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| 会 | M2y Cbeory of Life <br>  <br> To live the law of life, clean of body and mind, without drugs, stimulants or narcotics. <br> 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. <br> 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. <br> To love my brother, whom I have seen, and believe in him as the best evidence of God, who is unseen. <br> To ask for nothing that all cannot have on the same fair and equal terms. <br> To be guided by conscience, and to try each day to improve my conscience. <br> To use what I earn as wisely as I can, and not to fear the morrow. <br> 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. <br> To live above envy, hate and fear, and to try in no way to conquer evil except by good. <br> 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. <br> To pray by words and deeds, but more by deeds than by words. <br> 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. <br> 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 VinegarJust a word about its quality, it is par-excellence. For Pickling and Preserving it will do anything that Cider Vinegar will do, and its excellent flavor makes it superior for the Table. Mr Grocer, it will pay you to investigate. Ask your jobber.

Oakland Vinegar \& Pickle Co., Saginaw, Mich.

On account of the Pure Food Law there is a greater demand than ever for * * * *

## Pure Cider Vinegar

We guarantee our vinegar to be absolutely pure, made from apples and free from all artificial coloring. Our vinegar meets the requirements of the Pure Food Laws of every State in the Union. $* *$

The Williams Bros. Co. Manufacturers
Picklers and Preservers
Detroit, Mich.

## Every Cake

 of FLEISCHMANN'S yellow label yeast you sell not only increases your profits, but also gives complete satisfaction to your patrons.
The Fleischmann Co.,

## 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

Twenty-Seventh Year

A TECHNICAL FAILURE.
When Edward Payson Weston, ears old, having walked 4,000 miles 104 days and five hours, a distanc xceeding that between New York
and San Francisco nearly 700 miles, says that the undertaking was a "technical failure," then, with the adjective or without it, it may be said country traversed who beg leave differ with him. His walk som Chicago has not been forgotten. Then he was a young man of 29 , making good what he said he could do, and as that, "I do not feel inclined to close my public career with a fail-
ure." If, as his quoted remark implies, he is to try again the trial, whatever the outcome, will only con-
firm what his fellow citizens of him: that he did what he could do best, that he did his best and that he accomplished.
A predominating idea of the husomething. The boy and the gir must go away from home to begi life. Greeley's "Go west" took be-
cause it was the prevailing thought, and when it happens that success be gins and grows in the home neigh-
borhood there is always the feeling that a prophet can be honored in his was a blacksmith and at his forge at home, with it and his open book, he ecame the "learned blacksmith." The ith such means as their own brains nd hands furnished. Cyrus H. McCor ick went West, but not until he ould take with him the reaper which Weston has done the same. He has he has wit enough to make good use i the home-made article and, tak ransportation-it was what means of best-he not only made the most it but he confirmed the not always admitted fact that right at home is the place to begin, whatever the end While undertaking what one can do best is always to be commended, the how one does it has to be taken into work must be considered as not a failure. It is no small matter to
take a 4,000 mile walk within a certain fixed time at any age and when this is begun at three score years and
ten the accomplishment, great as it is, is of less value than the splendid example of endurance which the walk-
er has set. For something over three months, in sun and storm, over mountain and plain, on rocky roads and
smooth ones, together with miles up-


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## "OLD INVENTORY."

## A Prosperous General Merchant's

 Development.Written for the Tradesman.
Just where Mat. Brown hailed from no one in Talcburg could say , and Mat. was able only to assert that ever since he could remember he had "inst knocked around, sometimes in the cities and sometimes in the country; hungry and ragged most of the time and unsettled and dissatisfied all of the time."
been called," responded Mat. "And 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 matter?" continued Wikkes.
"What's the use? If my own father and mother don't care enough 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 lip." said Mat. as he climbed to the high seat of the 'bus to meet the 11:40
train.
regiser and read, "David Turtle, Chicago." can sit down promptly and get served at once," said Mr. Turtle, "it will be all right. And while I am eating can you fit me out with a team, carrage and driver to take me over to Florence?"
"Comin' back this afternoon?" enfiuired Wilkes, and receiving an affrmative reply he promised to be
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. tive. Arising, hie walked the length f the little office and back again and then stopped before the cigar case with: "Let me have one of your best Key West if you have one."
Wilkes stepped back of the cas aying: "I don't know nothin' 'bout


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.

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, Wilkes, proprietor of the Farmers' Home, where the young man had been employed as hostler, 'bus driver and night clerk for nearly a year.
"'Cause that's what I have alway
"Good boy, that," mused the hotel nan as he picked up a pail which he had just filled with water at the well and started for the office.
Just then a well dressed, portly, middle-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 guest. "Do your have dinner at 12 sharp?" he enquired.
"Yes. An' if they's anybody comes up from the $11:: 40$ we will be ready for 'em as soon as they get
he asked: "Will you want to stop aver night with us?"
Mr. Turtle replied that he would put up at the hotel for the night and 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 took me across country this afternoon."
"You just bet he is," answered
Wilkes, and, the opening offered, he delivered in glowing detail all that he
best with the boys 'round town," and nanding out a box continued: "Ter cents straight ef three fer a quar

As Turtle lighted his cigar he observed: "You trink a good deal of he boy, don't you?"
The boniface admitted the fact and the guest adderi: "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 raighty glad to see him better himself."
Thirty days later Mat. Brown, in blue jumpers and a hickory shirt, was tracking goods in one of the princi- ern city. Knowing very little and not claiming to know anything about
any branch of merchandising, but strong, active and willing, he was instantaneously on good terms with all 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 Farmer, 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 $\mathrm{in}_{4}-$ provements 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 observeri. 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 eny 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 per. son in the room beside himself, Mat. wh the gentleman that the proposition was not wholly to his liking, but he would undertake it on one condition.
Mr . Turtle responded that if the condition was a reasonable one, one that could be met, he would agree to meet it.

Then Mat. told how, since his residence in the city, he had made the acquaintance of a young woman, an educated, high minded person who as a dressmaker and milliner was taking care of herself and her mother and doing it weil, too. "I have asked her to become my wife and she is
willing, but she does not fancy the uncertainty of my name and my idenMr. Wilkes and he advises me to get my name changed and says I may take his name. That he will stand Will you get my name changed for me in regular legal fashion?" "Will I?" exclaimed Turtle gleefr1lly. "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 your
name legally changed to Mat. Wilkes
within sixty days, but if you succeed in carrying out my proposition I'll pay you a thousand dollars in cash."
"It's a go," was Mat.'s ultimatum.
The State Leyislature was in ses
ion and Turtle had a bill introduced for changing Mat.'s name. Moreover, the young lady in the case had read statement of the fact and was rejoicing, while Hiram Wilkes was fair$y$ bursting for the time to coms when he could announce that he had a real son, a fine young man bearing Meanwhile Mat. had 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 :aversed the premises of their emloyer and with them were seized a track driver and his horse and larry the latter being loaded with mer 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 arrestcd that gentleman.
Estimating that during two years ipward of $\$ 20,00$ n 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 pa pers played up the revelation thor-
oughly, bestowing especial credit upon "the splendid work of the Turtle Detective Burean, ably assisted by the Metropolitan Police Department." Mat. Brown's name was not mentioned and to this day Mat's associates do not know how he watched, waited, walked, dodged and chased up bits of clues, pointers which would have been unobserved had it not been for his natural wit and his thorough knowledge of the institution for which he was working.
The papers stated that upward o ten thousand dollars' worth of stol
en property was recovered in the houses and barns of the three confed Onates. Onhen asked by another emboye if he knerv how much of the tuff had really been found, Mat. re-
ined: "No, I don't: but there must have been a lot, according to the pa-

And shortly after, when showing ladylove the official notification that his name had been legally changd to Mathew Wilkes, he declared: 'll never tackle another such job. I hated every minute of it. But I had do it or lose you."
"Do you think the game was worth he candle?" she asked as she nestled nosily 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
know that for several years the lead- debarred from seeing our President, ing general store in Talcburg has whose name is W. H. Taft." been conducted by Mathew Wilkes, with his wife as an able assistant, and "But what do you think of such
is very prosperous. Talcburg wondered for awhile, of American citizen-toward a patriot 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 t.. 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'?" obscrved the proud pro-
prietor of the Farmers' Home - and an adopted son bearing his own name. The boy is as smart as they make 'em. He's all right and his wife-
well, I dunno. I think you might travel from New York to Seattle and not find her equal." Charles S. Hathaway. Mr. Taft Not In.

went to Washington to see our Pres-
ident. The name of our President is
Mr Mr. Taft."
"Yes, I have heard of him," was the mild reply.
"I called
Vhite "And I've heard of that."
"I sent in my card. It was sent back to me. They said Mr. Taft di "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
"I think," slowly replied the other, without losing any of the goodness of his cigar, "I think you had better pave invested a penny in a daily newspaper before going to Washington."
"For why, sir-for why?" "You would have learned from it
that lie was out West making enquir-
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.
 SAMPLES ON INQUUIRY TRADESMAN COMPANY. GRAND RAPIDS.MICH

## What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

## Tradesman Company

Grand Rapids


Movements of Merchants.
Zeeland-J. Gunstra has opened 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 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 closing out their stock of shoes and 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 of Shea school house No. 9.
Kent City-Lute Collins and R. 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 sold his stock of general merchandise to C. R. Bell, recently of Thompsonville. Middleville-A. J. Stevens has sold his stock of meats to W. W. Watson, who will consolidate it with his own.
Manistee-John Rozers has sold 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 windows 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 his stock of drugs to his son, Alfred C. Olson, who will continue the business under his own name.

