Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 10, 1909

Number 1364



My Cheory of Life

444

To live the law of life, clean of body and mind, without drugs, stimulants or narcotics.

To refrain from thinking ill of another and to crush out all jealousy and malice, which owe their origin to a wicked heart and a perverted imagination.

To know that there is no sin worse than ignorance and to do my best to remove that ignorance by listening to the wise and instructing the ignorant.

To love my brother, whom I have seen, and believe in him as the best evidence of God, who is unseen.

To ask for nothing that all cannot have on the same fair and equal terms.

To be guided by conscience, and to try each day to improve my conscience.

To use what I earn as wisely as I can, and not to fear the morrow.

To value friends as the best this world offers, and to try to be the friend I would have, yet serve truth and righteousness before friends.

To live above envy, hate and fear, and to try in no way to conquer evil except by good.

To realize that every time I do an unworthy act it reacts upon myself, and that if I am unhappy there is no one but myself to blame.

To pray by words and deeds, but more by deeds than by words.

To know that nothing can make me happy but myself, and that the greatest happiness comes to him who bears his cross in silence and carefully conceals the shortcomings of his friends.

To live cheerfully and bravely day by day, cherishing the highest ideals, striving to do all the good possible in every way, and when night comes go to rest in the faith of another to-morrow.







"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 see see see see

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, III 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. Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 10, 1909

Number 1364

A TECHNICAL FAILURE.

in 104 days and five hours, a distance and San Francisco nearly 700 miles, says that the undertaking was a "technical failure," then, with the adthat there are people in the stretch of country traversed who beg leave to differ with him. His walk some forty years ago from Portland to Chicago has not been forgotten. Then he was a young man of 29, making good what he said he could do, and now in his 71st year, after such a walk as that, "I do not feel inclined to close my public career with a failure." If, as his quoted remark implies, he is to try again the trial, whatever the outcome, will only confirm what his fellow citizens believe of him: that he did what he could do best, that he did his best and that he kept gloriously at it until the task was accomplished.

A predominating idea of the hulife. Greeley's "Go west" took because it was the prevailing thought, and when it happens that success begins and grows in the home neighthat a prophet can be honored in his transportation-it was what he could "with both feet." do best-he not only made the most of it but he confirmed the not always admitted fact that right at home is in view may be.

While undertaking what one can do how one does it has to be taken into account, and here is where Weston's tee, on the occasion of the first exfailure. It is no small matter to Frederick A. Cook's Arctic records. take a 4,000 mile walk within a certen the accomplishment, great as it example of endurance which the walker has set. For something over three months, in sun and storm, over mountain and plain, on rocky roads and

on miles of railroad track, the gray-When Edward Payson Weston, 70 haired pedestrian made his way with terference unnecessary, and for the years old, having walked 4,000 miles the one fact haunting him that unless he kept constantly to his work he exceeding that between New York must fall hopelessly behind. In spite of the weariness of the flesh, in spite of all doubt and discouragement, in attend the examination of the records spite of possible sickness and the in preference to others." jective or without it, it may be said thousand and one evils that follow the traveler, from ocean to ocean this man kept his way, believing and saying when the walk was over that the effort had ended in failure. Not so. The world, especially that part of it which the American republic covers, has won its uncounted successes by just such technical failures as this, and Weston by his unexcelled walking record has only added another field of endeavor to encourage by his example other toilers in other fields to do their level best in what they can do best with the means Nature has blessed them with, be it in brain or hands or feet.

Another point which Weston has overlooked is the fact that he got there. "Technically" he says he failman mind is to go somewhere to do ed; but not with that spirit within something. The boy and the girl him. The man who does not feel inmust go away from home to begin clined to close his career with a "failure" is not and can not be considered a failure. He has simply fallen down, and the man who has done that once or a hundred times is never a failure borhood there is always the feeling if he gets up and goes on. So Cyrus W. Field slipped and fell; but own country after all. Elihu Burritt every time he got up again and the was a blacksmith and at his forge at Old World and the New are talking home, with it and his open book, he to-day over the Atlantic cable he finbecame the "learned blacksmith." The ally laid. So Howe went down time Wright brothers began to fly at home and again, failure following failure in with such means as their own brains quick succession, until finally in a and hands furnished. Cyrus H. McCor- moment of desperation he moved the mick went West, but not until he needle's eye from heel to point and could take with him the reaper which his task was done-one of the greathe had made in his Virginia home. est inventions that the home has so Weston has done the same. He has far found. And so while Weston's two sturdy legs made for walking and walk in his own estimation is a failhe has wit enough to make good use ure technically he can not deny that of the home-made article and, tak- he illustrates the American gospel of, ing the common, every day means of "Get there," and that he has done it

FLATLY DECLINED.

Prof. Willis L. Moore, President the place to begin, whatever the end of the National Geographic Society, them. cabled a request that the authorities of the University of Copenhagen best is always to be commended, the grant to his Society the "courtesy" of being present, by special commitwork must be considered as not a amination by the University of Dr.

tain fixed time at any age and when University very properly declined to this is begun at three score years and grant the request, taking it for granted that the records in question will, is, is of less value than the splendid after their first examination, be placed at the disposal of other scientific institutions. And one of the members of the consistory added: "We unanimously refused the request of

Society because we consider the inreason that we are competent to examine the records alone. Further more, we could not permit representatives of the American Society to

The Danish use of the English words "interference" and "competent" is in exact accord with the impudence and bias of the American National Geographic Society in making the request they did under cloak of seeking a courtesy. Three members of the special committee designated by the Society to represent it in case the desired courtesy should be extended are directly connected with either the Navy or the Army of the United States, while the fourth and remaining committeeman is a member of the faculty of the George Washington University and, with the other members of the special committee, is well within the atmosphere and influence of the Cosmos, the Metropolitan and the Army and Navy Clubs.

That these factors are important has already been demonstrated in the well known controversy over the destruction and capture of the Spanish fleet off Santiago, Cuba. a few years ago. And, by the way, Rear Admiral Schley, retired, of the United States Navy, in discussing the Copenhagen incident, has said:

"When an opinion is expressed by one who is known to be biased it loses all weight in a matter of this kind. The only statements that carry weight are those made by persons of an open mind, who have not prejudiced the issue in advance of getting all the facts in the case.

"I do not wish to criticise anything that members of the National Geographic Society have done, but I will say this: The Danish experts who will examine Dr. Cook's data are known to be by far the most competent of any in the world to judge, and what they do not know about polar exploration and examination of polar records no one can presume to tell

"These Danish experts and members of the Royal Geographical Society spend their lives at this sort of work. Therefore, the verdict of Danes on Dr. Cook's records will be final so far as I am concerned. I would rather have their indorsement than Last Saturday the consistory of the the indorsement of any other geograhical society; in fact, I would rather have their indorsement than the indorsement of all the other geo-graphical societies put together."

Not much qualification about that estimate, and it goes far to show that Dr. Cook has much reason to be thankful that Fate dictated that upon smooth ones, together with miles up- the American National Geographic his return to civilization he and his vexed by our inactivity.

records should fall first into the custody of the Danes.

TIME TO WAKE UP.

Filled to overflowing with projects, itruistic and otherwise, for the undoubted benefit of Grand Rapids, we are, so far as surface indications go, entirely overlooking one great factor bearing tremendously upon the future welfare of the community.

And because this essential is purely material in its character it appears unaccountable that so far at least it has attracted no especial attention.

Reference is had to the matter of additional interurban railway facilities for Grand Rapids. Here we are, speaking with brutal frankness, fifty miles away from any trunk line railway, shunted off on five different branch lines, serene in our own self conceit and apparently indifferent as to whether or not we retain the position of "second city" in Michigan.

Both Kalamazoo and Battle Creek, one on the main trunk line of the New York Central System and the other having not only that trunk line but the main line of the Grand Trunk System-which is soon to extend to Kalamazoo also-are becoming dangerous rivals because they are both alive to the present interurban situation.

It is not right for any man, as has been done, to advise against the further growth of this city, for the reason that whether it pleases him or not his city can not remain stationary. It must grow and improve or it must go backward.

And with this educational, social, industrial, commercial and financial fact established beyond peradventure as an economic law it is a grave error for any man or any community to ignore any opportunity for advancement.

Kalamazoo already has an interurban connection with Detroit on the east and Lake Michigan ports on the west, as has Battle Creek, and both cities are putting forward their bes: efforts for similar facilities to the north and south. Early construction s practically assured to both of these cities of electric interurban railways to the south, southeast and southwest via Three Pivers. Coldwater. Hillsdale and Elkhart which shall connect with the far-reaching interirban systems of Indiana and Ohio.

And what is Grand Rapids doing? Not a thing so far as anyone is at resent able to discern, and our bus ness interests, our wealth, our population and our future prosperity demand some definite, emphatic and constructive action to improve the situation. More than that, dozens of villages and cities at all points of the compass are amazed and more or less

"OLD INVENTORY."

A Prosperous General Merchant's Development.

Written for the Tradesman.

Just where Mat. Brown hailed from matter?" continued Wilkes. no one in Talcburg could say ,and Mat. was able only to assert that ever since he could remember he had "just knocked around, sometimes in the cities and sometimes in the country; hungry and ragged most of the of the time."

then, too, I am on record in some State institution somewhere as the son of parents named Brown."

"Haven't you ever looked up the

"What's the use? If my own father and mother don't care enough you fit me out with a team, car- of the little office and back again and about me to keep tab on me-and they didn't so far as I know-I can't see that I have any call to look them up," said Mat, as he climbed to the train.

cago."

"I'm in a bit of a hurry, but if I can sit down promptly and get served at once," said Mr. Turtle, "it will be riage and driver to take me over to Florence?"

"Comin' back this afternoon?" enquired Wilkes, and receiving an af-

been called," responded Mat. "And regiser and read, "David Turtle, Chi-numerous words of appreciation that he deemed were due his employe's character.

Mr. Turtle listened attentively and, deeply interested, did not sepak when the landlord had finished his narra all right. And while I am eating can tive. Arising, he walked the length then stopped before the cigar case with: "Let me have one of your best a Key West if you have one."

Wilkes stepped back of the case time and unsettled and dissatisfied all high seat of the 'bus to meet the 11:40 firmative reply he promised to be saying: "I don't know nothin' 'bout ready with the transportation. Then cigars; but these here seem to take



Traverse City, Nov. 8.—We send you herewith photo of one side of our grocery department, which we thought perhaps you would be interested in reproducing for the benefit of the readers of the Tradesman. The decorations consist of natural grapevines painted white, with artificial bronzed grape leaves and artificial bunches of grapes. We want to recommend to you the refrigerator shown in the center of this section of our grocery, in which we keep all kinds of cheese. Any merchant who is carrying cheese in the old-fashioned method will find he can double his trade by using a refrigerator such as we use here.

HANNAH & LAY MERCANTILE CO.

However, he had been a resident of Talcburg ever since he was II years old and long enough to have learned a lot of valuable things, among them how to read, write and figure out problems in arithmetic. He knew other things, too, but they seemed to have been with him at birth and ever since. Leastwise he was unable to explain how it was that he was a good judge of live stock of all kinds, was keen and clever at a trade of any nature whatever and was seemingly tireless as a worker.

"How do you know that your name is Mat. Brown?" asked Hiram guest. "Do you have dinner at 12 Wilkes, proprietor of the Farmers' sharp?" he enquired. Home, where the young man had and night clerk for nearly a year.

man as he picked up a pail which he over night with us?" had just filled with water at the well and started for the office.

Just then a well dressed, portly, :niddle-aged man entered the hotel and as Mr. Wilkes came in he was writing his name on one of the dogeared pages of the register.

"Howdy," observed the landlord as he placed the pail on a shelf in the corner and stepped back of the desk. Fine day."

"Charming," responded the new

"Yes. An' if they's anybody been employed as hostler, 'bus driver comes up from the 11::40 we will be

"Good boy, that," mused the hotel he asked: "Will you want to stop best with the boys 'round town," and

Mr. Turtle replied that he would put up at the hotel for the night and ter." was then shown into the dining room.

Mat. returned presently with two passengers and, met at the door by his employer, turned the team over to him and hurried to his room to change his clothes and get ready for the drive to Florence.

That evening while Mat. was doing his chores Mr. Turtle, chatting comfortably with Wilkes, observed: "That's a bright boy of yours that self." took me across country this after-

nanding out a box continued: "Ten cents straight er three fer a quar-

As Turtle lighted his cigar he observed: "You think a good deal of the boy, don't you?"

The boniface admitted the fact and the guest added: "Would you help him if you could to do better than he is doing now?"

"You bet!" was the response, "an' while I'd hate to lose him I'd be mighty glad to see him better him-

Thirty days later Mat. Brown, in blue jumpers and a hickory shirt, was "You just bet he is," answered trucking goods in one of the princi-Wilkes, and, the opening offered, he pal jobbing houses in a large Westready for 'em as soon as they get delivered in glowing detail all that he ern city. Knowing very little and "'Cause that's what I have always here," after which he turned to the knew of the boy's history and added not claiming to know anything about any branch of merchandising, but strong, active and willing, he was instantaneously on good terms with all you a thousand dollars in cash." of his associates. Palpably from the country, he was accepted as a "rube" by them and, not at all given to talking about himself, they were not especially curious as to his port of hail nor his previous history. Good naturedly permitting them to call him l'armer, Hayseed and a few other conventional nicknames he got on famously.

Within sixty days Mat. had graduated into the packing room, having developed an intuitive and generous knowledge as to brands and qualities of goods and their prices. More than that, he was always suggesting inprovements as to driving nails, wrapping and tying bundles, sewing up bales and the filling of orders; teaching his associates new knots and stitches that would not draw nor buckle, neither could they be undone readily. And when they would become curious and ask where he learned the tricks his reply was always: "We used to do that on the farm."

It was observed, also, that although he had been in the establishment but a very short while compared with the years of service of others he was more intimately acquainted with every nook and corner in the place and could tell where everything was and as to the condition and quantity of the various lines more promptly and accurately than any of them. So at last his companions dubbed him "Old Inventory," and accepting the title proudly Mat. merely smiled.

One day Mr. Turtle stepped into the office of the head shipping clerk and addressing Mat. said: "Well, have you made up your mind?"

In a low conversational tone, although Mr. Turtle was the only person in the room beside himself, Mat. told the gentleman that the proposition was not wholly to his liking, but do not know how he watched, waithe would undertake it on one condi-

condition was a reasonable one, one for his natural wit and his thorough that could be met, he would agree to knowledge of the institution for which

Then Mat. told how, since his residence in the city, he had made the as a dressmaker and milliner was tak- erates. ing care of herself and her mother and doing it well, too. "I have asked her to become my wife and she is willing, but she does not fancy the I have written these facts to Mr. Wilkes and he advises me to get my name changed and says I may take his name. That he will stand for it. Will you get my name changed for me in regular legal fashion?"

"Will I?" exclaimed Turtle gleefully. "I'll do it right away. How are you, Mat. Wilkes?" and he extended his hand in greeting.

Mat. resented the jibe a bit, but quickly recovered himself and said: "When I can honorably and as Mat. Wilkes I accept your greeting."

"I'll tell you what I'll do," Turtle answered, "I'll not only get name legally changed to Mat. Wilkes in carrying out my proposition I'll pay

"It's a go," was Mat.'s ultimatum.

The State Legislature was in session and Turtle had a bill introduced for changing Mat.'s name. Moreover, the young lady in the case had read a statement of the fact and was rejoicing, while Hiram Wilkes was fairly bursting for the time to come when he could announce that he had real son, a fine young man bearing his name.

Meanwhile Mat. had secured. through the influence of Turtle, a sixty days' leave of absence with pay.

Just how he passed those sixty days is not generally known except that there was rarely a day that he did not visit the establishment of his employers.

One night in August two nightwatchmen, confreres of Mat., were arrested in one of the alleys that traversed the premises of their employer and with them were seized a truck driver and his horse and larry, the latter being loaded with chandise from the great stores. Simultaneously Mat., accompanied by two detectives, surrounded the house and barn of one of the stock-keepers, another of Mat.'s associates, and arrested that gentleman.

Estimating that during two years upward of \$20,000 worth of merchandise had been stolen from their stores the great jobbers were highly elated when the thieves who had so long and so mysteriously conducted their operations were under arrest and had confessed their guilt. The daily papers played up the revelation thoroughly, bestowing especial credit upon "the splendid work of the Turtle Detective Bureau, ably assisted by the Metropolitan Police Department." Mat. Brown's name was not mentioned and to this day Mat's associates ed, walked, dodged and chased up bits of clues, pointers which would Mr. Turtle responded that if the have been unobserved had it not been he was working.

The papers stated that upward of ten thousand dollars' worth of stolacquaintance of a young woman, an en property was recovered in the educated, high minded person who houses and barns of the three confed-

Once, when asked by another employe if he knew how much of the stuff had really been found, Mat. reolied: "No, I don't; but there must uncertainty of my name and my iden- have been a lot, according to the pa-

And shortly after, when showing his ladylove the official notification that his name had been legally changed to Mathew Wilkes, he declared: "I'll never tackle another such job. I hated every minute of it. But I had to do it or lose you."

"Do you think the game was worth the candle?" she asked as she nestled cosily in his arms.

"Well, I have your promise and the thousand dollars Mr. Turtle promised and has paid."

"Which is of the greater value?" What was his reply?

That is immaterial. It is enough to

within sixty days, but if you succeed know that for several years the lead-debarred from seeing our President, ing general store in Talchurg has whose name is W. H. Taft." been conducted by Mathew Wilkes, with his wife as an able assistant, and is very prosperous.

Talcburg wondered for awhile, of course, as to Mat.'s change of name, who voted for him-toward a citizen and in a dim way believed that there who went to Washington solely to was a romance connected with it. But until now the story has never before administration. Yes, sir, tell me what been given to the public.

"What's the use of tellin' everybody everythin'?" observed the proud proprietor of the Farmers' Home-and of his cigar, "I think you had better an adopted son bearing his own name. have invested a penny in a daily news-The boy is as smart as they make He's all right and his wifewell, I dunno. I think you might travel from New York to Seattle and not that he was out West making enquirfind her equal."

Charles S. Hathaway.

Mr. Taft Not In.

"Sir," said the old kicker on the rear platform of the street car to the man who was smoking a cigar with great complacency, "last month I went to Washington to see our Pres-The name of our President is ident. Mr. Taft.'

"Yes, I have heard of him," was the mild reply.

"I called at what is known as the White House.'

"And I've heard of that."

"I sent in my card. It was sent back to me. They said Mr. Taft did not happen to be in."

"No, I guess he wasn't."

"I called four times that day and received the same reply each time. I called three times on the second day and twice on the third, and yet I was

"I don't doubt it."

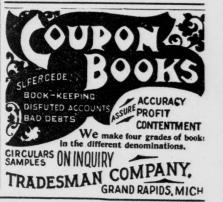
"But what do you think of such conduct, sir-such conduct toward an American citizen-toward a patriot give him pointers on how to run his you think of it."

"I think," slowly replied the other, without losing any of the goodness paper before going to Washington."

"For why, sir-for why?"

"You would have learned from it ies about the huckleberry crop and advising the farmers to raise more cucumbers. Sir, Mr. Taft was not in, and you were out, and I am off, and good morning to you. Buy a Lincoln penny and forget it."

Some revivals plan to cure all ills by throwing folks into fits.



What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and upto-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**



Movements of Merchants.

Zeeland-I. Gunstra has opened a grocery store here.

Royal Oak-H. W. Caldwell has opened a grocery store.

Benton Harbor-Henry Diamond has opened a grocery store.

Port Austin-Mark Heath has opened a grocery store and bakery.

Detroit-Sauer & Co. have changed their name to the Lion Clothing Co.

Cheboygan-William Lenz, of Bay City, has engaged in the drug business here.

Detroit-The Samuel J. Vail Co. has changed its name to the Detroit ent location. Face Brick Co.

Flint-The Flint Coal Mining Co. has changed its name to the Burton Coal Mining Co.

Dowagiac-Scott & Coble have closed out their stock of meats and will retire from business.

Charlotte-V. C. Roblin & Co. are will retire from business.

Bay City-The Robert Gage Coal Co. has increased its capital stock from \$500,000 to \$900,000.

Gladwin-Hersee & Roberts will open a general store one mile north the stock with their own. of Shea school house No. o.

Kent City-Lute Collins and Broman have former a copartnership and opened a meat market here.

Buckley-J. H. Harris & Son have sold their stock of hardware to John Purdy and son, Dr. C. F. Purdy.

Mesick-B. C. Halstead has his stock of general merchandise to Middleville-A. J. Stevens has sold tion.

his stock of meats to W. W. Watson, who will consolidate it with his own.

his stock of confectionery to James Volpe, who will continue the busines: at its present location.

Eaton Rapids-John Manzer has closed out his tea and coffee business and taken a position in the F. W. Mendell dry goods store.

East Jordan-Geo. A. Bell fell from a stepladder while washing the win- in in cash. dows at his grocery store Monday, fracturing two of his ribs.

Conklin-John Koopman, a pioneer merchant of Branch, has moved his stock of merchandise here and will open a general store.

Grayling-Nels P. Olson has sold ness under his own name.

Remus - The Remus Mercantile Co. has sold its stock of general Clement & Son. merchandise to Diehm Bros., who will consolidate it with their own.

& Lowell, of Elk Rapids, who will conduct a tailoring establishment.

Bailey-Fred Barnum has purchased the interest of his partner, Alec. Barnum, in the drug business and will continue it under his own name.

Vermontville-H. Hammond sold his stock of harness to W. I. Helm, recently engaged in the harness and shoemaking business at Britton.

Ferrysburg-Katt Bros. have sold der the management of Mr. Walrath. their stock of general merchandise to Jacob Laning and Henry Stahl, who his stock of dry goods to W. R. and his wife sat down and were talkwill continue the business at its pres-

Negaunee-Hugo Muck is closing out his stock of meats and will retire from the retail business, devoting his entire time to the sale of horses, grain, provisions, etc.

Standish-In the Harry Blumenthal bankruptcy sale the accounts izing steel of all kinds, with an authwere sold to William Blumenthal and closing out their stock of shoes and the stock and fixtures to Harold which \$5,600 has been subscribed and Crushed Stone Co. Goldstrom, of Bay City.

Sault Ste. Marie-The James Eady stock of groceries and fixtures have been sold at public auction to the C. P. Haerle Co., who will consolidate

D. Daning have formed a copartnership and will engage in the grocery business, having leased the stock and fixtures of John Twinhoff.

Marshall-Fred J. Schnaitman has leased his meat market to J. P. Keuchle and F. T. Miller, who have formed a copartnership and will con-C. R. Bell, recently of Thompsonville. tinue the business at its present loca-

his stock of shoes to Mrs. Nettie Manistee-John Rogers has sold Brooks and William Grigsby, who have formed a copartnership and will continue the business at its present location.

> Detroit-A new company has been organized under the style of the Van the past year has successfully operat-Dyke Constructon Co., with an authorized capital stock of \$10,000, which to close out his business in order to has been subscribed and \$2,500 paid accept a better position with his fath-

Zeeland-Joe Elenbaas, of Fellows Station, has purchased the stock of son avenue, Detroit. general merchandise in the Klingenberg store on West Main street and own name.

business under the style of O. M. last.

garth, of Reed City.

berger has sold his interest in the meat business of Wolferberger & Badger to his partner, Nathaniel Badger, who will continue the business under his own name.

Greenville - The Greenville Dry Goods Co. has engaged in business. \$10,000, of which \$5,000 has been subscribed, \$1,500 being paid in in cash one roof. and \$3,500 in property.

Weston-George N. Negus, genpetition in the United States Court, \$1,399.01 and his assets at \$455.11, of which he claims \$272.25 exempt.

Dowagiac-Bert Claspy has sold his stock of harness to his brother, Ralph Claspy, who will move the same to his new building on North Front street and continue the business un-

Paw Paw-I. Jay Cumings has sold Holden & Co., who have already have many stores scattered over the country, their headquarters being at Butler, Ind.

Detroit-The Detroit Steel Treating Co. has engaged in business for the purpose of treating and carbonorized capital stock of \$11,000, of paid in in cash.

Lennon-The Lennon Grain Co. has been incorporated to buy and sell grain, wool, beans, hay, tile and coal and to conduct a general elevator business, with an authorized capital stock North Byron-J. Twinhoff, Jr., and of \$20,000, which has been subscribed and paid in in cash.

> Riverdale--R. E. Moblo & Co. have sold their stock of dry goods, shoes and groceries to Van Alstine Bros., who will conduct a department The hardware, furniture and store. undertaking business will be continued by R. E. Moblo & Co.

Traverse City-John Diepenbrock has sold his interest in the Traverse Hastings-W. H. Spence has sold City Mattress and Bedding Co. to Frank King and has taken a position with the Hurley Company, wholesale city.

> Oxford-Walter Strauss, who for ed a clothing store here, has planned er in the Detroit Neckwear Co., manufacturer of neckwear at 129 Jeffer-

Detroit-A final

er, of Boyne City, and H. R. Nier- \$50,000 preferred stock, of which \$216,000 has been subscribed, \$6,000 Battle Creek-Brainard A. Wolfer- being paid in in cash and \$210,000 in property.

Detroit-The Detroit Lithograph Co., Ltd., announces that it has purchased the plant and business of the O'Leary-Padberg Lithographing Co. and will operate the same in connection with its present factory until a with an authorized capital stock of new building is erected, when the two businesses will be consolidated under

Ann Arbor-Ziefle & Nissle is the name of a new shoe firm which operal dealer, has filed a bankruptcy ened on Main street Oct. 28. Karl E. Ziefle and Edward S. Nissle, the in which he schedules his liabilities proprietors, have had seventeen and twelve years' experience, respectively, as shoe retailers. The former was for ten years with John Wahr, the latter the same length of time with Mack & Co.

Ludington-Adam Drach, the dry goods merchant, died suddenly at his home one afternoon last week. ate a hearty dinner, after which he ing over matters pertaining to busitaken possession. Holden & Co. ness and he appeared to be as well as usual. His wife happened to look out of the window for some cause or other and when she looked around he was dead.

Manufacturing Matters.

Elk Rapids-The Lamson Co. has changed its name to the Petoskey

Lansing - W. K. Prudden & Co. have increased their capital from \$150,000 to \$350,000.

Detroit-The Detroit Valve & Fittings Co. has increased its capital stock from \$100,000 to \$300.000.

Benton Harbor-The Benton Harbor Malleable Foundry Co. has increased its capital stock from \$40,000 to \$70,000.

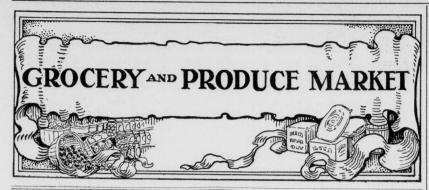
Saginaw . - The Milwaukee Telephone Manufacturing Co. has changed its name to the Regal Telephone Manufacturing Co.

Mancelona-Vern Culbertson has purchased the Cooper shingle mill, south of Westwood, and will operate it on an extensive plan.

Detroit-The Sloan Furniture has been incorporated, with an augrocers, which position he held for thorized capital stock of \$10,000, all twelve years before coming to this of which has been subscribed and \$3,000 paid in in cash.

Onaway-A new company has been formed under the style of the Onaway Dairy Products Co., with an authorized capital stock of \$5,000, of which \$3,550 has been subscribed, \$3,400 being paid in in cash and \$150 in property.

Muskegon-It has been found here distribution of that the Gary Motor Car Co., slated about 12 per cent. will be made from to employ about 300 men in Muskewill continue the business under his the available assets of the bankrupt gon, for which the Chamber of Comprinting firm of Winn & Hammond merce built a \$15,000 factory, was in Colon-Charles Clement has sold by the Union Trust Co., receiver in reality a myth. Fortunately another his stock of drugs to his son, Alfred his stock of groceries, shoes and bankruptcy. This will make a total company has come to the fore, and C. Olson, who will continue the busi- men's furnishings to O. M. Clement distribution of 32 per cent. The re- the Henry Motor Co., of Chicago, and son, Fred, who will continue the ceiver was placed in charge Feb. 22 will start work in the new establishment under the same conditions as Rockwood-The Rockwood Sand were agreed to by John DeVore, of Flint-The Niergarth-Walker Co. Co. has engaged in business for the the company which has disappeared. has opened a new dry goods store purpose of dealing in rock, stone, The building will be equipped as soon Buckley—George A. Brown has here. The members of the firm are sand, etc., with an authorized capital as possible. A large amount of local sold his stock of clothing to Gilbert W. R. Niergarth and George C. Walk-stock of \$200,000 common stock and capital is being interested.



The Produce Market.

Apples-\$3@3.25 per bbl. for all per crate. The market is well supplied with fruit and there is more \$4@4.25; Floridas, \$2.75@3 per box business being done in car lots than for 150s and 176s. was expected the first of the season. Michigan stock is very good, especially Northern Spies, which are better than they have been for years. Fancy Jonathans are also very good and bringing a good price.

Beets-\$1.25 per bbl.

Butter-The market on both solid, packed and print is firm on all grades, prices remaining unchanged. There is a good consumptive demand. The make is about normal for the season. The outlook is for a continued fair market at unchanged prices. Local dealers hold factory creamery at 311/2c for tubs and 32c for prints. Dairy ranges from 18@19c for packing stock to 25c for No. 1. Process, 27@28c; Oleo, 11@20c.

Cabbage-40c per doz. Carrots-\$1.25 per bbl. Cauliflower-\$1.50 per doz. Celery-18c per bunch.

Cranberries-\$6.75 for Early Blacks and Jerseys and \$7.50 for Late Howes. There is a fair supply and the stock is fine. The completed harvest shows that the total yield is 1,325,000 bushels, as compared with 1,060,000 bushels in 1908. Of this total 850,000 bushels are credited to New England and New York, mostly in Massachusetts, however. The New Jersey crop was about 425,000 bushels, virtually a full yield. The Wisconsin crop was a failure.

Cucumbers-Hot house, \$1 per doz. Eggs-The receipts of fresh continue to be very light and meet with ready sale at outside prices. The consumptive demand on storage eggs is good at outside prices. The outlook is for a good demand at unchanged prices this coming week Local dealers pay 25c f. o. b., holding selected candled at 27@28c.

Egg Plant-\$1 per doz.

Grape Fruit-Florida has declined to \$3.75 per box for 54s and 64s and \$3.50 for 80s and 90s.

Grapes-14c for 8 tb. basket of Concords and Niagaras; 12c for 4 tb. basket of Delawares; wine grapes in bushel baskets, 60@75c.

Honey-14c per fb. for white clover and 12c for dark.

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

Lemons-The market is steady on the basis of \$5.75@6 per box for both Messinas and Californias.

Lettuce-Hot house leaf, 10c per th.; Head (Southern stock), \$2 per

Spanish are in fair demand at \$1.35

Oranges-Late Valencias command

Pears-\$1.25 per bu. for Duchess; \$1 for Kiefers.

Potatoes-The market has declined to 25c at the principal buying points throughout the State. Indications point to a low market for some time to come.

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

Squash-Ic per tb. for Hubbard.

Sweet Potatoes-\$2.75 per bbl. for genuine Jerseys and \$1.50 per bbl. for Virginias.

Turnips-50c per bu.

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

Retires From Lee, Cady & Smart.

Detroit, Nov. 5-James S. Smart will retire as Treasurer of the wholesale grocery house of Lee, Cady & Smart Jan. I, at which time he will cease to have active connection with the business, although he will retain a considerable portion of his stock in the concern.

Concerning his withdrawal, Mr. Smart says: "Several months ago I resigned as Treasurer of Lee, Cady & Smart, effective Jan. 1, 1910. This action was entirely voluntary on my part, and had been in contemplation by me for a considerable length of time.

"I expect to retain a good portion of my stock in the company, which is one of the most prosperous of its kind in the country.

"I am making no plans to re-enter business of any kind at once, and probably shall not before spring. My relations with the other members of the company are cordial and satisfactory."

Mr. Smart will spend the winter in California, and on his return will doubtless again enter active business

He will not discuss the report that there are differences of opinion between himself and Gilbert W. Lee, President of the corporation, as to the management of its affairs. Mr. Lee is not in the city.

R. H. Merrill has engaged in the grocery business at Grant. The Judson Grocer Co. furnished the stock.

store at Reed City. The stock was

The Grocery Market.

Sugar-There has been no change in the list price of refined during the week, although one or two outside refiners who have been quoting below list have come up to or near it. The demand is quiet.

Tea-There is no extraordinary demand, but a fair every-day movement which is obviously for current wants only. The greatest demand seems to be for fine greens. On the other side the markets for everything desirable are strong and holders refuse to do any shading. The markets here are steady and unchanged.

Coffee-Rio and Santos options have shown considerable fluctuation during the week, both up and down. The changes, however, do not appear to be material. The demand for spot Rio and Santos has been fair at steady prices. Mild coffees are fairly active at steady to firm prices, Maracaibo being wanted especially. Java and Mocha unchanged.

Canned Goods-The tomato situation is about the same, with a very good demand in the cheaper grades. Corn maintains a strong position and some are looking for an advance. The buying has been good in all grades. Peas are selling well in the cheap grades and the supply is nearly cleaned up. Medium grades are somewhat neglected, but the fancy kinds are finding a ready market. Standard string beans are reported to be in light supply and the market is firm. Spinach is holding firm, but the demand is light. The supply of asparagus is large, with prices about the same as last year. Canned fruits are holding firm in price and may advance, particularly California fruits, and especially peaches and apricots. Michigan and all Eastern stock of peaches and berries is growing scarce. Cherries are very plentiful as yet Apples are about the same. peaches have advanced some the last week. All kinds of pie fruits are nearly cleaned up. Salmon stocks are not very large, but prices remain the There is a short delivery all over the United States, and this may cause prices to advance some in the next 60 days. Domestic sardines in quarter oils are strong and the catch s below expectations. Cove oysters are in a strong position, because of the practical elimination of the Gulf packers.

Dried Fruits-Apricots in light supply, steady and in moderate demand. Currants are wanted at ruling prices. Raisins are higher. The new million dollar corporation just organized out there to attempt another rescue of are after another 5,000. If they succeed they will control about 60 per what they have already done, some and paid in in property. holders have advanced 1/2c and others 1/4c. The demand, however, is light. Citron advanced 1/2c, together with lemon and orange peel, on Thursday. Dates also show a decline, and the demand is fair. Figs unchanged and in fair demand. Prunes show a light C. W. Todd has opened a grocery advance and the small sizes now com- the grocery business at Grand Haven. mand a 25%c basis. Size 40s are worth Onions-Home grown, 75c per bu.; furnished by the Judson Grocer Co. about a half cent premium, and 30s son Grocer Co.

are hardly quotable. The delivery of Oregon 30s will practically amount to nothing. The demand for prunes is fair. Peaches are still firm and fairly active.

Syrup and Molasses-Glucose is without change. Compound syrup is dull and unchanged. Sugar syrup is wanted at unchanged prices. Molasses is quiet on spot, partly because of the warm weather and partly because there is very little stock about. Advices from Louisiana state that the crop will be much lighter than was expected last August. This if true will undoubtedly affect prices.

Cheese-The market is very firm at unchanged prices. The receipts clean up each week on arrival. The make is lighter than usual for this season. There is likely to be a continued firm market during the coming week.

Provisions-The market on everything in the smoked meat line remains firm at unchanged prices. Both pure and compound lard remain firm at unchanged prices. Barrel pork. canned meats and dried beef remain firm at unchanged prices.

Fish-Cod, hake and haddock are all quiet on account of the warm weather, and prices rule unchanged. Domestic sardines can now be bought at \$2.50 for quarter oils f o b but the demand is very light. Imported sardines are about unchanged. mon is quiet, no change having occurred since the slight advance previously reported of Alaska and Sockeye. The market for mackerel is firmer all along the line. Almost all holders of mackerel are stronger in their views and refuse to accept the prices that they sold for a short time ago. Practically nobody is pushing for sale. The consumptive demand for mackerel is good.

Detroit-A new company has been organized under the style of the Corcoran Detroit Lamp Co., for the purpose of manufacturing and selling automobile lamps and other specialties, with an authorized capital stock of \$40,000, all of which has been subscribed, \$27,500 being paid in in cash and \$12,500 in property.

Detroit-The Metal Products Ca has been incorporated to manufacture, buy, sell and deal in automobile parts, machinery, etc., with an authorized capital stock of \$200,000, of which \$170,000 has been subscribed, \$15,000 being paid in in cash and \$20,000 in property.

Detroit-The Ideal Belt & Suspender Co. has engaged in business the market have bought 5,000 tons and to manufacture and sell belts, suspenders, leather goods and specialties, with an authorized capital stock cent. of the supply. As a result of of \$6,000, which has been subscribed

> Charles Hill has sold his stock of groceries at 391 Ottawa street to John Twinhoff, formerly engaged in trade at North Byron, who will continue the business at its present location.

> A. Van Weelden has engaged in The stock was furnished by the Jud-

DORMANT FACULTIES.

How They Can Best Be Aroused and Developed.

To make the most of life, to seize opportunities when they come, all man is born into the world with many parts, to be utilized along certain lines, but the trouble with most people is that they allow many of these gifts to lie dormant and only think of cultivating those which they imagine absolutely necessary to gain a mere livelihood.

A man may be an adept at the plow yet have hidden and untrained faculties which might enable him to The millionaire of to-day may be the grace the chair of a university or soar to the highest pinnacles of statesmanship and government. Adam Smith has truly said: "The philosopher is often hidden in the plowman.'

Most of the great men of the world were poor boys and had they desks, artists their easels and preachneglected the God-given gifts that poor and unknown all through life

right in time and utilized it to their progress.

He who has only one faculty to fall back upon in the race of life is heavily handicapped and the chances and flabby and of practically no servare he will fall behind and fail to reach your faculties must be trained. Every the desired haven of ambition. Such a person is like a mariner cast adrift arm of the blacksmith with its thews produce harvest without cultivation. on the ocean with but one oar to propel and guide his boat. If he sistance and that of a young girl their primeval richness only producloses that our he is tossed about, the twirling her thumbs in idleness or prey of winds and waves. With two or more oars he could have reached land safely.

If you have only one stick to deany moment and leave you helpless. pauper of to-morrow, and the Samson who exults in his strength may kling of an eye.

Bankers have had to leave their counting houses, merchants their

stood on such a vantage ground that his range of vision encompassed all.

