistoric for it travesties our National faith and history. The fathers never stood for equality of gifts and station. They launched the ship of state in great hope, it is true, but not without doubts and misgivings. They, too, had their problems, akin to our own. All that we have encountered was dimly foreseen by them. They, too, had thraldoms and liberties other than political. They even spoke of the freedom of obedience; the slavery of selfishness. It is neither truthful nor manly to feign surprise at unforeseen difficulties and abandon the field. There are other forms of government and I do not deny their excellence; but they are not ours. Democracy is here to stay. All question, except in the most academic way, of any immediate change in our form of government is the wildest of day-dreams and even in an academic way it is playing with fire.

And now comes my question—the question which I am sure we ask whenever we think of this matter: What are the schools doing toward teaching our history and polity? State aided and state controlled that there might be no mistake in this matter have they come up to the measure of their duty and privilege?

Next week I want to say a word about the cultivation of patriotism in the common schools, but it seemed to me desirable to precede such a discussion by a few words—they have been multiplied beyond my purpose—concerning the teaching in the higher schools of the history and philosophy of our form of government. In our last presidential canvass one of the candidates for the highest office in the gift of our people repeatedly urged before large audiences that our country should at once proceed to resolve itself into three or four separate commonwealths, each with its own form of government, and nobody

seemed surprised or offended. It is also true that the graduates of our colleges and universities are not certain to have during their entire four years' course a single hour of study concerning our National polity. A prominent object of state-aided secondary and higher education should be to give security and permanence to our Government by diffusing among the people a knowledge of our National history and policy.

Edwin A. Strong.

Bluff No Good With Underwood.

When Frederick D. Underwood, the President of the Erie Railroad, was assistant yard master at Milwaukee one of his friends among the men was badly injured. No hospital was available and Underwood hurried him to a hotel and told the proprietor that the railroad would pay the bill. He made frequent visits to the invalid and also reassured him. When the man came out short an arm and a leg a bill of \$1,200 was sent to Mr. Merrill, who was then the General Manager of the Milwaukee road. Merrill was peppery and inclined to be domineering, and when he saw the bill he asked in violent language by whose authority it had been incurred. Young Underwood was brought in and a lively scene followed. The General Manager declared that the company would never pay the bill, and finished with, "That ends it!" accompanied by a bang of his fist down on the table that shook the chandeliers.

"Well," returned Underwood, "if the company turns its injured men out on the streets I will pay the bill."

"You will?" sneered Merrill. "How will you pay it?"

"I have twelve hundred friends in Milwaukee, and every one of them will give a dollar for the purpose," said Underwood, and off he went.

"Wouldn't bluff, would he?" said Merrill to his Secretary as soon as he had gone. "Have him certify to the bill and then pay it."

A few years after that Underwood was on Merrill's staff.

Errors Made By Billing Clerks.

A prominent Ohio wholesale drug house sends us the following list of errors made by their billing clerks in transcribing orders:

Item
Wrightman's Balm.
Phila. Silver Gravel.
Country Beeswax.
Fld. Ext. Horse-Nettles.
1/4 Doz. Grey Beard.
Grover Graham's Dysp.
W. S. Lard Oil.
Rabbit's Foot Powd. Puff.
Uncle Sam's Mantles.
N. Tube Brushes.
White Rock Water.
F. E. Black Haw.
As Transcribed.
Nightmare's Balm.
Phila. Liver Gravel.
Yellow Cheese.
Fld. Ext. House Needles.
1/4 Doz. Grey Bears.
Grover Cleveland's Dysp.
U. S. Sand Oil.
Robert Fort. Po. Puffs.
None Such Mantles.
N. Fake Whiskers.
White Root Matter.
F. E. Black Hair.

Nature Had Done the Work Well.

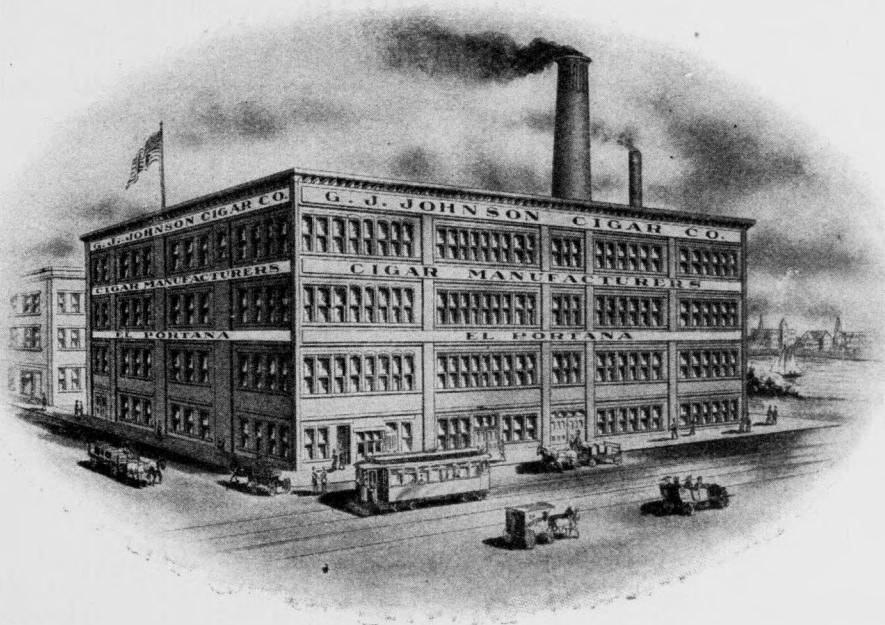
Howell—You can't make a monkey of me.

Powell—I know it; it's too late, but you won't have to sue Nature for breach of contract on that score.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

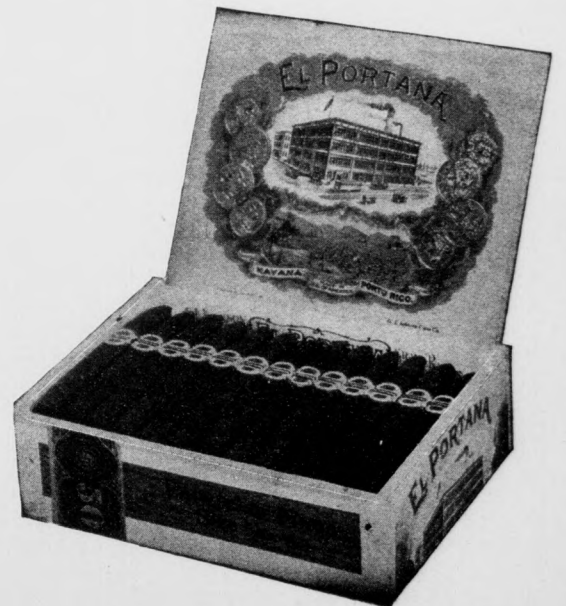
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



HOLIDAY BUSINESS.

How Some Merchants Secure Their Share.

Written for the Tradesman.

An Iowa merchant realizing the difficulty in getting people to read his advertisements during the holidays, when there are so many things to divert their attention, inaugurated quite a new and novel contest:

Prizes were offered to all boys and girls under 14 who brought in the most clippings of his advertisements and trademarks appearing on the store bundle wrappers within a stipulated period.

This not only made him acquainted with the boys and girls of the town but served to create an interest among the parents to help their youngsters win the prizes, which consisted of many beautiful Christmas presents.

This contest induced the people to read the advertisements and buy many articles at the store in order to secure the wrappers.

In a Southwestern town, where competition was unusually close and the various merchants in the town resorted to all kinds of sensational schemes, one merchant got ahead of all the others by throwing his money away.

During the last days of Christmas shopping the store in this town that got the business was the one that used the most sensational scheme to attract the people. This scheme of throwing money away not only attracted people but kept them in front of the store throughout the shopping hours.

This merchant threw away \$100 in pennies to be scrambled for by the boys. The affair was widely advertised and ten thousand bright new coppers were exhibited in a great pile in one of the display windows.

It was announced in the advertising that three times in the morning and three times in the afternoon the pennies would be thrown away. Not knowing just what time the money would be thrown the crowd remained in the neighborhood of the store waiting for the fun to begin.

When the scramble for the pennies commenced it was a truly remarkable sight and afforded amusement for a large crowd of spectators who had gathered to see the fun.

The store was filled with people the entire time this penny shower was conducted and the merchant prolonged it for several days until the end of the holiday shopping in order to keep the crowds near his store.

It is not a good policy to resort to a scheme with too many sensational features unless competition forces a merchant to it.

Along the same line of sensational schemes the following, which was carried out by a Kansas City concern, was a wonderful trade stimulator in that community, but in some places it might have brought on a riot: They advertised a special holiday sale in which this clause was inserted:

"The first three persons entering our store on the opening day of this

sale will receive the following: First, a \$15 suit; second, a \$15 overcoat; third, a \$5 pair of pants."

This was advertised in order to promote their clothing department, which was a new departure in their business.

The store was crowded at an early hour and police were required to maintain order.

Unless a merchant has lots of confidence in his ability to handle a sensational scheme of this kind he had better not attempt it, for there are more possibilities of trouble in this scheme than in any other kind.

The same idea can be carried out to better advantage by distributing circulars which contain certain numbers. Then on the day following advertise that the prize numbers will be announced on a bulletin board in the store. This will crowd the store with people and secure practically the same results as the other schemes mentioned.

One of the most successful schemes of last year was carried out by a concern in Michigan:

About two weeks before the beginning of the holiday trading a large circular with a return coupon was sent to an extensive mailing list. The return of the coupon and \$1.89 entitled the customer to an assortment of china, the regular price of which was \$4.

At the same time another special coupon was advertised which, with the return of \$1.85, entitled the customer to a ladies' sweater coat, the regular retail price of which would be \$4.50.

These coupons were always numbered so as to avoid confusion.

In the grocery department the coupons were with 27 cents to buy 32 cent butter. Another coupon with 25 cents entitled the customer to three pounds of lard which retailed at 38 cents.

In the dry goods department the coupon, with 17 cents, purchased one-half dozen ladies' white handkerchiefs worth 30 cents.

In the clothing department a coupon and 15 cents got a man's 35 cent silk necktie.

To make the coupons more of a special holiday feature it was provided in the advertising that the coupons were good only on certain days. These coupons were used especially to bring the people into the store to see the display of Christmas novelties.

The same concern also featured another scheme, which was that a framed picture would be given with every \$2 purchase and upwards. Some of these pictures were sold by other stores for \$1.25 each.

Anticipating a heavy run the concern bought one thousand of these framed pictures and they went like hot cakes. The cost to them in quantities was 20 odd cents—seemingly a rather expensive premium, but nearly every one who secured a picture bought considerable more than \$2 worth of goods and in the end the premium feature was not an expense but a good investment.

Imported china is a line a merchant can always feature early dur-

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



Karo

The Syrup of Purity and Wholesomeness

ALL your customers know Karo. And the better they know it, the better they like it—for no one can resist that rich, delicious flavor—and every sale means a quick re-order.

Karo is a syrup of proven goodness and purity. Unequalled for table use and cooking—fine for griddle cakes—dandy for candy. It's never "dead stock," and every can shows you a good profit.

Karo is unquestionably the popular syrup. The big advertising campaign now on is helping every Karo dealer.

CORN PRODUCTS
REFINING COMPANY

New York



ing the holiday shopping, as it is a line very popular for gifts.

A merchant who uses china as his advance holiday showing is rushing a good seller and reminding his trade of the holiday approach. He can give his window displays the Christmas atmosphere by tacking holly to the sides in such a way as to convey the impression it is growing there.

It is a good idea to continually use some idea to suggest the Christmas offerings. Then when the holiday shopping has begun in earnest, if the window is large enough, several small Christmas trees should be arranged in the background of the window, trimming away the lower branches so as not to interfere with the goods in the window display.

A scheme for attracting the children to the store was used by an Indiana merchant which was known as the doll dressing contest. This was planned for girls under 14 years of age. This event was advertised extensively and a \$5 doll was given as the first prize and a \$3 doll as the second prize.

The merchants should not lose sight of the boys in their holiday plan. They should begin to advertise that on December 1 they will give a rubber stamp of his name to every boy calling at the store on certain days.

The idea is to take the names of the boys, induce them to look over the Christmas goods and ask them to call about a week later, when the stamps will be ready.

In this way, at very little expense, a merchant can get the boys of his town into his store twice before Christmas. He should plan at the first visit to have displays of goods that will particularly interest them.

A special holiday sale known as the silver dollar sale was carried out by a merchant the last week before Christmas.

He printed a number of tickets having the same number at both ends and perforated through the center, giving each ticket a different number.

Beginning at 9 o'clock on a Monday morning he gave a ticket to each purchaser, placing the corresponding portion of the ticket in a padlocked box. At an hour later he had a boy draw one ticket and give the holder of the corresponding ticket, if in the store at that time, a silver dollar.

If the holder of the winning number was not in the store the boy kept on drawing until he found one who had the number.

Then the plan was to start at once for the next day's drawing. In certain rural communities this plan might be carried out by having the drawing take place on certain days when the country people are in town and announce that the next drawing will take place a week later. Money invested in a plan of this kind before Christmas will prove a good investment.

Just before Christmas an Illinois merchant advertised that he would give a pretty little doll's bonnet to all the little girls in town who would bring their dolls to the store any time during the week.

This merchant reported that the bonnets were all taken before 9 o'clock on the first day and that the only mistake he made was in ordering too small a quantity for the purpose. He considered this to be one of the best advertising plans he ever carried out.

In putting this plan into execution the merchant should be sure and order a sufficient quantity of bonnets so that there will not be any one left out, and he should also remember that the Teddy bear should be taken into consideration and Teddy bear suits should be used in a special inducement scheme of this kind.

During the holidays of last year there were two rival department stores down in Rhode Island that made quite a struggle for supremacy in business.

They were located in the center of the city on opposite corners at the junction of two busy thoroughfares. New advertising schemes were constantly devised by each.

One day one of the stores adopted a plan of using moving pictures which were displayed in the windows. The performance was begun every evening and the streets were thronged with people who, after the display, crowded into the store of the merchant giving the show. During the show they stood against the great windows of the store across the street, which was practically deserted, but the uneasiness of the other merchant did not last long.

One morning when his window curtains were raised the public were surprised to see rows and rows of circus-like seats in the great show windows, from which all goods had been removed, and the morning papers contained a big display advertisement reading, "The Beautiful Art Display Given Nightly in Blank's Department Store Can be Enjoyed from Our Show Windows. We Have Arranged Seats for You Free."

This idea is given to encourage merchants who seem to think that their competitors have a corner on business. No matter how clever a competitor's scheme may be there is always some way of getting around it.

A clever little plan to get the name of the merchant in the home through a medium of usefulness to the housewife was carried out by a merchant and it brought excellent results:

He issued a card about the size of a postal card. The headline read, "Things to Wear," with a dozen blank ruled lines below. A hole was punched in each card so that it could be hung up and placed in the home. The name of the store and a list of suggestions for Christmas gifts were printed on the opposite side.

Almost every mother is interested in anything which appeals to her children, and she always appreciates any special attention shown them.

One merchant who realized this fact sent out a mimeograph letter in a childish hand inviting the children and their mothers to visit his toy department some Saturday afternoon.

This plan proved especially good advertising because the invitations were addressed to the children.

He also had a box for Santa Claus

placed near the door of the store. He gave the children a great deal of pleasure by acknowledging the receipt of their letters to Santa Claus and promising them, in a neat specially designed Santa Claus letter, that they would receive what they asked for if the supply held out.

He then took these letters from the children and enclosed them with an attractive holiday circular and sent them to the children's parents. This plan gave him the advantage over his competitors in that they were not familiar with his secret follow-up methods and he secured a great deal of business without too much publicity, which would have been detrimental to his plan.

Here is a clever little Christmas plan which was carried out by a merchant out in Missouri:

He wished to bring the mothers into his store and he struck upon the following idea, which seemed to appeal to the mothers better than any plan he had ever used:

About October 1 he advertised that he would give a solid gold ring, absolutely free, to every baby born in that county during that year. The distribution was to be made on the day before Christmas. Every mother must bring her baby to the store to be fitted. Those were the only conditions or restrictions. The ring was free.

As can be well imagined the mothers were interested and came at once. They all wanted a ring for their babies and they made it a point to be at the store the day before Christmas.

From the very time this plan was advertised it brought new trade because the idea started the mothers to talking with neighbors and as the report circulated it brought the store before the attention of new people every day. H. Franklin Thomas.

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

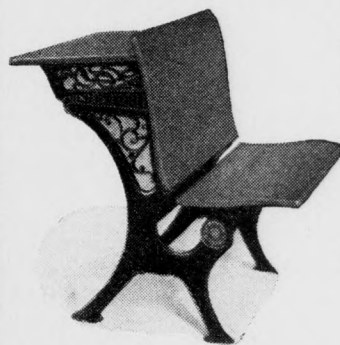
CHAMPION 70 TO 72 GRAVITY

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

Grand Rapids Oil Company

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

More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

Teachers' Desks and Chairs
Office Desks and Tables

Bookcases **Blackboards**
Globes **Maps**

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

The New Flavoring

Mapleine

(BETTER THAN MAPLE)

Crescent Mfg. Co., Seattle
Sole Manufacturers

MOTOR DELIVERY

McIntyre

Catalog 182

Auburn, Ind.

BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY

Louis and Ottawa Sts.

Grand Rapids Branch



FLI-STIKON

THE FLY RIBBON

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

I SELL Coffee Roasters

And teach you to roast
your own coffee

I also sell roasting grades at
wholesale

J. T. Watkins
Coffee Ranch Lansing, Mich.

MAIL ORDER COMPETITION.

Safe Conclusions Reached by One Retailer.