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

Buckley-George A. Brown has sold his stock of clothing to Gilbert
\& Lowell, of Elk Rapids, who will
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 has sold his stock of harness to W. J. Helm, recently engaged in the harness and shoemaking business at Britton.
Ferrysburg-Katt Bros. have sold their stock of general merchandise to Jacob Laning and Henry Stahl, who will continue the business at its present location.
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 were sold to William Blumenthal and the stock and fixtures to Harold 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 the stock with their own.
North Byron-J. Twinhoff, Jr., and 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 continue the business at its present location.
Hastings-W. H. Spence has sold his stock of shoes to Mrs. Nettie 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 Dyke Constructon Co., with an authorized capital stock of $\$ 10,000$, which has been subscribed and $\$ 2,500$ paid in in cash.
Zeeland-Joe Elenbaas, of Fellows Station, has purchased the stock of general merchandise in the Klingenberg store on West Main street and will continue the business under his own name.
Colon-Charles Clement has sold his stock of groceries, shoes and men's furnishings to O. M. Clemenr and son, Fred, who will continue the business under the style of O. M. Clement \& Son.
Flint-The Niergarth-Walker Co. has opened a new dry goods store here. The members of the firm are W. R. Niergarth and George C. Walk-
er, of Boyne City, and H. R. Niergarth, of Reed City.
Battle Creek-Brainard A. Wolfer 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, with an authorized capital stock of $\$ 10,000$, of which $\$ 5,000$ has been subscribed, $\$ \mathrm{r}, 500$ being paid in in cash and $\$ 3,500$ in property.
Weston-George N. Negus, general dealer, has filed a bankruptcy in which he schedules his liabilities at $\$ 1,399.01$ and his assets at $\$ 455$.II, 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 under the management of Mr. Walrath. Paw Paw-I. Jay Cumings has sold his stock of dry goods to W. R. Holden \& Co., who have already taken possession. Holden \& Co. have many stores scattered over the Butler, Ind.
Detroit-The Detroit Steel Treating Co. has engaged in business for the purpose of treating and carbonizing steel of all kinds, with an authorized capital stock of $\$ 11,000$, of
which $\$ 5,600$ has been subscribed and 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 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 store. The hardware, furniture and undertaking business will be continued by R. E. Moblo \& Co.
Traverse City-John Diepenbrock has sold his interest in the Traverse City Mattress and Bedding Co. to Frank King and has taken a position with the Hurley Company, wholesale grocers, which position he held for twelve years before coming to this city.
Oxford-Walter Strauss, who for the past year has successfully operated a clothing store here, has planned to close out his business in order to accept a better position with his father in the Detroit Neckwear Co., manufacturer of neckwear at 129 Jefferson avenue, Detroit.
Detroit-A final distribution of about 12 per cent. will be made from the available assets of the bankrupt printing firm of Winn \& Hammond by the Union Trust Co., receiver in bankruptcy. This will make a total distribution of 32 per cent. The receiver was placed in charge Feb. 22 last.
Rockwood-The Rockwood Sand Co. has engaged in business for the purpose of dealing in rock, stone, sand, etc., with an authorized capital stock of $\$ 200,000$ common stock and
$\$ 50,000$ jreferred stock, of which $\$ 216,000$ has been subscribed, $\$ 6,000$ 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 connec new building is erected, when the two businesses will be consolidated under one roof.
Ann Arbor-Ziefle \& Nissle is the name of a new shoe firm which opened on Main street Oct. 28. Karl
E. Ziefle and Edward S. Nisisle, the 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


| The Produce Market. | Spanish are in fair demand at $\$ \mathrm{r} .35$ | to |
| :---: | :---: | :---: |
| Apples- $\$ 3 @ 3.25$ per bbl. for all |  |  |
| winer crate. |  |  |

winter varieties. The market is well
stupplied with fruit and there is more
$\$ 4 @ 4.25$; Floridas, $\$ 2.75 @ 3$ per box business being done in car lots than 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- $\$ \mathrm{t} .25$ 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 for tubs and 32 c for prints. Dairy ranges from 18@19c for packing stock to 25 c for No. I. Process, $27 @ 28 \mathrm{c}$; Oleo, 11@2oc.
Cabbage-40c per doz.
Carrots- $\$ 1.25$ per bbl.
Cauliflower- $\$ \mathrm{I} .50$ 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 25 c f. o. b., holding selected candled at 27@28c.
Egg Plant-\$i per doz.
Grape Fruit-Florida has declined
to $\$ 3.75$ per box for 54 s and 64 s and $\$ 3.50$ for 80 and gos.
Grapes-14c for 8 tb . basket of Concords and Niagaras; i2c for 4 tb . basket of Delawares; wine grapes in bushel baskets, 60@75c.
Honey-I4c per tb. for white clov-
er and I2c 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, ioc per Di.; Head (Southern stock), \$2 per hamper.
Onions-Home grown, 75 c per bu.;

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 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 adholding firm in price and may ad-
vance, 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. Pie 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 same. 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 is 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 the market have bought 5,000 tons and
are after another 5,000 . If they succeed they will control about 60 per cent. of the supply. As a result of
what they have already done, some what they have already done, some
holders have advanced $1 / 2 c$ and others holders have advanced $1 / 2 \mathrm{c}$ and others
$\mathrm{T} / 4 \mathrm{c}$. The demand, however, is light. Citron advanced $1 / 2 \mathrm{c}$, 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 advance and the small sizes now command a $25 / 8 \mathrm{c}$ basis. Size 40 are worth
are hardly quotable. The delivery of Oregon 30 will practically amount to nothing. The demand for prunes is fair. Peaches are still firm and fairy 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 firms
at unchanged prices. Barrel pork. canned meats and dried beef remain rm 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. Sal-
mon is quiet, no change having occurred since the slight advance pre-
viously reported of Alaska and Sockeye. The market for mackerel is 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 metai 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 manufac ture, buy, sell and deal in automobile parts, machinery, etc., with an auth-
orized 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 to manufacture and sell belts, sus-
penders, leather goods and specialties, with an authorized capital stock
of $\$ 6,000$, which has been subscribed of $\$ 6,000$, which has been subscribed
and paid in in property.
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 at North Byron, who will continue
the business at its present location.
$\qquad$ the grocery business at Grand Haven. The stock was furnished by the Jud-
son Grocer Co.

## DORMANT FACULTIES.

How They Can Best Be Aroused and Developed.
To make the most of life, to seize opportunities when they come, all your faculties must be trained. Every man is born into the world with many yarts, 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 plow yet have hidden and untrained faculties which might enable him to grace the chair of a university or soar to the highest pinnacles of statesmanship and government. Adam Smith has truly said: "The philosoilker is often hidden in the plowman.'

Most of the great men of the world were poor boys and had they neglected the God-given gifts that were theirs they would have remained 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 are he will fall behind and fail to reach the desired haven of ambition. Such a person is like a mariner cast adrift on the ocean with but one oar to propel and guide his boat. If he loses that oar he is tossed about, the prey of winds and waves. With two or more oars he could have reached land safely.
If you have only one stick to depend upon the stick may break at any moment and leave you helpless. The millionaire of to-day may be the pauper of to-morrow, and the Samson who exults in his strength may
be shorn of his power in the twinbe shorn of his power in the twin
Hing of an cye. Bankers have had to leave their counting houses, merchants their desks, artists their easels and preachers their pupits. Of these the ones who had trained all their faculties
stood on such a vantage ground that inis range of vision encompassed all.
Faculties when not brought into play become like unused muscles, soft and flabby and of practically no service. There is a great difference in power between the trained athletic arm of the blacksmith with its thews and tendons hardened to a steel resistance and that of a young girl twirling her thumbs in idleness or resting her elbows upon silken led knees.
Use strengthens, develops and confers stamina and resisting powers. If nembers 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 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 appear but a blurred mass to the or-
dinary observer. The poet can scan
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 produce harvest without cultivation.
In a state of nature our lands in their primeval richness only produced forests and wild grasses. By cultivation of the same soil we now grow the beste, tropic, even arctic soil has been made to contribute of its stores. We have the apples of Turkestan, the weaches of Persia and pomegranates and figs and oranges of Italy, the wines of Spain and France, the banaaas and breadfruits of Hawaii, the el1calypti of Australia and the hardy perennials of the frozen North. On ground that once only raised weeds and tares are roaming cattle o supply the best meats of our tables, the descendants of herds that pastured on the plains of Iran and were at no loss for a living, the ones lines of beatty where all is dull and in the valleys of the Punjab and the


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

Carlyle was born of humble origin in a little Scotch village and had scarcely any opportunities. He would have remained a scullion had he not cultivated the faculties which made him the graatest 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 iearned 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. ife 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.