Faculties when not brought into play become like unused muscles, soft ice. There is a great difference power between the trained athletic and tendons hardened to a steel reresting her elbows upon silken covered knees.

Use strengthens, develops and confers stamina and resisting powers. If been made to contribute of its stores. pend upon the stick may break at members of the body are not used in time they will become atrophied and finally fall off. Results can only be accomplished through use. The trained astronomer, accustomed to use his be shorn of his power in the twin-optical vision, can see at a glance with the naked eye what others can not perceive even through the most powerful telescope. The painter distinguishes shades and colors which ers their pupits. Of these the ones appear but a blurred mass to the or- bles, the descendants of herds that were theirs they would have remained who had trained all their faculties dinary observer. The poet can scan were at no loss for a living, the ones lines of beauty where all is dull and in the valleys of the Punjab and the

by ligaments stronger than steel and more ineffaceable than adamant.

The bearing qualities of the soil depend upon plowing and fertilizing. The best crops are obtained from the best seeds, but the seeds, no matter how good, will not germinate and

In a state of nature our lands in ed forests and wild grasses. By cultivation of the same soil we now grow the best products of all landstemperate, tropic, even arctic soil has We have the apples of Turkestan, the peaches of Persia and pomegranates and figs and oranges of Italy, the wines of Spain and France, the bananas and breadfruits of Hawaii, the eucalvoti of Australia and the hardy perennials of the frozen North.

On ground that once only raised weeds and tares are roaming cattle to supply the best meats of our tapastured on the plains of Iran and



Suit window shown by the Hannah & Lay Mercantile Co., at Traverse City, during their fall opening.

Carlyle was born of humble origin scarcely any opportunities. He would have remained a scullion had he not cultivated the faculties which made him the greatest man of letters in his time.

Elihu Burritt, while wielding the blacksmith's sledge, was cultivating his mental faculties, with the result that he became one of the most learned scholars in America and was consulted by savants of two hemipheres.

Dwight L. Moody was selling shoes in Chicago, but he realized he had other talents besides a salesman. He fostered and nurtured them and they made him the greatest evangelist since the days of Paul.

Thomas Lipton was a poor Irish lad apprenticed to a grocer, but he saw in the mind's eye a greater future than weighing soap and sugar. He developed his talent for making bargains and has become one of the greatest merchants in the world.

of men who commenced life in one di- all the time, hence he was able to

in a little Scotch village and had human sea and were washed on the shores of oblivion.

Gladstone thundered his orations in the halls of Parliament, orations at which the world marveled, and he read the simple lessons in the tones of a humble parishioner in the little church at Hawarden. While carrying on his shoulders the affairs of earth's mightiest empire, he showed his versatility by Greek controversies and arguing minor points of agriculture with the farmers on his estate. He could translate Homer, scan Latin verse, quote poetry in Italian, criticise German philosophers, dissect Spanish dramatists and at the same time tell the humblest laborer the best method of felling a tree and the proper kind of ax to use in cutting it down.

He once showed a teamster how to drive a beer wagon up Ludgate Hill with the least friction on the wheels and the least pull to the horses. His vast, teeming brain took in everything. He negiected nothing; he had Thousands of cases might be cited his faculties sharpened to razor edge

who had not become derelicts on the prosaic to him whose perceptive reacated to distinguish the gold from the dross.

> A child may be born with natural gifts, but they will never blossom and ripen into a full fruition unless they are tended and cared for.

Education is the sunshine that develops them, that causes them to come to a full maturity. Education, and industries in all ages and all lands as its name signifies, is a leading out, and sows them in our midst to spring bringing forth all that is within us to serve the purpose of being.

Education is manifold. Complete education deals with body, mind and soul and brings forth the best attributes in all

The body requires education in proper exercise to keep its parts in harmony and perfect adjustment. To their functional actions. To have a wholesome soul you must have a right thinking mind, for it is the impress of the mind that stamps the soul with an everlasting seal.

rection and apparently with only one cut and dissect every problem that body to have an evenly balanced graduates are only commencing the asset in the way of talent, but who came before him. He did not look mind, and this mind in turn will gov-

Ganges. Our great American bird. soning has not been refined or edu- the turkey, thought to be indigenous to our soil, first had his home in the land between the Euphrates and Ti-

> As the products are improved by cultivation so it is with the mind. Education brings the seeds of thought that have been produced by the noblest masters in the arts and sciences up and fructify in accordance with the care we take in their cultivation.

Men have done wonderful things without education as we understand it: Lincoln, although not what the world would call an educated man, never would have entered the temple of fame had he not worked and toiled to assist his natural gifts in bringing have a body, to think well, stomach, cut those qualities which brought him heart and liver must be performing to the foremost rank of statesmen and made him the wonder and marvel of succeeding ages.

The school or the college does not stamp "finis" on education. The closing exercises of these institutions are You must have a perfectly adjusted rightly named "commencement." The the world. discovered the richness of their birth out on life through a knothole, but ern the soul. The three are united school and the college have simply

taught the students how to study and all the tasks lie before them. The fields of knowledge are as boundless as the fields of space and they produce all kinds of crops

Madison C. Peters.

Selling County Rights To the Unsophisticated.

Nashville, Nov. 9-About four menths ago two strangers, giving their names as Hurt and Lazelle, came to this place, rented a store and with great apparent secrecy but with a view to ultimate publicity began interviewing prominent business men and inducing them to call at the store, which was kept locked, and inspect a kitchen cabinet, which they represented was manufactured by the Mound City Safe Co., St. Louis, Missouri, of which cabinet Hurt was ciaimed to be the patentee. They succeeded in getting signed orders from a number of these gentlemen for these safes or cabinets, to be delivered several months from that time, payment to be made upon delivery of the cabinets. There then appeared upon the scene two other representatives by the names of Lewis and Buxten, who brought their wives with them and proceeded to live in extravagant style, making frequent pleasure trips to Detroit and elsewhere. These men, with the orders from aforesaid citizens, drove through the surrounding country and solicited orders for their cabinets with great apparent success. Many of these orders are said to be from people who are absolutely without means and could not raise the price of the cabinets if they desired.

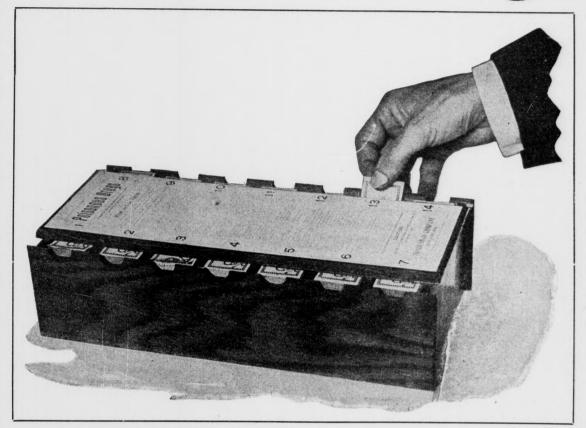
The orders were obtained on the representation that if the signers did not wish the cabinets when they arrived it would make no difference and they would be relieved from any liability. These orders and the ease with which they were secured were then used as a bait to attract such persons as might have a few hundred dollars in ready money, and county rights for the exclusive sale of these cabinets were sold at figures approximating \$600 per county. It is understood that one local liveryman inrested \$600 in this scheme and that other local parties have also been bit-

As reference the name of a bank in the West was given. Correspondence with this bank by a local business man has eligited the reply that the parties above named are of doubtful financial strength and shady character. It also transpired that they had been conducting a similar campaign at Vassar, Michigan, and a letter addressed to a bank at Vassar brought the reply that these men had taken about \$30,000 out of Vassar without leaving any adequate consideration therefor. These letters are now in the hands of business men here whose names may be had upon application to the Michigan Trades-

According to latest information this game is still prospering in this city.

A good whip and a good horse are never a part of the same rig.

Tradesman Company's Classified List of Poisonous Drugs



THE LAW

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and

Price, complete, \$4.00. Order direct or through any wholesale house.

Tradesman Company GRAND RAPIDS, MICHIGAN



DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly by TRADESMAN COMPANY Corner Ionia and Louis Streets, Grand Rapids, Mich.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

November 10, 1909

ORIGINALITY COUNTS.

Window trimming has become distinct department of mercantile life and according to location-both city and street--lines of goods carried and resources in general it is expensive or inexpensive, striking or common place, truthful or otherwise, good or unsatisfactory, as an advertisement.

It is only in the very large retail stores with limitless materials-which the stage folks would probably class as "props"-and generous appropriations annually for the especial department of window displays that professional trimmers can be ployed

And there are other considerations affecting the work in general. All windows are not alike. Plate glass is manufactured in a great variety of sizes; architectural essentials dictate that shallow, narrow spaces for windows are sometimes necessary: that the window floor shall be two and sometimes three feet above sidewalk levels. Then, too, nearly all stores have across-the-street neighbors whose front elevations are little less than nuisances because of their color, their height or lack of it or the relation of their windows to the sun and the resultant effect upon the windows of the sufferer.

"They order this matter better in France." Over in Paris there is a municipal regulation as to the height of buildings, having for its especial purpose the preservation of daylight for buildings opposite. It was this city ordinance which created the once popular fire-trap known as the mansard roof. Complying with the exact specifications prescribed by the city for the height of front elevations, the architect whose name was given to the freak discovered that he could still meet the ordinance reouirements and at the same time secure extra floor space and headway for rooms higher up by carrying the pitch of the roof at a sharper angle for a short distance and finish it flat.

Even this device is superior to the ten, fifteen and twenty story canyonlike facades so common in American cities, bad as it is.

In spite of all of these considera-

tions, desirable and undesirable, window trimming has become a recognized matter of business and everywhere in small cities and villages as well as in the great centers of trade the freshly trimmed store window is no novelty. And all of the truly great window trimmers are not profession- service and public prosperity.

There's a tremendous difference between producing a seasonable, striking and artistic effect with only very ordinary materials scant in quantity and with little or no accessories to emphasize effects and the arrangement of a display that while overwhelmingly attractive is so rather because of the limitless resources at the command of the trimmer.

Down in the city of Holland there was a small store window on a side street in which was displayed once upon a time a well mounted stork standing alone upon the top of a hastily laid up chimney of bricks without mortar. Depending from the stork's bill was a tiny pair of new white wooden shoes. And the display was exhibited on the day of the birth Queen Wilhelmina's daughter. of There wasn't another thing in the window, not even a placard. That was timely, artistic and sufficient. Marshall Field & Company's best artist could not have done better.

LET US CO-OPERATE.

Prof. Charles Zueblin has "called" Grand Rapids good and hard for its failure to supply its homes, public institutions and private enterprises with an adequate supply and distribution of absolutely pure water.

And the rebuke is deserved.

But the Professor did not tell us, except in a most general way, how to bring about the reform that is so vitally necessary.

Of course he couldn't do that because he is not so well acquainted with Western Michigan as he is with Massachusetts.

He does not know probably that the citizens of Grand Rapids have been striving for decades to get good water; that they have even gone so far as to be called into court on the subject. He does not know, perhaps, that the last and most recent effort reached the ballot box and was killed there.

He tells how Boston and a score or more of adjacent municipalities have come together intelligently and harmoniously in co-ordinate effort and so effectually that all sources courses of the various water supplies in Eastern Massachusetts are trolled and protected from contamination of every sort.

And this involves another interesting co-operative result. This means that the many municipalities engaged in such splendid civic achievements have unified and are successfully conducting their various sewage systems as one system.

It means that territory about 40x70 miles in area, having Boston upon its eastern border, is systematically controlling the collection and disposal of day at \$2.50 per minute and responsiall sewage and refuse within its lim- ble to no Arctic Exploration Assoits, thus protecting every drop

means that the cities of Boston, Brockton, Taunton, Wooster, Fitchburg, Lowell and almost innumerable smaller cities and villages are sucpublic health, public pleasure, public

Fancy, if you can, all the cities and villages located within the watersheds of the Grand, the Flat, Thornapple and the Rogue Rivers west of the mouth of the Maple River, or, very properly, including the watershed of that stream, working tothe gether harmoniously to attain ends so well achieved in the Old Bay State. Then, assuming such a result attained, think of the coming of the genius who shall render all the water thus collected, protected and distributed perfectly soft; free from lime, not calling for boiler compound, sal soda, borax or any other amending constituent. Even at that the effort is well worth attempting, provided it is undertaken with a determination to win the victory. Otherwise let it alone and continue to suffer.

UNIQUE MATHEW HANSEN.

Toussaint. L'Ouverture, Booker Washington and Paul Dunbar, as negroes who have won niches in the universal hall of fame, may well inch along a bit to make room for Mathew Hansen, the only negro who has stood at the North Pole.

L'Ouverture's record as a statesman and a soldier is splendid; Booker Washington's achievements as an educator are magnificent and Paul Dunbar's heartthrobs as a poet are divine; but Mat. Hansen's position among negroes is unique. Soldiers, statesmen, educators and poets are like the leaves of the forest numerically, but there is only one negro who has stood where every movement of the magnetic needle pointed south.

Hansen has still further distinction to his credit: He is the only human being who, having visited the North Pole, has not voiced doubts as to the claims of Dr. Frederick Cook; who has not charged that explorer with falsehood and who has not suggested that it would be well to have Cook "nailed."

And so, having been the companion of Peary to the Pole and back again. the cook and confidential servant, black although he be, has demenstrated his superiority as a man to the white master.

Moreover, Hansen is not only brave and fair as a man but he is a keen one in a purely material sense. Thirty minutes after his first arrival in New York, on his return from the igloo country, the negro, in complete Arctic costume and with the necessary "props" and frigid stage tings, was telling the story of his and Peary's dash to the Pole before an audience that packed the theater, thus beginning a six months' engagement to deliver, twice each day, on the vaudeville circuit, a congealed talk of twenty minutes. Forty minutes of ciation, no National Geographical Aswater obtained and distributed for sociation, no United States Army, desire to help the helpless.

public use within such area. It Department of State nor other governmental factor! Gross result, over \$18,000 net profit!

Well, that depends. If he should happen to meet that other great one. cessfully co-operating in behalf of the Jack Johnson, and in case they should engage in the betting game as their respective distinction in the eyes of the general public, and if they should take it "to a finish," Hansen would have to take a back seat in all probability.

FOOL HEADGEAR.

Now that the School Board of New York City has taken a decided stand against a continued observance of the absurdly built-out fashion of hair dressing, so extravagantly indulged in by school girls, and now that Marshall Field & Company, of Chicago, have issued their dictum prohibiting women employes of that establishment from wearin the bungalow-roof extension roll on their heads, it is likely that we are about to witness a merry war.

Dame Fashion, humorsome old thing that she is, resents interference and is sometimes as stubborn as sha is bigoted. It makes no difference with her that metal wire, Florida moss and the hair from dead bodies in the Orient are utilized in the making of rats, rolls and puffs and she is indifferent to the fact that yarns from antiquated hosiery and waste from the cotton mills and the woolen factories are used where hair and moss are unavailable. She has declared that all feminine heads, whether round, oblong or flat and whether they are No. 5 or No. 8 in size, must be built out horizontally until they are anywhere from 20 to 30 inches wide viewed from the front.

And she stands by her proclama-

Moreover, she knows that many hundreds of thousands of dollars are invested in rats, rolls and puffs and the materials from which they are concocted and that other hundreds of thousands of dollars are invested in hats which, in order that they may be seen at their best, demand the absurd hair extensions that are being attacked. And so with a knowing wink she ignores the school boards and the Chicago decree and appeals to the merchants who have the contraptions already made up and for sale.

"Are you going to stand for such a butting in?" she asks. "Will you consent to shovel the stuff into your furnaces?" she adds.

The answer is yet to be made and meanwhile the girl clerks and students who have no sense of proportion and good taste will go on with their stuffed club eccentricity, ignorant and unconcerned as to hygienic values and indifferent so long as they feel that they have gone the limit as to fashion.

It is not the fact of the salary but the motive in the service that stamps the hireling.

One-half the world manages to get along by inducing the other half to go short.

He can help no one who does not

A MERE MATTER OF BRAIN.

it was fair to infer that "they"—the but not especially remunerative; but what he ought to do. "You hadn't in the same field year after year. You He might have made new shoes, his tocrat, because he was the best mena lot of stuff as worthless as last cobble." He had found what he could first and the man possessed of these he is telling the farmer something

in need of that sort of talk to help him along in what did not seem to be much of a business, but he has taken himself in hand since then. He has had his hair cut, so to speak, and, with collar and cuffs on, has been over to the State University, hearing and asking questions. He now understands about the rotation of crops and, if it is necessary, he will take you out to the field where he tested NEVER OLD-FASHIONED IDEA. his theory and show the actual gain which the test realized; and then in the presence of his brimming bins it is right and proper for him to say, and say it he does: "Any kind of farming may bring results in a favorable season, but the best farming always brings the best results."

Is that kind of talk confined to alfalfa raising and to the corn crop?

There is a prosperous store over on Enterprise street. It was started years ago by a woman who found herself a widow with slender means and a son just at the age to be kept off the street. Fifty dollars would have covered the entire value, but the woman was thinking just then of something else. The boy was put in charge and, after "getting the hang of the thing," liked it. Hating arithmetic, he learned the elements by making change and counting the money the till held at the end of each day's work, and slowly but gradually his mind developed in trade lines. Opening the shop kept him at school-his mother taking her place behind the counter during the dayand off the streets, so that by the time he had finished the course in the high school he had found his place in the bread-winning world with a fondness for trade that has never left him. When not many days ago a reporter cornered him and tried to get him to talk the only thought he had time to express about his business was, "Any kind of storekeeping may bring results in a favorable season, but the best storekeeping always brings the best results," a statement showing pretty conclusively farming and keeping store are near enough alike to conclude that success in both of them is a mere matter of brain.

When Hans Sachs set up his bench dational thought that underlies the the President of the United States, When the farmer had reached that in that little seven by nine shack period in his career when with mort- where most of the busy world passed gage lifted and his debts all paid he at least three times a day everybody was enjoying himself in riding about thought he was doing a good thing amount to much. As a subordinate the country in his automobile; when, and hoped he would make a go of it. it was serviceable but it was never in fact, he had showed by his suc- It was not a very promising vocacess that he understood his business, tion, however. Cobbling is useful makes the body rich" then held sway, smart folks who have been making Hans Sachs' strong point was that of the centuries is the real reason for fun of him all along and calling him he knew how to mend shoes. Notha fool-would have the good sense to ing seemed to be beyond his skill let him alone. Instead they are still so far as demoralized footwear is prodding him and insist on telling him concerned. He made the old as good just that. as new and he was willing to ought"-isn't it the "hadn't ought" undertake the most hopeless case class of people that have the most adwhile you wait," only it must be and what is the result generally?
cobbling, "that and nothing more." The old timer was the genuine arissee," etc., and the Alec who knows delighted customers often urged him it all pours into that old farmer's ear to do it; but his single reply was, "I year's musty straw, with the idea that do best; he did it and was content, little seven by nine roof expanded The time has been and not so long and Hans Sachs, the cobbler, the things. To-day, however, in certain ago when the farmer seemed to stand pride of a large circle of admirers, went from his work to his reward a success

> showing that the cobber found that any kind of cobbling may bring results, but the best cobbling will always bring the best results-a mere himself see his condition, matter of brains.

it says takes the opportunity in coma barrel of sweet cider, comes out made of it. all right if he is let alone and that our theaters are coming to that point where they will straighten themselves out or get straightened out, it it is: may be well enough to say that the millionaire has reached the transition period where it is to remain with him whether he is to be the half-baked article that mankind likes to make fun of or the wholesome, done-to-aturn sort that society, meaning here the world at large, admires, reveres and loves.

Fortunately or unfortunately, the idea has become rooted in the human mind that the money which the millionaire possesses has made him an aristocrat and the multi-millionaire, as a matter of course, strengthens the idea. Good, better, best is the comparison of the English adjective and those who recall the superlative of the Greek comparison-"aristos"will easily understand how the old word was made to cover the modern thought. Now the millionaire is the aristocrat-the best-because with his much money he can get the best that money can buy and, therefore, because he can have the best, he, the possessor, is the best and so the aristocrat.

This old-fashioned idea-did it come over in the Mavflower?-was early rooted in New England soil, cle always will, and that same man, thrived there and is to-day the foun- the other day when he entertained mark Victory or Defeat. .

ence. Weighed in the scales of public opinion money in itself did not kings." presuming. "It is the mind that and that same sway after the lapse calling the American millionaire "half-baked," because in too many instances he has shown himself to be

Compare the Colonial aristocrat with the modern, up-to-date article tally, morally, physically and financially. Training and culture stood was classed among the best-it was and the result was the old story: The the way of the world, mind before matter, from the very beginning of circles the order has been reversed and, as it has been aptly put, the The secret of it? There is no se- and, what is worse, has been made to cret. It is only another instance include the other three. There is showing that the cobber found that where the "half-baked" idea comes in and right there it will stay until, like the "hayseed," the millionaire will and with his foolishness completely "baked" out of him he will be brought to a realizing sense of the fact that A metropolitan periodical that he is "half-baked" and that he is gosays what it means and means what ing to remain so until he is able to see that the old-fashioned idea is the paring the European student with the only idea that never goes out of fash-American to say, "Our sophomores ion; that mind and morality, which ion; that mind and morality, which must be half-baked, just as our mil- insured a sound body, stand first and lionaires and our theaters are half- that finance, good enough in its way, baked." Stopping just long enough is only the cipher which increases to say that the sophomore, irrespec- or diminishes the value of the other luck that places him there. It was tive of climate or of nationality, like tenfold, according to the use that is

> "Give us an instance where the 'half-baked' was put back and 'baked' until it was done to a turn." Here

Something over fifty years ago a family came from Ireland, bringing a boy under 10 years old. The family were poor and came to better their condition. They took what came to them and soon showed that they were should always be borne in mind. Instead of going to school the children went to work and prospered. Prosperity followed them until the time came when one of the boys called a halt and went to studying. He was ahead financially and even if he was too old to go to school he was going to catch up mentally until he could struggle backed up by good common stand among his peers in the cultured world as he did in the financial. With that idea he went to work. He began on the ground floor. He tackled the fundamentals in learning, taking them and mastering them, and without any corner-cutting accomplished his purpose. Then he went abroad for the culture which travel take as determined a stand against alone can give, and when, after the this. But in any case they can only needed years of study had been faith- thwart you on the road to Progress. fully gone through with, he came home to America, the Irishman had asserted himself as the genuine arti- failure dwells in yourself; that no ca-

whole realm of money and its influ-only verified what the ages have rendered trite: "He shall stand before

The "half-baked," like the "hayseed," is a term that will stick. It is one, too, that will sting; and as the 'hayseed" finally concluded that being a laughing-stock did not pay and went to work with his brain, so the millionaire is finding out that money is not the end and aim of life but only a means of making existence desirable and is governing himself accordingly. There is less and less of trying to "cut a dash" in the world. The diamond in the shirt front is growing small, loud talk and big checks in public places are less frequent and good English and clean finger nails are oftener found acquainted with each other. In a word the "half-baked" millionaire is getting to be cooked through and the baking will continue until the man with the money finds out that in matters of finance the dollar is just the dollarthat and no more-that the old idea last on the list-finance-stands alone in regard to it is not and never will be old-fashioned and that just in proportion as the owner makes his possession an accident and uses it as such, in that same proportion will he cease to be the "half-baked" article which the world despises.

THINGS DON'T JUST HAPPEN.

We hear and possibly think a great deal about the good luck of others. But nine times out of ten it is not good luck that comes by chance, but by hard, unremitting toil and planning; persistingly keeping at it.

Out in Minnesota the son of washerwoman may rise to the gubernatorial chair. But it is not good Governor Johnson's endeavor to 'make good" which brought to him the highest office in the State.

It is this which controls all business life and holds the key to all the secrets of commercial interchange. The clerk who adheres to this soon finds his position advanced. The goeasy sort may look upon his "good luck" with envy, although it is really not luck but pluck. He knows that there is no chance game in the mat-Irish, not paddies, a distinction which ter; that Fortune truly favors those who favor themselves.

The employer may seem to prosper quite beyond the expectation of on-lookers. He has given his business not only his hard work but his earnest thought. No great good can come from chance shots. No real. true, conscientious and persistent sense can fail to accomplish some good. The chance shot may hit occasionally; but it is only the good marksman who is assured of a full bag of game.

Make up your mind on the start that you will have the best store in tewn-and you can unless your rivals Make it a rule to buy right; to sell right. Remember that success or pricious goddess holds the reins which



Some Placards For Use of Hurried Merchants.

Here are a few placards which might "point a moral" in as many window trims.

This one calls the attention of the public to the fact that the goods on display have the faculty of "driving dull care away," "a consummation devoutly to be wished:"

You'll Never Look
Woebegone
If You Trade
With
Us
The Goods in This Window
Are
All
Cheer Dispensers

The following banks on its wide and enviable reputation and the quality of its goods to win it the favor of people with money to jingle in their pockets:

Our Reputation
Carries Us
a
Big Radius
We Stand Back of It
of
With Everlasting Quality
Goods

The general store that employed the following card sounded a positive note in its statements, playing on words at the end. If the last part of the card had appeared at the top, with a slight changing of wording to suit nouns and pronouns, it would have made a little more startling reading:

We Want
To Clothe You
From Head To Foot
Have the Goods
To Do It
And
Our
Prices
!
Well
You'll Be Perceptibly Shocked
When You See Them

This card writer believed in reiteration, with the word "good" the strong

The
Town Wide
Prominence
Of
Our Overcoats
Is Due
To
Good Advertising

thought:

Good Prices Good Values Good Service

An unusual turn is given to the faith that possesses some—in fact many—people in regard to Kismet:

happy unless they are feeling putchety towards their help—knocking them. Not so the dealers who wrote the next two placards, and every one who knows them would corroborate me in my statement that always they are not only willing but anxious to give honor where honor is due:

Extra Care
and
Extra Thoroughness
in
Service
That's the Slogan
Of
Our Sales Force

Our Pride
Is
Our Expert Workmen
Their Pride

WAR ORDET HOUSE

Feeding "His Half"

You've all heard the story about the fellow Smith who "went shares" with a friend and bought a cow.

The agreement was simple:

Smith paid half the money and owned half the "critter."

But when it came to a showdown it seemed that Smith had bought the FRONT words at the end. If the last part of the card had appeared at the top, reaped the benefits.

with a slight changing of wording to suit nouns and pronouns, it would have made a little more startling s

About time to change ends or, better yet, starve the critter-don't you think?

Is In

Their Excellent Work

This card is somewhat weaker than the preceding duo, but still the idea is in favor of the clerks:

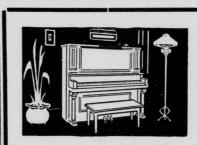
Our
Sales Force
Can Convince
You
If
You
But Step In

The merchant selling sweets well knew that this card would bring him in extra trade, for all girls imagine their eyes "heavenly," no matter how squinteyed or buttermilky their plight may be.

Our Delicious Candy
Was Made
For
The Girl
With
The Heavenly Eyes

Now who could resist the blandishments of the following? Must be an Oirishmon that writ it:

If the Heavenly Rustle
In This Elegant Petticoat
Were Kicked Up
By
Your Dear Little Feet
You'd
Be Even More
Of
A Little Angel
Than
You.
Are



Want a Piano?

If you intend spending \$350 for a plano, come here before you decide and see if we haven't the plano you want for \$75 or \$100 less.

Pay by the month if you prefer.

Friedrich's Music House 30-32 Canal St. Grand Rapids, Mich.

This Store
Is
Your Lucky Number
Allow
Us
To Demonstrate
The
Fact

The window trimmer who got up this card brought to bear his remembrance of a Biblical phrase. The wording is quite forceful:

The
Rain from Heaven
Falls On
The Just
Rite
Umbrellas
Purchased at Our Store
!

Some store proprietors are not

Worden Grocer Company
The Prompt Shippers

Grand Rapids, Mich.

STREET CAR SERVICE.

Nickel's Worth of Rides Preferred Overton. to Low Rates.

Written for the Tradesman.

The defeat of Tom Johnson, at his bluff and street-car noise, brings asked for." to mind the case of Overton. Overton was in the grasp of a greedy street car company. When extensions were wanted, or better cars, or civility on the part of employes the company winked both eyes. The council couldn't do a thing, the aldermen being afraid of the company, or as to their pay, or something.

The street car company had the usual wide-mouthed manager, who could talk mightily of double tracks, and heavier rails, and longer cars, and extensions, but he couldn't buy a postage stamp without asking some fat owner down in New York or Philadelphia. He could tell you how the company was going to invest its earnings in the city and put up a model service, but he couldn't buy a pound of coal nor a car stove without going down on his knees to a pussy old gentleman somewhere near tidewater. The tracks sagged and the cars ran any old time in Over-

In short, Overton had just about the sort of street car service that three-fourths of the cities of the Middle West are cursed with. Patrons grumbled and pawed the earth, and the company sat on its iron right of way and asked what they were going to do about it. Possibly it was all noise and no service in Johnson's town!

Then came Carl Hansen Neils Berge Eckstrom, who was born in Sweden, reared in the United States of America, and elected mayor of Overton by a large majority. Eckstrom was big and blonde and mild of eye and slow of speech. Ask him what his notion was about anything and he'd tell you, with a stare in his big eyes, that he didn't know. Ask him if he could do any difficult thing and he'd tell you that he could. And he could, too!

The day after Eckstrom was elected mayor the manager of the street car company just happened to drop into his office with a lot of complimentary passes and a box of cigars. The first thing he did, after he had told Eckstrom that he was mighty glad the people of Overton had had the good sense to elect a level-headed business man mayor, was to ask Eckstrom what he thought of the street car problem.

The mayor looked almost frightened and replied that he didn't know. "Don't you think?" asked the manager, "that you can do something to do away with the friction now existing, unfortunately, between the com-

mon council and my company?" The mayor walked to the window and looked out on the street, where a couple of cold storage street cars want any three-cent fare business. were swallowing a dozen passengers, Tom Johnson and his kind are just who were cold enough already, and making a lot of noise. But when you replied that he could.

The manager said that he was glad to deliver a nickel's worth of ride.

at once wire headquarters that at last me in the spring and says to me: or, looking over the manager's head they were to receive a fair deal in

"All we want," he explained to the mayor, "is a thirty-year franchise on all the streets of the city, so we can

The mayor felt humiliated when he thought of what the manager must think of him to come at him with a you. I'm an infant industry.' confidence game like that. If the manager had called him a fool and have made him angrier.

"And, oh, yes," continued the mana quarter business stopped. We've got to pay dividends, and can't do it."

"We don't want eight for a quarter," observed the mayor, mildly.

"That's the stuff!"

And the manager actually patted the mayor on the back, on his big, strong back, which was slowing rising like the back of a cat in the presence of an insulting dog.

"What we do want," continued the mayor, "is five cents' worth of ride when we pay a nickel to your company. We want five cents' worth of transportation and civility and good service."

"Why, we're doing pretty well now," suggested the manager, with a worried look growing in his eyes. "You're getting just as good service as any city about here.'

"We want a five cent ride when we get on your cars," the mayor went on. "We don't want a three cent ride and -

"I'm mighty glad of that!" interrupted the manager. "This threecent fare business gives me a pain. You're the best ever!"

"We don't want a three-cent ride," repeated the mayor, "when we pay five cents for it! We want good cars, counteous conductors, six-minute service, care on time, good connections at transfer points, and a roadbed that will carry passengers without bumping the lights out of them. There is nothing too good for the people of Overton. We want five cent rides on your cars. What?"

"That's what we want, too!"

"You don't say what you mean," said the mayor. "What you mean is that you want to collect five cents for a three-cent ride. You don't say anything about giving a five cent ride -a ride worth five cents."

"Why-why, I thought we were doing that now."

"You're getting the five cents, all right, but you're not delivering the goods. You extend your lines, and put on large, new cars, and employ courteous conductors, and warm your cars in cold weather, and make connections at transfer points, and give six minute service, and the city will give you the city hall if you want it. You can get your new franchise and anything else. The public doesn't sell a ticket for a nickel you've got

to hear that, and added that he would "Look here! If my boy comes to

'Daddy, I've got a garden of mine with his mild blue eyes, "we fool with of that boy. And when he delivers some one who will. You can't work Cleveland, and his retirement with all raise money to make the extensions the goods he brings me three-cent the infant industry racket any longer. these, Daddy, until I get started in franchise every day, and we're going business, and I'll make it all up to to shut down on you.

> "So I say to the boy, 'Go ahead the manager. with your infant industry. I'm giving ital for you to do business on, but not honest, he's fired. Everybody ager, "we want this eight tickets for you go ahead and make it up pretty gives value received but your com-Then this goes on for eight, nine, ten long enough to be profitable. years, and my boy says right along, don't want three-cent fares. 'I'm doing the best I can. You keep we want is five cents' worth of transon giving me five cents for three contation and comfort and civility cents' worth of goods and I'll make for a nickel. Give it, and you're all it up pretty soon.'

> > "Then, after I've been worked for many years I say to the boy that he nickel! Not for any place! You mind is a fraud, and that he doesn't intend giving me five-cent bunches. And I find he isn't using the profit he is making in bettering his business so that he may in time give me the worth of my money. This profit, which is almost a free gift from me, is being sent out of the city to men who have luxuries the boy wants.

"So I say to my boy that he is ruining his own business by giving three cents for five, and that if he can't do things on the square I'll buy of some one who will. Now, that is what's the matter with your company. You've been promising too long and doing too little. You can't pose as an infant industry any more. You are not investing your eleemosynary profits in your business. You are sending them East for fat men to eat up, for fat men's wives to travel in Europe on. You cut down your own business by your rotten service.

"Now, my friend," added the may-

own, and I'll sell you onions and you no more. You give a nickel's radishes just the same as the store worth of ride for a nickel or we'll for five cents a bunch,' why, I buy bust up your franchise and give it to bunches and says, 'Pay me a nickel for You are violating the terms of your

"I thought you'd be fair!" wailed

"If a grocer sells short weight, a flat-head to his face he couldn't you two cents every time I do busi- he's arrested; if a mechanic is an ness with you, and so furnishing cap- hour late, he's docked; if a clerk is soon.' And my son he goes ahead, pany. Your cars are a disgrace to and I pay five cents and get three. the city, and your lines are not half What portation and comfort and civility right. Three-cent rides! Not for Overton. Three-cent rides for a that?"

> The manager is thinking it over. Alfred B. Tozer.



complete information regarding our line cases. You should have a copy.

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

FOOTE & JENKS' COLEMAN'S .(BRAND)

Terpeneless

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

Sold Direct to the Retail Trade

OR 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 gan" 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 gais., \$7.50 28 gals., Trade barrel. 4.50 1/2 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.



Dressed Poultry in Transit To Con- the ordinary treatment which is furnsuming Market.

portation of perishable products unof business then offered, but with the the barrels of poultry, making it necdevelopment of the West came a products and dressed poultry, and atportation problem. An ever-increasing volume, long hauls and the de- tance. velopment of export traffic forced upon the railways a realization that something beyond fast service was termed "pick-up" cars and poultry needed to furnish successful transportation of such products. A system quires a greater quantity of ice than of regulated refrigeration presented the only means of meeting this de- up car is one scheduled to pick up mand. The evolution of this system brought about by the combined ef poultry at designated local stations forts of the railways and the shippers between terminal points. has resulted in furnishing a consistent and regular service as well as a refrigerator car affording protection days at a time.

dairy products and dressed poultry try requires a plant specially equipin transit it is necessary, in order to ped for the purpose and calls for a secure good results, first, to properly larger investment of capital than the prepare the commodity for shipment, other method. The removal of the and, second, to furnish proper refrig- animal heat from dry-packed poultry eration en route. In the preparation of dressed poultry for shipment ship- try on racks in a cooling room, whose animal heat is entirely removed be- from twenty-four to fore packing.

ment is very essential to insure its about the same quantity of crushed ready for loading. ice. Some shippers take the precauor parchment paper, covering the top packing as a shipper in Kansas. With per cent. of salt several hours before

ished by the various refrigerator The problem of refrigeration in transportation companies the temperconstitutes an interesting ature of a refrigerator car ranges study. In the early days of trans- from 35 to 45 degrees when crushed ice and salt are used, the temperature usually fast service with indifferent depending on the construction and refrigeration was considered an ade- condition of the car. It follows that quate safeguard for the small volume there must be some melting of ice in essary to use a greater quantity of greatly increased demand for dairy ice in packing, according to the distance poultry is to be shipped, and tending this increase came the trans- for this reason, also, the maintenance of time schedules is of great impor-

A considerable quantity of dressed poultry is forwarded in what are packed for shipment in such cars rewhen shipped in through cars. A picksmall shipments of butter, eggs and

The method of shipping dry-packed has come into use largely during the past few years until now more to perishable products in transit for poultry is shipped dry-packed than ever before. The removal of the ani-In considering the refrigeration of mal heat from the dry-packed poulis accomplished by placing the poulpers differ as to the best method, but temperature is held at 32 to 35 deg. the essential thing is to see that the The poultry remains in this room forty-eight hours. Some shippers reduce to a The development of the system of minimum the chance of forwarding refrigeration has demonstrated that poultry not thoroughly cooled by usproper packing of poultry for ship- ing a thermometer, as previously described, except that the temperature arrival at destination in good condi- of dry-packed poultry must be reduc-To accomplish this sufficient ice ed to 40 deg. After the animal heat must be used in packing to last while is removed the poultry is wrapped in the poultry is in transit. Most ship- parchment paper, either by wrapping pers pack their poultry in alternate each bird separately or by lining the layers of crushed ice and poultry, boxes and placing paper between the placing a large cake of ice on top and layers of birds. When the packing is covering all with burlap. Usually from so completed the lot of poultry is 175 to 200 pounds of poultry are pack- held in a cold room having a tempered in an ordinary sugar barrel, using ature of 32 to 35 deg. until the car is

Next in importance to the proper tion of lining the barrels with brown preparation of these commodities for shipment is the proper refrigeration cake of ice in the same manner be- of the cars in which they are transfore putting on the burlap. The ported. Too great care can not be quantity of ice required in propor- used in the proper icing and re-icing tion to the quantity of poultry in each of refrigerating cars, and to the fact barrel depends upon local condi- that this icing is sometimes done imtions-that is, it would not be neces- properly can be attributed claims for sary for a shipper located in Illinois loss and damage. Cars intended for and desiring to ship to New York transporting poultry are iced with to use as great a quantity of ice in crushed ice and from five to fifteen

loading. This is necessary to reduce the temperature of the car as nearly as possible to the temperature of the poultry. A temperature of from 35 to 40 deg. will result from icing a car as above described, although a slightly lower temperature can be secured

In the case of pick-up cars which are sometimes iced and started from small stations it is not always practicable to use crushed ice and salt. In such cases cake ice without salt is used, the car being iced a longer time before loading and at the first re-icing station the remaining ice is broken up. crushed ice and salt are added. Most

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



Ground Feeds

None Better

YKES & CO. GRAND RAPIDS

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

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

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.

of the large railway systems between the Mississippi Valley and the Atlantic seaboard are well equipped for reicing cars, this being done practically every twenty-four hours while cars are in transit. The method of re-icing is first thoroughly to tamp down and salt. Drip pipes and traps are also examined and cleared of any refuse. The waybill or card on the car indicates contents and also stations where it is to be re-iced. The system is so well safeguarded that it is almost impossible for a car to pass a re-icing station without receiving proper attention. These stations are so constructed that a trainload of refrigerator cars can be re-iced in from thirty to sixty minutes.