Dealers in various localities are affected in different degrees by the question of mail order competition. However, it is pretty certain that many of them are affected a great deal more than they suppose. Nelson, the great English Commander, said: "When I am in doubt whether to fight or not I always fight," and that would be a good motto for the dealer to adopt on the mail order proposition. If he is in doubt whether mail order competition in his town is of sufficient volume to warrant his making some attempt to checkmate it, he will be safest in assuming that it is and using the most approved methods of meeting this kind of trouble.

Not all dealers agree as to just what is the best means of overcoming the competition of mail order houses. One method may serve very well in one town that would be ineffectual or objectionable in another. Communities differ in their way of looking at things. The dealer should know his territory pretty thoroughly and the kind of people to whom he wishes to appeal before adopting an aggressive campaign. He should go about the matter in a way that will be certain to help him and will be certain not to injure him.

These few almost precautionary words are offered as a preface to some remarks by a Western dealer who has been endeavoring to solve the mail order problem. He undoubtedly has arrived at some safe conclusions, but there may be others that will not so strongly appeal to others. They are given here for what they seem to be worth to the individual reader and he might adopt those ideas that look good and discard those that do not have his entire approval. It is safe to say, however, that this dealer shows considerable wisdom in discussing this question. He says:

"I have not been content to let the matter take its own course and pick up the crumbs from the mail order table. I believed I could get the business if I went after it, and I went.

"In the first place I adopted a constitution and by-laws which read: 'All the mail order catalogues on the counter. Quality and freight considered, I will meet any price in any catalogue on any article for cash.'

"Now that statement of itself has lots of advertising value, and the fact that no other store made that proposition gave it additional prominence. As indicated above, that rule was the constitution and by-laws. There was no getting away from it. If necessary to accept an occasional loss in order to live up to it I accepted the loss and incidentally made enquiry of my wholesale house why it was the catalogue house could retail goods at a profit for less than I could buy them at wholesale.

"This, however, has happened but two or three times, and in every instance but one the catalogue price was met and a profit left for me. Gen-

erally the margin is satisfactory, so much so that I have repeatedly delivered goods at the price they asked in Chicago, throwing off the freight charge.

"Nearly every mail order customer I have talked with has told me that the other merchants have scolded him for sending away because it is the local dealer who pays the taxes, etc. They say, 'Why should I pay more on that account? The money is just as good to me as it is to him.'

"My proposition has always been, 'Mr. Buyer, if you can buy your goods, laid down here, cheaper from — or — than you can from me you are a fool if you don't do it. But if I can sell you the same quality of goods for the same money, delivered, that the catalogue house sells them for, then I have a right to the preference because a good town helps you. If you can buy of them for \$4.95 delivered what you would have to pay me \$5 for here, you just buy of them and spend that other nickel on the roads or schools yourself; do not give it to me to spend for you. I buy where I can buy the cheapest and you do the same.'

"The proposition with me is simply this: On what grounds do I want that man to trade with me? Is it on the grounds that I pay taxes or on the grounds that I will meet the catalogue house competition? To my notion the latter is the only one that is a business proposition.

"Almost my first move was to run a top half-page advertisement and in big black letters ask, 'Is it all right to buy of a catalogue house?' Then followed the answer, 'It certainly is if you can buy cheaper, quality and freight considered.'

"The great point the catalogues teach is price, and that is the main point to be preached in meeting them. Other points, such as time saved, postage, your guaranty against a long distance guaranty — these should turn the scale to the home dealer. In addition there is often a freight saving possible, as we have numerous jobbing points which take a better rate, while the wholesale price is the same in all markets — some breakfast foods, for instance.

"Of course the only thing I do is to insist upon cash terms. For experimental purposes I selected hardware, marked it at the catalogue price (frequently less) and sold it at that price only for cash or produce. If anyone wanted it charged we charged it, but at a higher price. A 12 cent cash price would be raised to maybe 20 cents if charged. As a result not one per cent. was charged and my hardware business increased tenfold. I frequently sold more in a day than I had sold in a month the old way. People who never came in before came regularly for their hardware.

"The mail order catalogues were ready at hand and if anybody asked for anything not carried in stock I enquired, 'Can you find it in any of the catalogues?'

"You will note from the form of the question that I took it for granted that they had looked it up in some catalogue. Now here was the re-

sult—and it should contain food for thought for the man who is letting the fight drift—nine times out of ten the answer was 'Yes.' And five times out of six they would pick up one of the catalogues and turn direct to the article without consulting the index.

"It does not take much shrewdness to figure out what that meant. Further than that, in fully one-third of the cases they were able to turn direct to the article in the two principal catalogues. Does not that show study of catalogue prices? And, mind you, the price of that article might be only 7 cents or less.

"Another fundamental principle has been not to be afraid of advertising the catalogue house. When I have had anything to say about a house or its goods I have said it and given names. I used to think I'd let them advertise themselves, but their own catalogues changed my mind on that.

"For instance, — printed on page 952 of catalogue No. 76 (and the same statement has run in earlier catalogues): 'Since we sell shoes to dealers cheaper than any wholesaler can it stands to reason that we can sell to the wearer cheaper than any other dealer can who buys his shoes of wholesalers.'

"Now, what do you think of that for a bald-faced one? Yet that and similar statements have stood uncontradicted in all catalogues for years. If they don't hesitate to 'advertise' the retailer, why should I hesitate to advertise them?"

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



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

Becker, Mayer & Co.
Chicago

LITTLE FELLOWS'
AND
YOUNG MEN'S CLOTHES

NO SOOT SMOKE DIRT
OR
ASHES.

QUICK CLEAN SAFE
AND SIMPLE.

FOSTER, STEVENS & CO. Grand Rapids, Mich.
Exclusive Agents for Michigan. Write for Catalog.

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.

**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.

Crop Conditions and Prices and Their Remedy.

Written for the Tradesman.

It may be that, so far as Michigan is concerned, our retail merchants are about to rejoice over a fortnight or more of Indian summer; it may be that this year we will note with pleasure that November has made a trade with October or that we are to have an early fall and a severe and long winter.

No one knows.

Come what may, we are called upon to listen to the conventionalities. The apple crop has been very seriously damaged by the winds and frosts; millions of bushels of potatoes remain unharvested and to freeze in the ground because labor is so scarce no one can be found to harvest them; the bean crop, bigger than ever, is calling for help, the grape crop and the peach crop have not "panned out" as anticipated, and so on.

The fact of the matter is that the voluminous scare-head paragraphs sent out from here and there and based solely upon conditions in some quarter-section do not cover general conditions and are but replicas of news items sent out regularly every autumn.

The very best prophets as to crop results are the country merchants. Each merchant knows almost to a dollar as to the aggregate value of crops harvested in his district. He knows but he may not always divulge the information and for good business reasons. Next in authority as to such information come the commission merchants. They know but they edit their reports when they send them out.

After all said and done, so far as the consumer is concerned, crop conditions in Michigan are good. The matter of prices is of more importance. There is an abundance of fruit, of vegetables, grains, hay and meats—especially meats and the prices thereunto attached.

High winds and continuous sharp frosts and frequent drouths or rainy seasons are much less impressive than are the retail prices for pork (note pork comes first), beef and mutton. When one thinks that our old and ugly looking pioneer resource, the pig, is at present "cock-of-the-walk" so far as retail price is concerned the natural enquiry is, Wherefore?

And there are no prophets nor sons of prophets to tell us why.

Because of this situation and because dairy farmers and their wives can make better money selling their cream to the creameries than can be obtained by making butter and can raise droves of eighty or ninety pound pigs on the skimmed milk they haul home from the creameries it is seriously suggested that the municipalities amend their city ordinances prohibiting the keeping of pigs within the city limits.

With dressed pork selling at retail from 18 to 20 cents the pound the man earning from \$1.50 to \$2 per day in the city is unable to have his pork steak, smoked ham and shoulders as of old. And yet nine-tenths of these men, if permitted to do so, would have no trouble at all in raising their

own pork right in their own backyard and on the refuse coming from the kitchen with a little sour milk and cornmeal or boiled pumpkin on the side.

Of course, the Wyoming Reduction Works might be inconvenienced a bit, but the workingman should be told a good reason why dressed pork is as high as it is or should be permitted to raise his own pigs within the city limits.

Charles S. Hathaway.

William Allen White on the Mail Order House.

The man who buys his goods of a mail order house and expects his neighbors in Emporia to buy goods of him, or to buy labor of him, or to buy professional service of him is economically a leech. He is sucking industrial blood out of the town and gives none back. He sends his profits out of town like a Chinaman and has no more right to a standing in the community than a foreigner. We are all neighbors industrially in this town, and the man who sends away for his goods is not one of us. He is of another industrial system and deserves no man's support in Emporia.

The fact that this is economically wrong is recognized by the mail order houses themselves. They protect their customers as thieves by offering to keep people from knowing where the mail order goods come from. The mail order houses have no "tags" on their goods. They say in their catalogues that none of their goods are marked and that no one knows where they were bought. If it is proper to hide the place of purchase of an article it is wrong to buy the article at that place. Only the man who steals is ashamed to say where he got anything he has. There is such a thing as "tainted" dry goods, "tainted" groceries and "tainted" furniture. All of such that are not bought at home, of men who befriended you, of men whom you owe a living, are "tainted" because they come unfairly.

It is time to change and get together. It is time to begin to reform ourselves and not our neighbors, by buying everything at home whether our neighbors do or not. And now is the time to begin.

The thing to do is for all of us to turn over a new leaf.—William Allen White in the Emporia Gazette.

Tit for Tat.

A few days ago two young ladies hailed a trolley, entered it and found only standing room. One of them whispered to her companion: "I am going to get a seat from one of these men. You take notice." She looked down the row of men and selected a sedate gentleman who bore the general appearance of a married man.

She sailed up to him and boldly opened fire: "My dear Mr. Green! How delighted I am to meet you! You are almost a stranger. Will I accept your seat? Well, I do feel tired, I heartily admit. Thank you so much."

The sedate gentleman—a total stranger, of course—looked, listened, then quietly arose and gave her his

seat, saying: "Sit down, Jane, my girl. Don't often see you out on a washing day. You must feel tired, I am sure. How's your mistress?"

The young lady got her seat, but lost her vivacity.

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.

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

PEACOCK BRAND

Leaf Lard

and

Special Cured Hams and Bacon

are on sale by all live, wide-awake, up-to-date merchants.

Have you ever reasoned why?

IT IS BECAUSE

they are trade-winners and trade-keepers, on account of their being the "best in the land."

The Lard is pure leaf, and the Hams and Bacon are selected from choice corn-fed hogs, and cured by the special "PEACOCK PROCESS" of

Cudahy-Milwaukee

Fur-Lined Overcoats

Our Fur-lined Overcoats are noted for their style, fit, warmth, durability and price. The special values which we have to offer mean dollars to your business in this line. They are made by some of the best coat factories in this country, and all skins are beautifully matched and thoroughly deodorized. If you want to get all the Fur Coat trade in your vicinity, get in touch with us.

Our line of Fur Coats, Cravettes, Rubber Coats, Blankets and Robes are noted for their durability.

Better investigate!

BROWN & SEHLER CO.

Grand Rapids, Mich.

Carry a Line

of

Horse Blankets and Plush Robes

They afford a good margin of profit.

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

We wholesale and are manufacturers' agents.

Sherwood Hall Co., Ltd.

Grand Rapids, Mich.

Marks of Quality



Jennings' Extracts

For thirty-six years the name Jennings on a bottle of Extract has been a guarantee of superior strength and purity. Protect yourself and build up your extract business by selling Jennings' Flavoring Extracts.



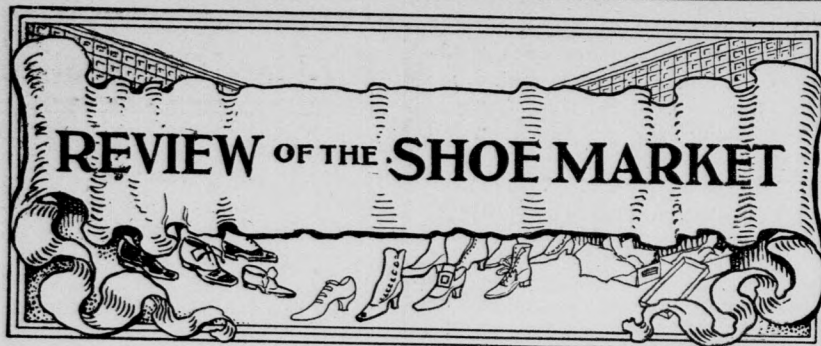
C. P. Bluing

C. P. Condensed Pearl Bluing is highly concentrated and non-freezable. Its use assures wash-day satisfaction and brings repeat orders. C. P. non-freezable bluing should be on your shelves now—your jobber has it.

The Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Established 1872



Why People So Often Have Trouble With Shoes.

Style, comfort, wear and general satisfaction in a shoe are, as I have pointed out in a previous article, conditioned upon the fit of the shoe. If the shoe does not fit there are wrinkles or creases in the shoe which make its style-features practically nil to start with. If the shoe does not fit it will require a man with a lively imagination to extract any comfort out of it. And then if it does not fit it is not going to give anything like the amount of wear and satisfaction it might otherwise have given.

But suppose the shoe fits reasonably well; is the shoe merchant therefore sure that he will never hear any unfavorable comments from that customer anent his purchase? Not on your life. That man may come in the store six weeks, two months, three months, or even four months later with a tale of woe based upon and inspired by the alleged misdemeanors and high crimes of the shoes aforesaid. If the shoes are Russia leather or shiny leather you should not be surprised to see him any old time; for tan leather and patent stock are peculiarly susceptible to impairment under improper conditions.

Attrition, perspiration, alternation of heat and cold, rain, continuous wear and failure to polish, tree and otherwise care for shoes, produce results that customers complain of and naturally try to shoulder on the retailer. By exhibiting cracks in the japanning of patent stuff, or perspiration-discolorations in tan shoes some people think they are assuredly entitled to a new pair of shoes, or at least a generous rebate. Again the leather may have deteriorated because it was subject to excessive moisture, and improperly dried—sometimes before a roasting grate fire or in the range oven. Again, the shoes may have gone bad because an inferior polish or dressing was used; or because no dressing nor polish at all was applied. The degreasing of modern leathers, to give the grain finish required by present-day modes, does not leave any too much fatty or aluminous substances in leather to start with. Now when the little remaining oil is washed out and dried out the fibre of the leather is weakened. No wonder it breaks and wears and skuffs up!

In view of these very plentiful and obvious causes for the faultiness of leather—and consequently sources of complaints about shoes—the shoe retailer may very well ask himself the question: "What can I do in the premises?"

That is a most pertinent question. He can do much. He can tell his customers how to take care of their shoes; how to get the most comfort and the largest degree of service out of them. He can tell them about the value of shoe polish—especially if it is a good shoe polish; and he ought to be able to show them some sample boxes of the right sort. He can tell them about the virtues of the shoe tree—provided one gets into the habit of treeing his shoes regularly. (Sporadic treeing is not worth much.) He can suggest to them the importance of keeping their shoes well laced (if they are lace shoes or tie oxfords) with new laces or ties. He can admonish them not to let the heels grind off but have them built up from time to time—perhaps incidentally pointing to his card: "Yes, We Do Repairing." He can suggest the value of having more than one pair of everyday shoes, setting forth in a convincing way the well known fact that two pairs of shoes worn alternately will last much longer and give more general satisfaction than two pairs of the same grade worn consecutively. And this argument (like the proverbial good rule) works both ways: it benefits the retailer what time it makes wise the patron.

These points—and I give them by way of illustration rather than an exhaustive list—are some of the things that the average man ought to know. As I have said elsewhere in these articles, the average man does not know much about the construction of shoes or the nature of leather. Unless he is told how to take care of his shoes the probabilities are that he will abuse them. When things go wrong with his shoes he naturally goes back to the man who sold him the shoes. Sometimes he learns his mistake then; but it would have been much better if he had been forewarned.

Now this information can be imparted in an incidental way, or you can embody it in a more formal and comprehensive way in a leaflet or a booklet. If it pays to advertise shoes—to set forth in an attractive and convincing way the outstanding merits of the footwear you have to sell, it will also pay for you to consume a little printer's ink telling your patrons how to take care of the shoes after they have bought them.

If shoes need attention, so do the feet. If you don't believe it look about you at the good people who go gingerly. Some of them favor one foot; some go lame on both feet.

While you are telling your patrons how to take care of their shoes tell

them also how to take care of their feet. Only you had better take care how you tell them how to take care. People are sensitive about their feet.

You can not suggest very well even in a roundabout way that your patrons bathe and pedicure their feet often. But you can say without offense—and say it either verbally or through your leaflet—that summer shoes are often injured by perspiration which, in many instances, has some salty or acidulous properties in it which destroy both leather and shoe linings; and then you can say that for perspiring feet frequent cold baths are helpful. In addition to this simple but effective remedy most salutary results may be had from the use of a high grade foot powder (such, for example, as you handle).

Some people have very tender, sensitive feet. You will not only make it a point to sell these people soft, easy-fitting shoes, but you will do well to tell them that they can toughen their feet by bathing them frequently in a strong solution of alum water.

To people whose feet are manifestly diseased or crippled suggest a medical adviser, if they are not already under treatment.

Perhaps there will be in the large retail shoe store of the future a foot specialist—a regular practitioner duly qualified by special study and practice. If his medical duties are not sufficient to occupy all of his time he might serve as the head of a department, or as an advertising man, or lend a helping hand in some other function. But he should know all about the human foot, and keep right abreast with the very latest and best methods for treating the maladies to which feet are liable. Patrons of the store could be referred to him for free consultation and advice. The foot specialist, as a permanent feature of the establishment, could be featured in the advertising. He would prove a drawing card. The store with such a man would undoubtedly appeal very strongly to the lame and the halt.