Thousands of cases might be cited of men who commenced life in one direction and apparently with only one asset in the way of talent, but who d:scovered the richness of their birth.
who had not become derelicts on the human sea and were washed on the chores of oblivion.
Gladstone chundered his orations in 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 his faculties sharpened to razor edge all the time, hence he was able to cut and dissect every problem that came before him. He did not look
out on life through a knothole, but
prosaic to him whose perceptive reasoning has not been refined or educated 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 re tended and cared for.
Education is the sunshine that develops them, that causes them to come to a full maturity. Education. as its name signifies, is a leading out. 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 reguires education in proper exercise to keep its parts in harmony and perfect adjustment. To have a body, to think well, stomach, heart and liver must be performing their functional actions. To have a wholesome sou: you must have a right thinking mind, for it is the impress of the mind that stamps the oul with an everlasting seal.
You must have a perfectly adjuste: 1 body to have an evenly balanced mind, and this mind in turn will gov-

Ganges. Our great American bird, the turkey, thought to be indigenous to our soil, first had his home in the land between the Euphrates and Ti gris.
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 nobiest masters in the arts and sciences and industries in all ages and all land: and sows them i!? our midst to spring up and fructify in accordance with the are we take in their cultivation. Men have done wonderful things without education as we understand : Lincoln, although not what the world would call an educated man, never would have entered the temple f fame had he not worked and toiled to assist his natural gifts in bringing cut those qualities which brought him to the foremost rank of statesmen and made him the wonder and mar-
The school or the college does not stamp "finis" on education. The closing exercises of these institutions are rightly named "commencement." The graduates are only commencing the real education of the world. The
tanght 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 months ago twe 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 foi these safes or cabinets, to be delivered several months from that time, dayment to be made upon delivery of the cabinets. There then appeared upan the scene two other representatives by the names of Lewis and Buxton, 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 thie 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 liey 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 undersiood that one local liveryman inected $\$ 600$ in this scheme and that cther local partics have also been bitten.
As reference the name of a bank in the West was given. Correspondence with this bank by a local business man has elidited the reply that the iarties above named are of doubt $\mathrm{f}: 1 \mathrm{l}$ financial strength and shady character. It also transpired that they had been conducting a similar campaign at Vassar, Michigan, and letter addressed to a bank at Vassar brought the reply that these men had taken about $\$ 30,000$ out of Vassar without Ieaving any adequate considcration therefor. These letters are now in the hands of business men here whose names may be had upon application to the Michigan Tradesman.
According to latest information this game is still prospering in this city.

A good whip and a good horse are

## 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 II3 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 they do not curl.

Price, complete, $\$ 4.00$. Order direct or through any wholesale house.
Tradesman Company
GRAND RAPIDS, MICHIGAN

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November 10, 1909

## ORIGINALITY COUNTS.

Window trimming has become distinct department of mercantile lif and according to location-both city and street--lines of goods carried and resources in general it is expensive or iluexpensive, 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 em 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 recogniz ed 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 professionwind
als.

There's a tremendous difference beween producing a seasonable, strikng 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 strect 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. There wasn't another thing in the
window, not even a placard. That was timely, artistic and sufficienr. Marshall Field \& Company's best artist could not have done bett

## LET US CO-OPERATE.

Prof. Charles Zueblin has "called" Grand Rapids good and hard for its failure to suppiy 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 ing 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 goorl 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 and courses of the various water supplies in Eastern Massachusetts are conation 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 $40 \times 70$ miles in area, having Boston upon its eastern border, is systematically controlling the collection and disposal of all sewage and refuse within its limits, thus protecting every drop of
public use within such area. It means that the cities of Boston, Brockton, Taunton, Wooster, Fitchburg, Lowell and almost innumerable smaller cities and villages are successfully co-operating in behalf of the public health, public pleasure, public service and public prosperity.
Fancy, if you can, all the cities and villages located within the watersheds of the Grand, the Flat, the Thornapple and the Rogue Rivers west of the mouth of the Maple River, or, very properly, including the watershed of that stream, working together harmoniously to attain the 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 tinus collected, protected and distrib uted perfectly soft; free from lime, tot 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 alone and continue to suffer

## UNIQUE MATHEW HANSEN.

'Toussaint L'Ouverture, Booker Washington and Paul Dunbar, as negroes who have won niches in the tuniversal hall of fame, may well inch along a bit to make room for Mathew IIansen, 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 keing who, having visited the North Fole, 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 demonstrated 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 settings, 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 day at $\$ 2.50$ per minute and responsible to no Arctic Exploration Assocration, no National Geographical As-

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, Jack Johnson, and in case they should engage in the betting game as to 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 ork City has taken a decided stand against a contin eled 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 establish-
ment from wearin the bungalow-roof extension roll on their heads, it likely that we are about to witness

Dame Fashinn, humorsome old thing that she is, resents interference and is sometimes as stubborn as sh, sigoted. 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 in-
different 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, ob long or flat and whether they are No or No. 8 in size, must be built out horizontally until they are anywhere
from 20 to 30 inches wide viewed And she stands by her proclamaMoreover, she knows that many hundreds of thousands of dollars ar wested in rats, rolls and puffs an he materials from which they ar thousands of dollars are invested i hats which, in order that they may b seen at their best, demand the absurd hair extensions that are being attack ed. 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 consent to shovel the stuff into your urnaces?" she adds.
The answer is yet to be made and meanwhile the girl clerks and girl students who have no sense of proportion and good taste will go on with their stuffed club eccentricity, ig norant and unconcerned as to lygienic values and indifferent so
long as they feel that they have gone ong as they feel that th
he limit as to fashion.

It is not the fact of the salary but the motive in the service that stamps he 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 desire to help the helpless.

A MERE MATTER OF BRAIN.
When the farmer had reached that period in his career when with mort gage lifted and his debts all paid he was enjoying himself in riding about the country in his automobile; when in fact, he had showed by his success that he understood his business, it was fair to infer that "they"-the smart folks who have been making fun of him all along and calling him a fool-would have the good sense to let him alone. Instead they are still prodding him and insist on telling him what he ought to do. "You hadn't ought"-isn't it the "hadn't ought" class of people that have the mostad vice to give?-"to keep planting corn in the same field year after year. You see," etc., and the Alec who knows it all pours into that old farmer's ear a lot of stuff as worthless as last year's musty straw, with the idea that he is telling the farmer something

The time has been and not so long ago when the farmer seemed to stand 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 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 that 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 in that little seven by nine shack where most of the busy world passed at least three times a day everybody thought he was doing a good thing and hoped he would make a go of it. It was not a very promising vocation, however. Cobbling is useful
but not especially remunerative; but not especially remunerative; but
Hans Sachs' strong point was that he knew how to mend shoes. Nothing seemed to be beyond his skill so far as demoralized footwear concerned. He made the old as good
as new and he was willing to undertake the most hopeless cas "while you wait," only it must be He might have made new shoes, his delighted customers often urged him to do it; but his single reply was, "I cobble." He had found what he could do best; he did it and was content,
and the result was the old story: The little seven by nine roof expanded and Hans Sachs, the cobbler, the pride of a large circle of admirers, went from his work to his reward success.
The secret of it? There is no secret. It is only another instance
showing that the cobber found that any kind of cobbling may bring restilts, but the best cobbling will al ways bring the best results-a mere matter of brains.
NEVER OLD-FASHIONED IDEA. says what it it says takes the opportunity in comparing the Europear student with the American to say, "Our sophomores must be half-baked, just as our millionaires and our theaters are halfbaked." Stopping just long enough to say that the sophomore, irrespective of climate or of nationality, like a barrel of sweet cider, comes out 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
may be well enough to say that the 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-a-
turn sort that society, meaning turn 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 Mayflower?-was early rooted in New England soil, thrived there and is to-day the foun-
dational thought that underlies the whole realm of money and its influence. Weighed in the scales of public opinion money in itself did not amount to much. As a subordinate t was serviceable but it was never presuming. "It is the mind that makes the body rich" then held sway, and that same sway after the lapse calling the American millionaire "half-baked," because in too many instances he has shown himself to be just that.
Compare the Colonial aristocrat with the modern, up-to-date article and what is the result generally? The old timer was the genuine aris ocrat, because he was the best mentally, morally, physically and financially. Training and culture stood irst and the man possessed of these was classed among the best-it was matter, from the very beginning o things. To-day, however, in certain circles the order has been reversed and, as it has been aptly put, the last on the list-finance-stands alone and, what is worse, has been made to include the other three. There is and right there it will stay until, like the "hayseed," the millionaire will himself see his condition, and
with his foolishness completely "baked" out of him he will be brought to a realizing sense of the fact that he is half-baked" and that he is go-
ing to remain so until he is able to see that the old-fashioned idea is the only idea that never goes out of fashion; that mind and morality, which that finance, good enough in its way, is only the cipher which increases diminishes the value of the other
nfold, according to the use that is made of $i$
"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 to years old. The family were poor and came to better their condition. They took what came to them and soon showed that they were Irish, not paddies, a distinction which
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 tand 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 alone can give, and when, after the needed years of study had been faithfully gone through with, he came home to America, the Irishman had asserted himself as the genuine article always will, and that same man,
the President of the United States, only verified what the ages have rendered trite: "He shall stand before kings."
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 in regard to it is not and never will be old-fashioned and that just in proportion as the owner makes his posession an accident and uses it as such, in that same proportion will he cease to be the "half-bak
which the world despises.
THINGS DON'T JUST HAPPEN. deal about and possibly think a great But nine times out of ten it is not good luck that comes by chance, but y hard, unremitting toil and planning; persistingly keeping at it. Out in Minnesota the son of a natorial chair. But it is not good luck that places him there. It was 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 uck" with envy, although it is realy not luck but pluck. He knows that there is no chance game in the mat; that Fortune truly favors those who favor themselves.
The employer may seem to prosper quite beyond the expectation of n-lookers. He has given his business not only his hard work but his earnst thought. No great good can come from chance shots. No real, true, conscientious and persistent siruggle backed up by good common ense 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 tcwn-and you can unless your rivals take as determined a stand against this. But in any case they can only thwart you on the road to Progress. Make it a rule to buy right; to sell right. Remember that success or failure dwells in yourself; that no capricious goddess holds the reins which mark Victory or Defeat.


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 qualty of its goods to win it the favor of people with money to jingle in their pockets:

Our Reputation
Carries Us
Big $\stackrel{\text { Radius }}{ }$
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 vords at the end. If the last part If 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 thought:

## The

Town Wide
Prominence
Of
Our Overcoats
Is Due
To

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: a friend and bought a cow.