Since the perfection of the system of cold storage and the construction of cold storage houses at large centers a much greater quantity of frozen poultry has been transported. The greater part of this is handled in refrigerator cars iced in the same manner as for dry-packed poultry. A small portion is transported in un-iced cars. plenty of straw being used around doors and other openings, the theory being that as the poultry is frozen it will remain in that condition if so packed-that the outside air can not

The handling of dressed poultry in trainloads is accomplished by concentrating cars so loaded at large centers or terminal points. Probably Chicago is the largest concentrating point. Cars originating throughout the entire West are gathered together there and solid trains made up for the East by the different railway systems. The schedule maintained between Chicago and New York, a distance of nearly one thousand miles, is about sixty hours. It may be interesting to mention that in the early 70s, when the service for handling dairy products in refrigerator cars commenced, but one car per day was run between Chicago and New York, and the time schedule of the train handling this car, as advertised, was delivery in New York the second day after leaving Chicago. This service was twenty-four hours better than that now furnished, indicating that the necessity for quick time was fully appreciated on account of the crude refrigerator service of that time. The development of the business of handling dairy products and dressed poultry in refrigerator cars has been wonderful in the past thirty years. Rapid strides have been made toward the perfection of refrigerator-car construction and vast sums of money have been, and doubtless will continue to be, spent by the railway systems in making improvements to the one definite end that these commodities may be transported with the greatest possible safety and at the minimum cost of refrigeration.-Geo. B. Horr in Butchers' Advocate.

The only way to keep some men straight is to give them a big load to haul.

Most remorse comes from despising rebuke.

Painstaking Won This Order.

I was traveling for a dress goods house with a line of summer patterns which appealed so favorably to the feminine heart that my commissions impressed. He began to realize that it on re-orders were stacking up fast. It was very easy to sell those goods. I the ice remaining in the tanks and had been four weeks on the road with then fill the tanks with crushed ice them before I struck my first hard ingly placed a small order, consentcustomer.

> The prospect's name was Goodycar -at least I will call him that here. His store was big and pretentious for the size of the town in which it was located-a town of the type which points with pride" to its court house and its daily paper.

> Goodyear was an elderly man, cautious buyer and very much behind the times, as my first glance at the barren, unattractive interior of his store assured me.

He liked my line and appreciated its fine points, but he wouldn't think of buying it.

"It is a good deal too costly. People in a town of this size don't lean much toward city styles—they don't spend much money," he said.

I begged to differ. I felt sure that his trade comprised many prosperous farmers and townspeople; there were three big churches in the neighborhood, a dancing academy across from the hotel and other evidences of a social inclination. I thought, "The inhabitants of this town would enjoy being fashionable to a mild degree, if urged this point on my prospect, but he shook his head.

"How much advertising do you do, Mr. Goodyear?" I enquired. He replied that he had signboards along the State Road and ran a quarterpage advertisement twice a week in the local "Gazette." I asked to see his advertising files and was not surprised to find that he had been running about the same prosy quarter-column of fine type, with unimportant changes and a dreary-looking cut, for six months back.

I asked him for a sheet of paper and drafted a big display advertisement-one calculated to make any lover of good clothes long for a sight of the patterns I handled. When it was finished I pointed out the advantages of my method of advertisement writing in a way which did not appear to cast any unkind reflections on his. Then I put a proposition to him which made him gasp:

"Suppose you place an order with me-a small one, if you like, until we see how my plan works-and as soon as the goods are here you run this half page advertisement I have written in the 'Gazette,' letting your customers know the advantages and the great line you have to offer them. Change your advertisement for the following week-I'll leave you copy for it-copy that would cost you a good round sum if you were to hire an expert to write it-not because it is so pretty to look at, but because it has drawing power-it will bring customers into your store just as a lamp draws moths. If it does not bring business I guarantee to pay for the first week's advertising. If it does you can re-order from my house

as many times as you find it necesary for handling the season's trade."

Goodyear had followed my argument closely and seemed favorably would mean good profits to him if he could galvanize the trade in that country town. At length he hesitating to give my plan of campaign a trial.

I wrote more copy for his advertisements and promised to furnish attractive cuts. We had dinner together at my hotel and in the evening returned to his store, where I gave him a demonstration in effective window-dressing. I used some of my samples for the purpose and he was enthusiastic when he saw the effect. I explained the color scheme and the reasons for placing the different goods in their relative positions, drawing a diagram to leave with him, for fear he should be unable to reproduce the plan after my samples had been taken away.

We had an agreeable evening and I caught the midnight train for the next town on my route.

It was gratifying, six weeks later, to learn that Goodyear had re-ordered on a large scale. He has since become a regular and considerable customer of our house. L. F. M.

He Wanted Eating Eggs.

The following good story, which illustrates the fact that fools and chilthey were given the chance," and dren tell the truth no matter how painful the consequences, is told by George A. Markham, probation officer in the Buffalo Police Court:

A dull looking boy came into small grocery store and stood in the middle of the floor awkwardly twisting his fingers until the attention of the grocer was attracted to him The vendor of cabbage and canned goods finally approached him and rubbing his hands, enquired:

"Well, my good fellow, what can I do for you?"

"Ma sent me down to git some aigs."

"What kind of eggs did you wish?" enquired the grocer.

"I want eatin' aigs," again exploded the lad.

"You don't quite understand what I mean," said the grocer as those present smiled. "What I meant was this: What priced eggs do you wish, the 32 cent kind or the 35 kind?"

"I knowed what yuh meant," responded the fellow, "but the last aigs we got wa'n't eatin' aigs."

Visible Proof.

The prisoner weighed over three hundred pounds.

"What is the defendant charged with, officer?" queried the magistrate. "Obstructing the sidewalk, Your Honor," replied the policeman.

One-half the world doesn't know how the other half can afford automobiles.

The good lives are always looking to better ones.

BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building Grand Rapids, Mich.



Hot Graham Muffins

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

Wizard Graham Flour

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

Wizard Graham is Made by

Grand Rapids Grain & Milling Co. L. Fred Peabody, Mgr. Grand Rapids, Michigan

and vegetables.

Wanted Your shipments of Butter, 288, toes, Apples and Honey; also your orders for fruits

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

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



Good Taste and Proper the Basic Principles.

"What is in a name?" is a careless question which in many instances leads one into a most unexpected maze of answers. So unthinkingly have many terms been applied that they have become mere vernacular for the state to which they belong, without signifying or implying that their true meaning is the condition of things behind them. This is more than true of the word "exclusive," as applied to so many shops, both from within and without, more frequently being the cry of the shop itself than the name applied to it by its patrons. Take the meaning of the word "exclusive" as given by Webster, which is "select, shutting out, not including." Dissect your business and see if you are consistently living up to your claim of exclusiveness. Taking the word in its broad sense, it means that your goods must be exclusive, your shop itself exclusive as well as your salesmen exclusive and the attention and treatment of your patrons exclusive; in fact, the whole organization must be in harmony or vou do not support vour claim,

Let us consider the first point, "your goods," which every self-styled exclusive shop believes to be the groundwork of its claim. A house claims its goods are designed especially by or for it, and are entirely different from those shown by other shops in their 'ine. This may be all very true, but they often "fall down" on the very first meaning of the word "select," in that getting in something different they have gone to an extreme which involves bad taste. Their styles are certainly their own, because no other house would show them, and granting them the fact that they attract a lot of attention, yet are they getting business? Styles which reflect better taste may not attract the attention of the ordinary seeker for curiosities, but will appeal to the man who knows. The secret of exclusive merchandise is to combine good taste with new ideas, producing a desirable article in the eves of the discriminating.

By "the shop itself" I mean the fittings, decorations and windows. Exclusive goods with a poor background make a had combination. Such little attention may have been given to the shop that beautiful goods are shown at a decided disadvantage, or on the other hand, the fittings and decorations may be so extreme that they overshadow the goods and divert the prospective buyer's eye from the displays. One is as fatal as the other, but the latter is more frequently seen.

You often see a shop so elaborately fitted and decorated, at great expense, that it is really vulgar, being oppressive in its ornateness and cost- ization is complete ing such a sum that a frequent change

some and monotonous to the regular dence in what you have put before patron. Much more effective and last- the public; but, on the other hand, ing is some rich and restful scheme, there must be a give and take, as we which forms a pleasing background are all human and liable to trip up for the goods, and, being enduring style, is synonymous with the quality of the shop.

The window should be the best advertisement the exclusive shop can have as more people will pass your he has some cause to complain and shop, giving you the opportunity to expects to be agreeably met and have attract them, than might read your announcement in the biggest paper, is in the wrong and the shop does The trim should be well-spaced, graceful and symmetrical and frequently changed to give the public a reason to look for something new each time they pass; yet the trim should be so simple in its composition that the most hurried pedestrian can grasp it as he goes.

We have brought your customer to you; now we will consider the third point of the exclusive shop, "the salesman." He is one of the most effective forces, either for or against. that the shop has. To be consistent with his surroundings the man should he well educated, have a thorough knowledge of his business, be well dressed, a good conversationalist and have a pleasing manner. Quite a list, you say, but every one necessary, with the first if anything more important, for if he is educated he will the more quickly acquire the rest.

The exclusive shop wishes and endeavors to cater to the better class, and in doing that it is most necessary that these people should be met by a salesman who is at ease in serving them. Some are salesmen without a doubt, but their manner and talk would be more suited to selling potatoes or eggs in a market.

What is more offensive to a man of good breeding than to have the salesman introduce the goods in an uniptelligent manner, using bad grammar or attempting to give information on what is correct when his own dress shows that his knowledge of what is proper is far astray.

Most patrons of such a shop will also appreciate a little intelligent conversation on, perhaps, the current events of the day, or any important matter which has arisen, and on the whole will feel attracted to a shop where the salesman is their equal in intelligence and can understand them and their wants.

This often involves a question of salary, but the employer in such a shop will find it false economy to attempt to keep up his standard with the cheaper man. I know of one, every respect, exclusive shop. which endeavors to have all its salesmen college men and pays such salaries as will attract men of education. This shop finds it more than repays.

In considering the salesman have covered to some extent the fourth point I mentioned, "the attention and treatment of customers." but in that I refer more particularly to the general policy and attitude of the exclusive shop towards its patrons. Where a shop is sure that its organgenerous amount of self-respect is good

The man who never sometime. made a mistake never made anything.

As a rule, when a customer of the class which patronize the exclusive shop comes with a grievance to air, matters made right. Occasionally he well to stand up for what it has done; but the customer must be handled in such a way that he will recognize that the merchant is in the right and not get the impression that his complaint is being turned down on general principles.

There should be that friendly feeling between the shop and its patrons that they will have no hesitancy in approaching you when they have a kick coming, knowing that they will be cordially and fairly treated. Also there should be encouraged a tendency on the part of the customer to drop in when near the shop, whether he intends to buy or not, if only to have a chat. Sociability in business means more business and it helps to keep down that altogether too promment impression that your patrons are only welcome to your shop when spending money. Your every move is for their money, giving fair value, of course, but do not show your hand too plainly. See that the information given to your patrons is absolutely reliable. Otherwise withhold it.

Carry the idea of exclusiveness into your advertising, in any announcements you may send out, so that it has the appearance by its simple character of being distinctly select. The style may indicate before the matter is read that it is from a highclass house. Along this line, also, have your stationery of good quality and rich in design, typical of the house it comes from.

Taking it for granted that your estabiishment is exclusive in the full sense of the word, both in being select and in shutting out all that is detrimental to the high standard you are aiming at, you must realize your responsibility in relation to the pub-Your patrons are paying to be dressed correctly. Nowadays there is too much catering to the public taste. Because some man of note dresses in a radical and undignified way it is not necessary that you should offer the same goods to the uninitiated cause it appeals to them. Create your own styles according to the maxims of good form. Do not be afraid to denounce any style which you know is not proper and the right-minded man will appreciate it.

Any student of human nature will admit that the visible reflects the invisible, and the impression created by your shop is the reflection of the human behind it .- Richard T. Stanley in Haberdasher.

The prayer, "Give me riches and righteousness," easily gets shortened at the wrong end.

He who has no time to be grateful is impossible, so that it becomes tire-thing, showing that you have confi- has no power to obey a blessing.

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 6-The spot coffee market seems to be experiencing something of a reaction from the recent activity and at the moment it would not be far out of the way to say that it is extremely dull. Still, holders of coffee do not seem especially anxious to let go and "bargain" counters have not been erected. Rio No. 7 in an invoice way is worth 81/4 @83%c. In store and affoat there are 4,140,953 bags, against 3,713,286 bags at the same time last year. High rates for mild sorts have apparently checked demand and the market generally is quiet. Good Cucuta, 93/4c.

Teas continue in fairly active request and quotations all along the line are very firmly maintained. The shortage in Formosas is the prominent factor in the strength of this kind of teas, and while it is a factor the tendency to a higher level will continue.

Not a single item of interest can be picked up in the market for refined sugar. There is simply the average November demand -- possibly even less than usual-and at this writing there seems to be no likelihood of change, either one way or the other.

Receipts of rice are light and prices are steady. The demand is only moderately active and sellers are hoping for something better farther on. Good to prime is quoted at 51/4@55%c.

A seasonable trade is being done in spices. Individual sales are not large, but there is a fair call all the time and the aggregate amount of business is satisfactory. Quotations show little, if any, change.

Molasses is in better demand as the weather grows cooler, but there is still plenty of room for improvement. The crop is said to give promise of being a good one and planters hope for good rates. Syrups are in good demand and quotations are changed.

There is apparently a somewhat better jobbing demand for canned goods, but the market is not particularly active and tomatoes, especially, are dull and unsettled. The usual quotation of 6oc is still given as the price of standard 3s f. o. b. Goods can be found for 571/2c, but the quality will hardly justify careful inspection for standards. Corn is moving moderately. Quotations are well sus tained. Peas are in better demand for lower grades, although no large lots are sought for by any one buyer. Other goods show about the usual demand and little change is to be noted.

Butter reached a point where it seemed impossible to go farther and a very little reaction has taken place, so that top grades are about 1/2c lower than a few days ago, creamery specials being held at 32c; extras, 31c; firsts, 291/2@30c; held stock, specials, 311/2c; imitation creamery firsts, 26@ 27c; factory firsts, 25c.

Eggs, of course, are still going up. Western extra, 35@36c; extra firsts, 31@33c; firsts, 28@3oc; refrigerator lstock, 24@25@26c.

Every Young Man Owes It to Himself to Be Well Groomed

NO matter what his position may be, whether in trade, college or society, fashionable clothes are a recognized advantage if not a vital necessity.

The merchant upon whom the young men can depend to give them the best clothes most consistently and economically is going to get the greater share of the young men's trade of his town.

Good fashion news travels fast in the younger set.

Therefore, Mr. Clothing Merchant, you are overlooking the one best bet if you do not look into the merits of "Graduate," "Flossy" and "Viking System" clothes.

By all means look them over. We'll leave the rest to your judgment.

Fill out this form. Small effort—big returns.



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

BECKER, MAYER & CO., Congress and Franklin Sts., Chicago. Sign and Mail This at Once

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

Name_____

Town

Michigan Tradesman

State

DECKER AYERS OMPANY HICAGO
VIKING OF ADUKTE VIKING SYSTEM
EST I LADE CLASSY CLOTHES

GOT OUT OF THE RUT.

The Traveler Rubs It Into the Retailer.

Written for the Tradesman.

"Avoid getting into a rut," says Prof. Charles Zueblin in talking about civic government and the duty of all good citizens in relation thereto: and. by way of emphasis, he adds: "Don't persist in doing things the way your grandfather did them simply because you respect your ancestor's judgment. If you know of better ways, that have proved their superiority beyond peradventure, adopt those better methods as your own and so show that you are worthy those ancestors who did the best they knew in their time."

Advice such as this applies as well to the practice of merchandising as to the conduct of municipal govern-

Because your grandfather bought his various lines of goods twice each year, once in the springtime and once in the autumn, it does not follow, with the telegraph, telephone and interurban or steam railway handy, that the country merchant shall buy goods but twice a year.

Because your sainted grandfather heated his store with a great sheet iron cylinder stove which would take in thirty or forty pounds of knotty and twisted hardwood at a lick, it is not necessary for you to decline to burn coal or even install a hot water or hot air heating system in your store.

It is not only not incumbent upon any retail merchant to conduct his business "as grandpa did," but present business methods will not permit any such listless imitation to result in profitable merchandising.

Your grandfather was forced, although he may not have realized the fact at the time, to operate in an extremely limited way. If he bought produce as it came into his town he was never certain as to just how soon he could dispose of his purchases and was quite in the dark as to how much of a profit he could win on the deal. And, as he sold his goods to his fellow citizens, he had no sure thing that he was going to get cash and was always on the alert for store orders or a dicker, trading his goods for services or for the products of his customer.

To-day, with the daily papers, the telephone, the telegraph, free mail delivery and rapid freight and express service available, no merchant need be in the dark as to current market prices, neither need he be long in suspense as to making a sale in bulk of any produce he may have acquired at market prices.

All of these conditions are well known to the average merchant, so that in these respects very few of them are in danger of getting into Where the chief rut-danger still exists is in the advertising and general conduct of a retail store. There are thousands of merchants who, having been in business eight, fifteen or twenty years and prosperous, are traveling steadily in a rut to signs painted on fences or barns; tractive show, but I can not get up

promiscuously or on letters sent out hosiery, gloves, and all that." by mail; another ignores the columns of his home town newspapers, the best medium available.

"Well, I've done pretty well with out the newspaper advertising all these years," he says, "an' I guess it's too late to make a change now." But presently he awakens to the fact that some of his old customers have passed into the Beyond, that others have moved away, that new competitors are developing rapidly, that somehow his business is not increasing in accordance with the growth of his town-and he wonders what is the matter. If he keeps in this sort of a rut long enough his enterprise will lose a wheel here, cast a shoe there, drop a lynchpin in another place and at last an axle will break and down he will go into the rut of back-num-

There are merchants, hundreds of them, who do not change their window displays twice a year; many who make such changes only once in two years and some who let the goods they place in their windows stay there until they are not salable at any price; fit only for the junk heap. Such negligence is attributable only to Simon pure laziness.

The sometimes offered argument that window display ruins goods and, as long as one must lose them. why, let them do all the service possible, is nonsense.

With reasonable care as to sunlight and dust, coupled with a change every week, the damage to goods displayed will not amount to one-half of 1 per cent. More than that, displays of merchandise, according to the seasons and arranged in the windows with care and good taste, will not only cover the cost of making such exhibits but will discount the one-half of I per cent. of damage alleged and more too. Carefully considered, carefully arranged window displays, regularly and prudently looked after, are invariably a good investment whether the window is a huge plate glass front or a sash crossed group of 18x20 panes.

"But it takes thought, time and labor to change my windows every week, and I'm no good at it any-how," said one village merchant to a hustling, good natured traveling salesman recently.

"Sure! It takes all that and then some," said the traveler as he took "Come on his friend by the arm. cut in front. I want to show you something," and the two passed out and across the sidewalk. Here the salesman turned squarely to look at the windows and as the merchant did the same the salesman said, "Don't look right away, but when you see you can do so without being noticed just take in the appearance of your competitor's window, two stores to the right."

The merchant followed instructions and after a minute of surreptitious observation he remarked in a low tone but earnestly, "That's a dry as to advertising. One ties his faith goods store. Of course it is an at-

another puts out circulars scattered anything like that with silks, laces,

"No?" queried the traveler as he led his friend to the left about half a square, saying, "I want you to see a window down this way.'

The second window reviewed was that of a hardware store and the exhibit was a good one. But the merchant was of the opinion that he couldn't get up anything as effective for his own store.

"That's where you're everlastingly wrong," said the traveler as they returned to his friend's establishment. "The trouble with you is that you have been going along in the same old way so long that you do not know your own resouces; do not ap preciate your opportunity."

"Well, by the whistlin' spit, I like that," said the merchant. "What in thunder have you got on your mind?"

Reaching the inside of his friend's store, he called attention to the somewhat carelessly arranged shelves loaded with canned goods with their different shapes in glass, tin and wood, and all colors of the rainbow represented by their labels. Then he pointed out the dozens of packages of different prepared foods and the cartons of this, that and the other arti-

"There are decorative units by the score and there"-the salesman indicated the baskets of fruits, vegetables and green stuff that nearly occupied one-half of the store floor-"is all kinds of good material. And you have two good big windows full of fly-blown, dust-covered stuff with half a dozen sheets of nasty fly paper by way of emphasis."

"But I haven't the time, haven't the help," insisted the merchant, wincing under the force of his friend's comments

"Work nights then; get help. By the way," said the anti-rut advocate, "if you will say you will try to follow my advice I'll give you some.'

"All right," responded the merchant as he leaned resignedly against the counter, "I promise. Go ahead."

Then the traveler advised the merchant to tell in careful detail to his wife and daughter about the tour of investigation just ended and about the remarks made by the salesman. "Give it to 'em straight, just as I am giving it to you, and ask them to advise and help you out of the rut."

When next the traveling salesman visited his friend's store he saw a complete and successful metamorphosis had taken place and was told: 'My daughter changes these windows every Monday forenoon and I pay her for it. And, say, it's a blamed good investment." L. F. Rand.

Merely a Suggestion.

He had managed to accumulate a lot of money by more or less questionable methods

"I should like to do something for the benefit of the town," he said.

"Well," suggested the poor but otherwise honest citizen, "you might move out of it."

Post Toasties

Any time, anywhere, a delightful food— The Taste Lingers." Postum Cereal Co., Ltd. Battle Creek, Mich.

Why not a retail store

of your own?

I know of places in every state where retail stores are neededand 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.

PEACOCK BRAND

Leaf Lard Special Mild Cured Hams and Bacon

Can be obtained in Ohio and Michigan by corresponding with the following salesmen:

- T. J. McLaughlin, care Wayne Hotel, Toledo, O. F. E. Drew, 648 S. LaFayette St, Grand Rapids, Mich.
- Mich.

 F. L. Bents, Box 42, Ludington, Mich.

 A. E. Leighton, 317 Genesee St., West, Lansing, Mich.

 A. C. Malone, 117 S. Seventh St., Saginaw,
- Mich.

 Mich.

 Mich.

 Mich.

 Mich.

 Mison, care Marquette Hotel, Marquette, Mich.

 Mison, care Marquette Hotel, Marquette, Mich.

 Mich.

- or by ordering direct from the packers

Cudahy-Milwaukee

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman ompany

Grand Rapids, Mich.

A GOOD SCHOOL.

Ninth Paper.

Said Doctor Johnson in his oracular way, "Patriotism is the last refuge of a scoundrel." This saying should not be quoted against patriotism, as is often done, but against scoundrelism. It is really a high compliment to patriotism. It pictures to us a scoundrel fleeing from one covert to a safer one until at last he finds refuge in that best panoplied stronghold of all, patriotism. Only let us not forget that he is a scoundrel still lost in a crowd of good men. The jingo and the chauvinist are also imitation patriots, but it may be simply from ignorance or want of taste; the scoundrel is a patriot to escape the

Patriotism is a certain feeling about one's country growing out of knowledge of that country and expressing itself in appropriate action. If patriotism is mainly feeling it is never without these elements of knowledge and activity. The great mistake in teaching patriotism consists in an attempt to stimulate the feeling without any basis of knowledge nor any object of action. No one can feel patriotic out of hand any more than one can love or hate without some object of love or hatred. The feeling is a natural one: give occasion for it and it will rise of itself. Many young people are harassed by doubts as to whether they have any patriotism. Before the Civil War some whom I knew-some even who went to their death in that great struggle-were accustomed to declare that they were not conscious of any patriotism. It is sometimes said that the first shot fired on Sumter made millions of patriots. No; it simply revealed them to themselves. It is an instructed and guided patriotism that is wanted: knowledge of our country, its history, polity and place in the modern world, and then something reasonable that we can do about it. Patriotism varies as the soul life is rich or meager, but it is always natural. I am a part of my country, but my country is also a part of me. Bound up in that I, that we write with a capital letter, is much that surrounds and "belongs" to me; and, chiefly, my country. Ages ago the care, defense and enlargement of ourselves and all that belongs to us were packed away in our very blood and bones. It only needs regeneration-taming and instruction-just like personal selfishto be rightly patriotic.

For a people so isolated Americans travel and read a great deal. They find generous hearts and noble souls in all lands and base and mean-spirited people also at home. Patriotism is likely to seem to them narrow and birth? The man half round the earth difficulties here. But consider that may be nearer to me than my next there has been absolute continuity of door neighbor." Admirable! Only history. The distinctions seen now Admirable! Only let us have a division of the ques-Our fellow-citizens are also human beings and should come into ned and eagerly sought by the earlier

this fine scheme. Moreover, this uni- men. And they have all profited by have some temper to be any good versal love will, like all forces acting it. All have had a richer life be-The Great Mistake Made in Teaching from a point, diminish with the square of the distance. Who could any have soured under it they have ask more?

> Teachers as missionaries of the intellectual life share the habit of setting little store by limits of country. How many of them live habituallyin their deepest life-in other lands or times! Here again it is not easy to see how one can know much about other lands and times who does not know about his own.

> Then there is the natural nausea roused by the chauvinist with his continual boasting of things American; and by the jingo, who always has a chip on his shoulder and who will have peace only when our flag floats from every earthly battlement. These men need not trouble us. Many of them are simply high-hearted Americans who have lost their sense of proportion. America is a great country, and if somebody did not say so the very stones would cry out. Only let us not forget three things: First, the true patriot is pre-eminently a man of peace; then, brawling and stirring up strife are as bad among nations as among communities; finally, these men may be some of Dr. Johnson's scoundrels, hiding for protection under the flag.

The greatness and security of our land seem to justify a slack and easygoing patriotism, until we remember that the patriot is not mainly a man Our big new country needs big patriots, on fire to secure her intellectual supremacy and moral greatness. And how fortunate that we do not live in the midst of war's alarms so that we may give ourselves calmly and earnestly to this task. Listen to the shrill cries of anxious fear from Europe; read the terrible patriotic imprecations of the Psalms; and think what it is to live in a small country surrounded by enemies.

Our changing population and our complex life render us unpatriotic. Patriotism flourishes best among a simple homogeneous people. In my boyhood I lived for a time among such a people. There were little wealth and no deep poverty; little ostentation or servility. All spoke the same language and read the same books. All labored with their hands and were as little afraid of head work. Knowledge and love of American institutions were universal. But these people did not expect nor desire that this simple idyllic life should continue. Nor has it. A dense population now ness. Still, undoubtedly we in this fills that region. There are paupers country do find it especially difficult and millionaires. Less than half the population are native-born. The party boss rules as neither priest nor king ever thought of ruling. The man who trundles a lawn-mower in front of a palatial club house sees, without recognition, a man roll up in a motor car with whom he used to pick ill-instructed. "The world is my coun- blackberries over the same ground. try. What care I for the accident of The patriotic spirit does labor under history. The distinctions seen now existed in some degree in the old life. This state of things was plan-

cause a life of more experiences. If simply revealed what sort of men they are. The real tragedy in the case is the change of feeling between the two men and such as they. I do not cite this case as a contribution to the discussion concerning wealth and poverty or distinctions of class and station; but to call attention to the fact that what goes on in the minds of men is the main thing, and so a continuity of the spirit of patriotism through all such changes is entirely reasonable. And yet such rapid changes must tend to produce unsteadiness and volatility of spirit among even the best of our people. Only such a belief in the genius of our country and such determination to preserve and transmit it as characterized the Revolutionary fathers and the heroes of the Civil War will save us from becoming a nation of shuiflers and quitters. Our system has enormous capacity for rational growth; what is to be feared is sudden changes brought about by caprice or selfishness acting upon ig-

And now is there any agency comparable in efficiency to general education and special education in patriotism of the rising generation to give security against this ignorance and moral indifference?

Edwin A. Strong.

Should Keep It.

Niggs-A man, like a razor, must

at all.

Naggs-Yes, temper is a good thing to have, but a very bad thing to lose.

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

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Summer and Cottage Furniture: An Inviting Exposition

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

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

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Making your will is often delayed.

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

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The Michigan Trust Co.

Grand Rapids, Mich.

Trustee Guardian

THE COUNTRY BANKER.

He Can Divert Trade To Home Interests

If there is a business man in the community who ought to boost for home trade and do everything in his local dealer. power to discourage money 'sent away," it is the banker.

The banker thrives only as the community thrives. He makes money only as there is money in the community for him to handle. Drain the money out of the community and the banker loses in two ways: Everyone rushes to him for credit-credit which he can not grant; and, deposits become smaller because there is less money in the community to be deposited

The banker has a direct line on the amount of money that is sent out of the community by his draft register. There are four usual ways in which money is sent to mail order houses. The most common way is the postoffice order. The ordinary farmer feels that a postal order is the safest thing that can be used in the exchange of money.

Depending upon the community, either the bank draft, the express money order or the registered letter ranks next to the postal money order.

In some communities the registered letter is in high favor. When a bill of goods is to be ordered from the mail order house it is made "even money," as five, ten or twenty-five dollars. The letter is carefully registered and the remitter is satisfied the mail order house gets its money just as he sends it.

Express money orders are used in some towns - particularly where there is not a bank. In others the not like to have the banker know that he "sends away."

get what they can out of the town; they are not particularly interested in merchants wherever possible. building it up, and besides that they get a direct income from handling mail order packages. Consequently, express agents make a special bid for drafts sent to mail order houses.

So the banker is sometimes well at the bottom of the list in handling money which goes to the mail order houses. At that even, the small country bank of \$25,000 capital in a country town will often put out from five to twenty drafts per day, going to the different mail order houses throughout the country. Then, too, there are a large number of drafts which go to houses which are not strictly mail order houses-which have a mail order department. Also young boys and girls often get in the habit of "sending away" for some small novelty which is extravagantly advertised and which they could probably buy to greater satisfaction to themselves at home.

In the latter case especially the banker has a great opportunity. He is in touch with the merchants and when a person starts to acquire the mail order habit he can get the local merchant after him. He can have the merchant write a good snappy letter quicker than piety.

to any mail order patron, as well, telling him what special bargains are in stock in his own home town. The patron need never suspect the collusion-he need never think that the banker has given his name to the

In fact, the draft register of the country bank is latent with possibilities for business-getting, provided always that the business is gone after in a clean, dignified way. At the first suspicion of abuse the mail order patron is very liable to "get his back up" and politely tell those who are trying to advise him that it is his own business where he buys. This objection is best met-and in fact only can be met-by showing him that his best interests lie in his own home town

The banker is a splendid man to do just this thing. Where the merchant attempts to do it he often is suspected by the mail order patron of talking for his own personal and selfish interests. The banker is considered in every community the business advisor of that community. He is looked up to and respected as possessing a little more and a little better business judgment than inhere in even the best business man in town. He has his finger on the entire financial pulse of the city; he is not restricted in his view quite so much as is the business man who deals in only a single line. This has a very important place in the minds of the people of the community and it affords a natural opportunity for the banker who will talk home trade and talk it right.

Another thing, it is not "charity work" that the banker is doing when he uses his influence to divert trade to home interests. The banker's gains rise with the gains of the community; patron of the mail order house may they fall when the profits of the community grow less. The banker who is building a permanent business will The express companies are there to do well, merely from the selfish point of view, to divert every dollar to the

Reward of Honesty.

A story is told of a well-known money lender who lost a pocketbook containing several hundred dollars in bills not long ago.

It was two weeks before his "lost advertisement" brought results. One morning a man entered his office, said he had come in response to the advertisement and asked the money lender to describe the property. The description was satisfactory and the finder threw the wallet on the table.

"There it is," he said, "please count the contents and see if the money is all there."

The money lender, elated to find his pocketbook, carefully counted the bills. Then he took a piece of blank paper and for five minutes figured studiously. Turning in his chair, he remarked:

"Yes, the money is all there, but I guess you owe me 75 cents interest"

You may cut down your pants to fit your boy, but you can not do that way with your piety.

Nothing feels the lack of exercise

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Paid on Certificates

You can do your banking business with us easily by mail. Write us about it if interested.

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



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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.

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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

Get a Leader-Something to "Start get the other merchants to cutting for Things."

Many merchants are saying that they can not meet competition because the prices offered by mail order houses are so low.

This means that a merchant has heard that plea so often that he has come to believe it. Ten chances to one he has never taken a catalogue and gone through it systematically and put down the prices on the various items in it. He has seen an advertisement in the local paper perhaps that makes a price so low as to be ridiculous on some staple.

What do many merchants then do? They immediately draw the conclusion that every item in the "big book" is priced just as low and that it is your scheme, they will be in no there is no use of trying to meet mail order competition.

It is good business—just as it is good war-to take a lesson of the enemy.

No successful general ever lived who could not learn from the enemy.

Omit the enemy's mistakes; imitate his strong points, has been the successful rule of warfare. And it will be-it is-the successful rule of trade.

When you dig into the "big book" you find that the money lost on the leader is made up on other itemshundreds of other items.

A few cents here and a few cents there, but it is all worked in

Now, what can the merchant do when he wishes to take the benefits of this method of marketing?

Cut the price on a few staples and cut them to the bone-that is the logical answer.

Nor need you call the "loss" on an item a "loss" at all.

Suppose, for example, that you decide to make a leader of a pair of shoes. This shoe you have been selling at \$3 and make a fair profit on it. Cut it down to \$1.98.

Tell the people why. Tell them that your store is simply overflowing with good bargains and that you are willing to pay them a dollar to get them in the store. Tell them that instead of paying out \$50 for advertising-or \$100-or \$300-you are going to deliberately lose money on this

Tell them that you are going to put your advertising money in their pocket instead of into advertising. Show them that you give them a dollar just as though you had met them on the street and handed them a good silver coin of the realm.

That is the kind of talk that will interest them.

When you talk of handing a man money instead of taking it away from him, he is bound to be interested.

Everyone knows that the advertising bill of the products of the United States runs into millions of dellars.

So it is perfectly plausible when you say that you are going to pay them something for an advertisement

They believe it because it is probable and logical.

Do not be afraid that you will disorganize the trade of your town and hot heads.

retaliation.

There is no money in cutting a price in order to give goods away.

There is money in building up your trade by cutting to the bone on several leaders.

Your competitors are not going to retaliate by cutting prices-when they read your convincing talk.

If you take the public in your confidence and tell them exactly why you are cutting prices, your local competition will see the force of your argument and they will not retaliate by demoralizing the local trade.

Why is this so?

Let me tell you: Because they will think it is your scheme, and, thinking hurry to adopt it.

Many and many a good plan or scheme has been worked for years simply because competition was too hide-bound to take it up. And nine chances out of ten your local competition will not adopt the same plan because they will not think it is very good.

You are in the market with a good stock of goods, all priced to give you a profit-except for your advertising leaders

You get the people in your store and then you sell them.

When a customer comes in to buy an advertising leader see that he does not get out until he has at least been shown the other bargains which you have in the store.

If possible sell him a good big bill But if he remains wary-if he fears there is a bug under the chip and refuses to buy-at least educate him in the values you can give him.

Remember the mail order buyer's mind is full of pictures. In his mind are the pictures of the "big catalogue" that he has at home.

Arbitration With a Vengeance.

He was a man of peace, and he came upon two youths in a back street fighting. So he pushed through the crowd and persuaded the combatants to desist

"Let me beg of you, my good fellows," earnestly besought the peacemaker, "to settle your dispute by arbitration. Each of you choose half dozen friends to arbitrate."

Having seen the twelve arbitrators selected to the satisfaction of both sides, the man of grace went on his way rejoicing in the thought of having once again prevailed upon brute force to yield to peaceful argument.

Half an hour later he returned that way and was horrified to find the whole street fighting, while in the distance police whistles could be heard blowing and police rushing to the spot from all quarters.

"Good gracious! What is the matter now?" asked the peacemaker of an onlooker.

"Shure, sor," was the reply, "the arbitrators are at work."

It is a good deal easier to mourn the faults of others than it is to mend our own.

Burning thoughts never come from

The New Flavoring

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(BETTER THAN MAPLE)

Dandelion Vegetable Butter Color

perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States. Manufactured by Wells & Richardson Co. Burlington, Vt.

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Mica Axle Grease

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

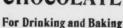
Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2. 1 and 5 gallon cans.

> STANDARD OIL CO. GRAND RAPIDS, MICH.



OWNEY'S COCOA and CHOCOLATE





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

The Walter M. Lowney Company BOSTON



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.



Why the Silent Girl Is Attractive.

There are few negative virtues tive must preserve a sense of the possessor, and those associatholding one's tongue. To know when lent, is no small part of the necessary equipment for life. Many a man who talk least make fewest enemies.

"A man who can not hold his says Carlyle, "is no right man." The strong man keeps his own counsel; the foolish babble. It is a weakness into which most people fall without reflection, and those who wish to please, being wise, endeavor to lead others to talk about themselves, to reveal their emotions, their thoughts, their hopes and their feelings. Some wise man has said that such confidences are "the insanity of self-display," which, while severe, is frequently true.

A woman, especially, to be attracwhich conduce more to the comfort serve; she must, so to speak, keep up a certain amount of mystery about ed with him or her, than a talent for herself. To many persons this reserve is in itself a compelling charm. doubtedly one of the arts of civilito speak, and equally when to be si- In a popular modern novel the imaginative hero wearies of his bride how to say it, when and where, this because he discovers that she is "too passes for wise simply by means of transparent, too easily understood," saying nothing and looking intelli- which, however unreasonable, is not gent when others speak; while those an impossible state of affairs. There is an Arabian proverb, one of the seven sayings of Suleyman the Sage, "Never tell all you may know since he who tells all he may know often tells more than is wise." The precept is one well worth keeping.