In many cases, doubtless, the foot specialist would recommend a specially made shoe—and the house could be prepared to take orders for custom work. Shoes of this kind, made to exact measurement, and made to fit the peculiar requirements of specific malformations, would very naturally command a much higher price than shoes in the regular stock. The profit on such a pair of shoes might run from five to twenty-five dollars. In this way the department might very well be made to pay handsomely for its keep.

Now to sum up and bring this discussion to a close, it may be said that the fit of the shoe is the main desideratum. If the fit is wrong the chances are the shoe will go wrong; foot-troubles may ensue, while subsequent complaints are almost inevitable.

The average man does not know when he has a "fit" and when he has not. With your superior knowledge of lasts and leathers and equipped as you are with the unerring measur-

ing stick the responsibility is yours if he buys shoes that do not fit.

The average man does not know how to take care of shoes after he has bought them. It is yours to explain to him how to get the most comfort and the greatest degree of service out of his shoes. It is your business to show him.

Now, if you will take time to attend to the sales end of the business in a thoroughgoing and conscientious way; if you are willing to use the facilities which you already have at hand, you can do much to minimize the troubles that grow out of the sources above indicated.

For the sake of peace and a bigger success you ought to be willing to do your full duty as a retail shoe merchant.

Cid McKay.

How the Credit Man Helps Business.

It is often the patience and confidence of the credit man in the honesty and ability of customers with whom he feels acquainted that keeps them on their feet in time of financial panics, while distrust or suspicion, arising from unwillingness of a merchant to frankly outline his condition or give his friends an opportunity to assist him will often result in disastrous failure.

There seems to be an opinion prevailing among retail merchants that the credit man of the wholesale house is one who is not in a position to be upon friendly terms with the retailer, but is the one who is forever suspicious of the retailer's dealings.

This is entirely wrong, for, as a matter of fact, the credit man is the best friend the retail merchant has. He is not, as some think, one who sits at his desk and wonders if every dealer in the country is trying to beat him and therefore is on the defensive at all times. He is one who must look over the retailer's entire field and estimate his chances and possibilities of success or failure. The credit man has the best possible motive to make the business of the customers a success and is always ready and willing to give the best advice possible upon any matter presented.

Of course it is to his interest that collections shall be good, but he desires especially that all his customers may succeed, because his success depends upon their success.

In order to establish a more friendly relationship between the retail merchant, or debtor, and the credit man, it will be necessary to review the duties and responsibilities of the credit department, then place ourselves in the position of the credit man and judge just how we would act.

In conclusion, let me enjoin you to be candid in telling your condition. Don't object to requests for statements. Be perfectly frank with those of whom you ask credit. Keep your business well in hand—figure your sales and profits—invoice yearly—find the percentage your expense account, including your losses, bears to your sales and see that you sell all goods at a profit above your expense.—National Provisioner.

Reactions usually hit below the belt.

FULL VAMPS



THE *Mayer* LINE

is the quality line. It is the line that you can tie to with safety and profit.

Mayer shoes are extensively advertised in over 2,500 periodicals and are well known by the people.

The leading brands are: Honorbilt, fine shoes for men; Leading Lady, fine shoes for women; Martha Washington Comfort Shoes; Yerma Cushion Shoes; Special Merit School Shoes.



Full vamps in shoes are a distinctive feature of the Mayer line. Every pair of shoes we turn out, from the highest priced fine shoes to the lowest priced work shoes, is made with

FULL VAMPS

We use leather where most factories use canvas. In every other part of a shoe, uppers, soles, counters, heels, linings, we carry out the same policy. "The best of everything for a Mayer Shoe," that's the rule at the Mayer factory which must be implicitly obeyed.

If you want shoes with talking points—shoes that stand up—that make friends for you—that are better known and more extensively advertised in your territory than any other line—if you are ambitious to increase your shoe business—then you owe it to yourself to investigate this line without putting it off for another day. Our salesman is in your territory now.



F. MAYER BOOT & SHOE CO.

Largest Manufacturers of Full Vamp Shoes in the World. MILWAUKEE, WIS.

THOSE LITTLE SHOES

And What Lightened the Grief of Their Owner.

Written for the Tradesman.

It happened next door and that is how I became acquainted with the circumstances.

The wearer of the little shoes was "Baby Boy," and they were the only pair he ever had and they had been on the little feet just long enough to give them their outline and to wear through the leather at the stubby toes. Dark-haired? No; just that auburn shade that the sun likes to nestle down into and to get all tangled up in, especially when there is even the slightest tendency for the silken locks to curl, and the eyes were just the shade to harmonize with them and with the long fringes of the eyelids that did their best to hide the pupils that were always looking laughingly through them. The rest all told is he was the prettiest "Baby Boy" that ever gladdened a mother's heart, and one day he became sick and a few days after he died.

Then—but only those who have lived through the agony that followed will ever know how the first few days went by in the home next door. Words at such a time cease to have any meaning and the most devoted and sympathizing friendship, aware of its weakness and helplessness, often tenders its most soothing solace by thoughtfully staying away. So, alone with their great grief, the afflicted young father and mother knew that the days drifted by somehow. Business, however, pays little attention to matters outside its exacting requirements and so the young mother, left to herself, laid away the little garments that were to be worn no more; and here again only those that have done this will ever know exactly what it means. So one by one the little things were carefully folded and put away, all but the little shoes and a curly lock of auburn hair that even the sunshine lovingly kissed as they were put out of sight.

Then when this was done—the house since the coming of "Baby Boy" had never once been still—a silence like a pall settled down upon it and deepened the gloom that was pressing heavily down on the young mother-heart. As this grew denser and heavier, up stairs every day the mourning mother crept and the auburn lock was twined around the fingers that could not forget and the little shoes were taken out and kissed and put where they could be gazed at until little "Baby Boy" seemed to come back and have on the shoes and be his own dear self again; and so by the hour the two lived over again the little happy past until it was seen that unless something was done little "Baby Boy" would come no more, because some day soon he would take his mother with him when his visit was over and a double sorrow would sit where one had been before.

One afternoon when the grieving mother had been out to see that the flowers were blossoming on the little spot of earth that was dearer now than home, she saw, in the lot next

her own, another little newly made baby-bed and near it, robed in black, was sitting the mother who had given "the flower she most did love" to blossom "in the fields of light," guarded and tended by a care more loving than earth can give. Yielding to that "touch of nature which makes the whole world kin," "Baby Boy's" mother without a word sat down by the woman in black whose crepe was newer than her own, and for the first time since her "Baby Boy" went to sleep she saw his green-covered bed across another cradle too recently made up for the pitying grass to cover. The tears of the two did not disturb the prevailing silence and when "Baby Boy's" mother divided the flowers she had brought and shared them with the other woman, whose heart was buried with the baby at her feet, for the first time since the coming of her own overwhelming sorrow there came to her the thought that there were other sufferers; that she had been in no way benefited by giving way to her own suffering, and that the sharing of the flowers with another had given her the first glad beam of genuine sunshine she had known since her own dear "Baby Boy" had died.

Like other genuine blessings the cheering thought, that chance had seemingly brought, had come to stay. By lightening another's burden she had more than halved her own, and the thought clung to her. Her tears and her flowers had already gladdened one mourner's heart, and the world was full of mourners. She would find one waiting for her when she reached home. Why had she left him in his loneliness to grapple with his grief and why had she selfishly clung to the idea that she was the only one in affliction when she knew that her husband's agony was at least equal to her own. Then came the inspiration of her life, heard somewhere from somebody, and, at last, "like a dream when one awaketh," the words one after another coming from—she did not know, she did not care; but they finally fell into line, one after another, and she pieced out this: "Let the love of your brethren be as a fire within you, consuming that selfishness that is so contrary to it, and is so natural to men; let it set your thoughts on work to study how to do good to others; let your love be an active love witnessing within you and extending itself in doing good to the souls and bodies of your brethren as they need and you are able."

"How to do good to others," that was what would not "down," and all the way home she was troubled with that persistent and far-reaching "How?" At last light came. Her own great sorrow could be forgotten only by helping others to forget theirs, and where could she begin better than at home? Home! What a place it had been for the last—well, ever since "Baby Boy" died! It hadn't been home but—she would not pronounce the forbidden word—she would change the idea and the rest would take care of itself. How? By opening the windows and letting the sunshine in; by throwing open the



Quality Comfort and Profit

You're in the shoe business for a profit. But getting a profit is one thing and holding trade is another. It takes quality to hold trade.

You must sell at a profit shoes that contain big value in durability, style and foot comfort—that is quality.

That's where we come in. We make the shoes. Our trade mark guarantees them to your customers. Our reputation for quality was established years ago and we're adding to it daily.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

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. * * * * *



doors and letting the pure, sweet air of Heaven come in and go out again, taking with it the dead stifling atmosphere of the tomb—she was making it that and a place unfit for the living to live in. "Baby Boy?" Yes, he had come and gone. They could go to him but he would never come to them and until their going should come they—she—must see to it that the home was as happy a one as when "Baby Boy" went away.

She began the minute she got into the house. Up went the shades and the curtains were put back and fastened back—mind that! Then she went to her own room and when she again appeared, her most intimate friends would have had difficulty in recognizing her—indeed, that dear old John of hers had to look at her twice when he came home before he kissed her. A white dress had taken the place of the usual mourning black, her hair was arranged as he liked best to see it and to his great delight a rich red rose was ablaze in her wavy jet black hair.

Perhaps you think that was all. If you do, you never made a greater mistake in your life. For the first time in some long, slowly dragging weeks, there was something good for supper; and it is hardly necessary to say that a good supper is ten times better than good when it has the best surroundings. So when John went into the dining room and saw a handsomely spread table, in a cheerful apartment, and a few minutes later he found himself seated opposite a very handsome woman with a red rose in her hair and when—we are all mortals—he found before him a meal "fit for the gods," I'm going to leave it to anybody who has red blood in his veins if it all wasn't a great deal better than the preceding weeks of gloom had been and if the mother herself wasn't a great deal happier than she was before carrying out her new resolution.

Naturally enough, the first thing John did before seating himself at that table in that prettily decorated room was to put on the called for "wedding garment" and as the meal progressed the happy man had to stop more than once to express his unbounded satisfaction at the turn things had taken. At last when curiosity had ceased to be a virtue and the two were cosily seated about the evening lamp, John, looking at his Mary Jane in her loveliness, heightened by the contrast of the wearisome weeks that had gone by, asked her for the why?

"Because, John," her voice and manner making evident her intense earnestness, "I am satisfied that I have been making a mistake. We know what 'Baby Boy' had been to us, and the great joy he created in our home and in our hearts. He has gone; but that is no reason our lives must be years of gloom. Heaven for him will not be any gladder because we refuse to be reconciled to have him there, while our existence here will not be worth the living if we insist on considering the rod with which He has afflicted us an instrument to let us know what he can

do and will. We do not know the reason, above all His, and what we have to do is meekly to acknowledge His wisdom and His will, and trustfully, even if it be tearfully, say and live as if we meant it, 'Thy will be done.'"

And John's response? This, and there were tears in his eyes as he said:

"Your resentment has been nothing to mine. What have we done that our own 'Baby Boy' should be taken away from us? We were happy in him and he was stricken down before our very eyes. Why? It is easy to say, 'God knows;' but I want to know, and ever since we carried him out to his bed under the green grass I have wrathfully been asking, 'Why? Why? Why? And misery—the misery that his displaced what was the greatest happiness either of us has known—is the only answer I can get. There is no satisfaction, however, in that. The worse than wretchedness has only given place to despair, and there is no comfort in that. It is wrong, all wrong, and what you have done to-day proves it. The rose blooming in your hair, the white of your gown that has banished the black, the cheer of the opened blinds and the lifted shades and the delicious supper, served as only you can serve it, all tell me that life, real life, was intended for the living. Let us live, then, and make the most and the best of it. 'Baby Boy' is happier than he was or ever could be with us; I have not been willing to admit that until now and, as the schoolmaster says in Dickens at the death of little Nell, so I say now, 'If one deliberate wish expressed in solemn terms could call him back to life which of us would utter it?'"

There has been no grieving in that house over "Baby Boy" since then. The man in his business and the woman in her home are looking and insist on looking upon the bright side of things. Black in their home and their lives does not hold sway. They believe now that the light that was in them was darkness and that a consuming selfishness was making that darkness denser. They believe now with the coming in of the light that with "Baby Boy" in Heaven they can set their thoughts on work to study how to do good to others, and they find, and this is the lesson they have learned, that their own sorrow is lessened as they try to lessen that of others; and lest they may forget this, two little shoes are kept in sight somewhere to keep this, they say, in remembrance.

Richard Malcom Strong.

His Charity.

He was poor, but otherwise honest, and he had just proposed to the heiress.

"Are you sure," she queried after the manner of her kind, "that you do not want to marry me for my money?" "Of course I don't," he replied. "I am anxious to marry you because I haven't the heart to let you become an old maid merely because you happen to have a paltry half million."

Creeds are known by their deeds.

How One Girl Made Wits Pay.

The girl had to have a certain sum of money and to have it quickly. How it was to be secured kept her awake nights.

It was on one of those sleepless bouts that a chance remark of a wealthy friend came to her with illuminating force. The other girl was a young matron of good position and and good looks but no brains to speak of. She was about to give an engagement party to two of her friends.

"I would give anything," she had said, "to have wits enough to get up some original place cards for my dinner. I'm sick of the hackneyed quotations I can buy."

"Why shouldn't Rachel make use of my wits for value received?" flashed through the brain of the sleepless one who wanted money. "I can rhyme and draw easily. Why not do her some original place cards?"

Scarcely could she wait until morning to unfold her plan. The prospective hostess was delighted and agreed to pay a dollar a card, provided they were clever hits.

The girl read the list of guests. As she knew most of them it was comparatively easy sailing. Her cards outwardly were conventional enough, a large wedding bell cut from white water color paper, with a rosy Cupid perched on the handle. On the bell were the monogram of the bride and groom done in gold letters and underneath the name of the guest, also lettered in gilt. This bell was made double and the handle was so

arranged that it pulled out and drew with it a thin folded paper. This, when opened, was found to disclose a clever little sketch in pen and ink hitting off the guest in question. Each sketch was accompanied with a rhyme, sometimes just a couplet, again a sonnet form; every one distinctly clever and pointed.

These cards were such a success that in the course of a few months that girl had orders from every guest at that dinner for original cards for favors for some entertainment.

Since then her fame has spread. Strangers now send to her to lend them her wits for their money. She writes rhymes to go with gifts, makes appropriate birthday cards, writes rhymes to invalids with the personal touch that is always pleasing, gets up steamer letters and makes a specialty of cards for various holiday entertainments.

She goes about her work in a systematic fashion. If possible she has a talk with her patron to get in close touch with her subject; at least she insists on a letter giving full particulars of the points to be brought out. She charges well for her work, for she argues that the person who wants to be original by proxy must be willing to pay for it. She makes a good income in a pleasant way, yet is absolutely without capital, save ready wits, a clever brush and a fine knack at rhyming.

Success depends not on what a man makes, but on what success makes of him.

Rouge Rex High Top Shoes

For Immediate Delivery

Stock No. 408—12 inch Wine Waterproof Veal, 3 sole, Cap toe, cuff and buckle.

Stock No. 422—7 inch Tan Elk Veal, ½ double sole, Viscol bottom, plain toe.

Stock No. 481—16 inch Brown Moose, ½ double sole.

Stock No. 483—18 inch Brown Moose, ½ double sole, Viscol, Cap toe.

Stock No. 426—8 inch Kangaroo Calf, plain toe, ½ double sole.

Stock No. 4680—10 inch Kangaroo Blucher, unlined, ½ double sole, Cap toe.

Stock No. 4780—12 inch Kangaroo Blucher, unlined, ½ double sole, Cap toe.

Stock No. 474—9 inch Black Chrome Veal Blucher, cuff and buckle, 2 sole, Viscol.

Stock No. 486—12 inch Walrus Blucher, Bellows Tongue, plain toe, ½ double sole.

Send your order today for immediate delivery.

HIRTH-KRAUSE COMPANY

Manufacturers

Grand Rapids, Mich.

THE ONE-MILL TAX.

A Successful Merchant's Ideas Concerning Interest.

Written for the Tradesman.

The city of Delton now owes less than \$50,000 in bonded debt, and that is being paid off at the rate of \$5,000 a year. In ten years, therefore, the city will be out of the interest-paying row.

Only for Old Ike Marvin, as he is familiarly called, the city would now be in the hole about a quarter of a million dollars, and would have only a few showy buildings to represent the money. Old Ike is engaged in the drug business and hates debt as a cat hates cold water, or hot water either, for that matter.

A few years ago, when Delton had a population of only 10,000, Old Ike was chosen a member of the Board of Education, being at the same time an Alderman. One night an enthusiastic member of the Board grew jubilant over the payment of a bonded debt of \$20,000 and talked in this wise:

"Now is the time to build the \$50,000 high school we have been planning so long. We can get the money by issuing bonds at 4 per cent., payable in twenty-five years, and there is no reason why we shouldn't have just as good accommodations for our school children as any city of our size. I move that we arrange for such a loan and get the building started this fall."

Old Ike scrambled to his feet when the member sat down.

"You must want a \$50,000 high school building pretty badly in order to agree to pay double that sum for it. The interest payments will equal the principal at maturity."

"If we haven't got the money," snarled the other, "we have to borrow it."

"Not yet," replied Old Ike. "We have a high school building that is large enough for our needs for three years, and will be large enough five years from now if we take the eighth grade out of it."