The agreement was simple:
Smith paid half the money and owned half the "critter." reaped the benefits.
happy unless they are feeling putchety towards their help-knocking them. Not so the dealers who wrote the rext 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

 IsOur Expert Workmen Their Pride


Feeding "His Half"
You've all heard the story about the fellow Smith who "went shares" with

But when it came to a showdown it seemed that Smith had bought the FRONT half. So there was nothing for him to do but to feed the cow while his wily partner

In this mail-order game the farmer and the retail merchant feed the cataloguehouse cow and Mr. Foreign Stockholder gets the benefit. The profits don't even stay in the United States, but are sent to Holland, Germany and France.

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

This Store
Is
Your Lucky Number 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 Cirishmon 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
piano, come here before you deccide
and see if we haven't and see if we haven't the piano you
want for $\$ 75$ or $\$ 100$ less. Pay by the month if you

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

Worden Grocer Company The Prompt Shippers

STREET CAR SERVICE.
Nickel's Worth of Rides Preferred to Low Rates.
Written for the Tradesman.
The defeat of Tom Johnson, at Cleveland, and his retirement with all his bluff and street-car noise, brings 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 Overton.
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 common council and my company?"
The mayor walked to the window and looked out on the street, where a couple of cold storage street cars were swallowing a dozen passengers, who were cold enough already, and replied that he could.
The manager said that he was glad to hear that, and added that he would
at once wire headquarters that at last they were to receive a fair deal in

## Overton.

"All we want," he explained to the mayor, "is a thirty-year franchise on all the streets of the city, so we can raise money to make the extensions asked for."
The mayor felt humiliated when he thought of what the manager must think of him to come at him with a confidence game like that. If the manager had called him a fool and a flat-head to his face he couldn't have made him angrier.
"And, oh, yes," continued the manager, "we want this eight tickets for a quarter business stopped. We've got to pay dividends, and can't do
it."
"We don't want eight for a quar"" 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 "We 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 with-
out 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
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 want any three-cent fare business. Tom Johnson and his kind are just making a lot of noise. But when you sell a ticket for a nickel you've got to deliver a nickel's worth of ride. "Look here! If my boy comes to
me in the spring and says to me: 'Daddy, I've got a garden of mine own, and I'll sell you onions and radishes just the same as the store for five cents a bunch,' why, I buy of that boy. And when he delivers the goods he brings me three-cent bunches and says, 'Pay me a nickel for these, Daddy, until I get started in business, and I'll make it all up to you. I'm an infant industry.'
"So I say to the boy, 'Go ahead
with your infant industry. I'm giving yout two cents every time I do business with you, and so furnishing capyou go ahead and make it up pretty soon.' And my son he goes ahead, and I pay five cents and get three. Then this goes on for eight, nine, ten years, and my boy says right along, 'm doing the best I can. You keep on giving me five cents for three
cents' worth of goods and I'll make up pretty soon.'
"Then, after I've been worked for many years I say to the boy that he 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
or, looking over the manager's head with his mild blue eyes, "we fool with you no more. You give a nickel's worth of ride for a nickel or we'll bust up your franchise and give it to some one who will. You can't work the infant industry racket any longer. You are violating the terms of your franchise every day, and we're going shat down on you.
"I thought you'd be fair!" wailed manager

## f a grocer sells short weight, arrested; if a mechanic is an

 late, he's docked; if a clerk is honest, he's fired. Everybody value received but your comYour cars are a disgrace to the city, and your lines are not half long enough to be profitable. We lon't want three-cent fares. What we want is five cents' worth of trans-fortation and comfort and civility for a nickel. Give it, and you're all right. Three-cent rides! Not for
Overton. Three-cent rides for a nickel! Not for any place! You mind
that?"

manager is thinking it over Alfred B. Tozer. 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. 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
re not investing your eleemosynary profits in your business. You are
up, for fat men's wives to travel in
Europe on. You cut down your own

## FOOTE \& JENKS' COLEMAN'S <br> . BRAND

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

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FOOTE & JENKS, Jackson, Mich.
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## Sold Direct to the Retail Trade

F or several years we have distributed our goods through jobbers exclusively.
From now on we have concluded to reverse our former business policy From now on we have concluded to reverse our former business policy and sell
he retail trade direct. The retailer who builds up a trade on "Morgan" products to the retail trade direct. The retailer who builds up a trade on "Morgan" products
will have a valuable asset which no one can take away from him, because the "Morgan" goods literally "sell themselves" after they are once thoroughly introduced. Send for sample order of sweet cider io any of the following sized packages:

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

We also make vacuum condensed apple syrup and apple jelly which we sell at 60 c 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.

of the large railway systems between the Mississippi Valley and the Atlantic seaboard are well equipped for re icing 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 the ice remaining in the tanks and then fill the tanks with crushed ice and salt. Drip pipes and traps are also examined and cleared of any ref use. 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 al most impossible for a car to pass a r -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 oi 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 reach it.
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 70 , 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 on re-orders were stacking up fast. It was very easy to sell those goods. I had been fonr weeks on the road with them before I struck my first hard customer.
The prospect's name was Goodyear -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 whic'1 points with pride" to its court house and its ditily paper.
Goodyear was an elderly man, a 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 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 fron: 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 they were given the chance," and
urged this point on my prospect, but urged this point on
he shook his head.
"How much advertising do you do Mr . Goodyear?" I enquired. He r plied that he had signboards along the State Koad 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 advertise-ment-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 adver-
tisement 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 as the goods are here you run this half page advertisement I have written in the 'Gazette,' letting 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 nece sary for handling the season's trade. Goodyear had followed my argument closely and seemed favorably impressed. He began to realize that it would mean good profits to him if he could galvanize the trade in that country town. At length he hesitat-
ingly placed a small order, consenting to give my plan of campaign a trial.
I wrote more copy for his adver tisements and promised to furnish attractive cuts. We had dinner together at my hotel and in the evening him a demonstration in effective win-dow-dressing. samples for the purpose and he was enthusiastic when he saw the effect. I
explained the color scheme and th explained
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 1 caught the midnight train for the next town on my route.
It was gratifying, six weeks later "I knowed what yuh meant," re-
sponded the fellow, "but the last aigs e got wa'n't eatin' aigs."

## Visible Proof.

The prisoner weighed over three undred 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 better ones.

# BAGS <br> New and Second Hand 

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

ROY BAKER
Wm. Alden Smith Bullding Grand Rapids, Mich. to learn that Goodyear had re-order
ed on a large scale. He has since become a regular and considerable

He Wanted Eating Eggs.
The following good story, which il lustrates the fact that fools and chil painful the consequences, is told by George A. Markham, probation officer in the Buffalo Police A dull looking boy came into a middle of the floor awkwardly twist ing his fingers until the attention of
the grocer was attracted to him. The vendor of cabbage and canned goods finally approached him and rubbing "Well, my good fellow, what can I "Ma sent me down to git some aigs. "What kind of eggs did you wish?" enquired the grocer.
"I want eatin' aigs," again explodthe 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,


## 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

## Wizard Graham Flour

## There is something delightfully re-

 freshing about Graham Muftins or Gems -light, brown and flak-just as palaing for something different for break-,fast, luncheon or fast, lumcheon or dinner. try "Wizard" Graham Gems, Muffins, Puiffs, Waffles
or Biscuits. AT ALL GROCERS.

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

Grand Rapids, Michigan

## Wanted <br> Your shipments of Butter, Eggs, Veal, Poultry, Pota- <br> and vegetables.

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

Ask Michigan Tradesman, Grand Rapids National Bank, Commercial Agencies
w. C. Rea

## REA \& WITZIG

A. J. Witzig

## PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.
We solicit consignments of Butter, Eggs, Cheese, Live and $\ddagger$ Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

[^1]Marine National Bank. Commercial Agents, Express Companies. Trade Papers and Hundreds


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 1 , 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 you do not support your claim.
Let us consider the first point "your goods," which every self-styled exclusive shop believes to be th groundwork of its claim. A house claims its goods are designed especialiy 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 certamly their own, because no other house would show them, and granting them the fact that thev attract a lot of attention, ye 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, pro Ancing a desirable article in the eyes of the discriminating.
By "the shon itself" I mean the fittings, decorations and windows. Excl:1sive goods with a poor background make a bad 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 costing such a sum that a frequent change is impossible, so that it becomes tire-
some and monotonous to the regular patron. Much more effective and last ing is some rici and restful scheme, which forms a pleasing background 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 shop, giving you the opportunity to attract them, than might read your announcement ir the biggest paper. The trim should be well-spaced, graceful and symmetrical and fre quently changed to give the publio 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, ether for or against, that the shop has. To be consistent with his surroundings the man should he well educated, have a thorough nowledge of his business, be well Aressed, 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 1 s at ease in serving them. Some are salesmen without a doubt, but their manner and talk would be more suited to selling potaoes 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 unipIelligent 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 d:y, 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 hop will find it false economy to attempt to keep up his standard with he 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 educaion. This shop finds it more than repays.
In considering the salesman we 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 cxclusive shop towards its patrons. Where a shop is sure that its organization is complete a generous amount of self respect is a good thing, showing that you have confi-