True, "A word fitly spoken is good," and we may sometimes repent our silence; but such repentance is rare when compared to the frequency with which we array ourselves in mental sackcloth and ashes because of incau-

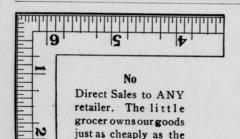
and hold in her mouth whenever she band. She obeyed directions and, dethe wise woman. "The virtue of the your tongue, in keeping back angry answers."

All savage nations place high value upon silence, and conversation is un-To know what to say and is the sixth sense; the unfailing tact which shall steer its possessor over hidden shoals and through breakers with unerring safety and win for him or her the harbor of popularity, of general good will. Fluency and garrulity, these are as different, as distinct, as the flowers which we cultivate with care and the weeds we ceaselessly struggle to banish from our borders; pity that any should be so

Undoubtedly a great part of the

up anger." There is a folklore tale with the serpent Paradise had never of a woman who, finding her married been lost, and thenceforth all through life unhappy, went to a white witch history idle words have been among for a charm against the trouble. She the agencies which have turned the received a flask filled with a colorless fate of nations. A word once spoken liquid, which she was directed to take never may be unsaid; alas for the times when men and women bewail felt disposed to quarrel with her hus- themselves in bitterness of spirit over the careless word, scarce meant to be lighted with the effect of the charm, unkind, which had so much better went back to the witch for a fresh been left unsaid. There are many supply when that was exhausted, cruel battles in which the weapons "The liquid was merely water," said are "looks like daggers and words the wise woman. "The virtue of the like blows," duels in which there is remedy consists simply in holding no bloodshed, but the wounds of which are not to be healed by any amount of subsequent remorse or repentance.

There is much truth in the saying that a strong character never is en tirely understood; and therefore it often is possible for those who are lacking in strength to gain credit therefor by a judicious amount of reserve. It is a mistake to be too communicative, even to one's intimates; confidences to strangers are idiocy. To unravel one's self, as it were, is to explain away one's personal magnetism, to make one's self cheap. Due reserve gives an air of depth and enhances the value of her who practices it. An immense amount of nonsense misled as to mistake the one for the has been talked and written about the "strength" of weakness. It is presumed that a woman, above all if mischief which has cursed the world she is passably good looking, can, by since the beginning has been done by throwing herself upon the mercy of tious speeches, words which we would too much talking. "Where no fuel the man whom she regards as strong, conceit and the feeblest species of giadly recall at almost any cost. "A is the fire goeth out; where no tale- dominate the person to whom the apsoft answer turneth away wrath," and bearer is the strife ceaseth." Had our peal is made merely through the magstill more truly "Grievous words stir First Mother not paused to parley netism of her trustfulness and feeble-



biggest grocer in the

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chance.

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of the

Square Deal Policy

0 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.

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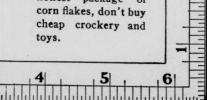
PROFITS SURE AND CONTINUOUS

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.

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

No Premium Schemes Premiums are a "de-lusion and a snare." When you want an honest package



ness. In most cases this is an utter great a value upon silence as a virtue women who can take care of themselves, and in the rare exceptions where the scheme works the result is the effect of pity, which is humiliating, and not always akin to does not cause any one to admire the one's strong points, it is wise to allow them to advertise themselves.

gushing girl by a friend who knew and never say anything which is unto make Trappists of all the world; yet it is to be questioned whether, after all, the advice was not wise. There always are people who like to talk, whose favor is to be won by interested listening and good listeners are rare. It is told of Macaulay that he once rode for half a day in a coach with a deaf mute, whom he afterward pronounced to be a gentleman of remarkably sound political views; and Mme. de Stael, on one occasion, was induced to harangue a wax figure for an hour under the impression that it was a gentleman who admired her writings and had expressed a desire to make the acquaintance of the author. These stories may or may not be true; certain it is that both of the great personages in question liked to hear themselves talk and were sufficiently egotistical not to notice whether their remarks elicited more than silent acquiescence on the part of others

of their household slaves placed too no matter what their income.

fallacy; men admire and respect in servants. Yet modern usage demands that the well trained domestic skirt. They are fascinating in their shall not speak until spoken to. long lines and frillings, but not on heard," is a saying which has passed be cut by separate colors. into oblivion with the old fashioned doctrine which required filial obe- frocks if you have hips that protrude, love. The confession of weaknesses dience; but in the days when it was enforced it must have added much to er case you will seem to need a surgmodesty of the confessor. As for the comfort of the families in which ical operation, in the latter you will it was observed. In short, through- resemble a famine sufferer. out all the ages sages have taught To adopt the rule once given to a the wisdom of silence, and hundreds of wise sayings might be quoted in tendency to colds and throat troubles. the world: "Never speak of yourself its praise, but neither proverb nor precept can have more force than unlined net yokes than to overmufcalled for," would at first seem likely that of holy writ, wherein it is said that "For every idle word God shall call thee into judgment."

Dorothy Dix.

Some Don'ts for the Business Girl.

Don't extinguish yourself in a huge hat, particularly for business wear, if you happen to be round faced and squatty as to figure.

Don't forget this is a season of turbans of every description. They are smart with the tailored suit.

Don't go in for jersey costumes and Moyen age effects if you must go downtown every day. They are conspicuous and in bad taste for office purposes.

Don't go in for exaggerated jersey styles for any occasion unless you are sure your type is so refined that you can not be made common looking. Many of the frocks on these lines to them: are distinctly vulgar.

Don't go in for exaggerated styles if your income is limited and your It is highly probable that the East- clothes must do two seasons. The ern despots who cut out the tongues best dressed women avoid extremes he guided the bride up the platform,

Don't-if you are fat-wear one of over the impertinence of some of the the new lingerie waists with a dark natives. 'Good children are seen but not the woman whose length must not

> Don't select the new one piece coat also if you are hipless. In the form-

> Don't bundle your throat with the new high fur necklace if you have a It is safer to harden one's self with fle.

> Don't dress your hair for an office as if you were going to a ball. It is bad taste to string your head with aigrettes, fillets and ribbons in the daytime, although more than ever are they popular for the evening.

None of His Business.

While waiting for the train the bride and bridegroom walked slowly up and down the platform.

"I don't know what this joking and guying may have been to you," he remarked, "but it's death to me. I never experienced such an ordeal."

"It's perfectly dreadful," she answered. "I shall be so glad when we get away from everybody we know."

At this unpropitious moment the wheezy old station-master walked up

"Be you goin' to take this train?" he asked.

"It's none of your business," retorted the bridegroom indignantly as where they condoled with each other needless pain.

Onward came the train, its vapor curling from afar. It was the last to their destination that day-an express. Nearer and nearer it came at full speed, then in a moment it whizzed past and was gone.

"Why in thunder didn't that train stop?" yelled the bridegroom.

"'Cos you said 'twarn't none of my bizness. I has to signal if that train's to stop."

Smartness Rewarded

He was a simon-pure, edition-deluxe lady killer. The girl in the seat opposite him was easy to look at. Further, she looked demure and sly and impressionable.

It wasn't long until he had things going right-he thought.

He had raised the car window for her and readjusted her screen; he had fished her suit case from under the seat where the porter had shoved it; he had placed her pillow in a better position for her; he had handed her a magazine; he had looked after her comfort in every way he could and she had been very sweet about it, besides. He thought he was coming along splendidly.

She started to get off the train before he expected her to leave, but he carried her suit case to the platform for her. Then she turned and handed him a quarter, with a sweet smile and the remark:

"I think it so nice of the railroad company to furnish an assistant por-

Depend on it, the great Father does not forget when a man causes a child



CONTRARY CUSTOMERS.

Some Problems Pioneer Merchants Had To Face.

Written for the Tradesman.

"Some men think they are smart," said Benson as he cast a longing glance through the store window at tion to go out of business anyhow. a party of hunters who were passing There's nothing in it for me, not a with dog and guns.

"Which means, I suppose," remarked the schoolmaster, "that you don't approve of village boys hunting unless you make one of the number. Why, I remember when you were enthusiastic where gunning was concerned, although I don't imagine that the same everywhere. It was ever you were ever anything to brag of as a killer of big game."

"Nothing of Roosevelt about me," agreed the storekeeper. "It was enough for me to bag a mess of squirrels, pigeons, or an occasional partridge. Bears, wolves and even the timid deer never had attractions for me. My brother, you know, is a great hunter; I almost hate the sight of a gun."

"Here, too; but what brought out your comment just now?

"I was not thinking of hunters at tooth with the butt of his Faber, a thoughtful, somewhat worried look in his eyes. "Trade languishes in this town, and now they say a new man is coming in to divide up the profits still more. Somebody in this town will sure go to the wall before spring."

"You are pessimistic to-day, Benson."

"Not exactly. I think three general stores for a town of this size are too many; the population won't afford it."

"Oh, I don't know."

"But I know. What, with mail orcity for groceries, things are coming to a pretty pass."

"Eh," said the schoolmaster, lifting his chin to stare at the speaker. "You don't tell me that people send forty miles after groceries when there are three good stores where they sell 'em in their home town?"

"Yes, I tell you that because it is true. Only last week a big box of groceries came in from the south addressed to Hub Daniels. He's a big farmer and prefers to buy his groceries at wholesale, he says. Perhaps that is the right thing to do, but it seems to me he might give some of lieve it is more talk than fact." the home merchants a chance to figure on his wants; that would be no more than fair."

"That it wouldn't; but maybe you haven't suggested it to Hub."

'Suggested what?"

"His purchasing his goods heredry goods, clothing, as well as gro-ceries and provisions."

The keen eyes of the old schoolmaster were reading Benson's face closely, a twinkle in their depths signifying a deeper meaning than mere there could be no growling and there spoken words.

"What's that got to do with it?" said the grocer.

"Everything, perhaps. Hub knows ing to worry about then—" our prices at retail, but in large "Wasn't there?" broke in old Tom, your prices at retail, but in large quantities you might cut a little; every merchant does that."

"Perhaps they do. If he wants prices cut why doesn't he ask for it as a man should, not go out of town to do that? I don't take any stock in these fellows who always down their own town and send their money to outside stores. I've a nocent."

"Humph," vouchsafed the schoolmaster.

"You don't believe me."

"Why should I, Benson? You have been in business too long to quit in a huff. Human nature is about the same story: goods are cheaper away from home and some people are always throwing this fact in the face of the home dealer. It's aggravating, I know, but one must put up with it and prove that these chaps are mistaken.

"How are you going to prove it to them, Tom?"

"By selling as cheap as others."

A sarcastic laugh fell from the lips of the grocer. Tanner broke a stick of cinnamon and chewed it languidly.

"The idea," growled Benson. "We all," said Benson, tapping his gold do sell as cheap as anybody, but these cheap skates haven't ideas enough to this done in those days than now. make a headache; they would rather go away from home to buy anyhow.

> "If that is so I must acknowledge your case is hopeless," assented old Tom. "It seems to me, however, that a little friendly talk with one's customers would bring results. People must be dispossessed of the idea that the merchant is his customers' deadly enemy.

"That's the trouble," declared Benson; "the farmers and working people in general regard us as on the der houses and folks sending to the beat, ready and anxious to take advantage of them at the first opportunity.'

"And why is this so?"

"I can't answer that question, Tom. It is so and that is all I know about it."

"It is not a proper state of mind for these people to be in," said the schoolmaster. "We are all of us on the make, anxious to get something ahead, the farmer, laborer and schoolteacher, as well as the merchant, but that there should be any desire to overreach on the part of any is unsound, unrighteous, in fact, and I be-

"To be sure it is."

"If you merchants would get down on a level with your customers, make them your friends, learn all their little troubles, sympathize with them, 11 seems to me-

"You want the millennium at once," jeered Benson. "I think the modern business man has a harder row to hoe than had the early storekeepers. In the pioneer days, when one store sufficed for a large scope of country. were far greater profits for the dealer I sometimes wish I had been living in those days. There was noth-

with a laugh. "You are wild in your talk, Benson."

"But own up now, didn't the pioneer merchant have it all his own way as to prices? What was the use of grumbling then? Even if a customer did growl it would do no good; he couldn't send to a mail order house, could he? He had to buy of the one merchant-"

"Not necessarily, my boy," chuckled the schoolmaster. "When Jake Hornaby built his 7x9 mercantile block in the pine woods he held ideas similar to those you express, but he got bravely over them before his yellow locks became tinged with gray. He was as honest as the day is long; didn't tuck on unnecessarily large prices either, yet the community at large imagined he was robbing them. It seems natural for folks to think that, give a man a chance, he skin you out of your eye-teeth.

"Jake prospered nevertheless. Men of the shanties patronized his placethat is, the lumberjacks. The bosses, however, passed him by, purchasing their supplies at Grand Rapids or Muskegon. Jake offered to do the fair thing on large orders, but it was no go. The wholesalers sold to the lumbermen at their lowest rates, thus giving the small dealer of the woods poor show. There was more of

"Hornaby had to listen to daily complaints just the same. His goods were too high. One fellow, a boarding-house keeper, footed it forty miles to buy a bolt of sheeting, declaring that he would not pay Hornaby's cutthroat prices. After backing the bolt or cloth home he discovered, by comparing it with some of the local goods, that he had paid Hornaby's price and had had the pleasure of an eighty mile walk to satisfy himself. After that he ceased to run down the local merchant's goods.

"To cap the climax a young woodsman came in one day to post a letter (Hornaby kept the postoffice) and buy some stamps. 'How much for letter stamps?' asked the man. 'Three cents,' said the postmaster. 'But,' insisted the man, "I want a dollar's worth.' When assured that this did not cheapen them the man swelled with anger, saying: 'I can buy letter stamps fur two cents in Newaygo when I buy them by the dozen.' Of course this was a plain lie and Jake smiled grimly as he told the woodsman to go to Newaygo and buy his stamps after this. You can see, my

boy, that it was not all plain sailing even in pioneer days.'

"Well, it seems not," assented Benson laughing.

"And, furthermore, several stores are better than one. When this new man comes in you will find more customers instead of less. The more stores the farther people will come to trade."

"Maybe so," said Benson. "I hope ou are right."

"I know I am right," declared the Old Timer. schoolmaster.

Feminine Wisdom.

Him-Why does a woman seldom go to a man for sympathy in her

Her-Because she doesn't care to risk accumulating a lot of new ones.

Ideal Shirts

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

Chambrays Drills Sateens Silkeline Percales **Bedford Cords** Madras Pajama Cloth

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

> Plain Black Two-tone Effects Black and White Sets Regimental Khaki Cream Champagne Gray White Write us for samples.



TABLE LINENS

We show an attractive line for your Thanksgiving trade. Cotton damask to retail at 25 cents and upwards. Mercerized, 50 cents and upwards.

All linen, 50 cents and upwards, and a beautiful assortment of sets (1 Cloth and 1 doz. Napkins) packed one set in box. It will pay you to look at our line.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

"The Great Power of Confidence and H. Gary, President of the United great extent upon his friends and Co-operation."

William Allen White in "A Certain Rich Man" has hazarded the opinion highest good is not retained nor is the evil utterly cast away, but as a rule every life of material action leaves behind it some degree of progress made.

action in it has closed, and the country is now frankly engaged in seeking to make permanent as much as possible of the undoubted good which that period brought. How far we have profited by Roosevelt is a fair question of to-day. What lasting impress has his career left upon our standards of business morals? City showed us at the recent elec-Where are our present ideas as to tion, the radical insistence upon muthe right and proper dealing of man nicipal ownership has been succeedwith his fellow men?

There are not lacking interesting indications as to the mark at which history will place the progress made during seven strenuous years by public opinion on the one hand and by the great corporation chieftain on the

able among these signs are the words which Cyrus H. McCormick, President of the International Harvester Company, addressed last week to the national convention of the Agricultural Implement Manufacturers:

"Your convention suggests to me the great power for good which results from mutual confidence and cooperation. That is the keynote of modern business success and should be the best result obtained from a convention of this kind, where competitive interests meet. We are outgrowing the old spirit of the 'survival of the fittest.' If the business interests of the country are to develcp and endure as the magnitude and the resources of the nation will justify, business must cease to be warfare and the Government must control and restrain organized and individual greed."

In this utterance is found unmistakable suggestion of a new order of things, at least in so far as our immediate industrial future is con-

With point and truth Collier's Weekly lately has said that the Wall Street Journal, a financial paper with a circulation that includes practically all of the great captains of commerce and finance, because of that very fact dares to preach the Roosevelt gospels of right and wrong bluntly and plainly. To us it almost appears that it is possible to measure the position of a man in the world of American business by the breadth his utterances upon the great politico-economic problems of the hour. It is the captains-not the lieutenants nor noncommisioned officers-of industry who have the vision to see things as they are and the courage to speak plainly about

Mr. McCormick's speech is not the only instance of this tendency. E. himself alone-he must depend to a

States Steel Corporation, has shown himself a consistent advocate of the "square deal." Benjamin F. Yoakum, that the world advances by sifting Chairman of the Board of Directors out the good in the lives of its "men of the Rock Island system, declares of action" and preserving it. The that the railroads were never more willing to play fair if the people reciprocated in kind. As further proof of this line of progress we could cite Dr. Wiley's indorsement of the fine spirit shown by the can-Theodore Roosevelt's life is not ning industry toward the pure-food finished. Yet one period of supreme law. Nor should the attitude of the builds up the city rather than his own great packers toward the meat-inspection reforms be left out of account.

As to the present trend of popular feeling in corporation questions, is there not some light in the fact that anti-railroad legislation in the states has ceased? In the cities, as Kansas ed by a spirit of intelligent compromise such as the Chicago traction agreement embodied. lawmaking may be still in the national mind, but the demand for punitive and destructive measures unquestionably has died away.

Against industrial "warfare" Mr. Most recent and perhaps most not- McCormick sets "the great power for good which results from mutual confidence and co-operation." Is not the lesson of this contrast making itself clear to the Republic to-day? Is not the understanding which the Roosevelt era brought to result in an era in which we can settle our difficulties with reason and forbearance instead of with hatchets and hard words?--Chicago Post.

Some of the Advantages of Buying at Home.

Did you ever seriously stop to consider the advantages of buying at home? There are dozens-ves, hundreds-of advantages that come from getting your goods where you can see them.

But the big advantage, the one which every loyal resident of a community can take home to himself, is he fact that the home buyer is the man who is building permanently.

You all know the type of the man who "robs his land." He takes crop after crop off it and when he has cerned. Is this suggestion not justi- cropped it for a few seasons there is nothing to do but for him to move

> Then there is the other type of farmer, the man who sees to it that when his crop is sold the land gets its return. He is the type of man who is here to stay.

The man who "sends away" for his goods is very much like the transient whose only desire is to get a crop or two from the soil and move on.

Yet all the while this same man is getting the benefits which come from his own community. The laws, the schools, the churches are here for his protection and use.

The courts stand ready to protect his interests; the schools and churches are ready to educate his children.

Nothing makes a man a good citizen any more than his co-operation with his fellows. No man can live for

neighbors.

A man who would wilfully neglect any opportunity of "making himself solid" with his neighbor would soon reap the reward of his folly. When the time came that he needed counsel, friendship or help of any kind, he could not conscientiously call upon go up. those upon whom he had turned his back in days gone by.

The man who sends a dollar away to a mail order house in a remote city home town and community.

On the other hand, when he pays a dollar to his local merchant in exchange for merchandise, he not only gets that merchandise at a price as low as or lower than any out-of-town house can sell him the same goods for, but he also keeps that dollar in local circulation and lives to see a part of it come back to him in return for the produce he raises and sells.

If a man lived to be the age of Methuselah he would never live to see a dollar that he had sent to a catalogue house

The merchants of your home town help bear the taxes, support the schools and churches and spend their money in the very community in which you live.

The man who sells you your goods in your home merchant's store is a hard-working, conscientious, careful citizen. He is no cheap workman who has to subsist upon the cheapest food that the city can turn out. He buys and consumes your best grain, your best eggs, your best butter.

Values follow trade.

If you throw your trade to the big city it builds up the big city.

If you throw your trade to the local town it builds up that town and you are benefited just that much.

You have seen and are seeing every day the price of the land you live on

What makes this increase in price if it is not that there are more people in the community-there is more competition for buying land-there are a greater number of inhabitants in your county?

There would not be a country town on the map if every citizen sent away for his goods.

The farmer would be left to bear his tax burden alone and would be still living on the frontier.

There would be nothing but ten or dozen immense cities in the United States from which distribution would be made to the country districts.

Think over these things when you are tempted to buy from a mail order

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.

Neckwear In Holiday **Boxes Now Here**



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.

GETTING BUSINESS.

Results.

Written for the Tradesman.

The Dollar Stretcher.

The Bass & Heard Mercantile Co., of Anniston, Ala., recently closed a remarkable clearance sale and the firm attributes much of its success to its liberal use of newspaper space, with good ideas, good values and a knowledge of the excellence of getting away from the old stereotyped "Big Bargain" shout. They called it "The Dollar Stretcher" and all the advertising carried out this idea.

The advertising campaign opened with a full page in the leading paper, "The Dollar Stretcher Sale," with a cut at the top of the advertisement into double its length, the artist being careful not to imitate the bill so closely as to have Uncle Sam's sharpeyed Secret Service men down upon him for counterfeiting, the Government being extremely arbitrary regarding the reproduction of money, by the way, as merchants have learned to their cost.

The original advertisement was followed up by several other full page displays and a number of half and quarter pages. One novelty for the opening day was a clever drawing contest. There was a box containing twenty-five numbers. The first twenty-five women entering the store after opening at 8:30 a. m. were entitled to draw one number. As soon as all the numbers were gone three sealed envelopes, each containing a number, were opened. The lucky holder of the number contained in the first envelope opened was permitted to purchase \$5 worth of merchandise at sale prices for \$1. The holders of the other two numbers \$2 worth of merchandise each for \$1.

In all the advertising the "stretchvalue of a dollar was pointed out. "Stretch Your Shoe Money" and "Stretch Your Clothing Appropriation" were used to advantage. Some of the advertising read like this:

"We stretch \$2.98 to purchase a \$6 to \$10 suit.

"We stretch \$14.50 to purchase a \$22.50 suit."

The store used a total of about twelve pages of newspaper space during this sale.

The sale was an interest-compelling and money-raising event for this store.

Umbrella Street Parade.

mother of invention of a retail store scheme. The deviser of the clever Attica, Ind. It happened through a parade at a street fair being held in something to use in the parade he struck a happy thought which turned thought of tea in the world. just received a hundred big wagon India and Ceylon and takes its name umbrellas, which he bought to give from the tiny orange colored blosaway to wagon drivers for traveling soms which form part of the bud advertisements of the store. He de- when it is picked."

cided to use the umbrellas in the parade. They were gaudy, having bright Some Clever Ways of Accomplishing yellow and red, with his advertisement printed on the white stripes. He Plume Sale at greatly reduced prices. the whole town talking and guessing secured one hundred boys and each one carried one of those huge, gaudy umbrellas in the parade. The boys, marching four abreast, filled almost a block and as a striking advertisement it had everything in the parade out of the running for first prize. The advertisement, by using the umbrellas, cost less than \$15, so that it was much cheaper than getting up a float. The wagon umbrella is in such demand that many merchants will be able to put on this scheme without silks and on linens purchased from going to any great expense.

1,000 Checks Given Away.

An anniversary sale usually calls for a unique scheme which will atshowing a dollar bill being stretched tract the attention of a large number of people and induce them to visit the store.

> A plan which accomplished these necessary things, and even more, was recently advertised and executed by a clothing store in Des Moines, Iowa: \$2,500 in cash was given away free as anniversary souvenirs of the company's second anniversary.

> The money was distributed in the form of checks of \$2.50 denomination; 1,000 of these checks were distributed free, one with each purchase of any suit or raincoat in the house. A fac simile of the check, all filled out ready for insertion of the customer's name, was printed in the center of the advertisement. This plan brought in a volume of business that was surprising. This concern had previously used flowers as souvenirs and music as a crowd-gatherer, but these monplace plans were not at all to be compared with the sensational scheme of giving free checks.

> The giving away of \$2,500 in money is remarkable because two years ago this concern started in business with two armfuls of clothing. It was through their clever advertising plans that the company in two years were carrying a \$40,000 stock,

The advertising which exploited this scheme was cleverly designed and the anniversary sale was an immense success because it had the clever ideas and a management of push back of it.

Serve Tea Free.

The O'Neill-Adams Company, of New York City, recently opened guest-room on the second floor of the O'Neill building, where tea and crackers were served free of charge Necessity has proven to be the from II o'clock on "At the Sign of the Red Dragon."

In their advertisement of the new idea was Arch E. Ray, with the J. idea they introduced it very graceful-Frank McDemond Department Store, ly as follows: "To make you appreciate how highly we are pleased to rush of duties Mr. Ray forgot to have you as our guests and how prepare a float for an Industrial Day pleased we are that you will partake of our refreshments we mean to serve Attica. While racking his brains for exceptional teas. To-morrow it will be Orange Pekoe-the most highly out to be a clever scheme. He had grown by the British settlers of East

Ostrich Eggs Free.

A millinery company in Los Angeles, California, held an Ostrich As a special inducement feature this egg free with any \$18 purchase. The display windows were filled with ostrich eggs and this unusual offer and display attracted wide attention.

Art Embroidery Contest.

A store at Milwaukee recently promoted a new art department by conducting an Art Embroidery Contest. For the best piece of work made between certain dates, with Belding their art department, this concern offered \$115 in cash prizes. The first prize was \$50 in gold, second \$25 and Opener." the remainder in small prizes. Ali contestants were asked to register their names in the art department at the time the purchase of silk and ed the new department with a decidedly up-to-date mailing list and the contest won a great many new cus-

The Eye-Opener Sale.

Curiosity, newspaper advertising and street parade advertising have paid Lachenmair & Company, of Milwaukee, in a large way. This conmost successful affair from start to near-sighted."

The "Eye-Opener Sale," which was designed for the purpose of opening the eyes of every reader of the Mil- him." waukee dailies, was started in a mys-

terious manner. Space was used in the papers, in which appeared the words, "The Eye-Opener." This set "Eye-Opener what the mysterious concern offered to give one ostrich was. Naturally when the real scheme was sprung everybody was anxious to know about it.

> The climax was reached on a Saturday when an unusual parade headed by a brass band marched through the principal business and residence streets of Milwaukee. Besides the band the parade was composed of fifty men nattily attired in Khaki trousers and other appropriate rainment. Some of them carried banners on which were written phrases describing the meaning of "The Eve-

Then the papers announced the coming of "The Eye-Opener." It was a sale of men's and boys' clothing at stirring prices. This started busilinen was made. This feature furnish- ness booming and throughout the sale it was steadily on the increase.

H. Franklin Thomas.

Not Disqualifying.

A would-be member of the regular army was being examined by the surgeons, who found that he was quite near-sighted.

"I am sorry, my boy, but I am cern recently conceived the idea of afraid we will have to turn you down," the "Eye-Opener Sale" and it was a one of them remarked. "You are too

> "Well, what if I am?" the applicant demanded. "I would only have to get nearer to the enemy in order to kill

The man is now a soldier.

Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT FROM THE VERY CHOICEST SELECTED NUTS

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

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

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

Send to us for particulars regarding all our packages.

The Franklin Baker Co. 700 N. Delaware Ave. Philadelphia, Pa.

His Troubles O'er.

"If I have been sad and gloomy and not like myself this evening I have a very good excuse for it," replied the hardware drummer when rallied on his low spirits. "I had a brother Bill, and brother Bill is no more."

"Anything peculiar about your brother Bill?" was asked.

"There was. Bill was a football player. He was a champion. He held more medals than any other living kicker. He had more broken backs and legs and arms than any ten wrestlers. He had a standing contract with an undertaker and a hospital and he had burial plots in four different cemeteries. There is no mistake that brother Bill played the game for all it was worth."

"And he is no more?"

"As I said, his kicking is o'er, but what saddens me is the way he suffered before the end came. He got married about a year ago and the inevitable came. He dreamed of a game and kicked his wife out of bed and she got a divorce. He had retired from football, but he couldn't pass a dog without kicking him. He kicked his bedstead to pieces at least once a week. He kicked open doors and gates, and he kicked in the heads of barrels. He kicked the grocer and butcher and baker, and it got to that pass where something had to be done."

"And he was restrained?"

"Yes, you might call it that. Someone whom he had kicked filled an old peach can with dynamite and put it in his way. Bill saw it and was a halfback once more. He took a run and a kick to send that can to the North Pole and there was an explosion that shook the earth for a mile around."

"And then they gathered up the fragments?"

"Oh, no. There were no fragments. The explosion simply lamed Bill's right leg so that he could kick no more, and he had to go on suffering for six months before death finally came. None of us will ever know his feelings when a dog would come up and smell of his leg, or a mule would come along and challenge him to a match. I am sad, sad and the only consolation is in knowing that if Bill was shunted off to the wrong place when he died he wasn't fifteen minutes kicking himself into the right one."

Breaking Wills His Specialty.

Kicks—I thought she was a woman of unbreakable will.

Wicks-So she was.

Kicks—Yet you tell me that she is completely subservient to her husband.

Wicks—She married a lawyer and he broke her will.

An Easy One.

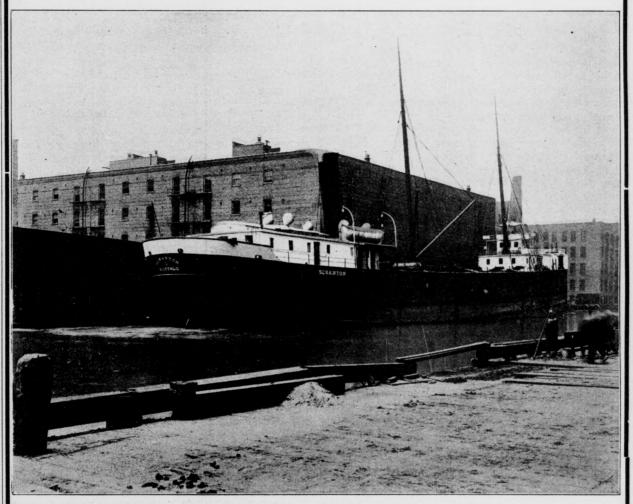
Teacher—Johnny, if you had eighteen pennies and another boy had two and he should grab two-thirds of yours, what would each of you have?

Johnny—I'd have six pennies an' the other boy'ud have fourteen an' a fight on his hands!

McLaughlin's Coffees

Always Better at the Price

The largest stock of Green Coffee in the West (equaled by few in the world) is always on hand, so that our Coffees can be properly aged and the quality of our brands protected. We do not depend on picking up any kind of coffee we can happen to get from a green coffee house.



Boat Unloading Our Coffee at Our Warehouse in Chicago

W. F. McLaughlin & Co.

Chicago Houses—82=96 S. Water St., 16=18 Michigan Ave.
Warehouses—North Pier, Chicago River
Branch Houses—Rio de Janeiro and Santos, Brazil

WRITE US FOR PRICES AND SAMPLES

THE AGE PROBLEM.

How It Confronts the Woman in Business.

Written for the Tradesman.

The newspapers have been giving ed by many employers. The prejudice against men over 40 years of age doubtless is something of a fad, and it is to be hoped that the recent discussion has opened the eyes of employers to the folly of replacing men in the prime of usefulness and efficiency by raw striplings with little but their youth to recommend them; and also has awakened some to the fact that the policy of turning faithful workers out in the cold simply because they have reached middle age is morally wrong. But the change in sentiment is not as yet so prominent but that men who look to others for employment regard every year above 35 as lessening their chances of getting and holding a good position.

The age problem looms up with menace for women as well as for

To the student of industrial conditions, who looks at things in a large way, the feminine side of this age question does not seem so grave a matter as the masculine side, for two reasons: First, the numerical proportion of women who remain in employment until disqualified by age is not nearly so great as of men. Second, men so much more generally have others dependent upon them for support. Considered in this connection it is very fortunate that matrimony continually is thinning the ranks of women workers, so that only a fraction of lady teachers, stenographers, clerks, book-keepers, and the contend with.

general survey of the situation, nevin a matrimonial way in sight, and preserving a perennial youthfulness. who is obliged to make her own way in the world, the outlook for the future is apt to be bleak and cheerless, and the question, "How am I to retain a paying position after passing the danger line of 40 years?" is one of vital moment.

and lessened physical strength am : when there are and will be any number of young girls eager to take my place?"

To the despairing one the beauty considerable attention to the marked doctor will speak honeyed words of knowledge of people that come only against the small concern. For this comfort and make alluring promis-"Why grow old?" she will protest. "It is needless. Age is a bugbear which quickly can be banished college, with all their witching charm great number of women workers. by the means at my command. A clever dye will change the whitening hair to a girlish brown, and as to wrinkles, Bah! they are for the un-initiated."

> But the working woman may well pause before she places herself in the hands of the hair dyer or the complexion specialist. A make-up once begun must be continued and to make her services indispensable. is costly of both time and money. The artificial appearance usually produced, while it may have some effect of diminishing age, does not successfully simulate youth and is hardly reckoned in good form by persons of taste and refinement

The laborious and expensive processes of massage and physical culture by which the famous actress or the wealthy society lady all but carries the bloom and suppleness of girlhood into middle life can not be employed to any great extent by the woman who, for a small salary, puts in nine or ten hours' hard work every day.

By all means let the woman who is getting along in years keep up her health and attend carefully to presenting always an attractive appear-Colors and styles should now ance. be selected with far greater care than when girlish grace made up for all defects of costume. And if, by any harmless devices, Father Time may be to day depends largely upon adverlike, ever have the age difficulty to tricked a little and a clever woman look a few years younger than the Reassuring as is this fact in a family register declares her actually to be, so much the better. But the ertheless to the individual woman point to be made clear is this: The who is past 30, with nothing eligible business woman can not depend on When all is said and done, at 40 she will not look as she did at 20 and her salvation is not in the hands of the beauty doctor.

The woman whose lot it is to play out the game of life with a lone hand should look the situation square-"If it should be my lot to earn ly in the face and begin to increase my own bread until I am 50 or even and fortify her abilities long before clientele of customers made as large 60 years old, how with fading looks she reaches the two-score mark.

The crudity, the heedlessness, the great mass of girl workers make the with maturity-these all have their fresh from high school or business of youth, do not have these qualities, and not until some years have passed will they see the necessity of acquiring them.

The woman who is on the shady side of 30 should lose no time in perfecting herself in some specialty, in pertness in one or more lines, so as

Do your work so well that it will be to your employer's great profit to it so he simply won't know how to get along without you. No self-respecting worker wants to be allowed to remain in a place merely from pity, as an old horse sometimes is kept by a kind-hearted family after it has outlived its usefulness.

Strive to keep up to date and avoid getting into ruts and being addicted to old-fogy notions. Cultivate flexibility and willingness to change with conditions and circumstances.

Perhaps of all women employed in business capacities the saleswoman is the one who regards increasing years with gravest apprehension. Certainly she it is who is up against it the bardest as regards the competition offered by the great number of inexperienced girls who are willing to work for low pay. The merchant of tising, cut sales and attractive displays to move his goods, and if his business is well superintended he can employ a great deal of unskilled labor. So the aging saleswoman should try to work into a buyer's position or become the head of a department and train and direct the younger workers.

The middle-aged woman would better be out of the public gaze a little and engaged in something in which brains count for more than looks. If the only ability is a knack in selling goods, this must be brought to the highest degree of perfection and the a: possible

To the woman who has the capital to hold my own in the business world lack of skill and judgment of the and the genius to manage a business of her own age has no terrors. White opportunity for the woman of advanc- hairs are not unseemly when they being years. The poise, the tact, the long to the proprietor, but the prespatience, the good judgment, the ent tendencies in business are rather reason starting a business of one's value in the business world and girls own can not be recommended as a solution of the age problem for any

> For the woman who has lost the charm of youth and has failed to acquire the wisdom and graces of maturity there is no hope. A sensible business man is not likely to dismiss an accurate, painstaking stenographer and typewriter who knows her acquiring knowledge, skill and ex- business, and also all the ins and outs of his, and who can handle his correspondence swiftly and so as to require no corrections for no other reason than because she is getting a litretain you as long as he can; make tle old; but if he has to put up with slipshod work anyway, then he is only human if he decides that a girl of 20 is a better ornament for his office than a spinster of 40. Likewise most shoppers would prefer to be waited upon by a gracious, dignified woman of middle-age who is attentive, obliging and anxious to please rather than some raw, inexperienced and indifferent girl of 16. Middleaged insolence and indifference are intolerable. Inattention, ignorance and rudeness, if they have to be borne at all, must have a smooth peachy complexion and girlish tresses arranged in the most fashionable style of coiffure.

Give Your Local Merchant a Chance To Figure.

There is a simple rule that will put money in your pocket and keep it there. It is this:

Give your local merchant a chance

If a real-estate man came to buy your farm, you would no more think of selling to him, without getting figures from other possible buyers, than you would think of flying.

You would not listen to one purchaser, but would find out from many what was the best offer that you could possibly get before you would sign the deed turning over your place to another.

Why not use the same common sense rule when you are going to buy anything?

It's a Bread Flour



"CERESOTA"

Made by The Northwestern Consolidated Milling Co.

Minneapolis, Minn.

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

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Why not figure with your local for you, before you send away for a bill of goods, be it large or small?

Don't be misled by pictures and long paragraphs of description.

It's an easy matter to picture any product much better than it looks; it story building as it is a five story one. to sell them.

In fact the art of making pictures ordinary product and photograph it, sented.

When a smooth advertising writer merchant and find out what he can do turns loose to describe something thing, you are not yet out of the made to sell, he goes into a trance and describes everything the product comes back, it may not fit; it may not ought to be-everything that will be even as good as the one you sent make his written description get your to be exchanged . money.

He does not have to meet you in goods. has been developed to such an ex- his store and explain, face to face, tent that it is possible to take a very why the goods are not as he repre- order of your local dealer.

Even if you should do just that woods. When the substitute suit

But the advertising writer who Remember, he does not have to wrote the snappy description does is as easy for the artist to draw a ten stand back of the goods—he only has not care. He has done just what he was paid for doing-sold you the

Suppose you had bought this same

10-28-09.

As he described the goods you

Owen Raumo The Wayne Prnggist

Wayne, Mich.