"That's a nice looking old shack, isn't it?" said the enthusiastic one.

"We can't afford an ornamental one now," said Old Ike. "Anyway, we ought to pay for our buildings as we go along. I don't think it good policy to pay \$50,000 for the use of \$50,000 for twenty-five years. I never pay interest in my business, and I'm not going to favor the city doing so."

"The future generations will have the benefit of the building," said the other. "Let them help pay for it."

"That is an old chestnut. They won't. By the time those who are children now reach the tax-paying stage, the building will be out of commission. Now, we have a valuation here of \$7,500,000, which is pretty good for a town this size. The tax rate is never more than 1 per cent. We are getting along with \$75,000 a year because we are careful of our money."

"We're stingy!" cried the enthusiastic member.

"Call it that if you want to," was the reply, "but I'm not in favor of mortgaging every dollar's worth of

property in the town for the sake of paying double for a school house we can get along without."

"What do you propose?" asked the President of the Board.

"I propose that we be a little more careful of our money and save one mill out of the present income of the city—one mill on the dollar. That will give us \$7,500 to the good each year. Then I propose that we levy a one-mill tax in addition to the one-mill reserve. That will give us another \$7,500. Here we have \$15,000 a year. In three years we can build our school house. We can wait that long."

"We can if we can save \$100,000 by doing so," said the President.

"We won't save that much," said the enthusiastic member, "for the people will pay \$22,500 in extra taxes during the three years, and they won't stand for it. Besides, we can't save \$7,500 a year out of our present income. Anyway, all this figuring is up to the Council. I believe the Aldermen will pass our estimate if we put in \$50,000 for the new building."

"They will pass it up," said Old Ike.

"The Council is not borrowing money. You say the people won't stand for the extra tax," he added turning to the enthusiastic member.

"Do you know how much it will amount to? The new building would cost each man paying \$10 a year in taxes just \$6. He will have three years to pay that in. You say we can't save \$7,500 a year out of our present income. We can do it by taking eight men off the police force and sending the saloon-keepers and the bums they are now watching to the penitentiary."

"I'm not here to talk for or against local option," said the other. "I am here to see that the people get good accommodations for their children in the schools. I'm not kicking on paying a little interest."

"I guess," said Old Ike, "you don't know about interest."

"I've paid enough of it!" said the other.

"And you will always pay interest if you figure the way you are figuring to-night," said Old Ike.

"You're cranky on the subject," retorted the enthusiastic member.

"It is safe to say," continued Old Ike, "that every building put up by a municipality costs double its value because of interest. It is certain more

firms fail because interest eats them up than for any other reason. If people didn't borrow money there would be no panics. A thousand dollars put out at 4 per cent. on the first day of the year one would now amount to more than all the property, real and personal, in the world is worth. Interest eats up everything."

"Your figures are off!" roared the other.

Old Ike took a pencil from his pocket and began figuring.

"Don't keep us waiting while you prove it!" said the President.

"I'm not going to figure on a thousand dollars," said Old Ike, busy with his pencil. "I'm taking just one dollar. If a man had owned one dollar on the first day of the year one and had put it out to responsible parties at 2 per cent., compounded every fifty years, how much would he have had now?"

"Enough to build the school house!"

"About \$10,000!"

"Not over \$1,000!"

Old Ike laughed as these answers came to him.

"You're all wrong," he said.

"Too high?"

"Too low?"

"At the end of fifty years," said Old Ike, "he would have had \$2. At the end of the century he would have had \$4."

"That's a good start on a century's business!" suggested the President of the Board.

"At the end of the second century," Old Ike went on, "he would have had \$16. You see his money doubles every fifty years."

"Move we adjourn!" said the enthusiastic member, who had been busy with his own pencil.

"Out of order!" said the President.

"At the end of the third century," continued Old Ike, "he would have had \$64. Not a large accumulation for three hundred years, but you just wait. Money grows fast when it doubles every fifty years. At the end of the tenth century he would have had over a million dollars. At the close of the fifteenth century he would have had over a billion!"

"Might have bucked Standard Oil!"

"Might have taken ice this summer!"

"Never mind the jokes," continued



A
Bertsch
Shoe

No. 983. Men's Vici Kid or Velour Calf Blucher. A slightly shoe made over a tread-easy last.

What's In a Name?

Well, it all depends on what the name is. If it's

H. B. Hard Pan

on a shoe it means as much as "sterling" does on silver.

It means the most satisfactory hard-service shoe ever put on the market.

If it's the Bertsch Shoe it means a Good-year Welt hand Sewed Process shoe that has come right into the front of the front rank.

Dealers everywhere are re-ordering from first shipments.

To this add the fact that they are bound to be popular because they are made right. Back of all this are fair, honest prices that will please you and please your trade. You can see the samples of both lines for a postal.

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.

Michigan Shoe Company

If you want shoes that are stylish, comfortable and serviceable, you should carry our

Mishoco Line

Made in all leathers for Men, Women and Boys

Mail orders receive prompt attention

Complete stock of BOSTON and BAY STATE RUBBERS constantly on hand

MICHIGAN SHOE COMPANY Detroit, Mich.

Old Ike. "This is a matter of business. At the end of the eighteenth century he would have had nearly sixty-nine billions of dollars. Two per cent. compounded will beat increase in land values. It will beat anything on earth. I don't believe in paying interest!"

"Well," said the enthusiastic member, "I presume you can have your own ideas on the matter if you want to. I reckon we can carry this thing through without you."

Old Ike laughed.

"No, you can't," he replied. "I've been giving interest illustrations in the Council, and I've shown that our city hall cost us enough to build a palace, that our fire engine houses cost us enough to build a college, that our interest bills have cost us enough during the last twenty years to buy the local street railway and run it for the benefit of the city. The Aldermen have decided to borrow no more money."

"That's the ticket!" cried the President.

"Of course the present officials will not always be in power," added Old Ike, "but if any Council issues bonds after this they've got to get the charter changed. We've blocked the way there! In a few years the city will be out of debt, and it will stay out of debt. Now, I move it as the sense of this Board that we recommend to the Council a saving of one mill on the dollar for school houses and the levying of a one-mill tax for the same purpose."

The motion was carried with only one dissenting vote, and that is why Delton will be out of debt in ten years. I have figured out how it was done just to give a pointer to other cities.

And the high school that was built is a credit to the State!

Alfred B. Tozer.

Power of Public Opinion.

Stronger and stronger is becoming the influence of public opinion. It is one thing which shows progress. It is as often the power of righteousness as of the influences which make for evil. It must be reckoned with. Men worship, yes, even a whole nation worship at the feet of a golden calf. We put our devotion on what is called success.

The public has a conscience which is becoming more delicate. It discriminates more sharply. It is getting more particular about the character of the man upon whom it sets its seal of approval. The public would know the man in every walk of life which he has traveled and the man must reply. We are beginning to ask where a man gets the money he offers to charity. We want to know that it was made honorably.

Emil G. Hirsch.

No Choice.

Funny Man—You look as if you were continually having something that didn't agree with you.

Serio—So I am.

Funny Man—Then why don't you stop taking it?

Serio—I can't; I married it!

GET TOGETHER.

Mail Order Competition May Be Met Successfully.

Written for the Tradesman.

Because a certain large mail order house with total assets appraised at ten million dollars, for which it issued preferred stock, and then on account of the good will of the concern issued thirty millions of common stock, a prominent periodical makes serious comment.

It shows that the common stock, selling originally at \$20 a share, is now held at \$120 a share, thus placing the good will of the establishment at thirty-six million dollars' value, with a grand total of forty-five million as the present actual value of the establishment.

The business thus discussed embodies the buying and selling of general merchandise. A majority of the commodities handled are bought in big lots for cash and a large number are manufactured in shops controlled by the mail order house.

Then the suggestion is made that a similar business organization is within the reach of other retailers if they will but get together on a co-operative basis on a large scale; that if every country merchant would contemplate the thirty-six million dollar common stock result achieved by the mail order exponents within a very few years they will be prompted to make the co-ordinate effort.

Such a result may be within the reach of "every country merchant," but as yet the genius has not been developed to formulate the plan, policy and scope of such an effort. "Every country merchant" is a very broad phrase, involving all those merchants who are doing business at the country crossroads from three to twenty-five miles from any railroad to the small general store merchants in the little villages, the small grocers and dry goods men, boot and shoe dealers, druggists, hardware merchants, and so on, in the very small cities up to the more pretentious and exacting retailers in the larger cities.

Just how all of these varied interests are to be harmonized remains to be demonstrated, but it may be brought about for all of that.

We have an example of a certain sort furnished us by the co-operative associations in England, these associations conducting grocery stores and other mercantile stores in opposition to individual trading enterprises. The goods, bought in large lots for these co-operative concerns and for cash, are owned by the members of the associations, who are credited with trading exclusively at these co-operative stores. It is admitted by the individual traders that, as a rule, these associates do their trading at the co-operative stores, but at the same time it has been repeatedly shown that for the sake of the "dividends," which are declared quarterly by the co-operatives, these associates habitually pay larger prices for the merchandise they buy than are asked by the independents and that as a rule the goods they buy are of an inferior quality.

All over England the "dividend" idea is being roundly condemned as a catch-penny method of attracting business, and just now the Parks Committee and City Council of Manchester are wrestling with the Co-operative Stores Union of that city, which is practically demanding the privilege of delivering in the public parks of that city what are termed "lecture-concerts"—"a bare faced advertising scheme against the interests and public rights of every individual trader in Manchester," say those who are opposing the proposition.

Thus we see that politics is a very dangerous factor in England as well as elsewhere, to be avoided by every co-operative effort no matter what may be its character. Then, too, the success of the mail order idea tells us without qualification that executive ability of the very highest order and obtainable only at almost fabulous expense is an absolute necessity for any successful getting together of "every country merchant" in a co-operative effort.

Accepting these two essentials as basic facts that can not be put aside, if success is to follow united action by the retail merchants of any community, it may be possible to so devise and manage a co-ordinate effort that the participants shall reap a larger percentage of profit on the business they do than they are able to obtain under present methods.

For example, the man who could organize and manage the total retail trade of any city of 100,000 or less of population, so that every individual member of such an organization could see a steady and very slight increase in his business, with a shade better of average net profit, would be worth a salary of \$25,000 a year with another equal sum at his disposal for "expense."

Assuming that mutual action on the part of such a community could be secured and that the services of such an executive, at the expense named, could be acquired there yet remains the personal equation, the obtaining of a mean difference which shall approach to constancy. There must be a fixed and continuous purpose adopted and observed by every member of such an agreement, and the judgment and directions of the executive must dominate. It is because of such conditions that the great mail order houses prosper. Many of these establishments have from 100 to 1,000 or more stockholders, but the management of their affairs is vested in two or three individuals. Max Wurfel.

After Twenty Years.

Mr. Peck—This talking machine record is filled with a few remarks by Mrs. Peck.

Oldbatch—It's wonderful to think that you can hear the voice of one who is not present.

Mr. Peck—And more wonderful to think that I can stop it so easily.

Contentment is merely the ability to forget for a while the things that are beyond our reach.



Woman's Blizzard
Gem, Cuban, Nabob
Eng., Brit., Ber.,
Man. toes.

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





Some Hard Sales That I Have Closed.

While I was on the road selling cameras, some years ago, I encountered a jobber in Minnesota who gave myself and my house much trouble before I could get him down to business.

The first time I called on this man, whose name was Turner, he gave me a large order without much hesitation or argument. He was a sociable man, and I thought that I had found in him a capital fellow as well as a good customer. The date he set for the shipment of the cameras was quite a long time ahead—more so than seemed consistent with good business methods, if he did not want to be behind his competitors when the season's rush began. However, he was firm in adhering to that date and it was his affair, not mine.

Shortly before the goods were to be shipped our house received from him a cancelation of the order. It was too late in the season then for us to place the line with any other jobber in that territory, since they had placed all their orders and sent out all their advertising. Consequently it appeared that the goods would have to remain on our hands.

When, on making his town the next season, I asked Turner why he had canceled that order, he replied that the condition of his trade had been so bad, at the time, that he couldn't feel sure of disposing of the goods. He added that business was "looking up," and he was willing to give me a good order now. He had no doubt that he would easily sell our cameras. His second order exceeded the first.

And again, just before the order was to be filled, he countermanded it.

One may imagine the state of mind which prevailed in our home office when this happened. When I learned that our Minnesota jobber had "gone back on" us for the second time I guessed at once what he was trying to do. The whole case was apparent: He was handling a rival line to ours on which he thought he could make a bigger profit and he feared the competition of our goods. In the hope of getting rid of this competition he hit upon the plan of ordering large consignments from us and countermanding them when it was too late for us to place our goods with other jobbers in his territory. Of course, if the goods remained on our shelves they were not being sold by any other jobber to customers whom Turner wanted to supply with cameras made by our rivals.

I made a special trip north for the benefit of Turner's case. He met me with an air of innocent cordiality and

and liberal orders in the future if I would change my ultimatum.

"I will change my decision if you will let us ship you the order which you countermanded, and if you will increase it to such and such a figure," I said. "You know there is a ready sale for the cameras, Mr. Turner, or you wouldn't fear having me approach the retailers, even with a liberal discount. What do you say to my proposition?" and I brought out the order book.

He had no choice but to agree to my terms, and the order was duly signed.

"Now please write across the face



A MAN'S CHIEF FIGHT IS WITH HIMSELF.

You alone can save yourself from failure. Be on your guard against your weaknesses. Get a grip on yourself. Take your habit of puttering and dithering by the throat and choke the life out of it.

Stop loitering. Quit lagging at the tail of the procession, where you have to take everyone else's dust. Hit up the pace—break out of the rear ranks—make a dash for the front of the parade, where you can get a view of the prospect ahead and hear the music of the band wagon. Bring all your powers into play—go in for all you are worth. Do something—if it be only for a single occasion, with all your earthly might.

Key yourself up to concert pitch.

No man should be a lump of dough. Each of us should set a little yeast at work in himself and see if he can't rise.

we had a pleasant chat before I made known the object of my call. When I told him plainly that I saw through that little trick he had played on us he denied it at first.

"Now, Mr. Turner," I said, "I am going out through this territory and sell cameras to the retail dealers at the same price I would make to you. I'm going to give them the jobbers' discount, and you can't very well blame me if they prefer to buy direct to doing business through you."

It was a case of "death-bed repentance" with Turner when he heard this proposition. I did not want to carry it into effect, but I was prepared to do so, if necessary. He argued and coaxed, promising square treatment

of this order 'not subject to countermand,' I said.

He revolted at that.

"All right," I replied, "then it is not accepted," and I handed it back to him.

Turner fumed up and down the room for five minutes, then he surrendered and wrote, as I had requested, "not subject to countermand," signing his name.

I think he never regretted this strenuous treatment. He found our line profitable and our business relations with him continued on a satisfactory basis after that little episode.

S. W. B.

It isn't so much the blows a prize fighter can give as it is the blows he can take.

Gripsack Brigade.

It is not the man who lands only one big order a month that the house values highly, but the man who does some business in every town he touches.

Cultivate the saving habit. The man who can not take care of his own money will not take care of other people's. A bank account is your true friend.

A smooth sea never made skillful sailors. The house never really knows what you are capable of doing until they have had you in hard, overworked territory.

Barking dogs seldom bite. The man who goes about bragging of the big sales he has made and hard deals he has landed probably stands a great deal higher in his own estimation than he does in his firm's.

What Works Havoc With New Files.

New files, particularly double cuts, are soon ruined when used upon the thin edges of iron castings, which become chilled and form a scale on the surface, as the strain comes wholly upon a few teeth and breaks them. This scale should be removed by pickling in a solution consisting of two parts of water to one of sulphuric acid, and the surfaces which have become chilled should be ground off before applying the file. If it is impossible or impracticable to remove the scale by pickling, an old file that has been used until it is too dull for narrow steel work may be employed; the teeth will then not be broken by the hard scale.

People like to be taken for what they are worth, except when the tax assessor visits them.

He has a share in a good deed who cheers another on to it.

Like the Little Red
School House in the poem

Hotel Livingston Grand Rapids

is "half way up the hill."
No more convenient location. Just high enough to catch the freshest, purest air.

Hotel Cody Grand Rapids, Mich.

W. P. COX, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

VILLAGE TRADE.

How a Jobber Helped a Country Merchant.

Written for the Tradesman.

"Ned, I wish when you make your territory this trip you would drop in two or three times—even if you have to put in a couple of days in the town—at Witleigh's store and size it up as to average conditions. See what's the matter there and mail us a report."

Thus spoke Ross Hetherington, sales manager in a large wholesale establishment in Michigan, to Ned Norton, one of their best and most successful travelers, as he was packing his samples, and Ned, in return, merely replied: "All right, I think I can find out."

Witleigh's store, one of the best located and best mercantile establishments in a small town, had been in existence nearly three years and, so far as general appearance indicated, was well stocked and well arranged; but for some reason known only to Hetherington he had evolved an idea that the store's business was not what it should be; not that Witleigh did not pay his bills nor that the jobber had any claim on the store or that he was holding an ulterior purpose in relation to the enterprise. In fact, Hetherington later the same day was careful to say to Norton: "Don't do anything to arouse curiosity when you call on Witleigh or to excite suspicion. Everything is all right between us, but I am simply curious to know more about his business."

Ned Norton had "covered" the territory in question every month for nearly five years so that, although he rarely spent more than three hours in Witleigh's town, he was very thoroughly acquainted with the establishment he had been requested to investigate. Accordingly, long before he had reached the town where he was licensed to spend a couple of days if need be, he had formulated a plan of operation.

Arriving at the store about 9 o'clock in the morning—it was a general store—he halted outside to note a window display and after a short pause he observed in a low tone: "Humph! Corn planters and hand-hoes in October," and stepped inside.