Cence in what you have put before the public; but, on the other hand, there must be a give and take, as we are all human and liable to trip up sometime. The man who never 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, he has some cause to complain and expects to be agreeably met and have matters made right. Occasionally he is in the wrong and the shop does 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 feel ing between the shop and its patrons that they will have no hesitancy in 'pproaching you when they have a vick 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 heep down that altogether too prominent 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 rot 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 shuiting out all that is detrimental to the high standard you are aiming at, you must realize your responsibility in relation to the public. 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 because 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 will appreciate it
Any student of human nature will admit that the visible reflects the in-
visible, and the impression created visible, 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 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
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 $81 / 4$ 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, $93 / 4 \mathrm{c}$
Teas continue in fairly active re quest and quotations all along the line are very firmly maintained. The shortage in Formosas is the most 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 prime is quoted at $51 / 4 @ 55 / 8 \mathrm{c}$.
seasonable trade is being done 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 or good rates. Syrups are in good demand and quotations

## changed.

There is apparently a somewhat better jobbing demand for canne 1 goods, but the market is not particularly active and tomatoes, especially. are dull and unsettled. The usual quotation of 60 c is still given as the price of standard 3 s f. o. b. Goods can be found for $57 \mathrm{~T} / 2 \mathrm{c}$, but the qual tion for standards. Corn is moving moderately. Quotations are well sustained. Peas are in better demand 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 very little reaction has taken place, that top grades are about $1 / 2 \mathrm{c}$ lower than a few days ago, creamery specials being held at 32c; extras, 3Ic; firsts, 29 $1 / 2 @ 30 c$; held stock, specials, $3 \mathrm{I}^{1 / 2}$ c; imitation creamery firsts, 26 (ii) 27 c ; factory firsts, 25 c
Eggs, of course, are still going up. Western extra, 35@36c; extra firsts, 31@33c; firsts, 28@30c; refrigerator

## Every Young Man Owes It to Himself to Be Well Groomed

$\mathrm{N}^{\mathrm{O}}$ 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 effortbig 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 distinet understanding that 1 am under no obligation to buy unless I am convinced that the line meets with my requirements in every respect.

Name__Town
Michigan Tradesman

## 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, adopr 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 government.

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 resul! 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 prodice 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 a rut. 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 as to advertising. One ties his faith to signs painted on fences or barns
another puts out circulars scattered promiscuously or on letters sent out 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-numberism.

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 thus displayed will not amount to one-half of I 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 $18 \times 20$ panes.
"But it takes thought, time and labor to change my windows every week, and I'm no good at it anyhow," 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 his friend by the arm. "Come on 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 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 goods store. Of course it is an attractive show, but I can not get up
anything like that with silks, laces, hosiery, gloves, and all that."
"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 effectiv

## 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;
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 flooryout have two good big windows full ot 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
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 mer chant 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

Merely a Suggestion.
He had managed to accumulate a ot of money by more or less quesionable 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

## Post Toasties

Any time, anywh
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 farge 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 Michigan by corresponding with T. J. McLaughlin, care Wayne Hotel, Toledo 0 F. E. Drew, 648 S. LaFayette St, Grand Rapids F. L. Bents, Box 42, Ludington, Mich.
A. E. Lelghton, 317 Gienesee St., Wes sing, Mich.
C. Malone, 117 S . Seventh St., Saginaw Geo. Bessor, 297 Broadway, Niles, Mich. o. Bessor, 297 Broadway, Niles, Mich.
A. Wilson, care Marquette Hotel, quette, Mich. Marquette Hotel, Mar
Farney, 316 Barnum St., Ishpeming, Mich G. P. Farney, 316 Barnum St,
R. J. Hill, Houghton, Mich.
Chas. Haase, care New Lu Chas. Haase, care
canaba, Mich.
B. Fenton, Box 474, Iron Mountain, Mich J. E. Coogan, Marinette, Wis. W. R. Goe, Box 403, Ironwood, Mich.

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## Four Kinds of Coupon Books <br> 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.

The Great Mistake Made in Teaching Patriotism.
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 strong. hold 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 halter.

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 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. 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 in-struction-just like personal selfishness. Still, undoubtedly we in this country do find it especially difficult o be rightly patriotic.
For a people so isolated Americans travel and read a great deal. They find generous hearts and noble souls ir: all lands and base and mean-spirited people also at home. Patriotism is likely to seem to them narrow and ill-instructed. "The world is my country. What care I for the accident of birth? The man half round the earth may be nearer to me than my next door neighbor." Admirable! Only let us have a division of the question. Our fellow-citizens are also himen lan state of things was plan-
this fine scheme. Moreover, this universal love will, like all forces acting from a point, diminish with the square of the distance. Who could ask more?
Teachers as missionaries of the in tcllectual life share the habit of setting little store by limits of country How many of them live habitually in their deepest life-in other lands on 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 of war. 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. A 11 labored with their hands and were as little afraid of head work. Knowl edge 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 fills that region. There are paupers 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 blackberries over the same ground. The patriotic spirit does labor under difficulties here. But consider that there has been absolute continuity of history. The distinctions seen now existed in some degree in the old life. This state of things was plan-
ned and eagerly sought by the earlier
men. And they have all profited by have some temper to be any good it. All have had a richer life be- ar all.

## cause a life of more experiences. If <br> Naggs-Yes, temper is a good thing

 any have soured under it they have they are. The real tragedy in the case is the change of feeling betweenthe two men and such as they. I do not cite this case as a contribution a the discussion concerning wealth and station; but to call attention to the fact that what goes on in the minds of men is the main thing, an
so a continuity of the spirit of patriot ism through all such changes is en tirely reasonable. And yet such rapid
changes must tend to produce unsteadiness and volatility of spiri among even the best of our people Only such a belief in the genius o
our country and such determination to preserve and transmit it as charac terized the Revolutionary fathers and the heroes of the Civil War will save
ts from becoming a nation of shutflers and quitters. Our system has enormous capacity for rationa growth; what is to be feared is sud den changes brought about by ca
price or selfishness acting upon ig price or selfishness acting upon ig
norance. And now is there any agency com
parable in efficiency to general educa tion and special education in patrio ism of the rising generation to give moral indifference?

## Edwin A. Strong.

## Should Keep It.

to have, but a very bad thing to lose.

## Hati Brand Canned Goots

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

Michigan People Want Michigan Products

## Sawyer's

50 Years

the People's | Choice. |
| :--- |

## CRYSTAL

## $\left.\begin{array}{cc}\text { See that Top \% \% } \\ \text { O } & \text { D }\end{array}\right]$ O

For the Laundry. DOUBLE STRENGTH.

Sold in Sifting Top Boxes.
Sawyer's Crystal Blue gives a beautiful tint and restores the color
to linen, laces and to linen, laces and
goods that are goods that are
worn and faded. It goes twice
as far as other as far as other
Blues.
Sawyer Crystal Blue Co.
BOSTON - - MASS.

## Klingman's

## Summer and Cottage Furniture: Exposition

It is none too soon to begin thinking about toning up the Cottage and Porch. Our present display exceeds all previous efforts in these lines. All the well known makes show a great improvement this season and several very attractive new designs have been added.
The best Porch and Cottage Furniture and where to get it.
Klingman's Sample Furniture Co. Ionia, Fountain and Division Sts.
Entrance to retail store 76 N . Ionia St.

## WILLS

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

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 power to discourage money being "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-credi: 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 patron of the mail order house may not like to have the banker know that he "sends away."

The express companies are there to get what they can out of the town; they are not particularly interested in 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
to any mail order patron, as well, telling him what special bargains are it: stock in his own home town. The patron need never suspect the collu-sion-he need never think that the banker has given his name to the local dealer.
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 obj ection 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 prople 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; they fall when the profits of the community grow less. The banker who is building a permanent business will do well, merely from the selfish point of view, to divert every dollar to the merchants wherever possible.

## 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 quicker than piety.

## Child, Hulswit \& Company BANKERS <br> Municipal and Corporation Bonds

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Special Department
Dealing in Bank Stocks and Industrial Securities of Western Michigan.

Long Distance Telephones:
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## Kent State Bank

Grand Rapids, Mich.

Capital
Surplus and Profits
$\$ 500,000$

Deposits
51/2 Million Dollars
HENRY IDEMA
President
J. A. COVODE - - Vice President
$31 / 2 \%$
Paid on Certificates
You can do your banking business with us easily by mail. Write us about it it 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

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| :---: |
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Resources
$\$ 7,000,000$

## A HOME INVESTMENT

Where you know all about the business, the management, the officers HAS REAL ADVANTAGES

For this reason, among others, the stock of THE CITIZENS TELEPHONE CO.
has proved popular. Its quarterly cash dividends of two per cent. have been paid for about a dozen years. Investigate the proposition.

## We Make a Specialty of Accounts of Banks and Bankers <br> The Grand Rapids National Bank <br> Corner Monroe and Ottawa Sts.

DUDLEY E WATERS, Pres.
CHAS. E. HAZELTINE.
JOHN E. PECK, V. Pres. Vres, F. M DA VIS, Cashier

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| as. S. Hazeltin | Chas. A. Phelps | Wm. |
| $\begin{aligned} & \text { erp } \\ & \mathbf{w} \end{aligned}$ |  |  |



Get a Leader-Something to "Start 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 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 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 cculd 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 ic is all worked in.
Now, what can the merchant do when he wishes to take the benefits c.f this method of marketing?

Cut the price on a few stapies 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 $\$ \mathrm{r} .98$.
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 advertis-ing-or $\$ 100$-or $\$ 300-$ you are going to deliberately lose money on this item.
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 dol. lar just as though you had met them on the street and handed them a goo, 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 adver tising bill of the products of the United Staies runs into millions o 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
get the other merchants to cutting for
retaliation.
There is no money in cutting 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 cuiting prices-when they read your convincing talk.
If you take the public in your con-
fidence and tell them exactly why you
are cutting prices, your local comargument and they will not
by demoralizing the local trade.
Why is this so?
Let me tell you: Because they will think it is yonr scheme, and, thinking it is your scheme, they will be in no hurry to adopt it.
Many and many a good plan or scheme has been worked for years simply becatise 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 rethe to buy-at least educate him in the values you can give him.
Remember the mail order buy 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 he crowd and persuaded the combatants to desist.
"Leet me beg of yout, my good fellows," earnestly besought the peace maker, "to settle your dispute by ar bitration. 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 orce 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 hot heads.