The Tradesman les

Grand Rapido: mich.

Gentlemer, I appreciate the "Tradesman", especially the front cover. There is frotably more money in a front page ad, but your Selections are among the best things in leterature, and ought to have a refining influence on every one of your readers -I call the Iraderman a high Standard, whole Souled mograpul

Jour Fruly Oun Raymo.

and re-touch it, and reengrave it, until it looks in the picture as though it is absolutely perfect! It is almost can do, when he sets out to make a flashy picture of a very ordinary

A suit of clothes can be so photographed that it looks as though it is worth twenty-five dollars, yet you have no guarantee that it will fit right, wear right or look right.

More: It is possible for a skilled writer to describe a shoddy suit in terms that make it sound as though the President's reception.

the shoulders or a shirt is too short even so slightly from the truth. in the sleeve, the advertising writer wonderful what a high priced artist in Chicago doesn't have to make it good.

All he cares for is to get your money-he does not have to stand back of the goods.

His job-his salary depend upon how many dollars he can get you to merchant. spend. He knows that when the suit drawn, that it will be too much trouis sent you,

When the coat does not fit around could see, in a moment, if he deviated

Instead of reading a description written by a man of no responsibility -because he does not have to back his statements-not because he is wilfully dishonest-you would be listening to the sales talk of a perfectly responsible man, your home

Which, does it strike you, then, of clothes comes, and it does not makes you the more money and gives come up to the word picture he has you the greater satisfaction-to buy from the printed page written by a ble for you to box it up, pay the ex- man you do not know or from the it would be just the thing to wear at press back and wait while another suit verbal assurance of a man whose every word is good?

VOIGT'S

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



We ask as an especial favor that you return every sack at our expense that is not exceptionally good.

Judson Grocer Co. Grand Rapids, Mich.

A PINE PILLOW.

Healthful Perfume Brings Thoughts of Sender.

Written for the Tradesman

directed by a heartful of good wishes, sent me a twelve-month ago a pillow of pine needles. Long before the wrappings were removed the room and I soon found out what I did not will be in paying your board bill!" know before that the breath of the placed in an attractive case and, for the purpose of learning what the result would be, it was placed upon the back of an easy chair, so that the head or the cheek of its occupant came in pleasing contact with the radiator of the grateful perfume. All the morning the delighted rooms inhaled the pent-up aroma of the woods so that when the time came for friends to be dropping in the house and its inmates were ready to receive them

The test began when the guests had entered the vestibule and the outside door was shut.

"Oh, what is it? It is the odor of the pine! How good it smells and how it takes one back to the Northern pine lands!

An easy chair is always an inviting seat and once taken possession of the limbs of the caller relax, the head is glad to receive its welcome support, and now as the pillow, only slightly disturbed, blesses the head that crushes it-beautiful idea, but swiped-there is another "Oh! Oh!" and the cheek kisses-it seems to, anyway-the pine pillow with unmistaken fondness.

The next occupant of the easy chair was a man practical from top to toe, with not the slightest bit of nonsense about him. Intent upon the business that had brought him he sank into the yielding cushions, the head, of course, fell back and then without a thought of the urgent business that had brought him he gave way explosively to the spirit of the

"Ah! Where did that whiff from the North woods come from?" Sniff, sniff. "Do you know what that makes me think of? Well, sir, five years ago last summer m' wife got it into her head someway that I was showing tuberculosis symptoms, and nothing would do but I must drop everything and go. No more need of it than of my trying to fly; but off we went and straight into the pine land, where every breath of air was loaded down with balsam. Gone all summer and when we got back I found it had made a new man of medid for a fact."

By this time he had located the pine pillow and, taking it in his hands, he turned it from side to side under his chin, thrust his face into it and after long inhalations, followed by short expulsions of air from his surprised and delighted lungs, he again broke forth:

"When a man's tired, that's the place for him. Pack up the oldest clothes you've got and get away from everything just as soon as you can.

Find the right place and you'll be smells just like this cushion. Then with collar and cuffs off and some land hills and among the pines only duds on you can't spoil you get out Some willing hands, prompted and into the woods with nothing but the sky above you and the solid earth un- that came tumbling down the woodder your feet and this stuff to breathe and in less than a day you'll begin to eat as you did when you were a was full of the incense of the forest, boy and after that your only trouble buried roots. I'd give a good deal for

Then after burying his face again pine is dear to every one who in the pillow he went away; declarbreathes it. The pillow had been ing that it was the next thing to being again in the pine country. wish I was there now!"

The next occupant of the chair was Like the others she settled contentedly among the cushions and silently the pines. Unconsciously she drew in the pine!" long deep breaths and just as unconsciously forgot the mannerisms of the fashionable world. Finding that the have on me. Should I go wandering plume-covered headgear could not be on familiar terms with the balmbearing pillow, she turned her head the leaves for a single chestnut here until its inspiring breath gained come or a burrful there or clubbing the plete control of her and then, with a contentment she had long been a for a hoped-for nut-shower, as the stranger to, she said, "Do tell me what and where is this dainty perfume which makes it a delight to breathe!"

After that the woman was her real brought her back to the old life, lived sometime, somewhere, when free as the wind she had been out where the brown needles were a carpet under her feet and the boughs over her head were dripping with healing frafinally closed and exhaling the long breath she had taken and kept, "the fire burned and she spake with her

right in the woods, where the air breathed air like that. My home was tion of the parent pine? up among the Northern New Enga little way from our back door I used to go out to follow a brook shaded hillside until I came to the spring that bubbled up at the foot of a big old pine among its halfa drink of that ice-cold water now, and with my gloves off I'd be willing to drink it as I did then-on all fours, if you please! One has no fear of germs when drinking from the cups that Nature gives. It seems only yesterday as I look back now; It seems Fortune's and Fashion's favorite. but the old home is gone and 'A Like the others she settled contentsingular that it should all come back gave way to the healthy influence of to me so vividly with the breath of

After that the next wonder was and leaf-hidden paths, scuffing among trees-I could not climb them nowopen burrs, fairly hit, would shower gle whiff from the imprisoned needles could restore these old-time pictures, would they do the same for The breath of the pine had me? Should I see "the home on the hillside, little and low with lilacs play with come floating to my ears across the increasing distance between the then and the now? What I any difference to the picture if one knew whence the needles came. So far a familiar odor had recalled a

"Not since I was a child have I the scene depend at all on the loca-

That night when bedtime came and all but myself had gone to bed, with the pine pillow under my head I sank luxuriously down into the easy chair with the light at my elbow and a book in hand, all encircled by the heavily censered atmosphere of the After breathing that kind of pine. air all day I did not notice it as I began to read, but by and by the story lost its interest and the closed book found a place for itself on the table and the beckoning firelight attracted and retained my sleepy eyes. Then I forgot the lamplight and the firelight, the easy chair and the pillow supporting my head, and then in place of the blazing backlog there were woods upon woods of pine with roads, matted with needles, winding under boughs dripping with balmblessing and cooled by the shadows what effect my pillow of pine would that had hidden them from the searching sun. Back there behind the away through long-forgotten woods trees there was a winding shore, for the sound of rippling waves was heard sprawling upon the beach and clutching at the evading sand and pebbles with their laughing hands.

Yes, a house was near and the veranda that half encircled it, cozy as down their abundant rain? If a sin- it was, had that feature heightened by a hammock, empty now but windswung once or weighted by a burden of young life that the "round world and they that dwell therein" would be very loath to lose. A rocker, easy a-bloom each side the door;" would and low, sways to and fro-the the song of the brooklet I used to rhyme is an accident-under the impulse of the woman in black, who, the picture of repose, with her hands upon her lap, is watching the degrance. Her eyes, dreamy at first, wanted to know was whether it made parting day as with trailing garments she saunters through the twilight chambers of the West into the Land of the Sunset. Far off against the sky familiar scene. Did the location of church spires and factory chimneys

You have had calls for J SAPO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.

appear and then the foam-crested or little its appreciation remains with for their guidance. But those who waves of what seems an inland water each. roll across immense stretches of sea or lake or land-locked bay to the shingly shore, a stone's throw from typifies and stands for and which the pine-shaded porch. The view is a trifle finer when the steamboat from the town comes plowing through the sunset-flooded waves, and there have been times when the sun has set and the moon is looking down from a cloudless sky that a sail here and there and a swiftly sliding rowboat have presented a picture which comes in after years to gladden the beholder and make him wish for another visit to the land-this land-of the needle-bearing pine.

Of course this was not all that deadened the firelight and brought back those weeks of summer in the woods, but the fragrant breath of the imprisoned pine saw to it that nothing was lost and when at last "the lights were out and gone were all the guests," there was a sauntering into Dream Land, where soughing pines sway all night long, making the air wholesome with piny essences.

It seems, then, that while the breath of the pine brings back its reminiscences of the delights which have once been ours it does make a difference whether or not we know where the needles have come from and who gathered them. We picture the features of the pine-gatherer and better still we watch him while he works. There grows the tree-we know almost to a pin-point where it stands and we know, too - for do we not see it?-the view to be had from that particular pine as we look up the bay. An island, rich with green woods from highest upland to the water's edge, a circle of leaves, is wading in the waves and toying with the whitecaps that trail their foam along its winding shore. So whether the picture seen be old or new it is sure to come to him or to her whose cheek is resting against the pine cushion upon the back of the easy chair.

Why, then, is not the idea a good one, for those who live where pine trees grow abundantly, to gather some of this abundance and send it to the friends who have or have not been sometime a loiterer in the land of the pine somewhere? It will carry with it always a blessing in its healing balm. It will tell, as nothing else does or can, of the kindly thought of the absent not only during the gathering but before and after; into the home of the cherished friend whom memory "will not willingly let die" it brings the breath of a happy period of the past when life was younger and the things remembered dear; it bears the life-giving air of the mountains to the too often vapid vitality of the plains and with its every inhalation ending joy. Last and by no means least in these strenuously financial times a gift of pine needles friend to friend is attended with little cost. How much it means to "him that gives and him that takes" need in great degree the reward of obenot be written here; but this we know: It is attended with no compromise. We give or take at the gift's needed material from earth's natural full value, and be that value much storehouses have ever present lessons

present which the breath of the pines comes from the friend that loves me, and all the others, worth it a hundred times, will be received indeedcommonest respect deserves that-but will be of little value when weighed in the balance of real re-

As if to prove my point the postman has just left a box of maple leaves right from a tree that stands by the door of a New England farm house. On the road two days they were dry as well as somewhat faded, but immersed in water in a shallow dish they have assumed again their gorgeous coloring and the tree and the farm house and the dear friends under its well remembered roof are waving me a world of joyful greeting as I look from time to time at the conscious leaves; and the postage on these leaves was just three cents! If one supposes they can be bought for that let that one make the offer; and whether he bids for from Michigan he will find that the coin of the realm is not plentiful enough to cover the pictures and the memories which the scarlet maple leaves and the breath of the pine stand for. Richard Malcolm Strong.

Some of the Lessons of the Seasons. Written for the Tradesman.

Nature is our great teacher. With each recurring season she repeats lessons which man must heed or suffer. To follow her teachings results in profit and pleasure; to disregard them is to insure loss and sorrow. The laws of Nature are inexorable. obedience brings suffering; obedience promotes pleasure and the fullness of

While the processes of Nature are for the material welfare of all, they also teach spiritual truths. The facts which are evident to the senses are many times pictures of unseen realities in another realm.

But the lesson of the season-the period for the final ingathering of grains, vegetables and fruits-is to provide for the future, to store up for a time of need, to gather in harvest for use when fields are bare and Nature's workshops locked by frost and snow.

He who obtains food, fuel, clothings and other supplies direct from original sources must take advantage of opportunities at the proper season. He must adapt his work and his plans to Nature's variable conditions. He must be ready to plant and sow when conditions are most favorable or the crops are failures. He can not long it is an instant comfort and a never delay to harvest the matured products without serious loss.

To live near to the source of supply tends to inculcate uniformity and regularity of habits, to live in accord with Nature and, therefore, to enjoy dience to Nature's teaching. The tillers of the soil and those who gather

deal in manufactured products or sup-For myself, give me the Christmas plies which pass from hand to hand on their way to the consumer lose to a large extent the force of the lessons if not the entire teaching of Nature Such look to fellowman to supply their needs rather than to Mother Earth. They go forth to procure necessities when the need becomes apparent rather than at the times when Nature yields her bounties. If all did likewise none could remain and survive the winter in many lands.

Earth yields her products at her appointed seasons and then transfers to man the responsibility of preserving them for human needs throughout the year.

There are those who stand next to Nature; their responsibility is first but not always greatest. When winter comes the farmer must have in barns, cribs, stacks and granaries food for many mouths, for the animals which supply his family and city dweliers also with meat, milk, butter and other necessities. He must the leaves from the New England have in his cellar vegetables and homestead or for the pillow of pine fruits for his needs until a new supply can be grown. He will not, he dare not, sell short his supply. From the surplus of the farm, from what the farmer does not need, people in all other vocations must be fed. The farmer's responsibility is to sow and plant, till, harvest and secure with the least possible loss all that he can grow. Having done this the responsibility passes on to others.

Every buyer is under obligation to see that the producer is well paid for his labor, and selfish motives alone should not impel him to keep the products in best possible condition while under his control. He who uses his wealth to purchase and store in elevators and warehouses the products of the farm, the mill, the shop or mine is entitled to only an equitable portion of the profits. He is responsible to all the people for his stewardship. By no act of his should those who depend on the proceeds of their daily labor to buy food, fuel, clothing or other necessities be oppressed.

But the lesson of the season: Not only to him who sees Nature with her hands full of bounties for man's use which he must be ever up and doing to secure before they decay and perish, but to the toiler who looks to his fellowman to gather and hold for him the things he needs comes the lesson of the season: Prepare for the winter. Begin early. Begin as does the farmer, as soon as winter ends; as soon as work in the spring begins. Save when there is an abundance; save the surplus; save not alone for your own needs but for any who may need sometime. When the winter is past will be soon enough to throw away; will be soon enough to spend the surplus. E. E. Whitney.

The man who quickly gives a piece of his mind also parts with his peace of mind.

The holiness that seems to hurt you can not help the world.



There's a good profit for you in Karo-

There's satisfaction for every customer in Karo.

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

aro

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

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

Your jobber will tell you all about it.

CORN **PRODUCTS** REFINING CO. NEW YORK.

LOVERS' LEAP.

Legend Revealed By the Spirit of Wawatam.

One night in the mazy past we were tossing on the spruce bough cough in our wigwam when, like a flash from the starry sky, the spirit of Wawatam in bodily form appeared and related one of his promised legends:

Many, very many moons ago there lived on the Fairy Isle of Michilimackinac a great warrior whose name was Wawanosh. That proud Chief claimed descent through a distinguished family of his tribe in an unbroken chain for thousands of moons. He was tall, active, muscular and handsome, possessed of the dazzling qualities of strength and courage. The feats he had performed with his bow, of large size, were well known. As a counselor, hunter and warrior his advice was much sought and his strength feared. Such was Wawanosh, holding the esteem of his nation. Pride was his ruling passion and he clung with tenacity to the fame of his long line of ancestors. But distinction is apt to cause haughtiness in the savage as well as in the pale-

Wawanosh had an only daughter, who lived to see the budding leaves of eighteen springs. Her father was not more famed for his valor and strength than was the daughter, with her flowing black hair, sparkling brown eyes and perfect form, for her gentleness and virtue. Her hand was sought by a young brave with eyes sparkling like tropical fires, a quick step and a commanding form. But the young man was poor and without a warrior's record. His traits were favorable to the maiden but did not meet the approval of the father, who sought an alliance more suitable to the rank of his family.

To the trembling young hunter, when he asked for an interview, he said: "Young man, listen to me and mark my words: You want my daughter, who is the choicest gift of the Master of Life and the solace of my age, for your companion. Others as young, actice and ardent have asked the same. Their records and positions give them better claims. Do you know the deeds that have given me authority and made the enemies of my nation fear and respect me? What Chief is not proud to be the friend of Wawanosh? Where in all this land is there a greater hunter than Wawanosh? What warrior can boast of taking as many scalps? Have you not heard that my father came from the East, with all the marks of chieftaincy? Young man, of what have you to boast? Have you ever been on the field of battle and brought home a scalp or trophy of victory? Have you suffered with fortitude hunger, fatigue and protracted pain? Is your name known beyond your native village? Go and make a name for yourself. None but the brave can hope to mar- That dipped so light and gracefully as ry the daughter of Wawanosh. Depart with my blessing."

Too proud to show disappointment The loon's foot-the loon's footthe lover resolved to be worthy or die in the attempt. To several companions he proposed an expedi-! That paddle blade to me,

their help. They were glad to join him and before the end of ten suns they had a large party. Each brave was armed with a bow and quiver stocked with arrows tipped with flint It was my lover's paddle blade that or jasper and all had a sack of parched or pounded corn mixed with pemmican or maple sugar. The leader The loon's foot-the loon's foothad a puggamagun, or hardwood war club, fastened to a girdle of deer skin and a stone or copper knife. In addition others had the ancient shemagun or lance, about a fathom long, with a flint javelin tied at the end with deer sinews. The warriors thus armed and painted to suit their fancy But while I see beneath Heaven, picwent to the war dance.

For nearly a mile there was a broad grassy plain along the lake shore from the lodge of Wawanosh. On the shore in front was a belt of yellow sand and a tall thick forest was in the background. In the midst of the plain stood a tall shattered pine and around it was a clear space. This spot was renowned as the scene of many war dances. Here their tall graceful leader, his head decked with plumes of the bald eagle, assembled the youths. A bright fire of pine wood blazed upon the ground. With measured step and chant he led his men several times around the fire. Suddenly lifting his puggamagun, the warwhoop was sounded and the dance began. Time was beaten on a drum by an old man and elder men shook their rattles, while the woods echoed their yells. The dance continued two days and nights. At length the prophet predicted success. The warriors one by one left the fire for the meeting on the borders of the enemy's country. Their leader first saw the daughter of Wawanosh and told her he would not return until he had established a reputation. He said his dreams had not been favorable. but he would prove to the tribe the strength of his heart and invoke the power of the Great Spirit. Thus they parted, not knowing but that it might be final.

All she ever heard of her lover was brought by one of his successful warriors, who said he had distinguished himself with heroic bravery, but at the close of the fight his breast was pierced by an arrow that ended his life. From the moment that report was received no smile ever passed in the once happy lodge of Wawanosh. There were tears and sighs and lamentations day and night and the Chief's daughter gradually pined away. She sought a secluded spot near the famous rock and sang her mournful laments for hours together:

I thought it was the loon's foot I saw beneath the tide;

But, no, it was my lover's shining paddle I espied.

It was my lover's paddle as my glance I upward cast

o'er the lake I passed.

'Tis sweet and fair to see; But not so light and joyous as cast them not aside.

And I thought I saw the loon's foot beneath the silver tide;

glance I cast

dipped so light and fast.

'Tis sweet and fair to see; But, Oh! my lover's paddle blade Is sweeter far to me.

The lake's wave—the long wave—the billow big and free,

wafts me up and down with my yellow light canoe;

tured as I speed.

is that beauteous paddle blade that makes it Heaven indeed.

The loon's foot-the loon's foot-The bird upon the sea: Ah! it is not so beauteous As that paddle blade to me.

In a little while a bird of beautiful plumage flew to the rock on which she sat. The visitor, with its sweet and artless notes, called, "Chickadee," responding in seeming sympathy to her plaintive voice. She had not observed the bird before. It came each day and stayed until nightfall, when towards the lines of the rainbow. Her meteors? imagination made her think it was the spirit of her lover and she made refused to eat, pined away and pass- I was married.

tion against the enemy and requested My eyes were bent upon the wave, I ed to the Land of Bliss, where it is believed the spirits of the departed will be united and tread the flowery fields of Ishpeming. One morning But my eyes deceived me for as my her lifeless body was found below the rock. It was not the bearer of gloom and regret but a herald of happiness for her soul.

John R. Bailey (Kitchi-Mishkiki). Michili, Mackinac Island,

October 29, 1909.

Conquering Cancer.

A Chicago physician of note, who has just returned from Europe, declares that many eminent men are working hopefully upon the cancer problem, and he is so impressed by their zeal, their hopes and their rescurces, personal and scientific, that he predicts the conquest of the cancer within five years. He thinks it probable that more than one cure will be discovered at about the same time. This is encouraging news and it may well prove to be founded upon something more and better than individual optimism. The siege of such curses of the race as cancer is so vigorous now and so confident that great results can be counted upon. Any day may bring the solution of problems which have defied science for centuries.

Before and After.

Spooner-Did you ever sit up late it left its perch and plunged seaward in your courtship days watching for

Blinkers-Yes, but I didn't discover half so many of them as I did more frequent visits to the rock. She the first night I came in late after

YOU, Mr. Retailer,

SEALSHIPTICASE

E SEALSHIPT OYSTER SYSTEM INC

are not in business for your health.

You doubtless want to "get yours" out of every

You also without doubt want to make more sales to your trade.

Aud 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

RUINED BY RIDICULE.

Brief Career of a Chicago Tailor in Grand Rapids.

Written for the Tradesman.

Early in the winter of 1878 E. E. Ely, a famous tailor of Chicago, arrived in Grand Rapids and signed a lease for the store in the Porter block pleased with his reception. He fearand Savings Bank. The store was redecorated and furnished handsomely, stocked with a large variety of clothing put in charge. In that year the business men of Grand Rapids quite generally considered a ten dollar "hand-me-down" suit good enough for their use and the several firms were not overprosperous. Carlos Burchard evinced a larger interest in T. Hawley Lyon, A. B. Turner and himself, than in the tailoring business, while J. M. Stanly, of Stanly & Schroeder, carried politics as a side line to help out the earnings of the firm. Julius Houseman employed a cutter and a few tailors to fit ready-made suits to the angularities of customers and occasionally make suit complete. This condition shocked the artistic sense of Mr. Ely and he resolved to lift the business community of Grand Rapids out of the slough of cheap, ill-fitting wearables into the scale of good things affected by the merchants, manufacturers and traders of Chicago. There were no workmen in Grand Rapids capable of expressing his ideal, therefore it would be necessary to send the measurements of customers facture.

When he had completed his arrangements for an opening he called upon the business office of the Grand Rapids Times to furnish a reporter to write up his store. A young man doing hack work on the Times was directed to report to Mr. Elv. When he entered the door he was pleasantly greeted by a tall, perfectly-dressed gentleman, wearing side whiskers and a monocle, who expressed his thoughts in a slow drawl, reminding one of the elder Sothern in the character of "Lord Dundreary." He tried to impress the reporter with his magnificence and led him at once to a retiring room, where he was requested to remove the rusty over-coat of many winters' wear, used wear, used more particularly for the purpose of covering the thin suit of summer goods, the only one his munificent salary of \$10 per week would admit of his wearing. The overcoat off Mr. Ely proceeded to pull the reporter's coat forward over his shoulders and down by its tail, then taking up a The Last Will and Testament of bottle of perfume he sprayed his visitor liberally. A brush and a comb were placed in the hands of the young man and the direction of a large mirror was pointed to. Having acto improve the appearance of the queath the following of my possessample room and explained in detail tioned, to-wit, namely:

the processes of manufacture and coloring followed by the makers in the samples. An hour was spent for this purpose and then the young man was served with punch and a cigar and led to the door, where he was bowed out with Chesterfieldian grace. The young man was not entirely ed that his poverty had been made occupied at present by the City Trust the subject of sport. The high and Jones mighty artistic attitude assumed by Mr. Ely did not favorably impress the boy and when he arrived at his samples and a cutter of fashionable desk and dismal apartment in the Times offices he resolved to write a 'notice" of the tailor shop that Mr. Elv would remember and the townspeople laugh over. Possessed of a smattering of the French, Latin, engaged in the tailoring business Omaha Indian and Greek languages Hiram R. Jones. and having a number of dictionaries at hand the young man composed a the business of the Pioneer Card "write-up" that would do credit to Club, composed of W. D. Roberts, the editorial staff of a college comic Amos Rathbone, William T. Powers, journal. A large display heading, with an introductory line:

A Bras Ouverts.

was prepared, which was followed with a great collection of brain-racking sentences and ambiguous statements expressed in a jumble of the languages mentioned with a few words of English. The "write-up" was put into type and when Mr. Elv called, late in the evening, the reporter read the composition to him with all the dignity and emphasis at his command.

"Ah! Bra-How do you pronounce these words? What do they mean?" questioned Ely.

"Why, Mr. Ely, do you mean to say you do not understand those words? You surprise me. A Bras Ouverts! 'A Royal Welcome!' Could to his factory in Chicago for manu- there be anything nicer?" the report-

> Mr. Ely did not wish to be considered ignorant in the presence of the chief editor and the editorial staff assembled so he let the line go as written. The remainder of the "writeup" was received in like manner and finally approved.

The "write-up" created more interest than the accounts of seven murders and five elopements printed in the news columns of the Times, and the townspeople laughed immoderately during the remainder of the week. No one regarded Ely seriously afterward. Three months later, having sold a livery to Mrs. Stewart White for her coachman he quit the town and confined his activities thereafter to Chicago. A majority of Grand Rapids business men continued to wear cheap and poor clothing and the Pioneer Card Club kept on its long career until one by one death removed its membership. Arthur S. White.

Suliman Turkey.

Suliman Turkey, being in sound mind and body and having in view the fact that the month of November is the one commonly fatal to my race, complished all that seemed possible do of my own free will hereby beyoung man, Mr. Ely led him into the sions to the persons herein men-

My left leg, or drumstick, together with certain portions of my breastto be decided upon by my executors-to Willie Jones, son of Hiram R Iones

My right leg, or drumstick, together with the corresponding wing and certain portions of my breastto be decided by my executors-to Mary Jones, daughter of Hiram R.

The upper joint of my left leg, together with the corresponding wing and certain portions of my breastto be decided upon by my executorsto Hiram R. Jones.

The upper joint of my right leg, together with certain portions of my breast-to be decided upon by my executors-to Jane S. Jones, wife of

The remainder of my breast and my back meat to Bridget O'Halloran, a domestic employed by Hiram R. Tones.

I hereby constitute Fido, a setter pup owned by Hiram R. Jones, my residuary legatee, and bequeath to him such portions of my estate as are not heretofore specifically disposed of.

I appoint Hiram R. Jones and Jane S., his wife, my executors and commit to them the care of my estate after my demise.

In token whereof I have attached my signature in the presence of witnesses.

Suliman Turkey. (Signed) Witnesses:

James Cockerell, William Quack.

Had It With Him.

Mrs. Naggs-My father kept his temper.

Mr. Naggs-Yes, and from what I hear he made use of it right up to the day of his death.

G. J. Johnson Cigar Co.

S. C. W. El Portana Exemplar Evening Press

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We keep up the quality and guarantee satisfaction.

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

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CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



A CASE OF CONSCIENCE.

An Affair That Worried the Hardware Manager.

Judd was a very timid man, and exccedingly conscientious, and the affair worried him terribly.

He had come to the village only a few weeks before as manager of Flint & Steele's hardware store, and as there was no Congregational church in the place and his religious promptings were imperious, he wandered around from one little service to another every Sunday morning and evening. The Methodist church had side, in all varieties of tone and pitch, a bench in the entry, and as Judd but always in accents of scathing recame in late on the Sunday in question he proceeded to sit down on the fort the ante-room was abominably bench to wait until the Reverend Mr. cold. Fitzwater's leisurely prayer had ambled to its conclusion. He dropped to the bench somewhat heavily, for he had been wandering over the hills all the afternoon and he was tired; but when he felt something soft give way beneath him he jumped up more hastily yet.

The bench was still intact, but, alas! down on was a pitiful ruin. Before machinery had got in motion the instinct of self-preservation asserted itself and he ran out of the hall and fault? What had he, Judd, done that down the street like a criminal fleeing from justice.

Before he had gone a block this me, and his uncompromising conhad committed a crime he must surrender himself and take the consequences. He had no very definite idea how much a silk hat cost, but he knew that an uppish young fellowclerk of his in the city had skimped for a month to buy one; and his economical heart sank in his impecunious breast at the thought. But his conscience wheeled him sharply about, and with set teeth he walked back to the church and into the entry.

He had his plan of action completely formulated by this time. He would sit through the service, and when the owner of the hat appeared to claim his property he would confess his fault and offer to make reparation. Perhaps the gentleman would let him off easy. He could certainly afford to. Nobody but a nabob would law and went to jail or died on the wear a silk hat in so small a town as this.

He was unable to summon the

sound of his footsteps-that an accusing hand, like the hand that warned Belshazzar, would write "hat" in letters of fire across the wall-that the owner brought suit against the the minister would thunder "hat" from the pulpit. So he sat anxiously down by the crushed headpiece and waited for the service to end.

The first few minutes were minutes of agony, of remorse and apprehension. The dilapidated corpus delicti lay there reminding him of his crime as the mangled body of the victim torments the murderer; the piti-less choir sang, "hat, hat, hat," inproach; and to complete his discom-

The preliminaries over, the Reverend Mr. Fitzwater arose for the sermon. "You will find my text in the Book of Second Kings, chapter seventh, and the latter part of the third verse. 'And they said one to another, Why sit we here until we die?""

Why sit we here until we die? Why, indeed? Judd was thrilled with the impeccable silk hat he had sat the electric shock of an entirely new idea. Why should he cool his heels Judd's rather cumbersome mental in this dark entry just to get a chance to pay a man for a loss that had happened solely through the man's own was not perfectly natural and excusable? It was the nabob's carelessness in leaving his hat out here in simile occurred to him as it has to this dangerous location that had caused all the trouble. Suppose a thief science called on him to halt. If he had come along and stolen it. Could the owner have blamed anyone but himself? Couldn't one almost excuse the thief?

> But this train of thought was leading him into trouble again. Theft is not excusable under any circumstances. Neither is sitting down on silk hats.

He fell into a painful reverie, from which he awoke to discover that the minister was saying something very pertinent:

"The lepers of our chapter were not to blame for their leprosy. Neither are we to blame for all that we are and all that we do. The divine law that sin and folly bring suffering is made unnecessarily hard by heartless society that lets the wife starve because the husband broke the scaffold; that leaves the stockholders impoverished because the cashier embezzled the bank funds; that makes the courage to go into the audience-room. poor employe cut down his meat bill The consciousness of his misdoing because the employer can not find a rested too heavily upon him. He market for his goods. The great task knew he would see "hat" printed on for the twentieth century reformer is every curious face that turned at the to readjust social conditions so that

one man shall not suffer for another man's sins or another man's mistakes."

"That's a fact," said Judd.

"And while the sociologists are trying to remedy the workings of the social machinery that bring these iniquitous results, we, as individuals, can do a little toward remedying individual cases. If we can do nothing positive, we can at least refrain from insisting on those falsely denominated rights' which are really 'wrongs.' I read yesterday of a poor householder in the city who fired at a thief and killed a valuable horse which its owner was driving past. I read also that poor fellow and recovered the value of the horse, a blooded creature worth every cent the wretch had in the world. He sold his little home and he and his family are penniless today; and the man who won the suit had a dozen horses in his stables more valuable than the one he lost and a fortune that would have maintained a hundred families in affluence and left him a competence. I tell you, brethren, the law works wrongs that cry to Heaven-"

Judd turned to the crushed beaver with a glitter of triumph in his eye. "He's right," he said. "It's a providential leading. It's not my fault, and I shouldn't suffer for it. The man can buy another hat. He'll never feel the difference."

And he picked up his own shabby derby, clapped it on his head and strode home with the air of a conqueror. He felt five years younger. The winter air was crisp and invigorating; the moon was bright; and life was not such a serious matter after all.

He was just turning the knob of the street door when a bit of advice that his father had given him flashed through his mind. The old man had said-and there was a ring in his voice that Judd could never forget entirely-"Always pay your debts, my boy, no matter who made them.

What could this injunction mean but "Pay for hats you smash, lad, no matter who put them there." How could Judd have been so weak, so wicked, as to forget or neglect so sound a principle as that? The man might refuse to take pay if he chosethat wasn't Judd's business. It was his part to own up and at least offer to make matters straight.

It was fully 9 o'clock and the preacher had been on the point of concluding when he left. It was several blocks to the church, but if he hurried he might reach there before

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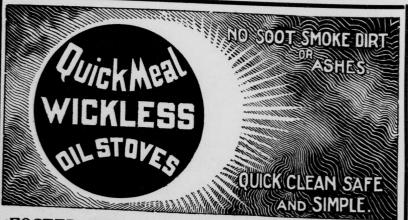
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Grand Rapids, Mich. Exclusive Agents for Michigan. Write for Catalog.

the congregation had gone. He dart- Judd's stammering request he with- believe you will all agree with me church with all speed-and came in sight of the windows just as they talk in private. blinked and blackened.

When Judd awoke in the morning he was in a quandary. He must find Gideon's gentleness and considerate the owner of the hat; but how? The affair took on a ridiculous tone as he surveyed it in the gray light of the morning; and Judd was too timid a man to brave ridicule. Suppose he did locate the owner, which would not be easy without publishing the affair broadcast, how was he to explain his neglect of the matter that same evening? Wasn't he under a cloud, wasn't his fair fame tarnished, no matter how the thing turned out?

He finally decided to say nothing about it at present, but to wait until he could locate the villagers who wore silk hats. There couldn't be many of them, and perhaps a kind Providence would direct him to the proper man without his having to run the gauntlet of intermediaries.

Days passed and weeks passednot sleep well and his appetite grew so slender that his board bill was was practically a gratuity. One day he had an idea that nearly put him to lahoma Magazine. bed: The man's silk hat was ruined, he had no other silk hat. He's probably wearing a derby now. Maybe he was a poor fellow who liked ostentation but couldn't afford to buy another hat like the one he lost. Lord have mercy on us!

But he couldn't get sick at this juncture. He must keep up until the affair was settled, and he must face publicity to settle it. That very day he asked one of his clerks, with a great deal of humming and hawing, if there was anyone in Smithville who ever wore a silk hat.

The clerk was somewhat surprised at so frivolous a question from so serious a source; but he was an obliging fellow and he racked his brains cheerfully. "I can't remember anybody that ever does," he said in a moment. "In fact, I can't remember ever seeing a silk hat here except on old Jim Hull."

feverishly.

"He's a clothing drummer who comes here every two months."

Judd's face fell. A clothing drummer and church? Still it was his duty to leave no stone unturned and he hazarded another timid question: "Does he-does he ever go to

"Go to church? Well, I guess he does! Great Methodist. Never misses a meeting. Best known Gideon in this part of the State."

"Do you know when he comes to town next?"

"He's here now. I saw him in Franklin's as I came past."

Judd reached for his hat and darted out without an explanation. The

home too much. That sort of thing always kills a fellow off."

Jim Hull was a corpulent, mild-

The young man found it very difficult to begin his confession, but the demeanor soon dissipated his restraint and he poured forth the whole story, almost with tears, and concluded by pulling out his check-book.

Hull's face was full of kindness and sympathy, but it seemed to the young man that there was just a trace of amusement in it, too. He waited until the other was well through then he pulled off his tall hat.

"My poor friend," he said gently, "here's the hat you sat on. Do you see anything wrong with it?"

The penitent stammered an answer to the effect that he did not.

Hull laid the hat down on a chair, sat down on it violently, picked it up and pushed it back into shape again.

"One of our new non-breakable telescope hats, sir," he began to recite. "Greatest invention of the age never a silk hat appeared. Judd did in the hat line. Nine dollars and seventy-five cents, and if you don't say, after sixty days' trial, it's the finest-"-Roy Temple House in Ok-

Trading Stamps a Delusion and a

A retail grocer in a Central Michigan city, who has given the trading stamp system a thorough trial for over eight years, has reached the conclusion that he must either abandon the issuance of trading stamps or go into bankruptcy. He has decided on the former alternative and in pursuance of this determination he has issued the following frank letter to his customers:

"Eight years ago I entered into an alliance with the trading stamp company because I believed it would be to the best interest of both my customers and myself. I have given the system a fair trial. I have demonstrated to my own as well as to the satisfaction of my friends that the system is wrong both in theory and in practice. It has not only proved "Who's Jim Hull?" enquired Judd, disastrous to me as a merchant, but I find it is not satisfactory to the majority of my customers and I have, therefore, decided to take them into my confidence because of the long-time pleasant relations we have sustained these many years and say to them in all frankness and candor that on and after Nov. 15 I shall discontinue the issuance of trading stamps altogether.

"When I tell you that I do this only after mature deliberation, and as a result of very careful consideration, and after full and free consultation with my friends, I sincerely believe you will accept the situation cheerfully and agree with me in the statement that there is nothing for me to do at this time but to take this acclerk looked at him with open mouth. tion in order that I may save myself "He must be cracked," he said in from disaster and continue the mua moment. "Lives too quiet. Stays tually reciprocal relations I have so long maintained with my many customers. I have impaired my health and jeopardized my standing mannered gentleman, and received the merchant in order to keep faith with salesman with great suavity. At my customers in this matter, and I

ed down the street and made for the drew with him to the back of the in the conclusion that I ought not store, where the two were free to to continue an arrangement which is fraught with so much danger and creates so much dissatisfaction and distrust. I shall try harder than ever to give every one a square deal and satisfy my customers both as to quality and price.

"I bespeak your kindly co-operation in this new departure, which I assure you will work to the advantage of all concerned."

"The World Do Move."

Twenty-five years ago you could not telephone a friend.

Ride on the trolley cars.

Cool the rooms in hot weather with

Turn on the common electric light. Send a wireless message to your relatives on shipboard.

Set your watch by an electric clock. Purchase an electric automobile Ride behind an electric locomotive.

Ride on an electric elevator. Walk in safety in the city streets

in the glare of arc lamps.

Cook by electricity. Do the family ironing out of doors

without fire.

Drive all machinery with motors. Live in a house without a chimney. Keep warm by electric heat.

Develop out-of-the-way water power and transmit that power to the cit-

Listen to the telharmonium.

Take an electric message or listen to an electric phonograph.

When the small man reaches the

limits of his brain he thinks he has come to the coasts of the infinite. When a faith is dead it is custom-

ary to embalm it in obsolete phrases. There are no saints without serv**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, Cravenettes, Rubber Coats, Blankets and Robes are noted for their durability.

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For thirty-six years the name Jennings on a bottle of Extract is highly concentrated and nonhas been a guarantee of superior freezable. Its use assures washstrength and purity. Protect your- day satisfaction and brings repeat self and build up your extract orders. C. P. non-freezable blubusiness by selling Jennings' ing should be on your shelves Flavoring Extracts.