"Hello, Norton," called Witleigh as he stepped forward to greet the traveler, "glad to see you. Beastly day, isn't it?"

"A little chilly and raw but it makes one's blood get busy," responded Norton as he took Witleigh's hand with, "How are you, old man? Glad to see you."

And so together the two walked back to the store, where chairs were awaiting them, and for half an hour the twain sat chatting about current affairs with never a word about business. Ned told two or three new and good stories and brought his customer from a condition of grouchiness to a really companionable frame of mind.

But he did more than that, he made mental note of brief remarks made by the solitary clerk to customers as well as some other points, un-

til Witleigh asked: "When are you goin' out?"

"I don't know exactly," answered Ned, as he arose to put on the overcoat he had laid aside. "I expect I'll have to stay in town over night. By the way, come up to the hotel and have supper with me."

"Not much," responded Witleigh. "If you are going to be here over night you're my guest and I won't have it any other way."

Thoroughly appreciating the merchant's hospitality, but against his sense of good business, Norton accepted the invitation and promising to call again walked toward the front door, remarking as he passed along, "Mighty good stand you have, Witleigh."

"Best in town," responded the merchant, "but it's a bum town. Everybody is suspicious of everybody else, all of 'em tight wads and the worst grafting village government you ever saw."

Norton, noticing that an elderly lady who was apparently examining a bolt of cotton cloth that lay before her was in reality eavesdropping, tried to offset the remark with, "But it's a good town for business," at which Witleigh came back with, "Oh, it ain't so much. I've seen worse, but not much."

Reaching the street the traveler waved his hand with, "So long," and disappeared.

Just then the lady asked the clerk if he would show her some desiccated cocoanut and he replied, staring at her helplessly, "I don't know what that means. We've got cocoanut in bulk and in packages."

Requested to show her some the clerk took down a package and placed it on the showcase and then, stooping, he lifted a small scoop filled with the article in bulk.

"That will do," said the lady; "give me ten cents' worth, please."

Meanwhile the merchant had overheard the conversation and as the clerk was putting the purchase into a paper bag he passed him and observed soto voce, "You d— fool, don't you know desiccated cocoanut when you see it?"

Ned Norton strolled leisurely up the street, noting that the nearest general store competitor that Witleigh had was across the street in the next square, and that the only stores dealing especially, if not exclusively, in the lines he handled were very small concerns, such as a millinery and dressmaking establishment, a shoe shop, a small tin shop and hardware store and a drug store, in which was located the postoffice. On the same side of the street but in the next block were the hotel, a large agricultural implement warehouse and a meat market, while directly opposite Witleigh's were a second hand store, a clothing store, an express office and newsstand, two small groceries, a bakery and confectionery store, a printing office, a shoe shop and a real estate and insurance office.

Turning a corner he walked west to the alley and up that passage until he was in the rear of Witleigh's

store. There he found a large area practically useless except as the receptacle for ashes, old boxes, barrels and rubbish of all sorts.

About 11 o'clock he returned to his friend's store to find Witleigh and his clerk busy with customers who had called for various articles needed for dinner that day, while two farmers and their wives sat back by the stove munching crackers, cheese and herring they had bought for a luncheon.

He was also a listener to the enquiry from one of the villagers as to why Witleigh did not deliver goods and heard that worthy reply, "I do deliver goods in town Saturdays, which is all I can afford to do. There isn't enough business to make it worth the while."

That evening after supper while Mrs. Witleigh and her daughter were busy clearing away the table Ned asked his host if any of his competitors delivered goods and was told that such an expense could not be assumed by any merchant in town, and besides there wasn't anyone in town who lived more than eighty rods from "downtown" and they preferred to take their purchases home themselves.

"Is that so?" said Ned just as the ladies entered the livingroom and just then, too, the merchant told with great gusto how his pin-head of a clerk did not know what desiccated cocoanut is and how he "had called him down for his stupidity."

"Did you do it before the lady?" asked the daughter.

"You bet I did, good and hard," was the reply.

"You shouldn't have done that, William," observed the wife, who turned to their guest with: "It wasn't right, was it, Mr. Norton?"

"No, it was a very serious mistake," said Ned. "It not only does not pay but it does positive harm to reprove an employe in the presence of anyone who not only is not acquainted with all the facts in the case but has no interest in it beyond a sort of sympathy for the one who is corrected."

Thus began a discussion which, participated in by husband, wife, daughter and guest, was devoted entirely to merchandising in their village and which resulted in Witleigh's agreeing to not only deliver goods daily in the village but to deliver them at any point within a mile of the store. He agreed, also, to clean up his backyard and erect thereon a team shed with accommodations for ten teams.

The merchant also learned as to the absolute lack of wisdom there is in "knocking" one's own town and finally that from a business standpoint Witleigh had made a mistake in inviting Ned to become his guest for the night. "Of course I am delighted to be here," said Ned, "and am enjoying myself hugely and I appreciate your courtesy; but what about the hotel and its landlord? He is your fellow citizen and trades with you, or ought to if you know your business, and here you have taken business away from him."

"But I wanted you to come and see how we live," put in the merchant.

"Of course you did and I was glad to come. I get enough and too much of hotels. But, then, I don't buy goods of you and the hotel man does," Ned replied.

"Oh, I've fixed that before and can do it again," said the merchant. "I'll take my wife and daughter over to the hotel for a Sunday dinner."

"That's a good practice," continued Ned, "but you should do that occasionally whether you take a guest away from him or not, and you should go farther than that: Every chance you get, when you want a thing you do not keep in stock, go to some one of your neighbor merchants for it and keep track of things so that you may patronize each one about alike."

There was no more interested participant in the discussion than was Mrs. Witleigh and when retiring-time came the lady thanked their guest for his "good square talk. It's what I've told William dozens of times and now that you advise it I think he will act accordingly."

That night Norton wrote a brief report setting forth the facts and giving an outline of the evening discussion at home and closed by saying: "I think Witleigh's business will increase greatly during the coming year."

* * *

Just a year later Mr. and Mrs. Witleigh and their daughter were Ned's guests in the city for two days, taking in the places of public interest, the parks and theaters and having a jolly time generally and when Ross Hetherington told Witleigh that he had observed with great pleasure how the business of his general store had increased within a twelve month and congratulated him upon the improvement the village merchant said: "Do not congratulate me; congratulate Ned. He's a wonder."

Charles S. Hathaway.

Thousand Successful Men.

I have on my desk a list of 1,000 successful men of this nation. By "successful" I do not mean mere money-makers but men who have given us new conceptions of steam, electricity, construction work, education, art, etc. These are the men who influence our moral, as well as physical lives. They construct for better things.

How these men started in work is interesting. Their first foothold in work is a fine study.

Three hundred started as farmers' sons.

Two hundred started as messenger boys.

Two hundred were newsboys.

One hundred were printers' apprentices.

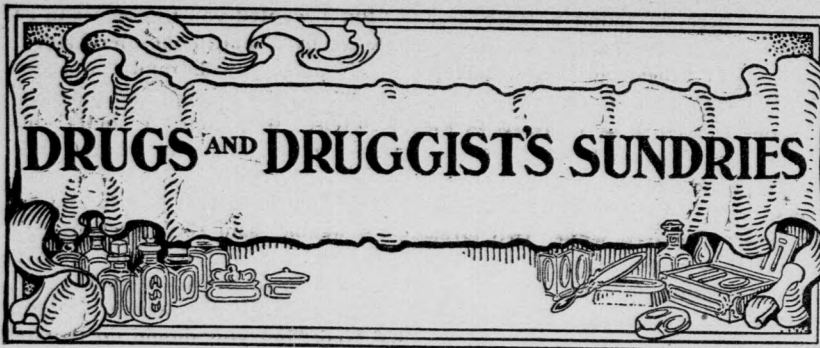
One hundred were apprenticed in manufactories.

Fifty began at the bottom of railway work.

Fifty—only fifty—had wealthy parents to give them a start.

Geo. F. Brown.

Temptation may be good discipline, but it makes poor diet.



Michigan Board of Pharmacy.
President—W. E. Collins, Owosso.
Secretary—John D. Muir, Grand Rapids.
Treasurer—W. A. Dohany, Detroit.
Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

Michigan Retail Druggists Association.
President—C. A. Bugbee, Traverse City.
First Vice-President—Fred Brundage, Muskegon.
Second Vice-President—C. H. Jongejan, Grand Rapids.
Secretary—H. R. McDonald, Traverse City.
Treasurer—Henry Riechel, Grand Rapids.

Michigan State Pharmaceutical Association.
President—Edw. J. Rodgers, Port Huron.
First Vice-President—J. E. Way, Jackson.
Second Vice-President—W. R. Hall, Manistee.
Third Vice-President—M. M. Miller, Milan.
Secretary—E. E. Calkins, Ann Arbor.
Treasurer—Willis Lisenring, Pontiac.

Largest Drug Business Built Up By Courtesy.

There may be an excuse for dishonesty, but there is none for discourtesy. Dishonesty is usually the result of weakness, but discourtesy is just plain meanness.

Sometime when you are in New York, and down on Park Row, if you will look in one corner of the World building you will see the largest retail drug business in New York City and which is a monument to the courtesy of one man, Dr. Charles S. Perry.

Years ago Dr. Perry was a soda water boy in Richard Hudnut's drug store in the old Herald building at Broadway and Ann street. By his gracious manner soda water seemed to taste better served by him. All the business was done right around in that neighborhood in those days and young Perry became acquainted with all the big business men in town—or rather they became acquainted with him, for Perry didn't urge himself.

He soon learned the names on the dope bottles—got so he could tell spirits of frumenti from aquadistill and he became a prescription clerk.

There was something in his manner of approach or possibly it was his well modulated major-keyed voice, or both, that seemed to have a better curing effect than the drugs he sold.

This courtesy was conspicuous above all the other clerks in the store and those of all the other stores in the neighborhood. All the bankers and brokers and insurance men came in and waited their turns for Perry to serve them.

After a few years Perry began receiving offers from his rich patrons to start him in business—not in the spirit of making money out of him but simply as a return and recognition of the many kindnesses he had extended.

These offers kept coming until he received twenty in one year.

But as in the case of many a young man there was a timidity about accepting the responsibility attending these offers and he kept on his old job.

Finally one day one of the Vice-Presidents of the Equitable Life Insurance Company came into the store, handed Perry the incorporation papers of the Perry Drug Co., a certificate of 51 per cent. of the stock and an option on the lease of a first floor room in the present New York Sun building, and there was nothing to do but accept.

Dr. Perry had been in the newspaper district for years and knew more newspaper men than any one outside the profession—everybody from James Gordon Bennett, Charles A. Dana, Richard Spillane, down to Tooty, the copy boy, and Perry got more advance notices than a modern Broadway chloride of lime realistic drama.

The day of the opening the New York Sun said, editorially:

"There is something new under the Sun—Perry's drug store."

Then the other twenty of those who had offered to back him became offended, but the genial doctor explained how it had all happened and they took it as a huge joke that the Equitable Vice-President had taken the advantage of them.

Perry's own business prospered, as did that of his former employer, and has long ago moved into more commodious quarters in the World building. Many clerks are employed there and each reflects the master in his courtesy—it is just a physical example that men select men in their image and likeness, unconsciously.

Yes, and Dr. Perry is just as courteous to those from whom he buys as to those to whom he sells, and if there are any job lots or bargains in the wholesale drug trade they just walk up and hand them to the retail store under the World building.

There is such a thing as being so white that people are ashamed to skin you.

To stand there and look at this store in the World building is to see how one man has actually capitalized his courtesy. Yes, and as to those of us who have been made cross and irascible by the struggle with failure to succeed, it is enough to make us ashamed to see how simply and easily one man has accomplished the end to which most of us are striving.

People who ride in automobiles shouldn't throw tacks.

Formula of a Varnish for Paper.

A good varnish for paper and maps is made with gum mastic, 6 parts; sandarac, 3 parts, dissolved in a mixture of 3 parts of turpentine and 32 parts of alcohol. These ingredients, with the exception of the turpentine, are placed in a copper vessel tinned inside, and surrounded by hot water. The contents of the vessel are stirred for several hours until the gums are dissolved; the turpentine is then added, and the stirring continued an hour longer, after which the varnish is strained and set aside for use.

In attempting to varnish the first and most essential operation is the proper sizing of the paper, as if this be imperfectly done almost any kind of varnish will penetrate the paper so as to make oil spots. Glue water of the proper consistency is the best protection against absorption of the varnish. It should be of the right strength, however. If, after being dried, the coating cracks in bending a corner of the paper, the solution of glue was not diluted enough. When dry the paper is coated with the above or any mastic varnish of the right consistency.

Another formula for a suitable varnish is: Gum mastic, 5 ounces; sandarac, 2 ounces; camphor, 1 ounce; alcohol, 95 per cent., 16 ounces.

R. E. Dyer.

How To Remove Tattoo Marks.

Dr. Variot adopts the method of pouring on the marks a concentrated solution of tannin and works it into

the skin by a series of pricks just as in tattooing proper. A certain quantity of tannin is thus introduced beneath the skin. He then rubs the part with nitrate of silver and allows the solution of the salt to remain in situ until the prick marks show out as black points. The caustic is then wiped off and the result is the formation of a black stain of tannate of silver. Inflammation is set up, and in the course of a fortnight scabs form, on the disappearance of which no trace is left of the original design, the only souvenir being a reddish scar, which in time becomes less visible. Various other methods have been tried with more or less success, as scarification, the introduction of opaque powders and caustics into the skin, etc., but the author quoted says that none of them produce such satisfactory results. The tannin, in his operation, acts as a mordant, and in no case did he have to deal with troublesome suppuration, although if the era be large it is well to do a piece at a time.

R. E. Dyer.

Perspiration Powder.

The following has been recommended as an absorbent skin powder for excessive perspiration in cases of night sweats of consumption, malarial fevers, etc.:

Salicylic acid, in fine powder, 1 part.
Boric acid, powdered 4 parts
Starch, powdered 4 parts
Talc, powdered 14 parts

Mix. The powder may be perfumed if desired by adding powderedorris root.