The New Flavoring
(BETTER THAN MAPLE)
Crescent Mfg. Co., Seattle
Sole Manufacturers

Dandelion Vegetable Butter Color A perfectly Pure Vegetable Butter Colo
and one that complies with the pure and one that complies with the pure
food laws of every State and of the United States. Manufactured by Wells \&\& Richardson Co.
H. LEONARD \& SONS Wholesalers and Manufacturers' Agents Crockery, Glassware, China Gasoline Stoves, Refrigerators Fancy Goods and Toys GRAND RAPIDS, MICHIGAN

General Investment Co.
Stocks, Bonds, Real Estate and Loans
Citz. 5275. 225-6 Houseman Bldg. GRAND RAPIDS

Our Slogan, "Quality Tells" Grama Aainis from Companany

Grand Rapids, Michigan

GRAND RAPIDS
FIRE INSURANCE AGENCY the Mcbain agency
Grand Rapids, Mich. The Leading Agency Bomminjoind frifit Pb, Lti.

## Credit Advices and Collections

 michigan offichasIlding, Grand Rapids
Majestic Building. Detroit Mason Block, Muskegon


## 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 0il

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.


## LOWNEY'S <br> COCOA and CHOCOLATE



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

## The Walter II. Lowney Company Boston



## Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton. Price $\$$ I.oo.

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 which conduce more to the comfort of the possessor, and those associated with him or her, than a talent for holding one's tongue. To know when to speak, and equally when to be silent, is no small part of the necessary equipment for life. Many a man passes for wise simply by means of saying nothing and looking intelligent when others speak; while those who talk least make fewest enemies.
"A man who can not hold his peace," 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 conceit and the feeblest species of self-display," which, while severe, is frequently true.

A woman, especially, to be attractive must preserve a sense of reserve; she must, so to speak, keep up a certain amount of mystery about herself. To many persons this reserve is in itself a compelling charm. In a popular modern novel the imaginative hero wearies of his bride because he discovers that she is "too transparent, too easily understood," which, however unreasonable, is not 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 incautious speeches, words which we would giadly recall at almost any cost. "A soft answer turneth away wrath," and
up anger." There is a folklore tale of a woman who, finding her married life unhappy, went to a white witch for a charm against the trouble. She received a flask filled with a colorless liquid, which she was directed to take and hold in her mouth whenever she felt disposed to quarrel with her husband. She obeyed directions and, delighted with the effect of the charm, went back to the witch for a fresh supply when that was exhausted. "The liquid was merely water," said the wise woman. "The virtue of the remedy consists simply in holding your tongue, in keeping back angry answers."
All savage nations place high value upon silence, and conversation is undoubtedly one of the arts of civilization. To know what to say and how to say it, when and where, this 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 dis tinct, 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 misled as to mistake the one for the other.
Undoubtedly a great part of the mischief which has cursed the world since the beginning has been done by tco much talking. "Where no fuel is the fire goeth out; where no talebearer is the strife ceaseth." Had our
with the serpent Paradise had neve been lost, and thenceforth all through history idle words have been among the agencies which have turned the fate of nations. A word once spoken never may be unsaid; alas for the times when men and women bewail themselves in bitterness of spirit over the careless word, scarce meant to be unkind, which had so much better been left unsaid. There are many cruel battles in which the weapons are "looks like daggers and word, like blows," duels in which there is no bloodshed, but the wounds which are not to be healed by any amount of subsequent remorse or re pentance.
There is much truth in the saying that a strong character never is en tirely understood; and therefore i often is possible for those who ar lacking in strength to gain credit therefor by a judicious amount of re serve. It is a mistake to be too com municative, even to one's intimates confidences to strangers are idiocy To unravel one's self, as it were, i to explain away one's personal mag. netism, to make one's self cheap. Du reserve gives an air of depth and en hances the value of her who practices it. An immense amount of nonsense has been talked and written about the "strength" of weakness. It i presumed that a woman, above all i she is passably good looking, can, by throwing herself upon the mercy of the man whom she regards as strong, dominate the person to whom the appeal is made merely through the mag-
netism of her trustfulness and feeble-


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

## Four Points

of the Square Deal Policy

## No

Quantity price. You don't have to load up on a perishable stock to have our goods at bottom prices. They are always fresh and suit the customer.

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.

PROFITS SURE AND CONTINUOUS

## Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.


ness. In most cases this is an utter fallacy; men admire and respect 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 love. The confession of weaknesses does not cause any one to admire the modesty of the confessor. As for one's strong points, it is wise to al low them to advertise themselves.

To adopt the rule once given to a gushing girl by a friend who knew the world: "Never speak of yourself and never say anything which is uncalled for," would at first seem likely to 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 in terested 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.
It is highly probable that the Eastcrn despots who cut out the tongues of their household slaves placed too no matter what their income.
great a value upon silence as a virtue in servants. Yet modern usage demands that the well trained domestic shall not speak until spoken to. "Good children are seen but not heard," is a saying which has passed into oblivion with the old fashioned doctrine which required filial obedience; but in the days when it was enforced it must have added much to the comfort of the families in which it was observed. In short, throughout all the ages sages have taught the wisdom of silence, and hundreds of wise sayings might be quoted in its praise, but neither proverb nor precept can have more force than 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 are distinctly vulgar.
Don't go in for exaggerated styles if your income is limited and your clothes must do two seasons. The best dressed women avoid extremes

Don't-if you are fat-wear one of the new lingerie waists with a dark skirt. They are fascinating in their long lines and frillings, but not on the woman whose length must not be cut by separate colors.

Don't select the new one piece coat frocks if you have hips that protrude, also if you are hipless. In the former case you will seem to need a surgical operation, in the latter you will resemble a famine sufferer.
Don't bundle your throat with the new high fur necklace if you have a tendency to colds and throat troubles. It is safer to harden one's self with unlined net yokes than to overmuf-
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 $u_{k}$ 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. 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

## to them:

"Be you goin' to take this train?"
he asked.
"It's none of your business," re-
torted the bridegroom indignantly as
torted the bridegroom indignantly as
over the impertinence of some of the natives.
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 porter."

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 a party of hunters who were passing 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 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 all," said Benson, tapping his gold 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 stili more. Somebody in this town will sure go to the wall before spring."
"You are pessimistic to-day, Bensen."
"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 order houses and folks sending to the city for groceries, things are coming to a pretty pass.'
"Eh," said the schoolmaster, lift ing 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 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 groceries and provisions."
The keen eyes of the old schoo!master were reading Benson's face closely, a twinkle in their depths signifying a deeper meaning than mere spoken words.
"What's that got to do with it?" said the grocer.
"Everything, perhaps. Hub knows 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 notion to go out of business anyhow. There'
cent."
"Humph," vouchsafed the school master
"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 everywhere. It was ever 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 them, Tom?"
"By selling as cheap as others."
A sarcastic laugh fell from the lips the grocer. Tanner broke a stick of cinnamon and chewed it languidly.
"The idea," growled Benson. "We do sell as cheap as anybody, but these cheap skates haven't ideas enough to make a headache; they would rathr go away from home to buy any
"If that is so I must acknowledge your case is hopeless," assented old Tom. "It seems to me, however, that 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 beat, ready and anxious to take advantage of them at the first oppor tunity."
"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 believe it is more talk than fact."
"To be sure it is."
"If you merchants would get down on a level with your customers, make them your friends, learn all their litthe 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 there could be no growling and there were far greater profits for the dealI sometimes wish I had been living in those days. There was noth ing to worry about then-"
"Wasn't there?" broke in old Tom, with a laugh. "You are wild in your talk, Benson."
"But own up now, didn't the pio-neer-merchant have it all his own way as to prices? What was the use of grumbling then? Even if a cus tomer did growl it would do no good he couldn't send to a mail order house, could he? He had to buy o

## the one merchant-"

"Not necessarily, my boy," chuckled the schoolmaster. "When Jake Hornaby built his $7 \times 9$ 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 a large imagined he was robbing them It seems natural for folks to think that, give a man a chance, he will 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 Muskegon. Jake offered to do the fair thing on large orders, but it was :o go. The wholesalers sold to the lumbermen at their lowest rates, thus giving the small dealer of the woods a poor show. There was more of this done in those days than now.
"Hornaby had to listen to daily complaints just the same. His goods were too high. One fellow, a board-ing-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 oi 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' 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
boy, that it was not all plain sailing
even in pioneer days."
"Well, it seems not," assented Benson laughing.
"And, furthermore, several stores re better than one. When this new man comes in you will find more customers instead of less. The more tores the farther people will come trade."
"Maybe so," said Benson. "I hope
"I know I am right," declared the schoolmaster. Old Timer

## Feminine Wisdom.

Him-Why does a woman seldom go to a man for sympathy in her troubles?
Her-Because she doesn't care to

## Ideal Shirts

We wish to call your attention to our line of work shirts, which is most complete, including
Chambrays
Drills
Sateens
Silkeline
Percales
Bedford Cords
Madras
Pajama Cloth

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

## Plain Black

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

## Write us for samples.

## THE TWO GRAND RAPIDS. MICH.

## 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 (I Cloth and I doz. Napkins) packed one set in box. It will pay you to look at our line.