C. P. Bluing

C. P. Condensed Pearl Bluing now-your jobber has it.

The Jennings Flavoring Extract Co. Grand Rapids, Michigan Established 1872

GRAND RAPIDS SALT.

His Dream.

Michigan leads all the states in the production of salt. It is not the purpose of this article to hand out a lot of statistics in proof of this statement. That would be to induce that same sensation which follows a free indulgence in codfish not sufficiently freshened. Instead will be given a chapter from the early history of saltmaking in Michigan, a chapter which few know about and which for the most part is best told in the letters written by one who built air castles of salt and saw those air castles disappear with all the money and time and work he had put into them.

The first salt produced in Michigan was made in Grand Rapids nearly seventy years ago. The first shipment of Michigan-made salt was from this city to Detroit in May, 1842, and it brought \$2 a barrel.

Salt is one of the necessaries of life the Muskingum: "The wells are from but not in sufficient quantities. and how to secure a supply was one of the problems that confronted the Michigan pioneer. The chief sources of supply were Syracuse and Salina, New York, works on the Kanawha, Va., the Muskingum, Ohio, and the Allegheny, Penn. The haul to Michigan was long, with transportation rates high and salt to the consumer was almost entitled to rank among the luxuries. Early explorations discovered saline springs in various parts of the State, and to encourage the development of a home supply Congress in admitting Michigan to the Union gave her not to exceed twelve salt springs that might be found with six sections of land adjoining, the selections to be made from surface indications.

In his first report, in 1838, Douglass Houghton, the first State Geologist, told of salt indications on the Tittibawassee River in Midland county, on Grand River about three miles below the village of Grand Rapids and at various other points. The State 600 to 900 feet deep and at the best expressed great confidence in ultimate wells and in the next five years about \$50,000 was spent in exploration. The Tittibawassee well was sunk to a depth of about 500 feet and then was abandoned. The Grand River well was put down nearly 800 feet and then became hopelessly obstructed. and in July, 1843, the work stopped. The Grand River well was near the Lake Shore crossing and the work was in charge of Lucius Lyon.

In the meantime while Lucius Lyon was executing the State contract he was engaged in exploration work on his own account. He sank a well of his own on the river just above Bridge street, and the story of making a salometer. A straight piece this well, the hopes that Lyon enterand the sad wrecking of his dreams constitute one of the industrial romances of early Michigan. This story is to be found in Lucius Lyon's old it is placed in saturated letter books, which are still preserved by his nephew, Geo. W. Thayer.

Lyon letters is dated Jan. 7, 1840, and water raises it 1614 inches. The space enough to make 125 barrels of salt, is addressed to C. H. Carroll. The is divided into 100 degrees and the and he was sure he would soon be

and work on the State test well was lagging; "but a supply of salt is so Why Lucius Lyon Never Realized important to the people of Grand Rapids that I am determined to have the problem solved. I believe that good salt water may be obtained by boring deep enough at almost any point on Grand River, as well as at the salt springs; and if you will send on to me or Judge Almy one-half the necessary money I will furnish the other half immediately and we will try the experiment. It will cost not over \$4,000 or \$5,000 to sink a well on the rapids to the depth of 700 ing. The apparatus weighed 100 feet."

Three weeks later Mr. Lyon wrote to Gen. John McNeil: "I am sinking a well for salt water directly on the rapids and expect to get salt water sufficiently strong to make it profitable to manufacture salt there by boring down about 500 feet into the rock."

April 3, 1840, to Sidney Smith, Lyon already salt water was coming tells of his visit to the salt wells on stronger than he expected to obtain,

from the well indicates the strength home-made article. The consumption of the brine.

In December, 1840, Lyon took the contract to continue the State exthereafter reports progress. He visited the salt works at Montezuma and Salina, New York, and in his letters describes the operations. In New York he came across an inventor who offered a magnet with power sufficient to lift a drill bar and drill weighing seventy pounds from the bottom of a well in the event of the rope breakpounds and cost \$150. Three months later he writes of trying the apparatus and its failure to work on a drill that had dropped into the well and become jammed. The drill was removed in some manner and in May Lyon wrote to Asa Lyon that work began in January and that the well was then down 550 feet, with the ex-Writing from Zanesville, Ohio, pectation of going to 700 feet; that

of salt in the State he placed at 45,000 barrels and, depending on other states for a supply, took, at \$1.75 per barporation well and at various dates rel, \$78,750 out of Michigan every year. Writing from Syracuse, New York, Sept. 22, 1841, Lyon wrote to Ansel Hulbert, who was putting down the well, that he had studied the methods at Syracuse, Salina and other points and found that the manufacturers preferred a kettle of a new pattern and that he had shipped twenty tons of pig iron and ten tons of Lackawanna coal to Mr. McCoy at Grandville to have the kettles made under his personal direction. He said the cost of manufacture at Syracuse had been reduced to 6 cents a bushel and that the Canal Commission to encourage the production gave a drawback on salt shipments, which would make \$1 a barrel salt in Chicago probable. He urged that the work on the well be hurried and hoped that stronger brine would be obtained.

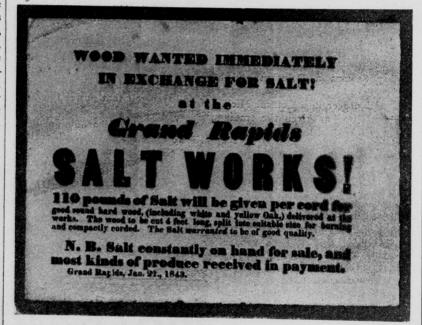
> During October and November Lyon contracted for 800 cords of 4foot wood at 871/2 cents a cord for the salt works. In December, writing to Judge Carroll, Lyon describes what had been done to date and outlines his expectations. The well was down 661 feet and he estimated the flow at 20,000 gallons every twenty-four hours and that too gallons would yield a bushel of salt. The cost of operating the works he estimated at \$17 a day, the production at 150 bushels of salt and the average cost per bushel 111/2 cents, or 57 cents a barrel. The barrel, nails, packing and storage will make the cost ready for market 90 cents. The evaporating pans he describes as of cast iron 4 feet wide, 9 inches deep and covering two flues 126 feet long, giving an evaporating surface of 1,260 square feet. He estimated that the pans would evaporate 100 pounds of water every minute, or 120,000 pounds every twenty hours, equivalent to 15,ooo gallons.

In January, 1842, Lyon writes to Douglass Houghton expressing gratification that an analysis of the brine shows that eighty-eight gallons will produce a bushel of salt. He describes his well and works in detail and says the evaporating pan, 126 feet in length, is longer by 30 feet than any he had ever seen. A month later in a letter to Rev. James Ballard he wrote that the works would soon be in operation and that the production would be at least 30,000 and possibly 50,000 bushels for the season, at an expense not to exceed 18 cents a

The well was finally finished and the salt works started, and on May 5, 1842, Lyon acknowledged the receipt of \$2 from Chas. Trowbridge. of Detroit, "for the first barrel of salt sold by me from the Grand Rapids salt works, being some of the first salt ever manufactured for sale in the State of Michigan."

And then came the awakening:

from his well was not nearly times were hard, money was scarce depth to which it sinks in the brine able to supply Michigan with the ed how the mistake in his calculations



wells it takes seventy-five gallons of success and believed he would be able brine to yield a bushel of salt. Coal to supply all the people of Michigan, brine, but wood is also much used. Wisconsin. The population of this The cost of production is estimated district he estimated at 350,000, and at 13 cents a bushel, not including estimating the consumption of salt at rentals. The cost of sinking the wells is \$1.50 a foot, but the well I am sinking at Grand Rapids will cost ooo bushels of his product. He could me at least \$5 a foot unless Mr. Hulbert gets along faster than he has done so far."

Detroit to Geo. A. Robinson, Lyon urges that operations on the salt well port is \$2.121/2 a barrel, and success be pushed and gives directions for of pine is whittled to the thickness ficient to sink the upper end of the salt wa-

is used as fuel in evaporating the Indiana, Illinois and the territory of half a bushel for each person per year he figured on a market for 175, manufacture this at about 14 cents a bushel or \$1 a barrel, including 26 cents for the barrel and 4 cents for In September, 1840, writing from packing. The lowest price salt has ever sold for at any Lake Michigan with his well would mean fortune.

In September, 1841, Lyon wrote an article for the Western Farmer tained that it would bring him fortune, of a pipe stem and at the end is attached a phial loaded with shot suf- ations. The well was down 661 feet and had been encased with copper stick to the level of fresh water. Then to a depth of 360 feet. The water, more than one-third saturated, rose ter and the depth to which it sinks in the tube 20 feet above the surface is carefully marked. The stick is of the ground. He estimated the flow The first reference to salt in the 19 inches long and the saturated salt at 10,000 gallons in twenty-four hours, lass Houghton, Lyon said the brine had come about: He had figured that a gallon of pure water weighed eight Eames for tubing for the salt weil great producing center. If Michigan pounds. The water from his well to be made of black walnut and with weighed eight pounds ten ounces and Elisha G. Hale, of Grand Rapids, for he estimated the ten ounces represented salt in solution, and that ninety large sized salt barrels, hooped with gallons of water would yield a bushel ten hoops, each at 28 cents apiece." of salt. He evaporated 8,500 gallons And this is the last reference to salt his dream had Fortune planted him of water daily and ought to have obtained ninety-four bushels of salt, but to Washington and upon the expirathe actual production was less than tion of his term was appointed Surhalf that. He investigated and found veyor General for Michigan and movthat the weight of pure water was ed to Detroit. The salt works here eight pounds, five and one-third were continued for a time, but did not ounces, which left him a margin of prove profitable and finally were only four and two-thirds ounces of salt to the gallon, or one bushel of salt to about 200 gallons. He added that he planned to put in graduation Up to that time all the salt used in houses such as are used in France and Germany, and had already ordered two graduation houses above it.

In May, 1843, in a letter to W. A. Sherwood, Lyon wrote that he had men cutting and binding faggots into bundles a foot in diameter and five feet long for his graduating house and expected to have 2,000 of them in addition to 3,000 bundles already cut. The bundles will be placed on spars in layers one above the other in the graduating house, work on which will begin as soon as the river subsides. The salt water will be pumped to the top and as it descends through the faggots the evaporation will concentrate the brine and reduce the boiling expense. He estimated the evaporation at 25,000 gallons every twenty-four hours during the summer

Lyon was elected to Congress that summer, the first representative to be sent from Western Michigan, and his letter books contain few references to salt. November 21, 1843, however, he wrote to William Lewis that an accident had prevented the making of a load of salt for him as ordered, but he hoped to have it ready for delivery before he left for Washington. He spent the winter in Washington and not until August 13, 1844, is another reference found to salt. The water from the well, he writes, yields one bushel of salt to 280 gallons, while at Salina thirty-five gallons yield a bushel. The cost of operating in New York is \$14 a day, with a product of 275 bushels, or 5 cents a bushel, and can be delivered in Grand Rapids at \$1.50 a barrel. The daily expense at his well was \$9 a day with a product of thirty-five bush els and adding 14 cents a bushel interest to the cost makes the total cost \$2 a barrel without the barrel. The graduating or brush house erected at a cost of \$4,000 reduces the cost to 13 cents a bushel, or about one-half of what it costs to hoil. The expense could be further reduced by building another brush house.

In September, 1844, is a letter to Douglass Houghton to the effect that the season has been very wet and that saltmaking has been slow. "My brush house in good weather will evaporate six to eleven gallons of of brine per day, or about as much as we can evaporate by boiling in twenty-four hours with five cords of wood and two men to burn it."

Contracts are found with Lovett 300 "good, strong, well made and in the letter books. Lyon returned in Saginaw instead of on the Grand. abandoned and forgotten.

The salt industry in Michigan, as we know it to-day, dates from 1859. Michigan came from other states and the drain upon the State was heavy. timbers for a cistern 12x20 feet with The people had been through a long and distressful period of business depression, but in 1859 were prosperous and felt too enterprising to leave the salt supply to others. The Legislature of 1859 was asked for an appropriation of \$10,000 to resume the exploration, but funds were low and the lawmakers frugal. Instead of making an appropriation for further tests a bill was put through offering 10 cents a bushel bounty on all salt produced in the State. The bounty asked for by those willing to make salt investigations on their own account was only 10 cents a barrel, but the lawmakers thought it so much of a joke that they made it 10 cents a bushel, or 50 cents a barrel. This started a great salt hunt, with this city and Saginaw as the centers of interest Half a dozen wells were started here and the artesian well in the Arcade and the mineral well which still runs at the Butterworth & Lowe works are remains of that period of salt activity. The explorations here cost considerable money and resulted in failure. In Saginaw a company was formed and \$50,000 subscribed and a well was sunk. At a depth of 633 feet salt rock was struck and the brine was so rich that the production of salt the first season was 53,610 bushels, or 10,722 barrels. The works consisted of a two kettle block with cord wood as fuel. The next year the production was 32,000 barrels, and in 1865 it reached 529,073 barrels, and Saginaw from that time to this has been a recognized factor in the salt market. The salt manufacturers, however, did not get rich from the State bounty. Salt was so easily made at Saginaw that the Legislature of 1861 became alarmed and repealed the bounty law absolutely. The only bounty paid was \$3,174 and even that was not paid until the Supreme Court ordered it. As soon as salt was discovered to be a success in Saginaw many other wells were sunk by the sawmill owners and as they used refuse from their mills for fuel, while the original company had to buy wood, the latter was soon put out of business. At a later date the Manistee and Ludington lumbermen explored for salt and found it and these towns became great salt pro-In comparatively recent ducers. years rich deposits of salt were found on the Detroit River a few miles be-

low the city and that has become a would exert itself all the world could be salted from this State. As it is Michigan produces her full share, more every year than any other state in the Union brings forth.

Lucius Lyon would have realized But, to his credit it may be said, he made a gallant try.

No Philanthropist.

A peculiar instance of connubial affection occurred some time ago in Vermont. An aged couple, who, through half a century of married life, had wrangled with each other, were in all probability soon to be separated. The husband was taken sick and was believed to be near his end. The old wife came to his bedside, and, after carefully examining and taking stock of his condition, exclaimed:

"Why, daddy, your feet are cold, your hands are cold and your nose is cold."

"Wa'all, let 'em be cold."

"W'y, daddy, you're goin' to die." "Wa'all, I guess I know what I'n: bout."

"Daddy, w'at's to becum of me if you die?"

"I dunno and I don't care. W'at I want to know is w'at's to becum of

There is always a tendency to mistake the appendix of religion for its heart.

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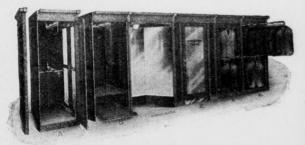
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l et us figure with you for one case or an outfit



Grand Rapids Show Case Co. Grand Rapids, Mich.



Is Shoemaking To Blame For Flat human foot we find that the bones Foot?

Written for the Tradesman.

reached alarming proportions. Some of the toes. If we regard this arch one has stated that not less than 50 per cent. of the people of to-day are afflicted with some form of that serious trouble known as flat foot.

When I first read this statementwhich, by the way, comes from a practitioner of Chicago-I was inclined to regard it as an exaggeration. But since I have reflected upon it and talked with several physicians of wide experience in the treatment of the disease I have come to the conclusion that the estimate is, perhaps, not far from the fact. The malady is much more prevalent and much more serious than the average layman dreams of in his cogitations. When the arch is completely broken down and the case of flat foot has reached its acutest expression the sufing one's waking hours there is almost continuous suffering. I have in mind several cases-in at least two instances young men less than 30 years of age-that are truly pathetic: One of these young men has during the last four years suffered all the agonies of the condemned. He has foot specialists tell us that one or had days of agony and nights of sleepless suffering. He has had his to produce it. Mail carriers and pofeet treated for "rheumatism," had licemen, whose duties require them the X-ray turned on them, had them examined by specialists and other aling daily, are very frequently afflicted leged foot authorities. He has worn rubber stockings, submitted to excrutiating processes of medicinal(?) foot-binding, worn arch props of half a dozen makes and paid out enough jects-to do heavy lifting-are often money in the way of doctors' fees for appliances and drugs to start a hand, office people and clerks whose retail drug business, while the long habits are extremely sedentary are catalogue of his sufferings would make not unfrequently afflicted with Job's tale of woe dwindle into unin- foot. And in such cases physicians teresting prose.

from collapsed or collapsing arches is only in the seeming. In the one who could a "tale unfold" of historic case too much walking or standing value in the book of mortal woes.

There are two outstanding facts upon which our foot specialists are pretty unanimously agreed: First, that broken down arches, or "flat foot," as it is generally called, is a serious thing under the sun; second, effects of a depleted and wornout that the prevalence of the trouble in system; or it may be brought on by its acute as well as its insipient forms is increasing rather than diminishing.

And the emerges is, Who is to blame for this namely, Is Shoemaking To

of the instep are constructed on the principle of an arch which extends The prevalence of flat foot has from the ball of the heel to the base as a segment of a circle, then the chord subtending the arch-namely, the plantar ligament-is that which supports the arch. The skin surface of the foot gradually becomes a tough fibrous tissue. It is called the plantar fascia and its function is to support the plantar arch. In a normal, healthy condition of the foot the supporting ligament is strong and firm, although with a certain degree of elasticity and resilience; and it keeps the bones of the instep properly arched. When, however, the foot is diseased or injured so that this strong supporting ligament loses its strength and becomes stretched or relaxed then trouble begins.

The first symptoms of flat foot are not unfrequently mistaken both by fering and consequent disability are the sufferer and his physician for excrutiating to a degree. Walking rheumatism. There is first a "tired and standing become a burden. Dur- feeling" in the feet. As the ligament relaxes and the arch begins to drop, walking and standing become more and more a burden and the slight discomfort which marked the incipient stages of the trouble rapidly develops into downright suffering.

What causes flat foot? All the more of several causes may combine to do some eight or ten hours' walkwith it; especially if they are heavyweights. Hands in factories whose work requires them to stand continuously and often to carry heavy obtroubled with flat foot. On the other often prescribe outdoor exercise, and His is an acute case, doubtless; particularly walking. If this seems but there are thousands of sufferers like a contradiction in statements, it or physical exertion has brought on the trouble; in the other case too little of this exercise, which in moderation is wholesome rather than injurious.

Flat foot may be one of the bad various forms of dissipation.

But to pursue the enquiry which practical question that stands at the head of this article, Blame For Flat Foot? it must be frankly If we examine the anatomy of the acknowledged (to the shame of shoe-



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Snow and Slush

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The shank of the shoe must support the weight of the entire body. When you stop to consider the weight of the average man, not forgetting that he is in his shoes from fourteen to sixteen hours out of the twentyfour and from three to six months. or until the shoes are worn out or discarded, the shank of the shoe has an herculean task cut out for it. In many cases the shank has proved unequal to the burden imposed. As a consequence it has gone down, thus throwing extra strain on the plantar ligament of the foot and gradually causing it to relax and weaken; for as the shank of the shoe flattens the foot in the shoe flattens with it.

For another thing, the heels have often been built too low-under the mistaken idea that an extremely low heel is both natural and beneficial. Now the heel of a man's shoe ought never to be less than one inch in height, and generally an inch and a quarter is more nearly the correct height, depending, to be sure, upon the size of the foot and the height of the arch. In many cases one can very well stand an inch and a half But in the heyday of the nature shape lasts heels were often less than an inch in height; consequently too low.

And for another thing, people have often been at fault in permitting the heels to grind down lift after lift until the heel was practically gone, thus the ground. Neglect, carelessness and false ideas of economy have helped to create conditions favorable to the development of a bad case of flat

Another very interesting theory as to the origin of flat foot-and a theory suggested by Dr. W. H. Wood, of Chicago-is that our present day chrome processes of tannage have a direct and important bearing upon the growing prevalence of flat foot. He says: "The tannage of leather has undergone a great change in the last fifteen years. Over 80 per cent. of upper leather is now tanned with chromate of potash, whereas, fifteen or twenty years ago the tan bark process was in use. Let us compare these two processes as follows:

"Tan Bark Process-Time of tanning, six to eight months. Slight shrinkage in thickness. Practically no shrinkage in area. Very porous Not waterproof. Vegetable tannage.

"Chrome Process-Time of tanning, thirty days. Pronounced shrinkage in thickness. One-half to one foot shrinkage per hide in area. Pores greatly contracted. Relatively more waterproof. Mineral tannage."

And then he goes to work out his thesis in this way: Naturally and intanned leathers afford less ventilation than shoes made from leathers produced by the old fashioned bark tanned leathers. Now it is ventilation for a pair of arch props. that dries the perspiration continually exuding from the feet. It is

is kept in a continual state of abnormal heat and moisture. The moisture does not come from without but is drawn from the foot. This heat and moisture have a decidedly deleterious effect upon the plantar ligament and fascia; and the shoe performs the well known function of a fireless cooker: it softens and relaxes these supporting ligaments which which hold the arch in position. And as a consequence the arch collapses.

The theory is at all events interesting, although the writer is inclined to think that a little deeper investigation will discover a fallacy in the doctor's logic.

In locating the responsibility for the prevalence of flat foot it is desirable above all things to be absolutely frank. And the writer is convinced in his own mind, at all events, that much of it is due to bad shoebuilt sufficiently strong at this vitai part, the arch. When it is remembered that the weight of the entire body falls upon a vertical line just at the ankle joint, a little forward of the front edge of the heel, it will nine cases out of ten the patient be seen what a strain is placed upon might have corrected the trouble in the shoe at this point. And the trouble in many cases has been that the arch ture's warnings. has proved unequal to the strain. It has broken down after a few weeks.

When this tendency was observed it was corrected (to some extent) by the introduction of steel plates, by the elongation of the counter and by allowing the foot to come flush with putting more and better leather in the arch. In some instances the heel has been carried forward under the in- back veranda and said: step, thus helping to support the arch without the use of steel or an elongated counter.

> But the time has fully arrived when shoe manufacturers realize the importance of a strong shank and they are, I believe, honestly trying to supply the demand. If their shoemaking has been defective at this point in is a Cook tavern. I won't hear a the past they are trying to remove the stigma by correcting the fault.

In the meantime mechanical devices Pole." and appliances are being used quite extensively to aid in the suppression of flat foot. Shoes are being made with a steel prop or truss placed under the shank and just forward of the heel. This prop or truss is securely ness." riveted to the shank of the shoe. It ought to be effective, although it is ungainly in appearance and a veritable nuisance when the muddy season is on.

When it comes to giving relief to those who have flat foot in an acute form there are various arch props of steel and leather on the market. These can readily be inserted in any shoe and adjusted to suit individual requirements. And it is undoubtedly true that they do more good than all evitably shoes made from chrome the drugs and treatments that might machine in the place." be trumped up. In fact, the regular practitioner generally sends his patient right back to his shoe merchant

From the shoe manufacturer's point of view the matter is a peculventilation that keeps the feet nor- iarly difficult one. He is confrontis poorly ventilated, owing to the stated about like this: How can I pro- strangers to be butting in."

making) that such has often been the non-porousity of the leather, the foot duce a shoe that is neat and stylish in appearance—that is not ungainly and cloggy; a shoe that combines some degree of elasticity and comfort with a maximum degree of strength; in other words, a shoe that has an unbreakable arch that is not unbearably stiff and unvielding?

> The genius who can solve that problem satisfactorily is very much wanted just at this time. Incidentally it may be said that a very handsome fortune awaits his coming. When he comes with his solution of this-one of the most difficult and important problems of modern shoemaking -he can have fame and honor to his heart's content.

On the other hand, of course, a very large per cent. of the blame rests with the shoe-wearing public. People have neglected their feet. They have worn shoes that did not fit and let the heels wear down on shoes that did making. Many shoes have not been fit. They have paid no attention to premonitory symptoms of flat foot; have let the trouble go on and on until the damage was done.

Bad shoemaking has its share of responsibility undoubtedly, but in the beginning if he had heeded Na-Cid McKay.

Several Poles.

"A month ago," said the patient washing-machine man, "I struck into a little town in a New England State, and I had hardly got my name down on the register of the inn when the landlord beckoned me out on the

"You have probably come here to do business and I will willingly give you a hint to help you along. town has taken a great interest in the North Pole dispute. Do you favor Cook or Peary?"

"I stand neutral." I replied.

"That's a good thing for you. This word agin him from anybody. I've got it that he discovered the North

"I see."

"Over at Smith's dry goods store they've got it that Peary discovered the South Pole. Don't dispute with that crowd if you want to do busi-

"Thanks."

"At Sheldon's grocery there is a crowd contending that somebody has discovered the East Pole. Mebbe you never heard of that Pole, but don't be fool enough to say so."

"No. I won't."

"Then there is Deacon Baxter. He about runs the village. As soon as he heard about the North, South and East Poles he got up a West Pole, and if you go to claiming there is no such thing you won't sell a blamed

"'And is that all there is to look out for?' I asked."

"Yes, about all except that we differ here as to the distance to the sun. We put it all the way from three miles to 93,000,000, and just keep quiet and let us have our way. We ain't mal and healthful. Where the shoe ed with a problem which may be hurting anybody and we don't want



No. 983. Men's Vici Kid or Velour Calf Blucher. A sightly 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 Goodyear 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.

FIRE INSURANCE.

Part It Plays As a Factor In Credit.

This subject is so large that it touches all developed property and the whole of the commerce of the country, and one would necessarily be may be, I will reach my own view-

Insurance and its antithesis, fire loss, is not necessarily a dry sub- alties to follow this condition. ject, as the salvage corps can testify, to interesting than entertaining you.

the belief that any obligation will be met as agreed. It embraces the moral as well as the material obligation. tIs warrant is sealed by the fact that State. the obligation incurred is finally met. Between incurring and meeting an obligation lies that gulf of the unforeseen which we bridge by hope and belief, whose values are measured by pancy-to reduce it. our resources, knowledge, caution, courage, energy and good intent. Yet quality, we must still allow for the elements of the unexpected and the uncontrollable. Add the total of these and reward for providing surely and cial, adequately against them, and the result is the cost of insurance, which, by methods known to all, is distributed as a tax over the country at large. It follows clearly and logically that insurance is an essential in sound credit-always against the elements which experience has shown on the average to be dangerous and widely on life. The creditor in any form of accidental or elemental destruction of the basic security after taking the moral and commercial risk commensurate with the return, even without such destruction being considered. On such a limitation of risk only can average solvent credits be continuously extended. The borrower who negjustly pay the usual charge for credit case. Hence the obligation for insurerty and merchandise used as a basis for loans or credits from banks or generally in commerce.

I therefore believe that in principle and practice safe insurance and sound the answer. It is the same message credit are inseparable in solvent comprinciple have worked to make the use of insurance almost universal, be broken, but, bound together, were but the average banker and merchant of the country yet find sufficient negligence on the subject to demand a sharp eye on this element of credit present time has been controlled and should take deep interest in more by the companies writing it sound State laws regulating it.

matic premise, that insurance should compact forces in trade, organized be universal on destructible property, very thoroughly everywhere. the logical conclusion is that insurare within the law, yet above it, in ance should be (1) safe and easy to that they comply with laws passed to

-that is, so simple and sure in conall, and so low in cost as to be purchasable on any reasonably good moropinion of it all; hence, as briefly as so safeguarded against improper purpose and so dear on unduly hazardous property that it may be almost unprocurable, with commercial pen-

The first point covers the whole but it is certainly a serious one, and range of relations between the inshould be discussed more with a view sured, the agent and the insurer; the proper form of policy and law relat-There is little need to indulge in ing thereto; the reasonable control of definitions. Credit is a derivation the broker; the energy of the survey proven from the Latin credo, I believe. It is and inspection bureaus; the financial condition and solvency of the companies, with public knowledge of their condition and their control by the

> The second embraces the subject of fire loss and its cost, and fire prevention-in all its phases of building construction, protection and occu-

These relations are so ramified and interwoven, as you well know, that with all these present in quantity and they can not be briefly set forth with any degree of clearness, nor is it necessary here to attempt more than a reference to the many details. All last named, and add further the cost the great branches of political, financommercial and engineering problems are involved. The issue of paramount importance, it almost goes without saying, is the total fire waste and related losses, with the resultant cost of insurance, and the method to reduce both of these-in fact, the broad subject of fire waste and fire prevention.

We already know that all these problems exist, and one by one we should justly be relieved of the risk know many practical methods of ameliorating them all. We have experts-individual and bodies of menwho, point by point, can advise us authoritatively of all evils in this connection that are excessive, and how to grapple with them. We know, in fact, a great deal about what is wrong, how it is wrong and how it lects or declines to insure should can be bettered, in detail. We recognize that the United States fire waste plus the cost of insurance in each is notoriously ten times greater than in Western Europe, and that it should ance in all mortgages and deeds of be practicable to reduce it at least trust and the wisdom of demanding two-thirds, and yet it keeps growing it on all buildings and personal prop- and we have so far not succeeded in controlling or reducing it. Why? Because we are not all pulling together and in the same direction at the common load. That is a large part of Aesop gave ages ago in his fable of Self-interest as well as this the father who showed his sons that single sticks, one by one, could easily unbreakable. It is the old motto, "Divided we fall, united we stand."

Insurance in this country up to the than by any other force. They com-Assuming, therefore, as an axio- pose one of the strongest and most

conditions permit. Insurance is a evacted often despite their opposition, ject should be regulated by forces paradox in that it must be cheap yet but, by virtual combined control of a equally powerful, informed and ordear, and easy yet difficult to obtain

that is, so simple and sure in coned bureaus, they assess and collect on the one hand and the sellers of toll on property largely without out- insurance on the other. As against tract terms as to be understood by side control and as they see fit. The the insurance organization, the public survey, the rating, the adjustment- are an army without a leader, clustersuperhuman to have an authoritative al risk and physical fire hazard, yet surance are in their hands. The ma- hazard groups here and there, as interials of construction, protection and cidents or circumstances determine, occupancy, of buildings and con- and sniping at the common enemy as tents are in their hands to regulate they can. They don't know the subas they think best and assess to the limit they alone determine. If their conclusions are not respected, no insurance issues, with all the dangers and disabilities this entails, or excessive charges are made. This is despotism, but, on the whole, it has reasonably beneficial.

buy and (2) as cheap as controllable regulate and control them, which are it is wrong, because the whole sub-

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Rouge Rex High Top Shoes

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- 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, 1/2 double sole, Cap toe.
- Stock No. 4780-12 inch Kangaroo Blucher, unlined, 1/2 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, 1/2 double sole.
 - Send your order today for immediate delivery.

HIRTH-KRAUSE COMPANY

Manufacturers Grand Rapids, Mich. ject as an engineering or financial cars-and at any rate as a crank. We problem, yet they feel the restraint and are suspicious and resentful. Hence a trade body here, a city there, a State elsewhere, are always in conflict on some subject with the insurance organization.

Real estate organizations, trade organizations in all lines of commerce and manufacture, and generally all public and social bodies, are morally and economically concerned in the waste of life and property from fire and its cost to the individual and the constituent nation.

I have advanced the following proposition in this connection to limit as much as possible the issuance of excessive insurance, viz.:

in triplicate, alleging to his best smiled and said: knowledge and belief and in reasonable detail the values concerned. The curve. Yes, I turned aside to look at so check this application as to en dorse it or else decline it. If en- Force of habit, you know. Been doing dorsed, the insurance company to issue its policy-should it elect to do months." so-with the application attached as a part thereof. In the event of loss, the other. inquiry and adjustment, the company to report any concealment or miser state officer, whereupon, on proof the same penalties to attach to the assured that the broker on the application as would lie against a false credit statement for bank loans or merchandise in any state, in the ab it." sence of other specific penalty."

Such a requirement would be practical and inexpensive. It would force the applicant to know his own affairs and to run grave risk from misrepresentation of even carelessness. It would force the broker to greater care in procuring the issue of policies and safeguarding losses.

Brokers should also be required by law to arrange for payment of the premiums on policies procured through their agency at the time of issue, as usually failure so to do operates to invalidate the insurance which the assured in taking assumes to be

Brokers finally should bear the burden of so shaping the final policy issued-by riders, etc.-as to protect the applicant to the extent agreed, and to make this plain in writing to the applicant in advance—as the torms of contract are not easily or generally understood by the public.

A crying need to my mind at this time in American life is that of more thriftiness and greater regard for the petty economies in life which go to constitute a healthy and continuously successful people. It is the lack of this spirit in the country which is the father of the whole situation just above discussed.

It is the lack of this spirit which taxes every individual in the nation with the results of a rotten road system instead of building good roads, as other civilized nations do.

I confess to an interest and pleasure in automobiling, even if you class me as either a bankrupt or a millionaire-the classes said to own motor

motorists yet believe in good roads.

Finally, it is this spirit in the counin health occasioned by widespread lack of knowledge and interest about now to properly cook the best and cheapest food supply of all lands.

in the stock and intelligence of its was no game, the day seemed a year Powell Evans.

He Was Glad.

Required by Law: "Any applicant a man at his elbow smiling at him, for insurance should make application and after a feeling of anger he also I can get interested in Shakespeare

"I see you have got on to my broker, if any, should be required to the baseball score, forgetting that the games were over for the season, the same thing for months and

"Say, I lived on it. I ate and slept with it. Every morning I made a spring I had a hundred friends. When hey closed I hadn't one. I had called them all liars and horse thieves

"It gets in the blood."

thing but baseball all day, and at night I dreamed of it and cried out try which is responsible for the waste in my sleep. My wife refused to discuss the game, and the relations between us were strained. Our servant girl refused to argue and I discharg-There is no question about the ed her. My father-in-law said there United States being the greatest was no game like poker and I incountry in the world, physically and sulted him. On Sunday, when there people, but at present we are too long to me. The boss offered to busy and successful to give reasonable raise my wages \$5 a week if I would attention to important small things. cut it out and I told him he was no patriot."

"But it's all over now."

"Yes, and I'm glad of it. In an-He had turned away from the front other month I can get over thinking of a newspaper office when he found about it and turn to something else, and before the winter is over perhaps or history again. I may have to get out into the back yard and yell now and then as a safety valve, but I shall do it as gently as I can and without threatening to knock the other fel-low's head off."

A grade teacher, after having a "You were an enthusiast?" queried medical examination in her room recently, wrote the following note to the parents of a certain boy: "Your little boy, Charles, shows signs of astigmarepresentation discovered to the prop- bet and every evening I found I had tism. Will you please investigate and lost it. When the games began last take steps to correct it." To which she received a note in reply, saying: "I don't understand exactly what Charles has been doing, but I have walloped over baseball and they couldn't stand him to-night and you can wallop him to-morrow, and that ought to help



Add This to **Your Usual Profit** On Rubbers

Figure in your mind what it will be worth to you to handle a line that has gone steadily ahead until it leads the procession in wear, fit and style and that is even better this season than ever before.

There are a lot of points about the

"Wales Goodyear"

the Bear Brand, that pull, specialties that the other fellows don't make, and honest come - back - for - more- of-thesame-kind service, especially in the boys' and girls' overs.

Add to the satisfaction of handling the right rubber line the advantage of ordering

We'll have a salesman call or send you a catalog for a postal.

Herold-Bertsch Shoe Co.

Wales Goodyear Rubbers

(The Bear Brand) Grand Rapids, Michigan



A Superior Photo-Engraving Service

The success of our large and increasing business is due to the fact that we make plates superior to the general average. It Is Is Is

We want the patronage of particular people those whose requirements call for the best in designing and illustrating, and who realize that the better grades of work cannot be bought for the price of the commonplace. * * *

The scope of our work is unlimited. It embraces all branches of commercial illustrating for typographical purposes. * * * *

If you are not obtaining engravings equal to the standard of your requirements in printing quality and illustrative value, we would suggest that you permit us to demonstrate the value of a really intelligent service in combination with a high-class product. * *

Tradesman Company

Grand Rapids



How To Interest a Prospect in Your Line.

When you have secured an interview and flagged your prospect's momentary attention how do you go him in what you are saying. about working up his interest in your

regulation string of meaningless general remarks about your product that seven salesmen out of ten carry around as their ordinary working equipment? Or are you one of the ogists call an immediate interest; the three out of ten who know how to make a clean-cut specific opening as skillfully as a champion chess player?

is driven in desperation to rise up self-his dinner, for instance, or an and throw you out, or do you understand the subtle art of jogging his jaded mind into a receptive state for the facts you want to impart to him?

nerves and liability to brain fag, even is everlastingly tired of the monotony oi interviews with salesmen of the invertebrate type; who all come at him general observations about the goods ments that their goods are the best as well in buying elsewhere, and so on ad libitum, ad nauseam.

The prospect resents having this feels that he is no patented cast iron mail receptacle for casual packages of ill-assorted selling talk that any one reveal to me that a certain will conwho happens along may want to throw into him.

How would you like it yourself to be a prospect strapped fast in your page in comparative interest for me. chair without possibility of escape, while the old familiar line of general observations about "quality," "price," "terms," "prompt shipments" and "prestige of the house" was rammed into your suffering ears by relays of different salesmen on an average of from five to twenty times a

Wouldn't it make you a misanthrope?

Wouldn't you long for a change? this sort of thing, that he doesn't grow enthusiastic over it? Can you wonder when you call on him that he does-

n't jump to embrace you and bite his dies. initials in your order book?

Have some consideration for the man you are calling on. If you don't you will find he will have no consideration for you after he discovers

Remember that you are not try ing merely to unburden yourself of a certain amount of conversation in his presence: you are trying to interest long string of description of your

The psychology that underlies the process of exciting a prospect's in-Do you proceed to hand him the terest is a very simple thing to under-

> There are in general two kinds of interest that the human mind is capable of feeling. One is what psycholother is known as a derived interest.

Immediate interest is the interest a man feels in a thing that is directly Do you bore your prospect until he and spontaneously interesting in itexciting play, a fascinating picture, attractive music, a beautiful or if he is an athlete, an instructive book Your prospect is human, with or lecture if he is a serious minded man. These things are all interestas you and I. If he is in business he ing in themselves; they have an innate fascination that attracts and holds the attention.

There are a vast number of other with the same kind of loose-jointed things that have merely a derived interest for a man. They have no fasthey handle-mere boresome state- cination in themselves; they are interesting merely because of their regoods, that their house is the best lation to something else-merely behouse, that the prospect couldn't do cause they are a means to an end tablished since the time of Noah's that in itself is interesting.