Liquor Register System

For Use In
Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

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Tradesman Company
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba1 75@1 85	Scilla @ 50
Aceticum 6@ 8		Cubebae 2 75@3 00	Scilla Co. @ 50
Benzoicum, Ger. 70@ 75		Erigeron 2 35@2 50	Tolutan @ 50
Boracie @ 12		Evechthitos 1 00@1 10	Prunus virg. @ 50
Carbolicum 16@ 23		Gaultheria 2 50@4 00	Zingiber @ 50
Citricum 42@ 46		Geranium oz 75	
Hydrochlor 3@ 5		Gossippi Sem gal 70@ 75	Tinctures
Nitrosum 8@ 10		Hedeoma 2 50@2 75	Aloes 60
Oxalicum 14@ 15		Junipera 40@1 20	Aloes & Myrrh. . . 60
Phosphorium, dil. . . @ 15		Lavendula 90@3 60	Anconitum Nap'sF 50
Salicylicum 44@ 47		Limons 1 15@1 25	Anconitum Nap'sR 50
Sulphuricum 13@ 15		Mentha Piper 1 75@1 90	Arnica 60
Tannicum 75@ 85		Mentha Verid. 2 25@2 40	Asafoetida 50
Tartaricum 33@ 40		Morruhuac, gal. . . 1 60@1 85	Atrape Belladonna 60
		Myrica 3 00@3 50	Auranti Cortex. . . 50
Ammonia		Olive 1 00@3 00	Barosma 50
Aqua, 18 deg. 4@ 6		Picis Liquida 10@ 12	Benzoin 60
Aqua, 20 deg. 6@ 8		Picis Liquida gal. . @ 40	Benzoin Co. 50
Carbonas 13@ 15		Ricina 94@1 00	Cantharides 75
Chloridum 12@ 14		Rosae oz. 6 50@7 00	Capsicum 50
Aniline		Rosmarini @ 1 00	Cardamon 75
Black 2 00@2 25		Sabina 90@1 00	Cardamon Co. 75
Brown 80@1 00		Santal @ 4 50	Cassia Acutifol. . . 50
Red 45@ 50		Sassafras 85@ 90	Cassia Acutifol Co 50
Yellow 2 50@3 00		Sinapis, ess. oz. . . @ 65	Castor 1 00
Bacca		Succini 40@ 45	Catechu 50
Cubebae 39@ 42		Thyme 40@ 50	Cinchona 50
Juniperus 10@ 12		Thyme, opt. @ 1 60	Cinchona Co. 60
Xanthoxylum 45@ 50		Theobromas 15@ 20	Columbia 50
Balsamum		Tigilil 90@1 00	Cubebae 50
Copaiba 65@ 75		Potassium	Digitalis 50
Peru 1 80@1 90		Bi-Carb 15@ 18	Ergot 35
Terabin, Canada . . 78@ 80		Bichromate 13@ 15	Ferri Chloridum . . 35
Tolutan 40@ 45		Bromide 25@ 30	Gentian 50
Cortex		Carb 12@ 15	Gentian Co. 60
Abies, Canadian . . 18		Chlorate 12@ 14	Guaiac 60
Cassia 20		Cyanide 30@ 40	Guaiac ammon. . . 60
Cinchona Flava. . . 18		Iodide 50@2 60	Hyoscyamus 50
Buonymus atro. . . 16		Potassa, Bitart pr 30@ 32	Iodine, colorless . 75
Myrica Cerifera. . . 20		Potass Nitras opt 7@ 10	Kino 50
Prunus Virgini. . . 15		Potass Nitras 6@ 8	Lobelia 50
Quillaia, gr'd. 15		Prussiate 23@ 26	Myrrh 50
Sassafras, po 25. . . 24		Sulphate po 15@ 18	Nux Vomica 50
Ulmus 20		Radix	Opil 1 25
Extractum		Aconitum 20@ 25	Opil, camphorated 1 00
Glycyrrhiza, Gla. . . 24@ 30		Althae 30@ 35	Opil, deodorized . 2 00
Glycyrrhiza, po. . . 28@ 30		Anchusa 10@ 12	Quassia 50
Haematox. 11@ 12		Arum po @ 25	Rhatany 50
Haematox. 1s 13@ 14		Calamus 20@ 40	Rhei 50
Haematox. 1/2s . . 14@ 15		Gentiana po 15. . . 12@ 15	Sanguinaria 50
Haematox. 1/4s . . 16@ 17		Glycyrrhiza pv 15 16@ 18	Serpentaria 60
Ferru		Hellebore, Alba . . 12@ 15	Stromonium 60
Carbonate Precip. . 15		Hydrastis, Canada 22@ 26	Valerian 50
Citrate and Quina . 2 00		Hydrastis, Can. po 22@ 26	Veratrum Veride . 50
Citrate Soluble. . . 55		Inula, po 18@ 22	Zingiber 60
Ferrocyanidum S . . 40		Ipecac, po 2 00@2 10	Miscellaneous
Solut. Chloride. . . 15		Iris plox 35@ 40	Aether, Spts Nit 3f 30@ 35
Sulphate, com'l. . . 2		Ialapa, pr. 65@ 70	Aether, Spts Nit 4f 34@ 38
Sulphate, com'l. by bbl. per cwt. 70		Maranta, 1/4s @ 35	Alumen, grd po 7 3@ 4
Sulphate, pure 7		Podophyllum po . . 15@ 18	Annatto 40@ 50
Flora		Rhei 75@1 00	Antimoni, po 4@ 5
Arnica 20@ 25		Rhei, cut 1 00@1 25	Antimoni et po T 40@ 50
Anthemis 50@ 60		Rhei, pv. 75@1 00	Antifebrin @ 20
Matricaria 30@ 35		Sanguinari, po 18 @ 15	Antipyrin @ 25
Folia		Scilla, po 45 20@ 25	Argent Nitras oz . . @ 62
Barosma 50@ 60		Senega 85@ 90	Arsenicum 10@ 12
Cassia Acutifol. . . 15@ 20		Serpentaria 50@ 55	Balm Gilead buds 60@ 65
Cassia, Acutifol . . 25@ 30		Smilax, M. @ 25	Bismuth S N 65@1 85
Salvia officinalis. . 18@ 20		Smilax, off's H. . . @ 48	Calcium Chlor, 1s @ 9
Uva Ursi 8@ 10		Spigella 1 45@1 50	Calcium Chlor, 1/2s @ 10
Gummi		Symplocarpus @ 25	Calcium Chlor, 1/4s @ 12
Acacia, 1st pkd. @ 65		Valeriana Eng. . . @ 25	Cantharides, Rus. . @ 90
Acacia, 2nd pkd. @ 45		Valeriana, Ger. . . 15@ 20	Capsici Fruc's af . . @ 20
Acacia, 3rd pkd. @ 35		Zingiber a 12@ 16	Capsici Fruc's po . . @ 22
Acacia, sifted sts. . @ 18		Zingiber j 25@ 28	Cap'i Fruc's B po . . @ 15
Acacia, po 45@ 65		Semen	Carmin, No. 40 @ 25
Aloe, Barb 22@ 25		Anisum po 20 @ 16	Carphyllus 20@ 22
Aloe, Cape @ 25		Apium (gravel's) 13@ 15	Cassia ructus @ 35
Aloe, Socotri @ 45		Bird, 1s 4@ 6	Cataceum @ 35
Ammoniac 55@ 60		Cannabis Sativa . . 7@ 8	Centraria @ 10
Asafoetida 80@ 85		Cardamon 70@ 90	Cera Alba 50@ 55
Benzoinum 50@ 55		Carui po 15 12@ 15	Cera Flava 40@ 42
Catechu, 1s @ 13		Chenopodium 25@ 30	Crocus 30@ 35
Catechu, 1/2s @ 14		Coriandrum 12@ 14	Chloroform 34@ 54
Catechu, 1/4s @ 16		Cydonium 75@1 00	Chloral Hyd Crss 1 20@1 45
Camphorae 60@ 65		Dipterix Odorate 2 50@2 75	Chloro'm Squibbs . @ 90
Euphorbium @ 40		Foeniculum @ 18	Chondrus 20@ 25
Galbanum @ 1 00		Foenugreek, po. . . 7@ 9	Cinchonide Germ . . 38@ 48
Gamboge 1 25@1 35		Lini, grd. bbl. 2 3/4 3@ 6	Cinchonidine P-W 38@ 48
Gaultheria po 35 @ 35		Lini, grd. bbl. 2 3/4 3@ 6	Cocaine 2 80@3 00
Kino po 45c @ 45		Lobelia 75@ 80	Corks list, less 75% @ 45
Mastic po 45c @ 45		Pharlaris Cana'n . 9@ 10	Creosotum @ 2
Myrrh po 50 @ 45		Rapa 5@ 6	Creta, bbl. 75 @ 2
Opium 4 65@4 75		Sinapis Alba 8@ 10	Creta, prep. @ 5
Shellac 45@ 55		Sinapis Nigra 9@ 10	Creta, precip. . . 9@ 11
Shellac, bleached . 60@ 65		Spiritus	Creta, Rubra @ 8
Tragacanth 70@1 00		Frumentum W. D. 2 00@2 50	Cudbear @ 24
Herba		Frumentum 1 25@1 50	Cupri Sulph 3@ 10
Absinthium 45@ 60		Juniperis Co. O T 1 75@3 50	Dextrine 7@ 10
Eupatorium oz pk 20		Juniperis Co. O T 1 65@2 00	Emery, all Nos. . . @ 8
Lobelia oz pk 20		Saccharum N E 1 90@2 10	Emery, po @ 6
Majorium oz pk 28		Sot Vini Galli . . 1 75@6 50	Ergota po 65 60@ 65
Mentha Pip. oz pk 23		Vini Alba 1 25@2 00	Ether Sulph 35@ 40
Mentha Ver oz pk 25		Vini Oporto 1 25@2 00	Flake White 12@ 15
Rue oz pk 39		Sponges	Galla @ 30
Tanacetum. V. 22		Extra yellow sheeps' wool carriage @ 1 25	Gambler 3@ 9
Thymus V. oz pk 25		Florida sheeps' wool carriage 3 00@3 50	Gelatin, Cooper . . @ 60
Magnesia		Grass sheeps' wool carriage @ 1 25	Gelatin, French . . 35@ 60
Calcined, Pat. 55@ 60		Hard, slate use. . . @ 1 00	Glassware, fit boo 75% @ 15
Carbonate, Pat. 18@ 20		Nassau sheeps' wool carriage 3 50@3 75	Glue, brown 11@ 13
Carbonate, K-M. 18@ 20		Velvet extra sheeps' wool carriage @ 2 00	Glue, white 15@ 25
Carbonate 18@ 20		Yellow Reef, for slate use @ 1 40	Glycerina 22@ 30
Oleum		Syrups	Grana Paradisi . . @ 25
Absinthium 5 50@5 75		Acacia @ 50	Humulus 35@ 60
Amygdalae Dule. 75@ 85		Auranti Cortex . . @ 50	Hydrarg Ammo'i . . @ 15
Amygdalae, Ama 8 90@8 25		Ferri Iod @ 50	Hydrarg Ch. Mt . . @ 90
Anisi 1 90@2 00		Ipecac @ 60	Hydrarg Ch. Cor . . @ 90
Auranti Cortex . . 2 75@2 85		Rhei Arom @ 50	Hydrarg Ox Ru'm . . @ 1 00
Bergamli 5 50@5 60		Smilax Off's 50@ 60	Hydrarg Ungue'm . 50@ 60
Calicuti 85@ 90		Senega @ 50	Hydrargyrum @ 85
Caryophilli 1 20@1 30			Ichthyobolla, Am. 90@1 00
Cedar 3 75@4 00			Indigo 75@1 00
Chenopadi 3 75@4 00			Iodine, Resubi . . 3 85@3 90
Cinnamoni 1 75@1 85			Iodoform 3 90@4 00
Conium Mae 80@ 90			Liquor Arsen et . . @ 25
Citronella 60@ 70			Liq Potass Arsinit 10@ 12

Lupulin @ 40	Rubia Tinctorem 12@ 14	Vanilla 9 00@10 00
Lycopodium 70@ 75	Saccharum La's 18@ 20	Zinci Sulph 7@ 10
Macis 65@ 70	Salacin 4 50@4 75	
Magnesia, Sulph. 3@ 5	Sanguis Drac's 40@ 50	Oils
Magnesia, Sulph. bbl @ 1 1/4	Sapo, G @ 15	Lard, extra bbl. gal.
Mannia S. F. 75@ 85	Sapo, M 10@ 12	Lard, No. 1 35@ 90
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 . 35@ 40	Snuff, S'h DeVos's @ 51	Paints
Os Sepia 35@ 40	Soda, Boras 5 1/2@ 10	Green, Paris 21@ 26
Pepsin Saac, H & P D Co. @ 1 00	Soda, Boras, po . 5 1/2@ 10	Green, Peninsular 13@ 16
Picis Liq N N 1/2 gal. doz. @ 2 00	Soda et Pot's Tart 25@ 28	Lead, red 7 1/2@ 8
Picis Liq qts @ 1 00	Soda, Carb 1 1/2@ 2	Lead, white 7 1/2@ 8
Picis Liq pints @ 60	Soda, Bi-Carb 3@ 5	Ochre, yel Ber 1 1/4 2 @ 4
Pil Hydrarg po 80 @ 30	Soda, Ash 3 1/2@ 4	Putty, commer'l 2 1/2 2 1/2
Piper Alba po 35 @ 30	Soda, Sulphas . . @ 2	Putty, strict pr 2 1/2 2 3/4
Piper Nigra po 22 @ 13	Spts. Cologne . . @ 2 60	Red Venetian . 1 1/2 2 @ 3
Pix Burgum @ 3	Spts. Ether Co. . 50@ 55	Shaker Prep'd 1 25@1 35
Plumbi Acet 12@ 15	Spts. Myrcia @ 2 50	Vermillion, Eng. 75@ 80
Pulvis Ip'cet Opil 1 30@1 50	Spts. Vini Rect bbl @	Vermillion Prime
Pyrethrum, bxs. H & P D Co. doz. . @ 75	Spts. Vi'i Rect 1/2 b @	American 13@ 15
Pyrethrum, pv. 20@ 25	Spts. Vi'i R't 10 gl @	Whiting Gilders' . @ 95
Quassia 8@ 10	Spts. Vi'i R't 5 gl @	Whit'g Paris Am'r @ 1 25
Quina, N. Y. 17@ 27	Strychnia, Crys'l 1 10@1 30	Whit'g Paris Eng. @ 1 40
Quina, S. Ger. 17@ 27	Sulphur Subl 2 1/2@ 4	Whiting, white S'n @
Quina, S P & W 17@ 27	Sulphur, Roll 2 1/2@ 3 1/2	Varnishes
	Tamarinds 8@ 10	Extra Turp 1 60@1 70
	Terebenth Venice 28@ 30	No. 1 Turp Coach 1 10@1 20
	Thebromae 48@ 50	

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.

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TRADESMAN COMPANY

GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

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ADVANCED

DECLINED

Index to Markets
By Columns

Col	1	2
A	Ammonia	Ammonia
B	Baked Beans	Baked Beans
C	Candies	Candies
D	Dried Fruits	Dried Fruits
E	Farinaceous Goods	Farinaceous Goods
F	Feed	Feed
G	Gelatine	Gelatine
H	Herbs	Herbs
I	Hides and Pelts	Hides and Pelts
J	Jelly	Jelly
L	Licorice	Licorice
M	Matches	Matches
N	Nuts	Nuts
O	Olives	Olives
P	Pipes	Pipes
R	Rice	Rice
S	Salad Dressing	Salad Dressing
T	Tea	Tea
V	Vinegar	Vinegar
W	Wicking	Wicking
Y	Yeast Cake	Yeast Cake

Col	1	2
1	ARCTIC AMMONIA	Oysters
2	AXLE GREASE	Plums
3	Baked Beans	Peas
4	BATH BRICK	Pineapple
5	BLUING	Pumpkin
6	BROOMS	Raspberries
7	BRUSHES	Salmon
8	BUTTER COLOR	Sardines
9	CANDLES	Shrimps
10	CANNED GOODS	Succotash
11	Apples	Strawberries
12	Blackberries	Tomatoes
13	Beans	Water White
14	Baked Beans	D. S. Gasoline
15	Red Kidney	Gas Machine
16	String	Deodor'd Nap'a
17	Wax	Cylinder
18	Blueberries	Engine
19	Standard	Black, winter
20	Gallon	CEREALS
21	Blackberries	Breakfast Foods
22	Standards	Bordeaux Flakes
23	Beans	Cream of Wheat
24	Baked Beans	Egg-O-See
25	Red Kidney	Excella Flakes
26	String	Excella, large pkgs.
27	Wax	Force, 36 2lb.
28	Blueberries	Grape Nuts, 2 doz.
29	Standard	Malta Ceres, 24 1lb.
30	Gallon	Malta Vita, 36 1lb.
31	Blackberries	Mapl-Flake, 36 1lb.
32	Standards	Pillsbury's Vitos, 3 dz.
33	Beans	Ralston Health Food
34	Baked Beans	36 2lb.
35	Red Kidney	Sunlight Flakes, 36 1lb.
36	String	Sunlight Flakes, 20 1lb.
37	Wax	Kellogg's Toasted Corn
38	Blueberries	Flakes, 36 pkgs in cs.
39	Standard	Vigor, 36 pkgs.
40	Gallon	Voigt Cream Flakes
41	Blackberries	Zest, 20 2lb.
42	Standards	Zest, 36 small pkgs.
43	Beans	CHEESE
44	Baked Beans	Acme
45	Red Kidney	Gem
46	String	Jersey
47	Wax	Riverside
48	Blueberries	Springdale
49	Standard	Warner's
50	Gallon	Brick
51	Blackberries	Leiden
52	Standards	Limburger
53	Beans	Pineapple
54	Baked Beans	Sap Sago
55	Red Kidney	Swiss, domestic
56	String	
57	Wax	
58	Blueberries	
59	Standard	
60	Gallon	
61	Blackberries	
62	Standards	
63	Beans	
64	Baked Beans	
65	Red Kidney	
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67	Wax	
68	Blueberries	
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72	Standards	
73	Beans	
74	Baked Beans	
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76	String	
77	Wax	
78	Blueberries	
79	Standard	
80	Gallon	
81	Blackberries	
82	Standards	
83	Beans	
84	Baked Beans	
85	Red Kidney	
86	String	
87	Wax	
88	Blueberries	
89	Standard	
90	Gallon	
91	Blackberries	
92	Standards	
93	Beans	
94	Baked Beans	
95	Red Kidney	
96	String	
97	Wax	
98	Blueberries	
99	Standard	
100	Gallon	

3	4	5
CHEWING GUM	Family Cookie	DRIED FRUITS
American Flag Spruce	Fig Cake Assorted	Apples
Beeman's Pepsin	Frosted Cream	Sundried
Adams' Pepsin	Frosted Ginger Cookie	Evaporated
Best Pepsin	Florabel Cake	Apricots
Best Pepsin, 5 boxes	Frosted Honey Cake	California
Black Jack	Fluted Coconut Bar	Citron
Largest Gum Made	Fruit Honey Cake	Corsican
Sen Sen	Ginger Gems	Currents
Sen Sen Breath Perf	Ginger Gems, Iced	Imp'd 1 lb. pkg.
Long Tom	Graham Crackers	Imported bulk
Yucatan	Ginger Nuts	Peel
Hop to it	Ginger Snaps N. B. C.	Lemon American
Spearmint	Ginger Snaps N. B. C.	Orange American
	Square	Raisins
	Hippodrome Bar	Cluster, 5 crown
	Honey Cake, N. B. C.	Loose Muscatels 2 cr.
	Honey Fingers, As. Ice	Loose Muscatels 3 cr.
	Honey Jumbles	Loose Muscatels, 4 cr.
	Honey Jumbles, Iced	L. M. Seeded 1 lb. 6 1/2
	Honey Flakes	California Prunes
	Household Cookies	100-125 2lb. boxes
	Household Cookies Iced	90-100 25lb. boxes
	Iced Honey Crumpets	80-90 25lb. boxes
	Imperial	70-80 25lb. boxes
	Jersey Lunch	60-70 25lb. boxes
	Jubilee Mixed	50-60 25lb. boxes
	Kream Klips	40-50 25lb. boxes
	Laddie	30-40 25lb. boxes
	Lemon Gems	4c less in 50lb. cases
	Lemon Biscuit Square	FARINACEOUS GOODS
	Lemon Fruit Square	Beans
	Lemon Wafer	Dried Lima
	Marshmallow Walnuts	Med. Hand Pk'd
	Molasses Cakes	Brown Holland
	Molasses Cakes, Iced	Farina
	Mottled Square	24 1 lb. packages
	Newton	Bulk, per 100 lbs.
	Nabob Jumbles	Hominy
	Oatmeal Crackers	Flake, 50 lb. sack
	Orange Gems	Pearl, 100 lb. sack
	Penny Cakes, Assorted	Pearl, 200 lb. sack
	Peanut Gems	Maccaroni and Vermicelli
	Pretzels, Hand Md.	Domestic, 10 lb. box
	Pretzettes, Hand Md.	Imported, 25 lb. box
	Pretzettes, Mac. Md.	Pearl Barley
	Raisin Cookies	Common
	Reverse, Assorted	Chester
	Rosalia	Empire
	Rube	Peas
	Scalloped Gems	Green, Wisconsin, bu.
	Scotch Cookies	Green, Scotch, bu.
	Snow Creams	Split, lb.
	Spiced Currant Cake	East India
	Sugar Fingers	German, sacks
	Sultana Fruit Biscuit	German, broken pkg.
	Sunside Jumbles	Tapoca
	Spiced Gingers	Flake, 110 lb. sacks
	Spiced Gingers Iced	Pearl, 130 lb. sacks
	Sugar Cakes	Pearl, 24 lb. pkgs.
	Sugar Squares, large or	FLAVORING EXTRACTS
	small	Foot & Jenks
	Superba	Coleman Brand
	Sponge Lady Fingers	Lemon
	Sugar Crimp	No. 2 Terpeneless
	Vanilla Wafers	No. 3 Terpeneless
	Victors	No. 8 Terpeneless
	Waverly	Vanilla
		No. 2 High Class
		No. 4 High Class
		No. 8 High Class
		Jaxon Brand
		Vanilla
		2 oz. Full Measure
		4 oz. Full Measure
		8 oz. Full Measure
		Lemon
		2 oz. Full Measure
		4 oz. Full Measure
		8 oz. Full Measure
		Jennings D. C. Brand
		Terpeneless Ext. Lemon
		No. 2 Panel
		No. 4 Panel
		No. 6 Panel
		Taper Panel
		1 oz. Full Measure
		2 oz. Full Measure
		4 oz. Full Measure
		No. 2 Assorted Flavors
		GRAIN BAGS
		Amoskeag, 100 lb. bale
		Amoskeag, less than 100 lb.
		GRAIN AND FLOUR
		Wheat
		Red
		White
		Winter Wheat Flour
		Local Brands
		Patents
		Seconds Patents
		Straight
		Second Straight
		Clear
		Flour in barrels, 25c per barrel additional.
		Worden Grocer Co.'s Brand
		Quaker, paper
		Quaker, cloth
		Wykes & Co.
		Eclipse
		Kansas Hard Wheat Flour
		Judson Grocer Co.
		Fanchon, 1/2 sack
		Grand Rapids Grain
		Milling Co. Brands
		Purity, Patent
		Wizard, Flour
		Wizard, Graham
		Wizard, Corn Meal
		Wizard, Buckwheat
		Rye