## P. Steketee \& Sons Wholesale Dry Goods <br> Grand Rapids, Mich.


#### Abstract

"The Great Power of Confidence and Co-operation." William Allen White in "A Certain Rich Man" has hazarded the opinion that the world advances by sifting out the good in the lives of its "men of action" and preserving it. The 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. Theodore Roosevelt's life is not finished. Yet one period of supreme 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? Where are our present ideas as to the right and proper dealing of man with 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 other. Most recent and perhaps most not 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: the great power for good which re sults from mutual confidence and co


 eperation. That is the keynote modern business success and should be the best result obtained from 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 devel${ }^{r} p$ and endure as the magnitude and the resources of the nation will justify, business must cease to be war fare and the Government must con trol and restrain organized and individual greed."$\mathrm{In}_{n}$ this utterance is found unmistakable suggestion of a new order of things, at least in so far as our immediate industrial future is concerned. Is this suggestion not justified?
With point and truth Collier's Weekly latelv has said that the Wall Street Journal, a financial paper with a circulation that includes practicaly all of the great captains of commerce and finance, because of that very fact dares to preach the Roosevelt gospels of right and wrong hluntly and plainly. To us it almost anpears 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 nolitico-economic problems of the hour. It is the captains-not the lieutenants nor noncommisioned offi-cers-of industry who have the vision to see things as they are and the courage to speak plainly about hem.

Mr. McCormick's speech is not the only instance of this tendency, E.
H. Gary, President of the United States Steel Corporation, has shown himself a consistent advocate of the "square deal." Benjamin F. Yoakum, Chairman of the Board of Directors of the Rock Island system, declares that the railroads were never more wifling 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 ning industry toward the pure-food law. Nor should the attitude of the great packers toward the meat-inpection reforms be left out of ac count.
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 state has ceased? In the cities, as Kansas City showed us at the recent elec ion, the radical insistence upon municipal ownership has been succeeded by a spirit of intelligent compromise such as the Chicago traction agreement embodied. Constructive lawmaking may be still in the national mind, but the demand for punitive and destructive measures unquestionably has died away.
Against industrial "warfare" Mr McCormick sets "the great power for good which results from mutual con fidence and co-operation." Is not the lesson of this contrast making itsel clear to the Republic to-day? Is no velt era brought to result in an era ir 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-yes, hun-dreds-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 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 latid 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. 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 himself alone-he must depend to a
great extent upon his friends and 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 counel, friendship or help of any kind, he could not conscientiously call upon hose upon whom he had turned his back in days gone by.
The man who sends a dollar away
a mail order house in a remote city builds up the city rather than his own home town and community.
On the other hand, when he pays dollar to his local merchant in exchange for merchandise, he not only
ets that merchandise at a price as w as or lower than any out-of-town house can sell him the same goods for, but he also keeps that dollar in ocal circulation and lives to see a part of it come back to him in return or 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 cataue house.
The merchants of your home town help bear the taxes, support the chools and churches and spend their money in the very community The man who sells you your goods hard-working, merchant's store is a ard-working, conscientions,
citizen. He is no cheap workman who has to subsist upon the cheapest food that the city can turn out. He

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 Wh
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 e a greater number of inhabitants your county
There would not be a country town the map if every citizen sent away r 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

## house

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.

## GETTING BUSINESS.

## Some Clever Ways of Accomplishing 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 showing a dollar bill being stretched 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 $8: 30 \mathrm{a} . \mathrm{m}$. were entitled to draw one number. As soon as all the numbers were gone three sealed envelopes, each containing a number, were opencd. The lucky holder of the number contained in the first envelope opened was permitted to purchase $\$ 5$ worth of merchandise at sale prices for $\$ \mathrm{I}$. The holders of the other two numbers $\$ 2$ worth of merchandise each for $\$ \mathrm{I}$.
In all the advertising the "stretching" value 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 \$1o 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.

Necessity has proven to be the mother of invention of a retail store scheme. The deviser of the clever idea was Arch E. Ray, with the J. Frank McDemond Department Store, Attica, Ind. It happened through a rush of duties Mr. Ray forgot to prepare a float for an Industrial Day parade at a street fair being held in Attica. While racking his brains for something to use in the parade he struck a happy thought which turned out to be a clever scheme. He had just received a hundred big wagon umbrellas, which he bought to give away to wagon drivers for traveling advertisements of the store. He de-
cided to use the umbrellas in the parade. They were gaudy, having bright yellow and red, with his advertisement printed on the white stripes. He 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 going to any great expense.

1,000 Checks Given Away.
An anniversary sale usually calls for a unique scheme which will attract 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; r,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 previousty used flowers as souvenirs and music as a crowd-gatherer, but these commonplace 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 a guest-room on the second floor of the O'Neill building, where tea and crackers were served free of charge from II o'clock on "At the Sign of the Red Dragon."
In their advertisement of the new idea they introduced it very gracefully as follows: "To make you appreciate how highly we are pleased to have you as our guests and how pleased we are that you will partake of our refreshments we mean to serve exceptional teas. To-morrow it wil! be Orange Pekoe-the most highly thought of tea in the world. It is grown by the British settlers of East India and Ceylon and takes its name from the tiny orange colored blossoms which form part of the bud when it is picked."

Ostrich Eggs Free.
A millinery company in Los Angeles, California, held an Ostrich Flume Sale at greatly reduced prices. As a special inducement feature this concern offered to give one ostrich 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 silks and on linens purchased from their art department, this concern of-
fered \$ir5 in cash prizes. The first fered $\$ 1{ }^{2} 5$ in cash prizes. The first prize was $\$ 50$ in gold, second $\$ 25$ and 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 linen was made. This feature furnisheci the new department with a decidcdly up-to-date mailing list and the contest won a great many new customers.

The Eye-Opener Sale.
Curiosity, newspaper advertising and street parade advertising have paid Lachenmair \& Company, of Milwaukee, in a large way. This concern recently conceived the idea of the "Eye-Opener Sale" and it was a
most successful affair from start to finish.
The "Eye-Opener Sale," which was designed for the purpose of opening the eyes of every reader of the Milwatkee dailies, was started in a mys-
terious manner. Space was used in the papers, in which appeared the words, "The Eye-Opener." This set the whole town talking and guessing what the mysterious "Eye-Opener" was. Naturally when the real scheme was sprung everybody was anxious to know about it.
The climax was reached on a Sat urday 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 EyeOpener."
Then the papers announced the coming of "The Eye-Opener." It was sale of men's and boys' clothing at stirring prices. This started business booming and throughout the sale 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 afraid we will have to turn you down," one of them remarked. "You are ton near-sighted."
"Well, what if I am?" the applicant demanded. "I would only have to get nearer to the enemy in order to kill him."
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 suffcred 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 frasments. 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 chatlenge him to a match. I am sad, sad and the only consolation is in knowing that ii 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 wom an 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 PriceThe 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 considerable attention to the marked preference for young men manifested 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 men.
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 like, ever have the age difficulty to contend with.
Reassuring as is this fact in general survey of the situation, nevertheless to the individual woman who is past 30 , with nothing eligible in a matrimonial way in sight, and 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.
"If it should be my lot to earn my own bread until I am 50 or even
60 years old, how with fading looks
and lessened physical strength am to hold my own in the business world when there are and will be any number of young girls eager to take my place?"
To the despairing one the beauty doctor will speak honeyed words of comfort and make alluring promises. "Why grow old?" she will protest. "It is needless. Age is a bug. bear which quickly can be banished 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 uninitiated.'
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 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 aste 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 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 appearance. Colors and styles should now 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 tricked a little and a clever woman look a few years younger than the
family register declares her actually to be, so much the better. But the point to be made clear is this: The business woman can not depend on preserving a perennial youthfulness. 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$y$ in the face and begin to increase and fortify her abilities long before she reaches the two-score mark.

The crudity, the heedlessness, the lack of skill and judgment of the great mass of girl workers make the opportunity for the woman of advancing years. The poise, the tact, the patience, the good judgment, the knowledge of people that come only with maturity-these all have their value in the business world and girls ftesh from high school or business college, with all their witching charm 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 acquiring knowledge, skill and ex pertness in one or more lines, so a
to make her services indispensable. Do your work so well that it will be to your employer's great profit to retain you as long as he can; make it so he simply won't know how to get along without you. No self-re-
specting worker wants to be allowed to remain in a place merely from pity, as an old horse sometimes kept by a kind-hearted family after has outlived its usefulness.
Strive to keep up to date and avoid getting into ruts and being addicted to old-fogy notions. Cultivate flexbility and willingness to change with conditions and circumstances.
Perhaps of all women employed in hasiness 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 of fered by the great number of in
perienced girls who are willing work for low pay. The merchant of to day depends largely upon adver ising, cut sales and attractive dis plays to move his goods, and if his business is well superintended he can employ a great deal of unskilled lawor. So the aging saleswoman should try to work into a buyer's position or become the head of a department and rain 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 rains count for more than looks. If he only ability is a knack in selling goods, this must be brought to the highest degree of perfection and the clientele of customers made as larg 3

To the woman who has the capital and the genius to manage a business of her own age has no terrors. White hairs are not unseemly when they belong to the proprietor, but the present tendencies in business are rather against the small concern. For this reason starting a business of one's own can not be recommended as a
solution of the age problem for any great number of women workers.
For the woman who has lost the charm of youth and has failed to quire the wisdom and graces of maturity there is no hope. A sensible business man is not likely to dismiss in accurate, painstaking stenogra pher and typewriter who knows her business, and also all the ins and outs of his, and who can handle his c respondence swiftly and so as to re quire no corrections for no other rea son than because she is getting a lit tle old; but if he has to put up with phod work anyway, then he only human if he decides that a gir fice than a spinster of 40 . Likewise most shoppers would prefer to be waited upon by a gracious, dignified woman of middle-age who is atten tive, obliging and anxious to please nd indifferent eirl aged insolence and indifference ar intolerable. Inattention, ignorance and rudeness, if they have to be peachy complexion and girlish tress. s arranged in the most fashionable iffur
Give Your Local Merchant a Chance To Figure
There is a simple rule that will put Toney in your pocket and keep Give your local merchant a chance
figure.
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

# It's a Bread Flour "CERESOTA" Made by The Northwestern Consolidated Milling Co. Minneapolis, Minn. 

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

Why not figure with your local merchant and find out what he can do 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 is as easy for the artist to draw a ten story building as it is a five story one.