I have no immediate interest in legal documents called wills, for insort of thing thrust upon him. He stance. I would not cheerfully spend time in studying a will as I would in listening to music or a play. But tains a clause leaving me a fortune, and the most exciting play ever produced will be as dull as a dictionary

You have shown me that document's relation to my own intimate well being-it derives all its interest for me from that relation.

A man's interest in his business, nine times out of ten, is purely a derived interest. He does not toil and worry and strain because he likes to toil and worry and strain, but because he wishes to make money and to achieve an honorable position among his fellows. His business is a means Can you wonder, if you are one of to this end; his interest in it is not two of them, and he'll ask you of his those who afflict the prospect with immediate but derived. When it ceases to make money for him or ceases to give him an honorable standing

tion for the business man.

well being or the welfare of his busi-Therefore, don't begin talking on your side of the fence about yourself, your company, your product, or your desire to sell him. Get over on his side of the fence first. Make him feel that he has a need-then show him that your product will fill it.

speakably. Your product has no earth-

ly interest to him until you show

Make him see that he has an opportunity, then show him that your product will enable him to realize it. Put him, his need, or his opportunity in the forefront of your talk and let your product and assertions about it fol-

low afterward.

Patent medicine advertisers understand this principle of salesmanship. They catch a reader's interest and attention in the forefront of their advertisements with talk about the or pleasure. Touch him on those reader himself, his pains and symptoms, troubles, worries and weaknesses. They warn him that his symptoms are dangerous; that unless he coffin. He hears the microbes gnawing as he reads. His pitying concern frame of mind where he is not only willing to take Golden Dope but if no remedy were recommended he would go out on a hunt for Golden Dope or some other kind of dope himself

If the advertisement had begun by cracking up the medicine, proving at great length that its ingredients were pure, its taste delightful and its efficacy certain, its manufacturers escelebrated voyage in the ark-would the newspaper reader have hot-footed it to the druggist's to get a trial bottle? The chances are a hundred to one that he would not have had sufficient interest to read the advertisement.

Tell a man that you have a wonderful consumption cure and start to describe it-and he will yawn and send you away. But convince him that he has consumption and he will come to you and pray for a remedy.

Tell a man that you have a valuable piece of mechanism called an adding machine and he won't have time to listen to your description.

But show him with a pencil and paper what it costs him in a year to pay the four clerks who are adding up columns of figures in his office and tell him that you can enable him to dispense with the services of own accord to bring your machine around and let him have a look at it.

Tell a farmer that you want to sell in his community its interest for him him a thoroughbred collie dog and he will say that he is not interested in Now to apply this principle to your fancy dogs. But ask him if it does work as a salesman. You and your not bother him, with his rheumatism, product have no immediate fascina- to keep his herd of cows rounded up To be- as he drives them to and from the gin with the usual mechanical string pasture, and you will be leading him, to what class of salesmen you be- of hackneyed assertions about it and absorbed with interest, up to the descriptions of it would bore him un- point where the disclosure of your

collie's cow-driving ability will make the farmer voluntarily ask you what him some relation between it and his you will take for the dog.

This principle holds good in all

An insurance agent who begins to describe particular policies before he has his man convinced of his need for insurance will never land his man. He is putting his proposition wrong end foremost.

A loose leaf ledger salesman who starts to describe his different makes of loose leaf ledgers before he has made his prospect realize that bound ledgers are costing him too much labor and money is wasting his time.

To arouse a prospect's interest, then, begin by getting over on his side of the fence. He has a deep and never ceasing interest in himself and in everything that affects himself or his well-being, comfort, safety, profit springs of action and he will respond every time.

When you have started his interest lead off a little along the line takes immediate steps to escape he is that caught him. Play him as you bound straight for his shroud and would a fish. Let him take the ban and carry it; that is, give him a chance for himself grows deeper and deeper talking if you can. Develop his into ask a question. Lead him into charming woman, an out-door game, and by the time he has reached the terest; make it bud and sprout and end of the advertisement he is in a branch and grow. Carry him along with you as far as he will go.

If the lead for his interest you tried first was not the right one, try again with another, profiting by what you learned from your first failure.

But see that his interest is hooked securely before you begin to describe your product in detail. beseech you, unreef your jaw and reel off a string of mechanical technical talk about your product as if it were something you had

Hotel Cody

Grand Rapids, Mich. W. P. COX, Mgr.

Many improvements have been made n 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.

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia. The tide of popular favor in Grand Rapids is turned toward

Hotel Livingston Grand Rapids

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could feel easy in your mind.

After you have roused your prospect's interest and are fairly launched into your selling talk, you will appeal to him although they have appealed to other prospects in the past. Skip these parts.

Many salesmen are unable to dodge from one part of their selling talk to another in order to pick out the facts that will strike home. These chaps have to repeat their whole story in routine fashion or not at all. Their information and argument all cohere in one tremendous bunch, like a wad of pulling candy. They can not yank out one fact from among all the others and hand it to a man. They can not see that he needs just that one fact or argument and no other. They have learned their entire talk in a certain order and must get it off exactly as they he said: learned it. In many cases they have the very words committed to memory, which in itself is all right, but they have learned merely the words and a certain mechanical sequence of facts. An interruption, or the loss of a few phrases, or an unexpectedly sharp question from the prospect would throw the entire mechanism of their talk out of gear.

Such salesmen are like the boy in school who has to "speak a piece." The urchin begins at a clipping pace: "The boy stood on the burning deck whence all but him had fled." At this point his memory fails. He can not think of the first word of the next line. He must think of that word or he can not go on. He begins again: "The boy stood on the burning deck whence all but him had fled." Horrible feeling-he's lost that word! By no possibility could he supply a line of his own to state the next fact about the hero. He doesn't know the next fact about the hero. He has learned a certain sequence of words without real comprehension of their meaning. He has only a vague idea of what really happened to the chap in the poem. His brain is whirling with confused notions of ships on fire-swirling flames-agonized boy. He couldn't tell you in his own words the story of the poem. He couldn't analyze the adventure nor tell you the different stages of it. He couldn't answer any questions about it.

The best he can do is to repeat the words of that poem by rote, just as he learned them.

In his desperation he once more blurts out the first line: "The boy stood on the burning deck"-comes to a dead stop-then loses his bearings altogether and stumbles crazily through the verses, reciting it backwards, crosswise and down the middle. It was the deck that stood on the burning boy, the flames that had fled, and so forth. At this point the with: "There, that will do. Go and sit down."

The urchin speaking a piece is no worse a bungler than many salesmen.

The efficient salesman has his arguments all classified and pigeon-holed, so to speak, under their proper of expression and so electrified the spectable persons are usually the her.

to get out of your system before you heads. He is ready for all emergen- convention that it straightway nomcies and can produce anything that is inated him for President. needed at a moment's warning. He can shift from one end of his selling talk to the other, omitting much or find that certain parts of it will not little, according to his prospect's interest. He never loses sight of the fact that his main purpose is to adapt his talk so that that interest shall be kept at white heat.

> An orderly brain, in which data are classified and stored away in compact shape, is a great possession. I got this pigeon-hole simile from a remark of Napoleon's. The great Frenchman had a mind crowded with a tremendous mass of information connected with his administrative work-law facts, finance facts, military facts, and so forth.

> When people asked him how he could hold an almost infinite number of details in his mind without confusion and draw on any of them at will,

> "My mind is like a set of a hundred pigeon-holes: one for law; one for finance, one for military administration, etc. I open one, take the contents out and work with them, forgetting what is in all the other pigeon-holes for the time being Then I close that pigeon-hole and open another. At night I close them all and sleep."

The ideas of a salesman with an entrained mind are like a mob of guests at a hotel, who scramble out pellmell in crazed hurry and only half-dressed at the cry of "Fire!" The prospect has only to sepak the one sharp word, "Why?" at an unexpected place-that is the alarm cry that upsets all the salesman's usual routine argument and starts up the excitement. All the facts and reasons in that salesman's selling talk come piltumbling over one another, half clothed in decent speech and less than half intelligible to his auditor.

Subject your selling talk to discipline. This can be done only by keeping each fact in the background until the time comes to use it effectively-then bringing it forth with promptness and accuracy, appropriately dressed in words best to perform.

In no other way can you be sure of getting and holding the prospect's interest.

I speak of appropriate dress for your arguments. There is everything ple without resort to the courts. in the expression that you give your

It is a delicate art, this art of putting things. And it makes a tremendous difference in results.

It was a knowledge of this art that transformed an obscure congressman, William Jennings Bryan, into a national character in a single day.

When Bryan made his great speech at the first Democratic convention teacher puts an end to the agony that nominated him he brought forward not one idea that had not been hashed over on the floor of that convention hall a dozen times before by el those old, familiar ideas into a

Half a dozen writers wrought the Merchant of Venice tale into stories and plays before William speare seized on it and worked it up anew in his own original way. The half dozen other versions of the story are forgotten, but Shakespeare's play is immortal.

Great poets are men who put commonplace ideas that all men hold into a setting of brilliant expression which makes them more dazzling than diamonds.

There is one way of framing up any kind of a statement that is more effective than any other way.

Remember this when you call on a prospect. Don't be content to chuck out at him whatever frayed remnants of conversation about your product you may have floating around loose in your mind. See to it not merely that you state the right fact, but that you clothe it in the most effective form of expression that is possible to you. That is the only way to get and retain his interest.

Learn to anticipate your prospect's mood. Watch his eyes and try to fathom his mental processes. will then perceive if you are making a good impression, and if not, can judge how best to alter your course. W. C. Holman.

THE CENSUS ON CRIME.

Murders result from envy, from jealousy, from a desire to secure revenge from some injury and from attempts to conceal other crimes. Murder in this country and perhaps in the present age is not a professional crime, as it was at earlier periods of the world's history. Then there were bravoes who could be employed to provoke violent disturbances so that ing out on the end of his tongue and they might have opportunity and alleged justification to make an end of persons whose death was desired and there were also assassins who would perpetrate secret murders for hire. Such murderous professionals are not needed in this day, because almost any pretense of self-defense will not only excuse but justify murder in the estimation of average juries, and this remarkable lenience and the endless suited to the service it is expected delays on the part of the machinery of the law have largely brought it into contempt, so that when a killing or other crime of peculiar atrocity occurs it is often the case that primitive justice is dispensed by the peo-

Next to crimes against the person are those against property. There are in general two classes that commit crime against property. They are first those who are determined to live without honest labor, and therefore devote themselves to preying upon the property of others. They are professional thieves. The other class are composed of persons of apparent respectability who occupy positions of trust in the business of others. They engage in various sorts of robbery, usually some form of embezzlement, which business they carry on possiother speakers. But Bryan marshal- bly for years without being suspected until finally exposed. The robbernew order, gave them a striking form lies carried on by these apparently re-

largest and some of them amount to millions of trust funds and of the money of corporations.

These apparently thieves are most devoid of constantly devising means to increase their criminal operations, while maintaining their social, political and business standing before the world.

A writer in the Popular Science Monthly for October has been analyzing the criminal statistics of the United States from the census reports. He finds an aggregate prison population of 81,772,557 less than a like report for the previous decade ending with the year 1890.

By states the figures present an equally exceptional showing, unexplainable upon the basis of any known law of criminal variation. Thus, among the foremost States that have shown an actual increase in the number of offenders, we have Kansas, 58.2; West Virginia, 50.6; Florida, 40.7, and Washington, 26.6. Twenty of the states, many of them under similar civic, social, climatic and economic conditions, register a marked falling off in the number of such defalcants, notably New York, leading with an actual decrease of 1,606; followed successively by North Carolina, 848; Illinois, 756; Arkansas, 589; Tennessee, 454; Alabama, 450; Arizona, 359; Missouri, 40, and California, 43 prisoners.

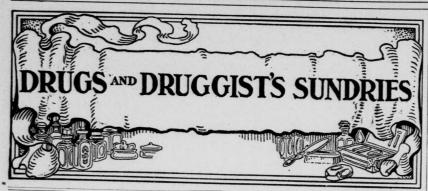
The decrease in the prison population is attributed to the widespread adoption of the new practice of releasing prisoners on probation, upon the theory that ordinary criminals are not intentionally wicked, but have been drawn or driven into evil way's by circumstances. This sort of lenience ought to be confined exclusively to those undergoing their first conviction, but even this is not a reliable basis, for some of the most hardened criminals who should long ago have felt the strong hand of justice have escaped through favoritism or other devices equally injurious.

As to illiteracy, that relation is not so apparent in the present as is usually shown by the reports of local institutions. Of the 144,597 committals for the year 1904, 83 per cent. were literates, and 12.6 per cent. were given as illiterates and 4.3 per cent. not stated. The total percentage of illiterates in the United States was 10.7 per cent.

There is a theory growing up that crime is merely a disease and should be met by remedial measures instead of punishment. These radical ideas when once they get into vogue are apt to be carried to extremes. The result will be that so many will be encouraged to lives of crime, and the country will become so filled with excused and protected marauders that society will be forced to rise up and make war on them and return to the old methods of repression. But we are far from that now.

Lots of sour people would be tolerable if they did not prate so much about their honey.

A splendid way to get engaged to a young widow is by trying to avoid



Michigan Board of Pharmacy.
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Secretary—E. E. Calkins, Ann Arbor.

Formula for a Liquid Glue.

A superior article, it is said, may be obtained as follows:

Sugar		:				 . 1	part
Water						3	parts
Slacked	lime .					 . 1/1	part

Dissolve the sugar in the water, add the lime with occasional agitation of the mixture and heat to 60 or 70 deg. C. for halt an hour; allow the vessel to rest for some time and decant the supernatant liquid. To 12 or 15 parts of the solution thus obtained the liquids to remain in contact for add 3 parts of glue in small pieces and allow them to swell; heat the mixture until complete solution has been effected and allow to cool.

This mixture, it is said, will remain Potassium permanganate 1/4 oz. permanently liquid; nor does glue, when thus treated, suffer any loss of adhesive qualities, which is always the case when acid is employed for purposes of preserving it in a state of The consistency of such a glue may be regulated, according to the requirements, by the lution an emulsion-like mixture is amount of calcium saccharate solution employed in its preparation. An almost colorless article may be obtain- subsiding and showing considerable ed by the substitution of gelatin for glue.

Glues prepared after the above for mula are said to possess unexcelled adhesive properties.

The following formulas are also recommended:

C	
Geiatin100	parts
Glue100	parts
Alcohol 25	parts
Alum 2	parts
Acetic acidsuff	icient

Heat the whole on a water bath for six hours, replacing the acetic acid from time to time as it evaporates. Lastly, add sufficient acetic acid to produce a fluid of syrupy con-

Liquid glue prepared according to the above formula is, on account of the presence of alum, almost insoluble in water.

Both metal and wood may be mended by the use of the preparation, it is Reginald E. Dyer.

How To Disguise the Odor of Kerosene.

Various processes have been recommended for masking the odor of kerosene or "lamp" oil, such as the addition of various essential oils, artificial oil of myrbane, etc., but none Michigan State Pharmaceutical Association. of them seem to have proved entirely satisfactory. The addition of The addition of amyl acetate in the proportion of to grams to the liter (1 per cent.) has

Some years ago Beringer proposed a process for removing sulphur compounds from benzine, which presumably would be equally applicable to kerosene. It is as follows:

Potassium permanganatet Salphuric acid 1/2 pt. Water31/2 pts.

Mix the acid and water and when the mixture has become cold pour it into a two-gallon bottle. Add the permanganate and agitate until it is dissolved. Then add benzine, one gallon, and thoroughly agitate. Allow twenty-four hours, frequently agitating the mixture. Separate the benzine and wash in a similar bottle with

Caustic soda½ oz. Water

Agitate the mixture frequently during several hours, then the benzine and wash it thoroughly with water. On agitating the benzine with the acid permanganate soproduced which separates in a few seconds, the permanganate slowly reduction.

In the above process it is quite probable that the time specified (twenty-four hours) is greatly in excess of what is necessary, as the reduction takes place almost entirely in a very short time. It has also been suggested that if the process were adopted on a manufacturing scale, with mechanical agitation, the time could be reduced to an hour or two. P. H. Quinley.

The religion that has to be warmed up once a week soon becomes a

He who has to manufacture his smiles finds that grudges within turn them into grins.

tough proposition.

Take care of your leisure and your life will take care of itself.

"Black eyes," or other temporary discolorations of the skin, may be disguised by the application of pink grease paint or collodion colored by means of a little carmine. As a lotion the following have been recom-

Ammonium chloride 1 oz. Alcohol I oz.

Dilute acetic acid may be substituted for half the water and the alcohol may be replaced by tincture of arnica with advantage.

Eye Bleach For Black Eyes. Oxalic acid15 grs. Distilled water I OZ.

This is to be applied with camel's Lair pencil every one, two or three hours. Be careful not to get it in the eyes, as it smarts considerably. It is aid to remove the discoloration over night. (This should bear a poison label and the external use warning. The label should also state that the olution must not be allowed to get into the eyes themselves.)

Tincture of capsicum applied very cautiously so as not to get into the eyes stimulates the circulation and thus removes the cause.

Joseph Lingley.

Pure Drug Show Planned for This Fall.

Preparations have been completed for holding what is called a pure drug show in Madison Square Garden, New York, during the coming month of October. Druggists' sundries, toilet articles and proprietary goods are to

Formula For Treating a Black Eye. be exhibited and should prove attractive not only to druggists, physicians and dentists, but also to the general public. This opens up a wide field for soft drinks and soda fountain requisites.

He Anticipated.

As the farmer had a seat with me in the railroad car and seemed rather diffident I thought it my duty to try and put him at his ease and, therefore, asked!

"I suppose you keep pretty well posted on politics?"

"Oh, yes," he replied.

There was silence for another five minutes and then I asked:

"Do you anticipate a lively session of Congress this coming winter?"

He took so long in answering the question that I had given it up when he replied:

"I don't know nothin' about Congress and don't want to, but I'm anticipatin' that my son Bill, who was huskin' corn when I left, has jest loafed on me all the afternoon, and that when I get home I shall have to give him such a lickin' that the bellerin' of three bulls won't begin to equal his holler!"



Liquor Register System

For Use In **Local Option Counties**

[] E 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

Send in your orders early to avoid the rush.

Tradesman Company Grand Rapids, Mich.

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WHOL	ES	A	LE DRUG P	RIC	E	CURRENT	
Acidum	••		Copaiba1	75@1	85	Scillae @	50
Aceticum Benzoicum, Ger	6@ 70@	8 75	Cubebae 2			Scillae Co @	50
Boracie	@ 16@	12 23	Erigeron2 Evechthitos1			Tolutan @	
Citricum	42@	46	Gaultheria2			Prunus virg @ Zingiber @	50 50
Hydrochlor Nitrocum	3 <i>@</i>	5 10	Geraniumoz	0	75	Tinctures	•
Oxancum	14@	15 15	Gossippii Sem gal			Aloes	60
Salicylicum	44@	47	Hedeoma,2 Junipera			Aloes & Myrrh	60
	75@	5 85	Lavendula			Anconitum Nap'sF Anconitum Nap'sR	50 60
	38@	40	Limons1			Arnica	50
Ammonia Aqua, 18 deg Aqua, 20 deg	4@	6	Mentha Piper1			Asafoetida	50
Aqua, 20 deg	6@ 13@	8 15	Mentha Verid 2 Morrhuae, gal1			Atrope Belladonna Auranti Cortex	60 50
	12@	14	Myrlcia3			Barosma	50
Black2	00@9	95	Olive1			Benzoin	60
Brown	80@1	00	Picis Liquida Picis Liquida gal.			Benzoin Co Cantharides	50 75
Red2	45@ 50@3	00	Ricina	94@1	00	Capsicum	50
Baccae			Rosae oz6			Cardamon	75 75
	39@ 10@	42 12	Rosmarini	@1		Cardamon Co Cassia Acutifol	50
	45@	50	Santal	@4	50	Cassia Acutifol Co	50 1 00
Copaiba	65@	75	Sassafras	85@	90	Catechu	50 50
Peru 1 Terabin, Canada Tolutan	80@1	90	Sinapis, ess. oz Succini	40@	45	Cinchona Co	60 50
Tolutan	40@	45	Thyme Thyme, opt Theobromas	@1	60	Cubebae	50
Contey			Theobromas	90@1	00	Cubebae Digitalis Ergot Ferri Chloridum	50 50
Abies, Canadian Cassiae		18 20	Bi-Carb		18	Ferri Chloridum Gentian	35 50
Cinchona Flava Buonymus atro		18 60	Bichromate	13@	15	Gentian Co	60 50
Myrica Cerifera Prunus Virgini		20 15	Bromide	$\frac{25@}{12@}$	30 15	Guiaca ammon	60
Quillaia, gr'd		15	Chloratepo.	12@	14 40	Hyoscyamus Iodine	50 75
Sassafras, po 25 Ulmus		24 20	Iodide2	50@2	60	Iodine	75 50
Extractum			Carb Chloratepo. Cyanide Iodide2 Potassa, Bitart pr Potass Nitras opt	7@	10	Lobelia Myrrh	50 50
	28@	30 30	Prussiate	23@	26	Nux Vomica	1 25
Haematox		12 14	Sulphate po Radix	15@	18	Opil, camphorated	1 00
Haematox, ½s	14@	15 17	Aconitum	20@	25	Opil, deodorized Quassia	2 00 50
Ferru	100	1.	Althae	30@ 10@	35 12	Rhatany	50 50
Carbonate Precip.		15 00	Arum po	200	25 40	Sanguinaria	50 50
Citrate and Quina Citrate Soluble		55		$12@ \\ 16@$	15 18	Sanguinaria Serpentaria Stromonium	60
Ferrocyanidum S Solut. Chloride		40 15	Hellebore, Alba	12@	15	Tolutan	60 50
Sulphate, com'l Sulphate, com'l, by		2	Hydrastis, Canada	$\begin{array}{c} @2 \\ @2 \end{array}$	cal	Valerian Veratrum Veride Zingiber	50 60
bbl. per cwt		70 7	Inula, po2	$18@ \\ 00@2$	10	Miscellaneous	
Sulphate, pure		•	Hydrasus, Can. po Inula, po	35@	40	Aether, Spts Nit 3f 30@ Aether, Spts Nit 4f 34@	38
Arnica		25		Co	10	Alumen, grd po 7 3@ Annatto 40@	50
Anthemis Matricaria	50@ 30@	60 35	Podophyllum po Rhei	== - 1	18 00		50
Folla		20	Rhei	$00@1 \\ 75@1$	25 00	Antifebrin @ Antipyrin @	2(
Cassia Acutifol.	50@	60	Sanguinari, po 18	200	15 25	Argenti Nitras oz @	62
	$15@ \\ 25@$	20 30	Senega Serpentaria	85@	90 55	Arsenicum 10@ Balm Gilead buds 60@	G G
Salvia officinalis,	18@	20	Smilax, M	@	25	Calcium Chlor, 1s @	1 88
		10	Smilax, M Smilax, offi's H Spigella1	45@1	50	Baim Ghead buds of the Bismuth S N 1 65@ Calcium Chlor, 1s @ Calcium Chlor, ½s @ Calcium Chlor, ¼s @	10
Gumml	@	65	Symplocarpus	(a)	25 25	Cantharides, Rus. @ Capsici Fruc's af @ Capsici Fruc's po @ Cap'i Fruc's B po @ Carmine, No. 40 @ Companying	9
Acacia, 1st pkd. Acacia, 2nd pkd. Acacia, 3rd pkd. Acacia, sifted sts.	@	45	Valeriana Eng Valeriana, Ger	15@	20 16	Capsici Fruc's po @	22
Acacia, sifted sts.	@	35 18	Zingiber a Zingiber j	25@	28	Cap'i Fruc's B po @ Carmine, No. 40 @	4 25
Acacia, Do	22@	65 25	Anisum po 20	@	16	Carbnynus 2000	
Aloe, Cape	(A)	25 45	Anisum po 20 Apium (gravel's)	13@	15	Cataceum @	35
Ammoniae	55@	60	Cannabis Sativa	700	8	Centraria @ Cera Alba 50@ Cera Flava 40@	55
Benzoinum	50@	55	Carui po 15	12@	15	Crocus 300	36
Aloe, Socotri Ammoniac Asafoetida Benzoinum Catechu, Is Catechu, ½s Catechu, ¼s Camphorae Euphorblum Galbanum	@	14	Apium (gravets) Bird, 1s Cannabis Sativa Cardamon Carui po 15 Chenopodium Coriandrum Cydonium Dipterix Odorate 2 Foeniculum	12@	14	Chloroform 34@ Chloral Hyd Crss 1 20@	1 45
Catechu, ¼s Camphorae	60@	16 65	Cydonium Dipterix Odorate 2	$75@1 \\ 50@2$	75	Chloro'm Squibbs (a)	90
Euphorbium	@1	40	Foeniculum Foenugreek, po	7@	18	Cinchoniding P-W 38@	48
Camboga no 1	25@1	35			6	Cinchonid'e Germ 38@ Cinchonidine P-W 38@ Cocaine 2 80@ Corks list, less 75%	3 00
Kinopo 450	@	45	Lini, grd. bbl. 234 Lobelia	75@	80		
Masticpo 50	(11)	45	Pharlaris Cana'n Rapa Sinapis Alba	9 @ 5 @	10	Creta bbl. 75 @ Creta, prep @) 2
Opium 4	65@4	75 55	Sinapis Alba Sinapis Nigra	8@	10 10	Creta, prep @ Creta, precip 9@ Creta, Rubra @	11
Shellac, bleached	60@ 70@1	65	Spiritus			Cudhear	24
Tragacanth	1001	00	Frumenti W. D. 2 Frumenti1	25@1	50	Cupri Sulph 3@ Dextrine 7@ Emery, all Nos @	10
	45@	60 20	Juniperis Co1	75@3	50	Emery, all Nos @ Emery, po @	, ,
Lobelia oz pk		20	Spiritus Frumenti W. D. 2 Frumenti	90@2	10	Emery, po @ Ergota po 65 60@ Ether Sulph 35@ Flake White 12@	
		28 23 25	Vini Alba1	25@2	0.0	Flake White 12@ Galla @	1:
Mentra Pip. oz pk Mentra Ver oz pk		25 39	Vini Oporto1 Sponges	25@2	00	Gambler 3@) !
Rueoz pk TanacetumV Thymus Voz pk		22 25	Extra vellow sheer	os' @1	95	Gambler 3@ Gelatin, Cooper . @ Gelatin, French 35@	6
Magnesia			Florida sheeps' wo	ool	20	Less than box 70%	
Calcined. Pat	55@ 18@	60 20	Florida sheeps' wood garriage & Grass sheeps' wood	3 00@3 1	50	Glue, brown 11@ Glue, white 15@	0 13
Carbonate, K-M.	18@	20 20	carriage Hard, slate use	@1	25	Glycerina 22@	3
Carbonate			Nassau sheeps' wo	ool	75	Grana Paradisi @ Humulus 35@	0 6
Absinthium5	50@5 75@	75 85	Velvet extra sheer)S'		Grana Faradisi Humulus	1 1
Amygdalae Dulc. Amygdalae, Ama 8	90@8	25	wool carriage Yellow Reef, for	@2		Hydrarg Ch Cor Hydrarg Ox Ru'm	91 0
Amiguaiae, Ama s Anisi	75@2	85	slate use	@1	40	Hydrarg Ungue'm 50@	6
Cajiputi	85@	90	Acacia	@	50	Ichthyobolla, Am. 90@	01 0
Caryophilli1	50@1	90	Ferri Iod	@	50 50	Indigo 75@ Iodine, Resubi3 85@	03 9
Chenopadii3 Cinnamoni 1	75@4 75@1	00 85	Rhei Arom	@	60 50	Liquor Arsen et	04 0
Auranti Cotek 2 Bergamii 5 Cajiputi Caryophilli 1 Cedar Chenopadii 3 Cinnamoni 1 Conium Mae Citronella	80@	90	Smilax Offi's Senega	50@	60 50	Indigo	0 2

	Lupulin @ 40		
-	Lycopodium 70@ 75	Saccharum La's 18@ 20 Zinci Sulph 7@ 10	
1	Macis 65@ 70	Salacin 4 50@4 75 Oils	
	Magnesia, Sulph. 3@ 5	Sanguis Drac's 40@ 50 bbl. gal.	
1	Magnesia, Sulph. bbl @ 1%	Sapo. G @ 15 Lard, extra 35@ 90	
	Mannia S. F 75@ 85	Sapo, M 10@ 12 Linseed, pure raw 60@ 65	
	Menthol 3 00@3 25		
	Morphia, SP&W 2 90@3 15	Seidlitz Mixture 20@ 22 Neat's-foot, w str 65@ 70	
	Morphia, SNYQ 2 90@3 15		
1	Morphia, Mal 2 90@3 15		
	Moschus Canton @ 40 Myristica, No. 1 25@ 40	Snuff, Maccaboy, De Voes @ 51 Whale, Winter 70@ 76 bbl. L.	
۱	Nux Vomica po 15 @ 10	Snuff, S'h DeVo's @ 51 Green, Paris21@ 26	
1	Os Sepia 35@ 40	Soda, Boras 540 10 Green, Peninsular 130 16	
	Pepsin Saac, H &	Soda. Boras. po5\\(\frac{1}{2}\)\@ 10 Lead, red 7\\(\frac{1}{2}\)\@ 8	
	P D Co @1 00		
	Picis Liq N N ½ gal. doz @2 00		
	Picis Liq qts @1 00	bout, Di Caro II	
	Picis Liq pints @ 60	Soda, Sulphas @ 2 Putty, strict pr 21/2 23/4 @3	
	Pil Hydrarg po 80 @	Spts. Cologne @2 60 Red Venetian1% 2 @3	
	Piper Alba po 35 @ 30 Piper Nigra po 22 @ 13	Spts. Ether Co. 50@ 55 Shaker Prep'd 1 25@1 35 Spts. Myrcia @2 50 Vermillion, Eng. 75@ 80	
	Piper Nigra po 22 @ 13 Pix Burgum @ 3	Spts. Myrcia @2 50 Vermillion, Eng. 75@ 80 Spts. Vini Rect bbl @ Vermillion Prime	
	Plumbi Acet 12@ 15	Spts. Viii Rect ½ b @ American 13@ 15	
	Pulvis Ip'cet Opil 1 30@1 50	Spts. Vi'i R't 10 gl @ Whiting Gilders' @ 95	
1	Pyrenthrum, bxs. H	Spts. Vi'i R't 5 gl @ Whit'g Paris Am'r @1 25	
	& P D Co. doz. @ 75		
ı	Pyrenthrum, pv. 20@ 25 Quassiae 8@ 10		
	Quina, N. Y 17@ 27	Tamarinds 8@ 10 Varnishes	
	Quina, S. Ger 17@ 27	Terebenth Venice 28@ 30 Extra Turp 1 60@1 70	
1	Quina, S P & W 17@ 27	Thebrromae 48@ 50 No. 1 Turp Coach 1 10@1 20	
=1			

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 coming in very fast, we are yet in position to care for the belated buyer and his unlooked-for and unexpected wants.

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.

(Agents for Walrus Soda Fountains)

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

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GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Indon to Manista					
Index to Markets By Columns				2	
	ARCTIC A	Do	z. Cove, 11b. Cove, 21b. Cove, 11b.,	ysters	85@
A Col	12 oz. ovals 2 AXLE G	REASE	Cove, 21b.,	oval1	60@1
Ammonia	11b. wood boxe	er's s, 4 doz. 3 0	0 Plums	Plums	00@9
B B	1th. wood boxe 1th. tin boxes, 3½th. tin boxes	3 doz. 2 3 8, 2 doz. 4 2	5 Marrowfat 6 Early June 7 Early June	Peas	90@1
Baked Beans 1 Bath Brick 1 Bluing 1	10lb. pails, per 15lb. pails, per 25lb. pails, per	doz 7 9	Early June	Sifted 1	95@1
Brooms 1	RAKED	DEANIC	P	eaches	0001
Butter Color 1	1th. can, per d 2th. can, per 3th. can, per d BATH E	oz 9 doz1 4			
Candies 1	BATH E	BRICK	Grated	1	85@2
Carbon Oils 2	English	8		mpkin	2 (1) 60
Catsup 2 Cereals 2 Cheese 2	Arct 6 oz. ovals 3 de	ic	Good	******	1
Cheese 2 Chewing Gum 3	16 oz. round 2 o Sawyer's Pe	loz. box 7	Gallon		2
Thewing Gum 3 Chicory 3 Chocolate 3		Don Chan	Standard		@
Clothes Lines	No. 3, 3 doz. w No. 5, 3 doz. w Sawyer Crystal	ood bxs 7 00 Bag	Col'a River, Col'a River, Red Alaska Pink Alaska	talls 1	95@2
ocoa Shells 3	Diue	4 00	Red Alaska	1	25@2 35@1
Confections 11	No. 1 Carpet, 4 No. 2 Carpet, 5 No. 3 Carpet, 5 No. 4 Carpet, 5 Parlor Gem	sew2 75	Domestic	rdines	90@T (
ream Tartar 4	No. 4 Carpet, 3	sew2 25	Domestic, 1 Domestic, 3 Domestic, 3 California, California, French, 1/4s French, 1/4s	2S	4 @ 5
oried Fruits 4	Parlor Gem Common Whisk Fancy Whisk	90	California,	14811	% @ 9 @14
F	Warehouse	3 01	French, 1/48 French, 1/48	7	@14
arinaceous Goods 5 eed 6	Scru	1	Standard	rimps	@25
ish and Oysters 10 ishing Tackle	Solid Back, 8 in Solid Back, 11 Pointed Ends	in 95	Fair	cotash	10@1 4
lavoring Extracts 5	No. 3 No. 2 No. 1	90	Fair	1 5	1 0
resh Meats	No. 2	1 25	Standard		1001 4
elatine	No. 8 No. 7 No. 4 No. 3	1 00	Fancy Tor Good Fair		
rain Bags 5 7	No. 7	1 30	Fair	8	5@1 1 5@ 9
erbs 6	No. 3	OLOR 90	Fancy		@1 4
ides and Pelts 10^{-7}	BUTTER OV., R. & Co.'s S. W., R. & Co.'s S. CANDL	5c size 2 00 0c size 4 00	CARBO	ON OILS	S
ally 6	CANDL Paraffine, 6s Paraffine, 12s .	ES10	Perfection Water Whit D. S. Gasoli Gas Machine Deodor'd Na Cylinder Engine Black, winte	e	@104
L 'I'	Vicking		Gas Machine	ne	@134
			Cylinder	29	@121
atches 6	to. Standards	2 75@3 00	Black, winte	r 81	$ \begin{array}{c} @22 \\ 4@10 \end{array} $
eat Extracts 6 2 ince Meat 6 8	Blackber tandards gallor Beans	1 25@1 75			
ustard 6 F	Baked	95@1 90	Cream of Wh	eat, 36 2	D. 2 50
uts 11 V	Red Kidney tring Vax	85@ 95	Egg-O-See, Excello Flak Excello, larg Force, 36 2th Grape Nuts, Malta Ceres, Malta Vita, Mapl-Flake,	es, 36 H	b. 4 50
0			Force, 36 2th	pkgs	4 50
ives 6	tandard	1 35	Malta Ceres, Malta Vita	24 1tb.	2 40
pes P	Brook T	1 90	Pillsbury's V	iton 2 a	- 4 0
ckies 61r	ittle Neck. 11b.	1 0001 00	20 000	ru rood	
otash 6 ovisions 6	Clam Bou	illon @1 50	Sunlight Flak	res, 36 11	b 2 85
R B	dittle Neck. 2th Clam Bou Gurnham's ½ p Gurnham's ots.	3 60	Flakes 20	asted Co	orn
ce	curnham's qts. Cherrie ed Standards Thite Corn	s @1 40			
leratus	Thite Corn	@1 40	Zest, 36 sma	ll pkgs	2 75
lt Fish 7 G	arr	75@ 8F 1 00@1 10	Voigt Cream Zest, 20 2lb. Zest, 36 sma Rolled Rolled Avena Steel Cut, 100 Monarch, bbl Monarch, bbl Quaker, 18 I Quaker, 20 E Rull-	bbls.	5 65
oe Blacking 7		. 1 45 eas	Monarch, bbl Monarch, 90	Ib. sack	5 40
ap 8 E	r Extra Fine xtra Fine	$ \begin{array}{cccc} & 22 \\ & 19 \end{array} $	Ouaker, 18 H Quaker, 20 H	legular amily	1 50
ices 9 M	oyen				
rups 8 St	andard	1 75	or blo. packa	ges	3 50
T St	Loheter	85	Columbia, 25 Snider's pints	pts	4 15
a	Th	2 25	Snider's pints Snider's ½ pi CHE	ESE	1 35
ne 9 Pi	cnic Talls	2 75	Gem		@17
negar 9 M	ustard, 11b ustard, 21b	2 80	Riverside		@17½ @17½
cking 9 So	wstard. 11b ustard. 21b used, 1½1b used, 1½1b used, 11b mato. 11b Mushroor	2 75	Brick	• • • • •	@17
ouenware 9 To	mato, 11b	1 50		****	@18
oodenware 9 To	Mushroor otels	2 80	Limburger Pineapple Sap Sago		@15 @18