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family... 5 75 Golden Horn, bakers... 5 65 Duluth Imperial... 5 95 Wisconsin Rye... 4 20 Judson Grocer Co.'s Brand Ceresota, 1/2s... 6 60 Ceresota, 1/4s... 6 50 Ceresota, 1/8s... 6 40 Lemon & Wheeler's Brand Wingold, 1/2s... 6 00 Wingold, 1/4s... 5 90 Wingold, 1/8s... 5 80 Worden Grocer Co.'s Brand Laurel, 1/2s cloth... 6 10 Laurel, 1/4s cloth... 6 00 Laurel, 1/8s cloth... 5 90 Laurel, 1/2s paper... 6 00 Laurel, 1/4s paper... 6 00 Laurel, 1/8s paper... 6 00 Voigt Milling Co.'s Brand Voigt's Crescent... 6 30 Voigt's Flour... 6 30 (whole wheat flour) 6 30 Voigt's Hygienic Graham... 5 70 Voigt's Royal... 6 70 Wykes & Co. Sleepy Eye, 1/2s cloth... 6 20 Sleepy Eye, 1/4s cloth... 6 10 Sleepy Eye, 1/8s cloth... 6 00 Sleepy Eye, 1/2s paper... 6 00 Sleepy Eye, 1/4s paper... 6 00 Sleepy Eye, 1/8s 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 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 1/2 lb. 6 lb. box... 18 OLIVES Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 40 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz... 75 Queen, pints... 2 50 Queen, 19 oz... 4 50 Queen, 28 oz... 7 00 Stuffed, 5 oz... 90 Stuffed, 3 oz... 1 45 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob... 90 PICKLES Medium Barrels, 1,200 count... 6 00 Half bbls., 600 count 3 50 Small Half bbls., 1,200 count 4 50 PLAYING CARDS. No. 90 Steamboat... 85 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special... 1 75 No. 93 Golf, satin fin. 2 00 No. 808 Bicycle... 2 00 No. 632 Tourn't whist 2 25 POTASH Babbitt's... 4 00 PROVISIONS Barreled Pork Mess, new... 22 00 Clear Back... 24 50 Short Cut... 21 50 Short Cut Clear... 21 50 Bean... 20 50 Brisket, Clear... 24 00 Pig... 24 00 Clear Family... 21 00 Dry Salt Meats S. P. Bellies... 16 Bellies... 16 Extra Shorts Clear... 13 1/2	Lard Pure in tierces... 13 1/2 Compound Lard... 9 80 lb. tubs... advance 1/4 50 lb. tubs... advance 1/4 50 lb. tins... advance 1/4 20 lb. pails... advance 1/4 10 lb. pails... advance 1/4 5 lb. pails... advance 1/4 8 lb. pails... advance 1/4 Smoked Meats Hams, 12 lb. average... 14 Hams, 14 lb. average... 14 Hams, 16 lb. average... 14 Hams, 18 lb. average... 14 Skinned Hams... 15 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 1/4 bbls... 4 00 1 bbl... 9 00 Tripe Kits, 15 lbs... 80 1/4 bbls, 40 lbs... 1 60 1/2 bbls, 80 lbs... 3 00 Casings Hogs, per lb... 32 Beef, rounds, set... 25 Beef, middles, set... 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 @ 6 1/2 Broken... 5 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint... 2 25 Columbia, 1 pint... 4 00 Durkee's, large, 1 doz... 5 50 Durkee's, small, 2 doz... 5 25 Snider's, large, 1 doz... 2 35 Snider's, small, 2 doz... 1 35 SALERATUS Packed 60 lbs. in box... 3 00 Arm and Hammer... 3 00 Deland's... 3 00 Dwight's Cow... 3 15 L. P... 3 00 Wyandotte, 100 3/4s... 3 00 SAL SODA Granulated, bbls... 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls... 80 Lump, 145 lb kegs... 9 SALT Common Grades 100 3 lb. sacks... 2 25 60 5 lb. sacks... 2 1 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... 3 50 100 lbs... 9 75 50 lbs... 5 25 1 90	SEEDS Anise... 10 Canary, Smyrna... 4 1/2 Caraway... 10 Cardamom, Malabar 1 00 Celery... 15 Hemp, Russian... 4 1/2 Mixed Bird... 4 Mustard, white... 10 Poppy... 9 Rape... 6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small... 1 25 Bixby's Royal Polish... 85 Miller's Crown Polish... 85 SNUFF Scotch, in bladders... 37 Maccaboy, in jars... 35 French Rappie in jars... 44 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 05 Ivory, 10 oz... 6 75 Ivory... 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 toll 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley Good Cheer... 4 00 Old Country... 3 40 Soap Powders Lautz Bros. & Co. Snow Boy... 4 00 Gold Dust, 24 large... 4 50 Gold Dust, 100-5c... 4 00 Kirkoline, 24 4lb... 3 80 Pearline... 3 75 Soapine... 4 10 Babbitt's 1776... 3 75 Kosene... 3 50 Armour's... 3 70 Wisdom... 3 80 Soap Compounds Johnson's Fine... 5 10 Johnson's XXX... 4 25 Nine O'clock... 3 35 Rub-No-More... 3 75 Scouring Enoch Morgan's Sons. Sapallo, gross lots... 9 00 Sapallo, half gro. lots 4 50 Sapallo, single boxes... 2 25 Sapallo, hand... 2 25 Scourine Manufacturing Co. Scourine, 50 cakes... 1 80 Scourine, 100 cakes... 3 50 SODA Boxes... 5 1/2 Kegs, English... 4 1/2 SPICES Whole Spices Allspice... 10 Cassia, China in mats... 12 Cassia, Canton... 16 Cassia, Batavia, bund... 25 Cassia, Saigon, broken... 40 Cassia, Saigon, in rolls... 55 Cloves, Amboyana... 22 Cloves, Zanzibar... 16 Mace... 55 Nutmegs, 75-80... 35 Nutmegs, 105-10... 25 Nutmegs, 115-20... 20 Pepper, Singapore, blk... 15 Pepper, Singp. white... 25 Pepper, shot... 17 Pure Ground in Bulk Allspice... 14 Cassia, Batavia... 28 Cassia, Saigon... 55 Country Club... 32-34 Forex-XXXX... 30 Good Indian... 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam... 24 Sweet Marie... 42 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... 14 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	Pure Cane Fair... 16 Good... 20 Choice... 25 TEA Japan Sundried, medium... 24@26 Sundried, choice... 30@33 Sundried, fancy... 36@40 Regular, medium... 24@26 Regular, choice... 30@33 Regular, fancy... 36@40 Basket-fired, medium... 30 Basket-fired, choice... 35@37 Basket-fired, fancy... 40@43 Nibs... 26@30 Siftings... 10@12 Fannings... 14@15 Gunpowder Moyune, medium... 28 Moyune, choice... 32 Moyune, fancy... 40@45 Pingsuey, medium... 25@28 Pingsuey, choice... 30 Pingsuey, fancy... 40@45 Young Hyson Choice... 30 Fancy... 40@50 Oolong Formosa, fancy... 45@60 Amoy, medium... 25 Amoy, choice... 32 English Breakfast Medium... 25 Choice... 30 Fancy... 40@45 India Ceylon, choice... 30@35 Fancy... 45@50 TOBACCO Fine Cut Cadillac... 54 Sweet Loma... 54 Hiawatha, 5lb. pails... 55 Telegram... 30 Pay Car... 30 Prairie Rose... 30 Protection... 49 Sweet Burley... 41 Tiger... 41 Plug Red Cross... 31 Palo... 35 Hiawatha... 41 Kyo... 35 Battle... 37 American Eagle... 37 Standard Navy... 37 Spear Head... 37 Spear Head, 1 1/2 oz... 47 Nobby Twist... 44 Jolly Tar... 39 Old Honesty... 43 Toddy... 34 J. T... 34 Piper Heldsick... 33 Boot Jack... 69 Honey Dip Twist... 86 Black Standard... 40 Cadillac... 40 Forge... 40 Nickel Twist... 34 Mill... 32 Great Navy... 36 Smoking Sweet Core... 34 Flat Car... 32 Warpath... 26 Bamboo, 16 oz... 26 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... 35 Air Brake... 36 Cant Hook... 30 Country Club... 32-34 Forex-XXXX... 30 Good Indian... 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam... 24 Sweet Marie... 42 Royal Smoke... 42 Cotton 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... 14 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... 35 3 lb., 250 in crate... 40 5 lb., 250 in crate... 50 Churns Barrel, 5 gal., each... 2 40 Barrel, 10 gal., each... 2 55 Clothes Pins Round Head. 4 inch, 5 gross... 50 4 1/2 inch, 5 gross... 55 Cartons, 20 2 1/2 doz. bxs... 60 Egg Crates and Fillers Humpty Dumpty, 12 dz... 20 No. 1 complete... 40 No. 2 complete... 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, line, 8 in... 70 Cork lined, 9 in... 70 Cork lined, 10 in... 90 Mop Sticks Trojan spring... 90 Eclipse patent spring... 85 No. 1 common... 50 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... 75 Rat, spring... 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1... 9 25 18-in. Cable, No. 2... 8 25 16-in. Cable, No. 3... 7 25 No. 1 Fibre... 10 25 No. 2 Fibre... 9 25 No. 3 Fibre... 8 25 Washboards Bronze Globe... 2 50 Dewey... 1 75 Double Acme... 2 75 Single Acme... 2 25 Double Peerless... 4 25 Single Peerless... 3 60 Northern Queen... 3 50 Double Duplex... 3 00 Good Luck... 2 75 Universal... 3 65 Window Cleaners 12 in... 1 65 14 in... 1 85 16 in... 2 30 Wood Bowls 13 in. Butter... 1 25 15 in. Butter... 2 25 17 in. Butter... 2 75 19 in. Butter... 5 00 Assorted, 13-15-17... 2 30 Assorted, 15-17-19... 3 25 WRAPPING PAPER Common straw... 1 1/2 Fibre Manila, white... 2 1/2 Fibre Manila, colored... 4 No. 1 Manila... 4 Cream Manila... 3 Butcher's Manila... 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls... 19 YEAST CAKE Magic, 3 doz... 1 15 Sunlight, 3 doz... 1 00 Sunlight, 1 1/2 doz... 50 Least Foam, 3 doz... 1 15 Yeast Cream, 3 doz... 1 00 Yeast Foam, 1 1/2 doz... 58 FRESH FISH Per lb. Whitefish, Jumbo... 16 Whitefish, No. 1... 12 Trout... 11 1/2 Halibut... 10 Herring... 7 Bluefish... 14 1/2 Live Lobster... 29 Boiled Lobster... 29 Cod... 10 Haddock... 8 Pickle... 12 Pike... 8 Perch... 8 Smoked, White... 12 1/2 Chinook Salmon... 15 Mackerel... 15 Finnan Haddie... 15 Roe Shad... 15 Shad Roe, each... 15 Speckled Bass... 8 1/2 HIDES AND PELTS Hides Green No. 1... 11 Green No. 2... 10 Cured No. 1... 13 Cured No. 2... 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2	Pelts Old Wool... @ 30 Lambs... 50 @ 75 Shearlings... 40 @ 65 Tallow No. 1... @ 5 No. 2... @ 4 Wool Unwashed, med... @ 28 Unwashed, fine... @ 23 CONFECTIONS Stick Candy Standard... 7 1/2 Standard H H... 7 1/2 Standard Twist... 8 Cases Jumbo, 32 lb... 7 1/2 Extra H H... 10 Boston Cream... 12 Big stick, 30 lb. case 8 Mixed Candy Grocers... 6 1/2 Competition... 7 Special... 8 Conserve... 7 1/2 Royal... 12 Ribbon... 10 Broken... 8 Cut Loaf... 8 1/2 Leader... 8 Kindergarten... 10 French Cream... 9 Star... 11 Hard 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... 12 Lozenges, printed... 12 Champion Chocolate... 12 Eclipse Chocolates... 12 Eureka Chocolates... 14 Quintette Chocolates... 14 Champion Gum Drops... 10 Moss Drops... 10 Lemon Sours... 10 Imperial... 10 Ital. Cream Opera... 12 Ital. Cream Bon Bons 12 Golden Waffles... 12 Red Rose Gum Drops 10 Auto Bubbles... 12 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies... 50 Lemon Sours... 60 Old Fashioned Horehound drops... 60 Peppermint Drops... 60 Champion Choc. Drps... 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, Crys... 60 A. A. Licorice Drops... 90 Lozenges, printed... 65 Lozenges, plain... 67 Imperial... 60 Mottos... 65 Cream Bar... 60 G. M. Peanut Bar... 60 Hand Made Crms 80@90 Cream Wafers... 65 String Rock... 60 Wintergreen Berries 60 Old Time Assorted 3 75 Buster Brown Good 3 50 Up-to-date Assmt't 3 75 Ten Strike No. 1... 6 50 Ten Strike No. 2... 6 00 Ten Strike, Summer assortment... 6 75 Scientific Ass't... 13 00 Pop Corn Cracker Jack... 3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s... 3 25 Oh My 100s... 3 50 Cough Drops Putnam Menthol... 1 00 Smith Bros... 1 25 NUTS—Whole Almonds, Tarragona 16 Almonds, Drake... 15 Almonds, California sft. shell... 12@13 Brazil... 12@13 Filberts... 12@13 Cal. No. 1... 13 Walnuts, soft shell 15@16 Walnuts, Marbot... 13 1/2 Table nuts, fancy 13@13 1/2 Pecans, Med... 13 Pecans, ex. large... 14 Pecans, Jumbos... 16 Hickory Nuts per bu... 16 Ohio, new... 16 Cocoanuts... 15 Chestnuts, New York State, per bu... 15 Shelled Spanish Peanuts... @ 9 Pecan Halves... @ 58 Walnut Halves... 30@32 Filbert Meats... @ 27 Alicante Almonds... @ 42 Jordan Almonds... @ 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 Roasted... 6 1/2 @ 7 Choice, H. P. Jumbo... @ 7

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32
Worden Grocer Co. brand
Ben Hur
Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60
36 10c pkgs, per case .2 60
16 10c and 36 5c pkgs,
per case .2 60

FRESH MEATS

Beef

Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .8 @ 14
Rounds .7 1/2 @ 9
Chucks .7 @ 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
Lamb @12
Spring Lamb @13

Veal

Carcass 6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 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 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Goda-
mark, Durand & Co., Bat-
tle Creek; Fiebach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

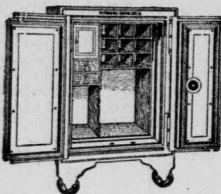
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd. doz. .1 25
Oxford .75
Plymouth Rock .1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 55
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large .3 75
Halford, small .2 25

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

Ask for current cata-
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



Registered,
U. S. Pat. Off.

A perfect food, preserves
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780

DORCHESTER, MASS.

COUPON BOOKS

SUPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS
ACCURACY
ASSURE PROFIT
CONTENTMENT
We make four grades of books
in the different denominations.

CIRCULARS
SAMPLES
ON INQUIRY
TRADESMAN COMPANY,
GRAND RAPIDS, MICH

What Is the Good

Of good printing? You can probably
answer that in a minute when you com-
pare good printing with poor. You know
the satisfaction of sending out printed
matter that is neat, ship-shape and up-
to-date in appearance. You know how it
impresses you when you receive it from
some one else. It has the same effect on
your customers. Let us show you what
we can do by a judicious admixture of
brains and type. Let us help you with
your printing.

Tradesman Company
Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

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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—Grocery and meat market, good stand, paying business. Live town, Southwestern Michigan. Terms right. Address F., care Tradesman. 143

For Sale—Practically new stock groceries, shoes, dry goods, about \$3,000. Best town in Michigan 3,000, with factories. Must get outside. Health first. Good business. Will sell right. Address No. 139, care Tradesman. 139

For Sale—Best business corner in one of best towns of its size in Michigan. Adapted for any business. Address 138, care Tradesman. 138

For Sale—A country general store on the G. R. & I. R. R. Stock invoices about \$2,500. Also agent for R. R. Cash cream station, livery barn, three produce warehouses drawing good trade. The best of farming country. Reason for selling, wife doesn't like neighborhood. Address No. 137, care Tradesman. 137

For Sale—Ice cream, retail and wholesale; confectionery, tobacco, cigars, etc.; new soda fountain, cost \$1,050; best location in city of 10,000, 44 miles from Chicago; daily cash receipts \$25 to \$150; stock and fixtures easily worth \$4,000; can be purchased now less than \$3,000; owner wishes to go South; write for particulars. No trades. B. C. Ellis, Valparaiso, Ind. 135

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. 125

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

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

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—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

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

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

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—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 Furnishing stocks. We buy anything any man or woman wants money for. Write us today and we will be there to-morrow. Paul L. Feyreisen & Co., 184 Franklin St., Chicago, Ill. 63

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—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

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—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

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

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

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 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—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

Partner Wanted—With experience in the cutting and manufacture of overalls and pants. Must have \$1,500. Good proposition to the right man and worth investigating. Address No. 60, care Michigan Tradesman. 60

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

AUCTIONEERS AND SPECIAL SALES-

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.

Mr. Registered Pharmacist, if you want to go in business on small capital, write No. 90, care Tradesman. 90

Wanted—To buy stock shoes, clothing or general stock, give price, description, first letter. W. F. Whipple, Galesburg, Ill. 134

An Exceptional Opportunity—For rent, in a live hustling Upper Peninsula (Michigan) county seat town of 2,000, a centrally located store 25x80 feet. Suitable for general or grocery store. Great opening for grocery store, only four groceries in town. Big charcoal iron furnace employing hundreds of men. Four sawmills, woodcamps and State Insane Hospital. This is one of the towns that has simply been overlooked. Address No. 142, care Tradesman. 142

Models made for inventors. Low prices. Howard Merriman, Towson, Maryland. 141

We are in market for small patented article suitable for mail order business. Send cut, give details and lowest prices in first letter. American Machine Operating Company, Charlotte, Mich. 140

Hardware Dealers, Attention—Send for free particulars regarding our frost, rust and dampness preventive. Keeps your show windows free from ice. Prevents rust, etc. Inexpensive, long-lived. The best and latest out. Address M. T. Benz Co., Box 2, South Chicago, Ill. 136

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 Checks—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

Want Ads. continued on next page.

Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Manufacturing Matters.

Rogers City—Hoeft & Son's sawmill has finished its cut for the season. The heading mill operated by the firm will continue its work for five weeks.

Cheboygan—M. D. Olds is pushing the completion of his logging road south from his mill here into Presque Isle county and has a large force cutting timber.

Battle Creek—The patents of the Glazier Stove Co., of Chelsea, have been purchased by the A. B. Stove Co., of this city. The price paid was not announced.

Eland—Joseph and John Wolfinger are establishing a woodenware factory at this place. It is expected that the factory will be completed next spring and it will employ seventy-five men.

Pentwater—The wagon plant of the Brillhart Manufacturing Co. has been purchased by the Pentwater Mail Wagon Co., which will manufacture R. F. D. wagons exclusively.

West Branch—U. M. Guilford has bought 5,000,000 feet of hemlock and hardwood timber on the Lincoln branch of the Detroit & Mackinac Railway. The timber will be lumbered this winter.

Lowell—The Lowell Auto Body Co. has been organized to manufacture automobile and vehicle seats and bodies, with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and \$5,000 paid in in cash.

Detroit—A new company has been organized under the style of the Rotary Engine Co. to manufacture and sell engines, with an authorized capital stock of \$300,000, of which \$150,000 has been subscribed and paid in in property.

Jackson—The Michigan Acetylene Light Co. has been organized to manufacture, sell, purchase and install acetylene gas generators, etc., with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and paid in in property.

Plymouth—The International Milk Products Co. has engaged in business for the purpose of manufacturing powdered milk and other milk products, with an authorized capital stock of \$10,000, of which \$5,700 has been subscribed and \$1,020 paid in in cash.

Detroit—The Hayward Rubber Heel Co. has been organized to engage in the general manufacturing and mercantile business of rubber heels and rubber goods, with an authorized capital stock of \$10,000, of which \$8,530 has been subscribed and \$1,000 paid in in cash.

Clare—The Clare Knitting Mills is erecting a modern factory in Saginaw, double the capacity of the present factory, and will remove its plant to that city about Jan. 1. The company is compelled to make this change on account of its being unable to secure adequate girl help in this city.

Norway—The sawmill of the Morgan Lumber Co., has shut down. An excess of cedar logs in the jam prevented them from securing a sufficient quantity of hand saw logs, which necessitated closing down the mill early in the season. The shingle mill

will continue to run until the river freezes up.

Roscommon—Blanchard & McDonald have contracted to cut timber owned by the Salling-Hanson Co., of Grayling, and located in Markey township, Roscommon county. Four camps will be operated and the timber will be banked at Moore's siding. It will take three years to clean up the timber.

Detroit—The Wholesalers and Manufacturers' Association of this city looks for an unusually large attendance at its luncheon on Nov. 9, when Canadian trade relations will be discussed by James R. Garfield, who was Secretary of the Interior under Roosevelt, and J. S. Willison, of the Toronto News.

Bay City—The only shingle mill in operation on the Saginaw River is a small plant near the mouth of the river, operated by De Courval & Co. A few years ago the annual production of shingles on the river was over 200,000,000. The falling off is due in a measure to the competition of western shingles.

Bay City—The E. B. Muller Chicory Co., which has just completed in this city the largest chicory drying plant in the country, is planning a roasting, grinding and packing plant. The output of the local drying plant is about twice the capacity of the majority of plants in the country. The company is receiving as high as 150 tons of chicory a day.

Pontiac—The General Motors Co. has taken over the Cartecar automobile plant, payment being part cash and part stock in General Motors. It is expected the plant will be considerably enlarged. It was recently moved from Detroit to this place, where it was consolidated with the Pontiac Spring & Wagon Co.

Chassell—The operation of the new railroad controlled by the Worcester Lumber Co., the Houghton, Chassell & Southwestern, running through the valuable timber and agricultural lands south and southwest of this place, means a great deal in the way of assistance in development of this valuable territory. The new line is now in regular commission and will ultimately extend to Alston.

Iron Mountain—J. O. Blixt and John Engblom have formed a copartnership to engage in the lumber business at this place. This firm has concluded negotiations for the purchase of the timber on seven forties and may increase its holdings. Contracts have been closed with jobbers for three camps and more may be started. The firm expects to bank over 2,000,000 feet of logs.

Bay City—The Eastern Michigan Power Co. has purchased the property of the New York Salt Works, located four miles outside the city limits, where it will build a transforming station. The company will construct its first dam at Cookes in Iosco county, fourteen miles above Au Sable, where the banks of the river are very steep. The dam will be 40 feet high and will back up the water, forming a lake seven miles long and in some places a mile or more wide. The investment will be about \$500,000.

Menominee—The J. W. Wells Lumber Co., whose sawmill plant burned recently, involving a loss of \$50,000, will immediately rebuild a fine, modern plant. The burned mill contained the lath mill, wood mill, two band mills, a gang and gang edger and other machinery. Five hundred feet of tramway was burned and the mechanical log lifter wrecked. The brick engine house and big boilers and Corliss engine were saved. It is hoped to have the new mill in operation by the first of the year. Work has been started to clear the site. The burning of the sawmill will not affect the plans of the company to build the big hardwood flooring factory this winter.

Manistique—At the sale of the property of the Mueller Cedar Co. last week, valued at over \$1,000,000, the holdings were bid in by Attorney R. C. Flannigan, of Iron Mountain, for the Wisconsin Land & Lumber Co., of Hermansville, for \$375,000. The deal is the largest of the kind ever made in Schoolcraft county. The property includes the town of Blaney, with over 100 buildings, a sawmill plant, 30,000 acres of land and many millions of feet of timber, much of which is felled and prepared for the market. The sale was to settle up the affairs of the Mueller company, which became involved two years ago and has since been in the hands of William Blaney, receiver. The deal also includes the Blaney & Northern R. R.

Bay City—A protest that can be heard from one end of town to the other has arisen over the action of the Board of Trade in assuring the Saginaw Board of Trade that this city was not going to do anything to antagonize Saginaw in the way of securing any of Saginaw's industries. The Somers Match Co. wants to move from Saginaw to this city because of its treatment by the Saginaw city government. Members of the company had a conference with the Board of Trade here and the latter decided that it would not do anything as a Board to accept the company's proposition because of neighborly feelings for Saginaw. Now the merchants are busy recalling how Saginaw sent a delegation here when there was a possibility of the removal of the Brooks Boat Manufacturing Co. and what inducements the Saginaw Board held out to it. As pretty nearly everything this city has secured in the last few years came without the assistance of the Board the active members of the organization are getting it heavily on all sides.

Extending the Pere Marquette From Leota to Stratford.

Saginaw, Nov. 2—W. C. Cornwell of the Saginaw Beef Co., who owns four thousand acres in Arthur township, Clare county, has a very decided opinion upon the importance of the proposed extension between Leota and Stratford on the Pere Marquette system. He says he is willing to donate a portion of his land for the right of way, and knows that the same could be secured from every owner along the line, so the cost of building the extension would only be the expense of material and labor.

The former plan, which was investigated some years ago, according to the statement made by Mr. Cornwell, was to take up the present line between Clare and Harrison, moving it over so that Harrison would be connected with Coleman, thus running through a more level country and one with better prospects for farming. The line from Harrison to Leota was to be extended through to Stratford. The first change would shorten the distance by about ten miles, while the filling in of the broken link would mean a shortening of over a hundred miles between Saginaw and Traverse City and Petoskey.

The Harrison-Coleman road would run through the townships of Hayes, Hamilton and Arthur. This district is a fine agricultural country, and the changing of the line would open up practically undeveloped country, making it possible to ship the products to Saginaw. Parts of Clare and Missaukee counties are undeveloped, with only a few railroad connections. A branch of the Tobacco River flows through this country, giving it good irrigation, and the only thing it actually needs to make it one of the richest farming districts in the State is a railroad which will carry the products direct to the markets. There is not much timber left in this country. There are few factories at present, but after the proper railroad connections have been made there would no doubt be many started.

Mr. Cornwell did not understand why this work had not been done before, and hoped it would be pushed to a rapid conclusion, as it would be of great benefit to the newly opened country, to Saginaw and to the Pere Marquette Railroad.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Nov. 3—Creamery, fresh, 27@31½c; dairy, fresh, 22@28c; poor to common, 18@22c.

Eggs—Strictly fresh candled, 28@30c.

Live Poultry—Fowls, 12@13c; ducks, 14@15c; geese, 12@13c; old cox, 10@11c; springs, 13@15c; turkeys, 15@18c.

Dressed Poultry—Fowls, 14@15c; old cox, 12c; chickens, 14@16c.

Beans—Marrow, hand-picked, new, \$2.60; medium, hand-picked, \$2.30@2.35; pea, hand-picked, \$2.30@2.35; red kidney, hand-picked, \$2.40@2.50; white kidney, hand-picked, \$2.60@2.70.

Potatoes—New, 50@55c per bushel. Rea & Witzig.

BUSINESS CHANCES.

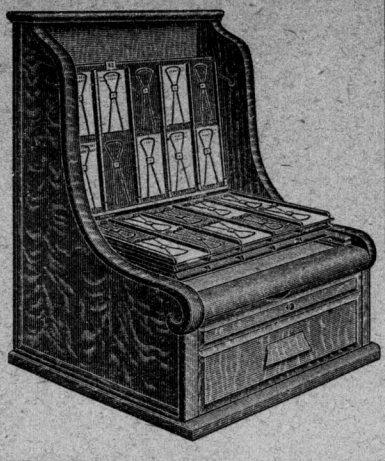
For Sale—Photographic studio in Central Illinois town. Address Look Box 202, Farmer City, Illinois. 144

Open for a job at once by an all around tinner. Can come at call. State price. Address P. O. Box 129, Oakwood Ohio. 145

For Sale—Dental rubber factory, everything complete, large profits. \$3,000 invested, will sell for \$1,500. Reason for selling is other business in another city. Would give time for part and teach business. Anyone can learn it. Located at Muskegon, Mich. Write to H. Rubber Works, 15 Canal St., Grand Rapids, Mich. 148

For Sale—At a sacrifice, good elevator, feed mill and lumber business in thriving town. Fine farming section. Will give good reason for selling. A rare chance. C. A. Kern, Auburn, Bay Co., Mich. 147

Wanted—Store managers. If you are earning \$900 to \$1,500 per year in a department store, better yourself by becoming a ten cent store manager. Percentage of net profit and guarantee. Training period required. Forty stores now. S. S. Kresage, Detroit, Mich. 146



Protect Protection Protected

You must **protect** your business **if you would be successful.**
 If you have the **proper protection** you **will be successful.**
 If you have **protection** that will **protect** you are **protected.**
 Simple, isn't it? You know it without being told. But ask yourself:
 Are your **accounts** protected?
 Do you ever have **charges forgotten?**
 Do you have **disputes with customers** when making settlements?
 Do you know **every day** just how your **accounts stand**, both accounts receivable and accounts payable?
 Could you show a **correct proof of loss in case of fire** and collect your **full insurance?**
 Can you tell what you are **worth** without making a complete inventory?
 If you can't answer these questions to your complete satisfaction let us tell you how the **McCASKEY CREDIT REGISTER SYSTEM** will furnish **complete protection.** Information is free. Drop us a postal.

THE McCASKEY REGISTER CO.
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Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads, also the different styles of Single Carbon Pads.

Detroit Office, 1014 Chamber of Commerce Bldg.
Phone Main 3565

Agencies in all Principal Cities.

Talking the Dozen



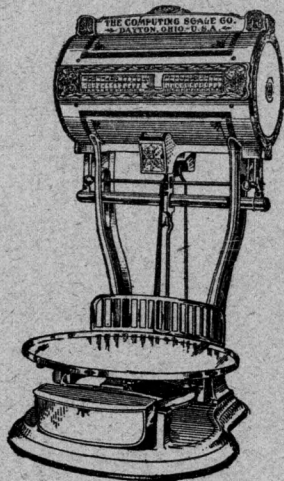
"GET SOME"

leads to "taking the dozen." A woman might never *think* of *asking* you for a dozen cans of Van Camp's Pork and Beans at one time, *but* when you tell her you'll give her a little discount if she buys that way you find it's easy to

"Sell her a dozen cans."

The Van Camp Packing Company
Indianapolis, Indiana

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. 1283, Bell 2270
Please mention Michigan Tradesman when writing

Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company
Grand Rapids, Michigan

We Lead In Making Ketchup Because

There Is No One For Us to Follow



It is as impossible for us to make ketchup that is better than BLUE LABEL as it is for some one else to make ketchup that is as good.

We use the finest tomatoes grown and the best spices obtainable, and we have had forty years' experience putting them together in such a way that our finished products make more customers for us than our extensive advertising.

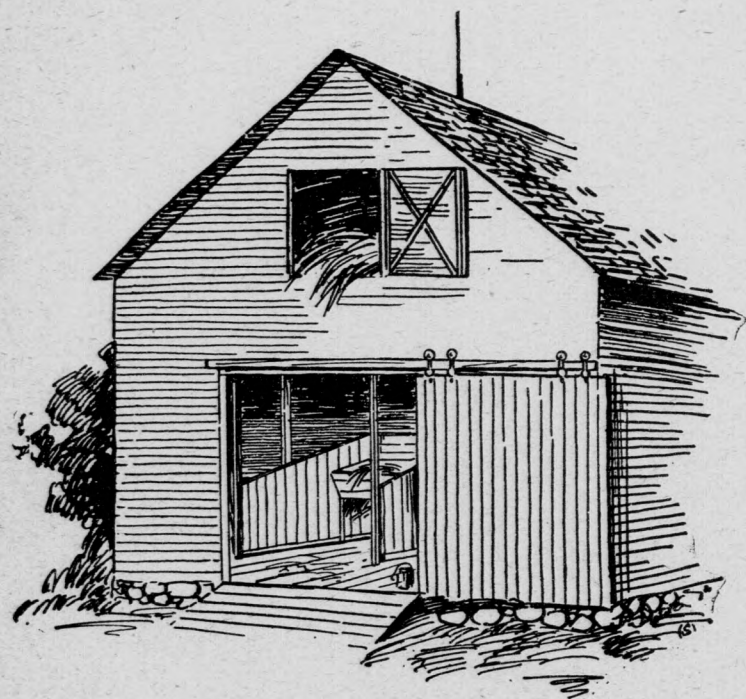
Everybody has heard of BLUE LABEL and the only ones who don't use it are those who haven't tried it. Grocers, get after these people for your own sake—it means pleasing your trade, which is important. It means a good profit to you, which is more so.

Conforms to the National Pure Food Laws

CURTICE BROTHERS CO.

ROCHESTER, N. Y.

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you cannot afford to be without

A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.