		T	1
		8	
ling	,	CHEWING GUM American Flag Spruce Beeman's Pepsin Adams' Pepsin Best Pepsin	55
, ar		Beeman's Pepsin	55
ed a	IT	Best Pepsin, 5 boxes 2 (15
	-	Largest Gum Made	55
		Sen Sen Breath Per'f 1 (Long Tom	00
		Hop to it 6	55
		CHICORY	5
	_	Eagle	5
		Franck's	6
	-	Walter Baker & Co.'s	4
9 9 8		Premium 2 Caracas 3 Walter M. Lowney Co. Premium, 1/48 Premium, 1/48 COCCOA Baker's 8	3
1 2	0	Premium, 1/28 3 Premium, 1/28 3	2 2
2 5		Baker's 3	9
1 20		Baker's 8 Cleveland 4 Colonial, ¼s 3 Colonial, ½s 3	5
1 25	- 1	Epps 4	2 5
3 00	5	Lowney, 1/8 \$	6
2 50 2 40		Colonial, ½s 3. Epps 4 Huyler 4 Lowney, ¼s 3. Lowney, ½s 3. Lowney, ½s 3. Lowney, ½s 44 Van Houten, ½s 11 Van Houten, ½s 11	6 1
85		Van Houten, 4s 20 Van Houten, 4s 40	
90 1 00 2 50		Webb 36	
2 00	-	Wilbur, ½s	0
2 00 2 75	1	Dunham's 1/48 & 1/48 261/2 Dunham's 1/48	E
2 75 1 50 1 00			11
4	1	COFFEE Rio	F
5	İ	Common 10@13½ Fair	FS
14 24 14	E	Santes	D D D
23	1	Fair 12 18 18 18 18 18 18 18 18 18 18 18 18 18	S S S S
40	F	Fancy	SS
85 1 00 1 40	I	Fair	2000
	C	Mexican	S
10		Choice	SS
40	A	Choice	VVV
50	P	African 12 Pancy African 17 D. G. 25 D. G. 21 Mocha arabian 21	
0 1/2	A	Mocha rabian	A
3 1/2	A	Package New York Basis 14 25	A B
41/2	J	Dilworth	B
0	L	official of the control of the contr	Co F:
50	to	retailers only. Mail all rders direct to W. F.	F
			Gi
50	H	folland, ½ gro boxes 95 elix, ½ gross1 15	M
70 40 85	H	Extract tolland, ½ gro boxes 95 elix, ½ gross1 15 tummel's foil, ½ gro. 85 tummel's tin, ½ gro. 1 43	OI OV
05 25	N	CRACKERS. Ational Biscuit Company Brand	o.
50 85	Se	Butter evmour Pound	Pr Ro Sa
00	N	eymour, Round 6½ B. C. 6½ Soda	Sa
80 75 50	Se	B. C. 6½ Soda 6½ B. C. 6½ Soda 8½ aratoga Flakes 13 phyrette 13	So Su
10 75	Ze	Oyster	Su
65	Ge	. B. C., Round	Un Un Va
40 55	Aı	em	W: Zu
50	At	tlantic. Assorted10 rrowroot Biscuit16	Zw
50	Ca Ca	Sweet Goods. nimals 10 tlantic. Assorted 10 rrowroot Biscuit 16 rittle 11 adet 8 artwheels Assorted 8 avalier Cake 14 rcle Honey Cookie 12 urrant Fruit Biscuit 10 racknels 16	Fe
15	Ca	rcle Honey Cookie . 12	Na Na Ch
35 35	Cr	racknels	Son
1/2	Co	ocoanut Taffy Bar12	Na Fe
1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2	Co	ocoanut Honey Cake 12	Be
1	Co	Coanut Hon Jumbles 12	36 40 80
1	Cu Da	peoanut Macaroons .18 irrant Cookies Iced 10 undelion . 10 nner Biscuit . 20 xie Sugar Cookie .9 umily Snaps . 8	Ba:
I	Di	xie Sugar Cookie 9	Bo: Sq:
		8 /	Fa

- I was a second of the second	
Family Cookie 8	DRIED FRUITS
Fig Cake Assorted12	Gundales Apples
Frosted Cream 8	Sundried 9 7
O Florabel Cake121	California Apricots 10012
Frosted Ginger Cookie 8 Florabel Cake 12 Frosted Honey Cake 12 Fluted Coccanut Bar 10	Citron
Fruit Honey Cake14	Corsican @15
Ginger Gems 8 Ginger Gems, Iced 9 Graham Crackers 8 Gimeracks Cake 12 Gimeracks Cake 12 Ginger Nuts 16	Corsican @15 Imp'd 1 lb. pkg. [mported bulk .
Ginger Gems, Iced 9	imported bulk 0 7%
Gimeracks Cake12	Lemon American
Ginger Nuts 10 Ginger Snaps N. B. C. 7 Ginger Snaps N. B. C. 7 Square Snaps N. B. C. 8	Cluster, 5 crown 171 Lose Muscatels 2 cr. Lose Muscatels 2 cr. Lose Muscatels, 4 cr. Lose Muscatels, 4 cr. California Prunes 100-125 2010, boxes
Ginger Snaps N. B. C.	Cluster, 5 crown 1 7
Square 8 Hippodrome Bar 10 Honey Cake, N. B. C. 12 Honey Fingers, As. Ice 12 Honey Jumbles 12 Honey Jumbles, Iced 12 Honey Flake 124 Honey Lassies 10 Household Coekies 2	Lose Muscatels 2 cr.
Honey Cake, N. B. C. 12	Loose Muscatels, 4 cr. 612
Honey Fingers, As. Ice 12	California Process
Honey Jumbles, Iced 12	California Prunes 100-125 2.1b. boxes. 6 90-100 251b. boxes. 6 80-90 251b. boxes. 6 60-70 251b. boxes. 6 60-70 251b. boxes. 6 50-60 251b. boxes. 7 40-50 251b. boxes. 6 14c less in 56lb.
Honey Flake124	90-100 251b. boxes. 0 4%
Household Cookies	70- 80 251b. boxes. 6 4
Household Cookies Lood &	50- 60 25Tb. boxes. @ 61/2
Imperial Crumpets 10	40-50 251b. boxes @ 7
Jersey Lunch 8 Jubilee Mixed 10 Kream Klips 22 Laddie	30-40 251b. boxes. 6 84
Kream Klins10	
Rream Klips	Beans
Lemon Gems10	Dried Lima Med. Hand Pk'd Brown Holland
Lemon Fruit Square 121/	Brown Holland
Lemon Wafer16	24 1 m Farina
Mary Ann	Bulk, per 100 fbs 8 60
Marshmallow Walnuts 16	Hominy Hominy
Molasses Cakes 8 Molasses Cakes, Iced 9 Mottled Square 10 Newton 12	Pearl, 100 Ib. sack1 60
Mottled Square10	Pearl, 200 rb. sack 45
	Domestic 10 7
	Imported. 25 Ib. box. 2 50
	Flake, 50 lb. sack 1 00 Pearl, 100 lb. sack 2 45 Pearl, 200 lb. sack 4 80 Maccaroni and Vermicell Domestic, 10 lb. box. 60 Imported, 25 lb. box. 2 50 Pearl Barley Common 4 40
Penny Cakes, Assorted 8 Peanut Gems 9 Pretzels, Hand Md. 9 Pretzelstes Und 113	Chester 866
Pretzelettes, Hand Md 9	Common 2 60 Chester 2 60 Empire Peas 2 65 Green. Wisconsis
Pretzelettes, Hand Md. 9 Pretzelettes, Mac. Md. 8 Raisin Cookies 10	Green, Wisconsin, bu. Green, Scotch, bu. 2 20 Split, 1b. 3age East India
Revere, Asserted 14	Split the Scotch, bu 2 20
Revere, Assorted 14 Rosalie 8	8age 04
Scalloped Gems 10	German sacks
Scotch Cookies10	German, broken pkg
Robe	East India. \$ German, sacks \$ German, broken pkg Tapicoa Flake, 110 lb. sacks. \$ Pearl, 130 lb. sacks. 41 Pearl, 24 lb. pkgs. 714 FLAVORING EXTRACTS
Sultana Fruit Birania	Pearl, 130 fb. sacks. 41
Sunyside Jumbles10	Flavorisis pkgs 7%
Spiced Gingers Took	Foote & Janks
Sugar Cakes 8	FLAVORING EXTRACTS Foote & Jenks Coleman Brand
small	No. 2 Terpeneless 75 No. 3 Terpeneless 1 75 No. 8 Terpeneless 3 66 Vanilla
Superba8	No. 3 Terpeneless1 75
Sugar Crimp 8	Vanilla
Vanilla Wafers16	No. 2 High Class1 26
Sugar Squares, large or small 8 Superba 8 Sponge Lady Fingers 25 Sugar Crimp 8 Vanilla 4 Victors 12 Waverly 10	Vanilla No. 2 High Class 1 26 No. 4 High Class 3 06 No. 8 High Class 4 00 Jaxon Brand Vanilla
in-er Seal Goods	Jaxon Brand Vanilla
Albert Riscuit Per doz.	2 oz. Full Measure 2 10
Animals 1 00	8 Oz. Full Measure4 60
Baronet Biscuit1 00	Lemon
Butter Wafers1 00	4 oz. Full Measure 2 40
Chocolate Wafers 1 00	8 oz. Full Measure4 50
Cocoanut Dainties1 00	Terpeneless Ext. Lamon
Fig Newton 1 00	No Pond Dog.
Frotane	No. 4 Panel 1 50
Ginger Snaps, N. B. C. 1 00	No. 6 Panel 300
Lemon Spen	2 oz. Full Measure 1 28
Marshmallow Dainties 1 00	4 oz. Full Measure 2 00
Old Time Sugar Cook	Extract Vanilla
Oval Salt Biscuit 1 00	No 2 Ponel Dos.
Peanut Wafers 100	No. 4 Panel
Pretzelettes, Hd. Md1 00	No. 6 Panel 50
Saltine	1 oz. Full Measure 90
Saratoga Flakes1 50	Z oz. Full Measure 1 80
Soda, N. B. C 1 00	No. 2 Assorted Flavors 1 00
Soda, Select1 00	GRAIN BAGS
Sultana Fruit Biscuit 1 50	Amoskeag, less than bl 191/2
Uneeda Jinjer Wowler	GRAIN AND FLOUR
Ineeda Lunch Biscuit 50	Red 1 12
Water Thin 1 00	Winter Wheat Flour
Zu Zu Ginger Snaps 50	Patents E 10
n Special Time	
ii opecial lin Package	Seconds Patents 5 60
Per doz	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70
Per doz.	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00
Per doz. Nabisco 250 Nabisco 100	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels 35c per barrel additional
Festino Per doz. Nabisco 2 50 Nabisco 1 00 Champaigne Wafer 2 50	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels 25c per barrel additional. Worden Grocer Co.'s Brand
Per doz. Per doz. Nabisco 2 50	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels 25c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20
Per doz. Per doz. Nabisco 2 50	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels 25c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Wykes & Co.
Per doz. Per doz. Sestino 2 50 Nabisco 2 50 Nabisco 1 00 Champaigne Wafer 2 50 Per tin in bulk. Sorbetto 1 00 Vabisco 1 75 Pestino 1 50 Bent's Water Crackers 1 40	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels, 25c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Wykes & Co. Eclipse 5 20 Kansas Hard Wheat Flour
Per doz.	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels, 25c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Wykes & Co. Eclipse Kansas Hard Wheat Flour Judson Grocer Co.
Per doz.	No. 8 High Class
Per doz. Per doz. Nabisco	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels, 35c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Eclipse 5 20 Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, ½s cloth 6 50 Grand Rapids Grain 5 Milling Co. Brands. Milling Co. Brands.
Per doz. Per doz. Nabisco	Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels, 35c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Wykes Co. Eclipse 5 20 Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, ½s cloth 6 50 Grand Rapids Grain 5 Milling Co. Brands. Purity, Patent 5 70 Wizard, Flour 5 60
Per doz. Per doz. Vabisco 2 50	Seconds Patents 5 60 Straight 5 10 Second Straight 4 76 Clear 4 00 Flour in barrels, 35c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Wykes & Co. Eclipse 5 20 Kansas Hard Wheat Flour Judson Grocer Co. Grand Rapids Grain & Milling Co. Brands. Willing Co. Brands. Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Corn Meal 4 00
Per doz. Per doz. Vabisco 2 50 Vabisco 2 50 Vabisco 2 50 Vabisco 2 50 Vabisco 1 00 Vabisco 1 00 Vabisco 1 75 Vabisco 1 75 Vabisco 1 75 Vabisco 1 50 Vabisco 1 50 Vabisco 1 50 Vabisco 1 50 Vabisco 1 75 Vabisc	Seconds Patents 5 60 Straight 5 10 Second Straight 4 76 Clear 4 00 Flour in barrels, 35c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Wykes & Co. Eclipse 5 20 Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, ½s cloth 6 50 Grand Rapids Grain & Milling Co. Brands. Milling Co. Brands. Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 00
Per doz.	Seconds Patents 5 60 Straight 5 10 Second Straight 4 76 Clear 4 00 Flour in barrels, 35c per barrel additional. Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Wykes Co. Eclipse 5 20 Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, ½s cloth 6 50 Grand Rapids Grain & Milling Co. Brands. Milling Co. Brands. Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Graham 5 50 Wizard, Graham 6 00 Rye 4 50

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November 10, 1866	NI I	CHIGANI	RADESMA	N	467
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, ½s 6 60 Ceresota, ½s 6 60 Ceresota, ½s 6 60 Ceresota, ½s 6 60 Ceresota, ½s 5 6 00 Wingold, ½s 5 90 Wingold, ½s 5 90 Wingold, ½s 5 80 Worden Grocer Co.'s Brand Laurel, ½s cloth 6 00 Laurel, ½s Coth 6 00 Laurel, ½s Coth 5 90 Laurel, ½s Coth 5 90 Laurel, ½s Coth 5 90 Voigt Milling Co.'s Brand Voigt's Flouroigt (whole wheat flour) 6 30 Voigt's Hygienic Graham 5 70 Voigt's Royal 6 70	30 lb. tubsadvance % 50 lb. tubsadvance % 50 lb. tubsadvance % 50 lb. pailsadvance % 10 lb. pailsadvance % 5 lb. pailsadvance % 5 lb. pailsadvance 1 8 lb. pailsadvance 1 14 ld. de lb. average .14 ld. average .14	10 tbs 1 12 55 8 tbs 92 48 SEEDS Anise	Japan Sundried, medium 24@26 Sundried, choice 30@33 Sundried, fancy 36@40 Regular, medium 24@26 Regular, choice 30@33 Regular, choice 30@33 Regular, fancy 36@40 Sasket-fired, medium 30 Basket-fired, choice 35@37 Basket-fired, fancy 40@43 Nibs 26@30 Siftings 10@12 Fannings 14@15 Gunpowder Moyune, choice 32 Moyune, medium 28 Moyune, choice 30 Moyune, fancy 40@45 Pingsuey, medium 25@28 Pingsuey, fancy 40@45 Pingsuey, fancy 40@4	Butter Plates Wire End or Ovals. ½ 1b., 250 in crate 30 ½ 1b., 250 in crate 30 1 1b., 250 in crate 30 2 1b., 250 in crate 35 2 1b., 250 in crate 35 3 1b., 250 in crate 40 5 1b., 250 in crate 50 Churns Barrel, 250 in crate 50 Churns Barrel, 10 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 Cartons, 20 2½ doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 22 Case, mediums, 12 sets 1 15 Faucets Cork, lineu, 8 in. 70	Pelts
Wykes & Co.	Frankfort	Dusky Diamond, 50 802 2 80 Dusky D'nd 100 6 02 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 02 4 00 Ivory, 6 02 4 00 Ivory, 10 0z 6 75 Star 3 00 Lautz Bros. & Co. Acme, 70 bars 4 00 Acme, 70 bars 4 00 Acme, 100 cakes 3 20 Big Master, 70 bars 2 80 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5 20 Marseilles, 100 cakes 5 20 Marseilles, 100 cakes 4 00 Marseilles, 100 cakes 4 00 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 4 00 Marseilles, 100 cakes 4 00	Colong	Mop Sticks Paper	Ribbon 19
Sage	Corned beef, 2 lb. 2 75 Corned beef, 1 lb. 1 60 Roast beef, 2 lb. 2 75 Roast beef, 2 lb. 2 75 Roast beef, 1 lb. 1 60 Potted ham, ½s 50 Potted ham, ½s 50 Potted dam, ½s 50 Potted tongue, ½s 50 SALAD DRESSING Columbia, 1 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 2 35 Snider's, large, 1 doz. 3 00 Durkee's small, 2 doz. 1 35 SALERATUS Arm and Hammer 3 00 Duight's Cow 3 16 L, P. 3 00 SAL SODA	Soap Powders	Red Cross	Mouse, tin, 5 holes	Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperials 1 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 12 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy—In 5tb. Boxes Old Fashioned Molas— es Kisses, 10tb. bx 1 20 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore— hound drops 60 Peppermint Drops 60 Champion Choc. Drops 1 H. M. Choc. Lt. and Dark No. 12 1 Bitter Sweets, astd. 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, printed 65 Lozenges, plain 69 Imperials 60 Mottoes 65 Cream Bar 60
New Orleans Fancy Open Kettle	Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2260 5 lb. sacks 2261 5 lb. sacks 2261 5 lb. sacks 261 5 lb. sacks 26	Whole Spices Allspice 1 Cassia, China in mats. 1 Cassia, Canton 1 Cassia, Canton 1 Cassia, Saigon, broken 1 Cassia, Saigon, in rolls 5 Cloves, Amboyna 2 Cloves, Amboyna 1 Mace 5 Nutmegs, 75-80 3 Nutmegs, 105-10 2 Nutmegs, 105-10 2 Pepper, Singapore, blk. 1 Pepper, Singapore, blk. 1 Pepper, Singapore, blk. 1 Pure Ground in Bulk Allspice 1 Cassia, Batavia 2 Cassia, Batavia 2 Cassia, Batavia 2 Cassia, Saigon 5 Cloves, Zanzibar 2	X L, 16 oz. pails .31 Honey Dew 40 Gold Block 40 Flagman 33 Duke's Mixture 40 Duke's Mixture 40 Duke's Mixture 40 Duke's Mixture 40 Still Flagman 33 Myrtle Navy 44 Yum Yum, 12 oz. 39 Yum, Yum, 11b. pails 40 Cream 38 Corn Cake, 2½ oz. 26 Corn Cake, 11b. 22 Flow Boy, 3½ oz. 39 Flow Boy, 3½ oz. 39 Peerless, 3½ oz. 35 Flow Boy, 3½ oz. 35 Seerless, 3½ oz. 35 See	15 in. Butter	Hand Made Crms 30,000 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Olu Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Asstm't 3 75 Ten Strike No. 1 60 Ten Strike No. 1 60 Ten Strike, Summer 25 Sorientific Ass't. 18 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 20 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 35 WUTS—Whole Almonds, Tarragona 16 Almonds, California sft.
Half bbls., 600 count 3 5/Small Half bbls., 1,200 count 4 5/PLAYING CARDS. No. 90 Steamboat 8 No. 15, Rival, assorted 1 2 No. 20, Rover, enam'd 1 5/No. 572, Special 1 7/No. 98 Golf, satin fin. 2 0/No. 808 Bicycle 2 0/No. 632 Tourn't whist 2 2/POTASH Babbitt's 4 0/PROVISIONS Barreled Pork Mess, new 22 0/Clear Back 24 5/Short Cut 21 5/No. 25/No. 21 5/No. 20 1/No. 20 1/No.	Holland Herring	Pepper, Singapore, blk. 1	78 Cotton, 3 ply 24 Cotton, 4 ply 24 Unite, 2 ply 14 Hemp, 6 ply 13 Flax. medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Barrels free. WICKING No. 1 per gross 40 No. 2 per gross 40 No. 2 per gross 40 No. 3 per gross 55 No. 3 per gross 75 WOODENWARE Baskets	Halibut 10 Herring 7 7 Bluefish 14½ Live Lobster 29 Soiled Lobster 29 Cod 10 Haddock 8 Pickerel 12 Pike 9 Perch 8 Smoked, White 12½ Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each Speckled Bass 8½ HIDES AND PELTS 12½ Shad Roe Pinnan Haddie Pin	Brazils 12@13 Filberts 12@13 Cal. No. 1 Walnuts, soft shell 15@16 Walnuts, Marbot @13 Table nuts, fancy 13@13½ Pecans, Med. @13 Pecans, ex. large @14 Pecans, Jumbos @16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts @ 9 Pecan Halves @58

Special Price Current



Mica, tin boxes ..75 Paragon 55 6 00

BAKING POWDER



14 1b. cans 1 35 6oz. cans 1 90 14 1b. cans 2 50 % 1b. cans 3 75 17b. cans 4 80 31b. cans 13 00 51b. cans 21 50

BLUING



C. P. Bluing



COCOANUT

Baker's Brazil Shredded



FRESH MEATS

Carcass Hindquarters Loins	8 @101/2
Rounds	7½@ 9 7 @ 7½ @ 5
Loins	@16 @11

	Large
%@ 9½ @10%	Poles
@14 ½@9 @7½	Bamboo, 14 ft., per doz Bamboo, 16 ft., per doz Bamboo, 18 ft., per doz
@ 5 @ 5	GELATINE
@16 @11 @15 @121/2	Oxford
@11	Plymouth Rock

Carcass 6 @ 9 CLOTHES LINES Sisal

72ft.	6 thread, extra1	2
	Jute	
Bort.		7
7ZIT.		9
90It.	1	0
120ft.		5
Enge	Cotton Victor	

Cotton Braided

Galvanized Wire
No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

Roasted Dwinell-Wright Co.'s B'ds.

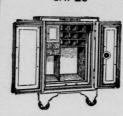


S. C. W., 1,000 lots ...31
El Portana ...33
Evening Press ...32
Evening Press ...32
Excelsior, M & J, 11b...
Tlp Top, M & J, 11b...
Royal Java and Mocha.
Ben Hur

White House, 11b...
White House, 21b...
Excelsior, M & J, 11b...
Royal Java and Mocha Blend.
Boston Combination

	FISHING TACKLE
đ	½ to 1 in.
	11/4 to 2 in
	1½ to 2 in
	1% to 2 in
	2 in1
ı	3 in2
	Cotton 11
4	Cotton Lines
1	No. 1, 10 feet
1	No. 2, 15 feet
1	
	No. 4, 15 feet
1	No. 6, 15 feet1
1	No. 7, 15 feet1
	No. 8, 15 feet1
1	No. 9, 15 feet2
	Linen Lines
	Small2
	Modium
1	Medium2
1	Large





Beaver Soap 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 76 Halford, small 2 26

Use

Tradesman

Coupon

Books

Made by

Tradesman Company Grand Rapids, Mich.

Michigan, Ohio And Indiana Merchants

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

Have The Money

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

BUSINESS-WANTS DEPARTMEN

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—At a bargain, first-class wall paper and paint business; well established and in excellent location; business growing nicely; will sell for cash or trade for good real estate; good reasons for selling. Address Bargain, care Michigan Tradesman.

995

For Sale—Photographic studio in Central Illinois town. Address Lock Box 202, Farmer City, Illinois. 144

Farmer City, Illinois.

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.

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

For Sale—Dry goods and grocery stock in a good live town of 1,000 inhabitants. Doing a business of about \$21,000 yearly. Address No. 158, care Tradesman. 158

For Sale—A stock of general merchandise in the corn belt of Indiana that has netted the owner \$1,800 a year, besides a good living; invoice about \$8,000; no trades considered. Address No. 156, care Tradesman.

To Exchange—A business block that is bringing in a permanent yearly rental of \$165, for a stock of general merchandise, Address Box 12, Napoleon, Mich. 154

CHINA STORE FOR SALE

47

Absolutely new, clean stock of China, Graniteware and Glassware. Best location in most prosperous town of 1,200 in Northern Ohio. Owner wishes to sell on account of other business. Two story building 22x66 with basement and living rooms above for small family, rents for \$20 per month. Lighting plant and store go with store. Stock and fixtures can be bought for about \$1,500. Who wants this business? Call on or write B. H. Comstock, 907 Ohio Building, Toledo, Ohio.

For Sale—Or trade, 200 barrel flour mill located in South Dakota. Write us, Morton & Martin, Lewistown, Montana. 153

Old-fashioned country knit, home made, all wool men's socks and mittens. White or colored, we cents per pair. By mail prepaid. Agents wanted. E. Swasey & Co., Portland, Me. 151

For Sale—Well-established implement business in a Southern Michigan town. Clean stock, invoicing about \$10,000. Address B. C., care Tradesman. 150

For Sale—Only music store in town of 3,000; good country; write for particulars. C. S. Phipps, Fenton, Mich. 149

For Sale—Practically new stock grounds.

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 Tardesman.

For Sale—Best business corner in one of best towns of its size in Michigan. Adapted for any business. Address 138, care Tradesman.

For Sale—Ice cream, retail and wholesale; confectionery, tobacco, cigars, etc.; new soda fountain, cash (12,500, days) 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.

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—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.

1909 Nuts—Hickory, shellbark, \$2 bush-el. Black walnuts, \$1 bushel. Elmer Wood Co., Moulton, Iowa. 114

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.

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, III.

For Sale—New clean stock of groceries, Central Michigan town. Invoices about \$1,000. Rent reasonable. Good reasons for selling. Address No. 80, care Michi-gan Tradesman.

Wanted To Rent—Store in live town, possession before Sept. 1, 1910. Address 81, care Tradesman. 81

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.

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

For Sale—Two confectionery, ice cream, soda fountain businesses, both places fully equipped with electrical machinery, candy manufacturing utensils. Located Coldwater and Hillsdale, Michigan. Al condition. Reason selling, other business and territory. Address No. 110, care Tradesman.

For Sale—One of the best plumbing, heating and tinshop businesses in Michigan. Address Adin P. McBride, Durand, Mich. 108

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabit-ants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman.

For Sale—At a bargain, stock of clothing to close business. Invoices about 3,000. 121 W. Washington St., Greenille, Mich. ing to clo \$3,000. 121 ville, Mich.

Write Pekin Egg Case Company, Pekin. Ill., for prices on egg case fillers. 94

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

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

Want Ads. continued on next page.

The Goods===The Goods===The Goods

The flood of prosperity is here and holiday goods enough are notexcept in one place.

And that place is in the warehouses of Butler Brothers, where the goods have been stored in readiness for just the situation that exists today.

It is due to neither luck nor chance that this late date finds us the happy owners of several million dollars' worth of holiday goods.

We felt sure from the experience of former years that with November would come a deluge of holiday business-and we shaped our merchandizing accordingly.

The line we show today is longer and stronger than buyers saw anywhere else months ago—before holiday stocks were broken.

But-

As we write our four houses are receiving the greatest storm of orders in our history.

Stocks of goods, which thirty days ago looked as big as icebergs, are melting at a rate which warns that the end of the season approaches.

Wise merchants hardly need be reminded, that with all America looking to us for holiday goods, further procrastination will be very much to the hurt of their year's profits.

It is time to act.

Our December Catalogue is ready to mail today. Ask for number F. F. 754.

Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses-Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.

Getting Hold of the Boys By Prac- processes, coupled with simple actical Methods.

Written for the Tradesman.

Industrial education is fast coming to the front now, not only in Grand Rapids but in every wide awak city and in every state in the Union, as a live and vital issue. The annual convention of the National Association for the Promotion of Industrial Education, which will be held in Milwankee, December 2, 3 and 4, is arousing widespread interest and we find that even in faraway Georgia the governor has appointed some seventythree delegates to this gathering, the number including some of the most prominent business and professional men of that commonwealth.

This month a trades school, authorized and supported by the board of education, was opened in Columbus, and it is probably the first institution of its kind in the United States, in that it attempts to educate boys in practical trades at 14 years and upwards. There are many cities that maintain trade schools, but in all cases except this one the entrance age is fixed at 16 years. Printing and the wood working trades are the first to be taken up at Columbus, and it is interesting to note that the son of one of the best compositors in the city was the first boy to enroll. Another incident that has local interest was the presentation to the school of a wood trimming machine valued at \$250 by A. M. Spencer, Vice-President of the Oliver Machinery Co., of Grand Rapids, a former Columbus boy.

Toledo is giving much attention to manual training work in its schools, as the report of the board of education of that city just issued shows. Work with the hands begins in the fifth grade and extends through the high school courses. Nineteen of the elementary schools have their own kitchens and shops, nearly all of these having been opened within the past two years. Six special teachers of cooking are employed, and also six teachers of shop work.

The board of education of Newark, N. J., is seriously considering the plan of opening trade schools for children between the ages of 14 and 17 years, who are not permitted to go to work and who have progressed about as far as they can in the regular courses

In a recent address before the State Educational Association in Minneapolis, Supt. Heeter, of the St. Paul schools, said: "We must set aside one building or more in every large city, and one room or more in every town, for our conscientious, plodding, backward youth, destined to fail in books and to toil with the hands. We must establish a sort of industrial grammar school, a kind of vocational grade school, admitting boys from an entire city or town. Such a school has had an auspicious beginning in St. Paul. It is not a socalled trade school. It admits only over-aged boys in the fifth, sixth and seventh grades. It gives training in the shops every day instead of once a week; mechanical drawing rather than color; arithmetic, not from books increased its capital stock from \$15,but in daily practice in commercial ooo to \$50,000.

counts, business forms and elementary book-keeping; daily practice in a style of handwriting and spelling that meets the requirements of business; everyday language and correspondence rather than formal grammar. We provide in this country 16 years of special training for the two million people engaged in the professions and no special training whatever for the thirty million people engaged in productive work in this country. It ought not to be more difficult to become a carpenter, machinist or plumber than it is to become a teacher, lawyer or doctor."

Saginaw will have a trade school this year, Hon. W. R. Burt, of that city, having offered to furnish \$2,000 to pay the expenses of such a course during the present school year. The machinists of Saginaw have declared their opposition, claiming that it will ruin their apprenticeship system and flood the market with machinists. Mr. Burt, in reply, said: "I am trying to help save the boys from 14 to 18 years, a most critical period with Machinists are expected to them. send their sons for this training, because it is more scientific than they can get as apprentices. The school is not expected to turn out skilled about keeping house. workmen in any trade.

One of the most important questions to be considered by the American Federation of Labor at its annual convention in Toronto this week is the relation of organized labor to this question of industrial education. The matter came up at the Denver meeting a year ago and the proposition was advanced that the education of workmen in trades not under union auspices threatened the cause of union labor. Union workmen need have no fear in this regard. This movement is primarily in behalf of the working classes, giving their sons and daughters trained hands, better wages and more beautiful homes. It means keeping our children in school and saving them from joining the great army of unskilled laborers, with a miserable pittance in return for Almond Griffen.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Nov. 10-Creamery, fresh, 27@31c; dairy fresh, 22@28c; poor to common, 18@22c.

Eggs-Strictly fresh candled, 29@ 35c.

Live Poultry - Fowls, 12@14c; ducks, 14@15c; geese, 12@13c; old cox, 10c; springs, 13@14c; turkeys, 15@17c.

Dressed Poultry-Fowls, 14@15c;

old cox, 12c; chickens, 14@16c.

Beans—Marrow, hand-picked, new, \$2.60@2.75; medium, hand-picked, \$2.25@ to business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, 12.30; red kidney, hand-picked, \$2.40@ 2.50; white kidney, hand-picked, \$2.60 @2.75.

Potatoes-New, 45@50c per bushel. Rea & Witzig.

Detroit-The Thrall Motor Co. has

The Boys Behind the Counter.

Lansing-O. H. Bauch has taken position in J. S. Bennett's drug store, taking the place vacated by Claud Avery, who is now employed in A. D. Sturgis' pharmacy.

St. Louis-Whitney Hattield, who has been with H. J. Tuger and Tyroler's Emporium for the past few years, and for the past two months connected with the firm of D. N. Wilson & Co., of this city, will leave soon for Shepherd, where he will have charge of the shoe and men's clothing departmetns of the Progressive Mercantile Co., of that place.

Sherman-Raymond Lake has resigned his position with the Drury Hardware Co., of Cadillac, to take a position in the dry goods department of the Glengary Mercantile Co.

Sparta-A. A. Johnson & Co. have secured the services of H. R. Van Auken, of Everett, as clerk in the dry goods department.

Cadillac-Frank M. Hecox has resigned his position at Cobbs & Mitchell's office to take one at O. L. Davis' drug store.

The First Requisite.

Mrs. Wise-So you're going to marry and go to housekeeping, eh? Why, you don't know the first thing

Miss Pert-Oh, yes I do.

Mrs .Wise-I'd like to know what? Miss Pert-The first thing is to get a man to keep house for.

BUSINESS CHANCES.

How are your Collections? Have you tried the Garnishee Notice, guaranteed to collect 9-10 of your accounts at an expense of less than 1 per cent? Best collector on earth. Put up in book form, of 100 notices in each book. Already to mail. Price \$2. Address Wm. Carveth, 720 Jackson Ct., Kalamazoo, Mich.

For Sale—4-light F. P. gas lighting system at alf price. Address F. A. Weston, Paw Paw,

Mich. 160
Guaranteed a good bargain in real estate at Crystal Springs, Mississippi. Address or call on Mrs. A. L. Spence, Crystal Springs. 161
For Sale—Clean general stock, located in small railway town contiguous to strong agricultural country. Stock will inventory about \$5,000. Sales during September were \$1,700. Small expense. Terms satisfactory. Address Will S. Canfield, Judson Grocer Co., Grand Rapids.

For Sale—Todd "Protectograph" check protector. Latest model \$30 machine. New, price \$15 on approval. R. Payne, Marietta, Ohio.

I want to buy a going business. Will pay cash. Give particulars and best price. Address M. T., Box 313, Cherry Valley, III.

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.

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.

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.

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.

I pay cash for stocks or part stock of merchandise. Must be cheap. F Kaufer, Milwaukee, Wis. stocks

HELP WANTED.

Wanted—Manager for dry goods and shoe department. Must be first-class salesman and hustler. Give amount of experience, reference, etc. Parsons & Holt, General Merchants, St. Charles, Mich. 157 Mich.

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.

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.

Wanted—A young man with some experience in groceries, men's furnishings and shoes. Must be willing to work A good positon 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. vestigating. Add gan Tradesman.

Wanted—Clerk for general store, Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

SITUATIONS WANTED.

Wanted—Position as clerk and book-keeper capable of managing grocery and gents' furnishings departments or can take entire charge of a set of books. Ad-dress Box 12, Napoleon, Mich. 155

AUCTIONEERS AND SPECIAL SALES-MEN.

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.

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

SPECIAL FEATURES.

Wanted—Raw furs of all kinds, highest arket price paid at all times. Send for rice list to Wm. Craig, Postmaster, Luce, 152

Mr. Registered Pharmacist, if you want to go in business on small capital, write No. 90, care Tradesman.

Wanted—To buy stock shoes, clothing general stock, give price, description, est letter. W. F. Whipple, Galesburg. 134 or general first letter. Ill.

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 iorn 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.

Models made for inventors. Low price Howard Merriman, Towson, Maryland.

We are in market for small natented article suitable for mail order business. Send cut, give details and lowest prices in first letter. American Machine Operating Company, Charlotte, Mich. 140

erating Company, Charlotte, Mich. 140

Hardware Dealers, Attention—Send for free particulars regarding our frost, rust and dampness perventive. 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

Counter Checks—Charges or credits

tion. Royal, care Tradesman.

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.

Big opportunity in best town in Michi-

Address Implements, care Tradesman.

813

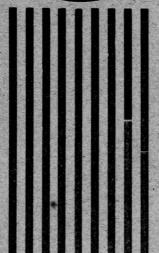
Will pay spot cash for shoe stock to nove. Must be cheap. Address P. E. care Tradesman.

Real Estate, Ashland, Wis.

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.



TELL LERKS



not to refuse any woman when she asks for "WHITE HOUSE COFFEE." She thinks she wants it and, on general principles, she WILL HAVE what she has made up her mind to getsooner or later. It is much better for YOU to supply her demandfirst off-than to have her visit a competitor who is more obligingfor the obliging grocer is the man who is the most dangerous competitor; and you certainly hope to retain the customers you have acquired, oftentimes with difficulty.

Dwinell=Wright Co.

Boston and Chicago



The McCaskey Register System

P. R. Graybill (Salesman,)

Coudersport, Pa., Jan. 25, 1909.

Dear Sir:—You told us that the register would help to collect our accounts, and I

The second day we used it a man owing us \$63.87 came in, after getting one of the slips with his account on, and said, "I want to pay my bill." I said, "Pay it all?" And he said, "Yes, and hereafter I want to pay every week," and his bill had not been settled

in full before in five years.

The next evening a lady came in and paid a bill of nearly eight dollars that had been

hanging fire for over two years.

Here is a little note we got from a lady a few days ago. I will not give the name:

"Our account is so large that I am ashamed to see it on the bills and if my husband does not settle I want you to get right after him." The next day we got a check; the

It is surely a crackerjack for credits. Two of our men have been sick with the mumps since you were here and the book-keeper has been doing up groceries instead of sitting at the desk, and we have got along all right. (Signed) HARRISON GATES.

The McCASKEY collects accounts. Let us tell you how.

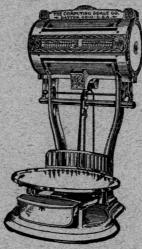
THE McCASKEY REGISTER COMPANY Alliance, Ohio.

Mfrs. of the Famous Multiplex. Duplicate and Triplicate Pads, also the different styles of Single Carbon Pads.

Detroit Office, 1014 Chamber of Commerce Bldg. Phone Main 3565

Agencies in all Principal Cities.

Blind Weighing Is Expensive



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

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 14 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.



Money weight Scale Co.

58 State Street, Chicago

R. M. Wheeler, Mgr., 35 N. Ionia St., Grand Rapids, Citz. 1283, Bell 2270 se mention Michigan Tradesman when writin

Success

ECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

Tradesman Company Grand Rapids, Michigan

If Ketchup Could Be Made Better



Than Blue Label, We Would Do It

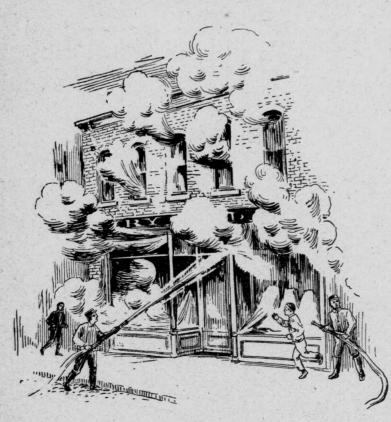
Every bottle of ketchup we ship is expected to act as a testimonial for us. The best tomatoes grown and the finest spices money can buy are so blended and so carefully prepared as to result in a ketchup which has become a household word.

Say "BLUE LABEL" to a housekeeper and she'll say, "CURTICE BROS. CO.'S KETCHUP." Our extensive advertising started people buying it. Its quality kept them buying it.

A good profit for the grocer and no risk as BLUE LABEL KETCHUP conforms to the National Pure Food Laws.

CURTICE BROTHERS CO.

ROCHESTER, N. Y.



Account Books Burned

Stock Fully Insured But There Will Be a Big Loss on Accounts

You have noticed these daily paper headlines frequently, haven't you? Of course you have, but you always said:

"It Will Never Happen to Me"

Well, we hope it won't, but it's liable to just the same. If you haven't a safe, or if it's old and furnishes no protection, don't delay a minute.

Order a Safe Today

Or at least get the business under way by writing us for prices. We can give you what you need, save you money and do you good.

Grand Rapids Safe Co. Grand Rapids, Mich.