In fact the art of making pictures has been developed to such an extent that it is possible to take a very ordinary product and photograph it, sented.

When a smooth advertising writer turns loose to describe something made to sell, he goes into a trance and describes everything the product ought to be-everything that will make his written description get your money.
Remember, he does not have to stand back of the goods-he only has to sell them.
He does not have to meet you in his store and explain, face to face, why the goods are not as he repre-

Even if you should do just that thing, you are not yet out of the woods. When the substitute suit comes back, it may not fit; it may not be even as good as the one you sent to be exchanged
But the advertising writer who wrote the snappy description does not care. He has done just what he was paid for doing-sold you the goods.
Suppose you had bought this same order of your local dealer.
As he described the goods you

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10-28-09.
The tradesman les
Grand Rapid.: g. of appucints th "Fradomm", "eofeciell the tout cover. thu in furtive mon Solectome an among th tut this is literature, and ought to han a af ring


souled magazine

and re-touch it, and reengrave it, until it looks in the picture as though it is absolutely perfect! It is almost wonderful what a high priced artist can do, when he sets out to make a flashy picture of a very ordinary product.
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 it would be just the thing to wear at the President's reception,

When the coat does not fit around the shoulders or a shirt is too short in the sleeve, the advertising writer in Chicago doesn't have to make it good.
All he cares for is to get your mon-ey-he does not have to stand back of the goods.
His job-his salary depend upon how many dollars he can get you to spend. He knows that when the suit of clothes comes, and it does not come up to the word picture he has drawn, that it will be too much thouble for you to box it up, pay the express back and wait while another suit is sent you,
could see, in a moment, if he deviated even so slightly from the truth.
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 merchant.
Which, does it strike you, then, makes you the more money and gives you the greater satisfaction-to buy from the printed page written by a man you do not know or from the verbal assurance of a man whose every word is good?

## Selling

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

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

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

What do you say?

VOIGT MILLING CO.
Grand Rapids, Mich.


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

Some willing hands, prompted and 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 was full of the incense of the forest, and I soon found out what I did not know before that the breath of the pine is dear to every one who breathes it. The pillow had been 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 un mistaken 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 way explosively to the spirit of the pines.
"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, 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 right in the woods, where the air smells just like this cushion. Then with collar and cuffs off and some duds on you can't spoil you get out into the woods with nothing but the
sky above you and the solid earth unsky above you and the solid earth under your feet and this stuff to breathe and in less than a day you'll begin or eat as you did when you were will be in paying your board bill!" Then after burying his face again in the pillow he went away; declaring 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 Fortune's and Fashion's favorite. Like the others she settled contentedly among the cushions and silently gave way to the healthy influence of the pines. Unconsciously she drew in
long deep breaths and just as unconlong deep breaths and just as uncon-
sciously forgot the mannerisms of the fashionable world. Finding that the plume-covered headgear could not be on familiar terms with the balmbearing pillow, she turned her head
until its inspiring breath gained until its inspiring breath gained coma contentment she had long been a stranger to, she said, "Do tell me what and where is this dainty perfume which makes it a delight t breathe!"
After that the woman was her real self. The breath of the pine had brought her back to the old life, lived sometime, somewhere, when frec as the wind she had been out where the brown needles were a carpet unhead were dripping with healing fragrance. Her eyes, dreamy at first, finally closed and exhaling the long breath she had taken and kept, "the fire burned and she spake with he tongue:"
"Not since I was a child have I breathed air like that. My home was up among the Northern New England hills and among the pines only a little way from our back door I used to go out to follow a brook that came tumbling down the woodshaded hillside until I came to the spring that bubbled up at the foot of a big old pine among its halfburied roots. I'd give a good deal for
a drink of that ice-cold a drink of that ice-cold water now
and with my gloves off I'd be will ing 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 seem: but the old home is gone and 'A stranger's foot is on the sill.' How singular that it should all come back to me so vividly with the breath of the pine!"
After that the next wonder was what effect my pillow of pine would
have on me. Should I go wandering away through long-forgotten woods and leaf-hidden paths, scuffing among the leaves for a single chestnut here trees-I could not climb them nowfor a hoped-for nut-shower, as the open burrs, fairly hit, would shower down their abundant rain? If a sin
gle whiff from the imprisoned nee dles could restore these old-time pic tures, would they do the same for
me? Should I see "the home on the hillside, little and low with lilacs -bloom each side the door;" would the song of the brooklet I used to play with come floating to my ears
across the increasing distance between the then and the now? What I wanted to know was whether it made any difference to the picture if one knew whence the needles came. So far a familiar odor had recalled
the scene depend at all on the location of the parent pine?
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 pine. After breathing that kind of 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 1 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 that had hidden them from the searching sun. Back there behind the rees there was a winding shore, for the sound of rippling waves was lutd sprawling upon the beach and clutching at the evading sand and pebbles with their laughing hands. Yes, a house was near and the ve was, had that feature heightened by hammock, empty now but windwung once or weighted by a burde.l if young life that the "round world nd they that dwell therein" would and low, sways to and fro-the 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 departing day as with trailing garments she saunters through the twilight hambers of the West into the Land of the Sunset. Far off against the sky

# You have had calls for 

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

HAND SAPOLIO is a special tollet 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 waves of what seems an inland water roll across immense stretches of sea or lake or land-locked bay to the shingly shore, a stone's throw from 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 dowi 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-o 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 i 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. 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 it is an instant comfort and a never ending joy. Last and by no means least in these strenuously financial times a gift of pine needles from friend to friend is attended with little cost. How much it means to "him that gives and him that takes" need not be written here; but this we know: It is attended with no compromise. We give or take at the gift's full value, and be that value much $/$ storehouses have ever present lessons
or little its appreciation remains with each.
For myself, give me the Christmas present which the breath of the pines typifies and stands for and which comes from the friend that loves me, and all the others, worth it a hundred times, will be received indeed-that-but will be of little value when weighed in the balance of real regard.
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 rcof are waving me a world of joyful greeting as I look from time to time at the conscious leaves; and the postcents! If one supposes they can be bought for that let that one make the offer; and whether he bids for
the leaves from the New England homestead or for the pillow of pine 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.
Sc.me of the Lessons of the Seasons. Written for the Tradesman.
Nature is our great teacher. With each recurring season she repeats les $=$ ons which man must heed or suffer To follow her teachings results in profit and pleasure; to disregard them is to insure loss and sorraw. The laws of Nature are inexorable. Dis obedience brings suffering; obedience promotes pleasure and the fullness of

While the processes of Nature ar
or the material welfare of all, they also teach spiritual truths. The facto which are evident to the senses are many times pictures of unseen realities in another realm.
But the lesson of the season-the priod for the final ingathering 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 frosi and snow.
He who obtains food, fuel, clothing 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 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 in great degree the reward of obedience to Nature's teaching. The tillers of the soil and those who gather needed material from earth's natural
storehouses have ever present lessons
for their guidance: But those who deal in manufactured products or supplies which pass from hand to hand on their way to the consumer lose 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
many lands.
Earth yields her products at her appointed seasons and then transfers man the responsibility of preserving them for human needs through-
There are those who stand next to Nature; their responsibility is first ter 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 have in his cellar vegetables and 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 ther 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 gow. Having done this the respon-

Every buyer is under obligation to ee 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 hrow away; will be soon enough to pend the surplus. E. E. Whitney.
The man who quickly gives a piece his mind also parts with his peace mind.
The holiness that seems to hurt you n not help the world.

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 hand-
somely.
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 bandsome, 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 paleface.
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 althority 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 marry the daughter of Wawanosh. Depart with my blessing."
Too proud to show disappointment the lover resolved to be worthy or die in the attempt. To several companions he proposed an expedi-
tion against the enemy and requested 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 or jasper and all had a sack of parched or pounded corn mixed with pemmican or maple sugar. The leader had 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 went 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
That dipped so light and gracefully as o'er the lake I passed.

The loon's foot-the loon's foot-
'Tis sweet and fair to see; But not so light and joyous as That paddle blade to me.

My eyes were bent upon the wave, I cast them not aside,
And I thought I saw the loon's foot beneath the silver tide;
But my eyes deceived me for as my glance I cast
It was my lover's paddle blade that dipped so light and fast.

The loon's foot-the loon's foot-
'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,
It wafts me up and down with my yeilow light canoe;
But while I see beneath Heaven, pictured as I speed,
It 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 it left its perch and plunged seaward towards the lines of the rainbow. Her imagination made her think it was the spirit of her lover and she made more frequent visits to the rock. She refused to eat, pined away and pass-
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 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 your courtship days watching for meteors?
Blinkers-Yes, but I didn't discovet half so many of them as I did the first night I came in late after I was married.

## YOU, Mr. Retailer,

are not in business for your health.

## You doubtless want to "get yours" out of every sale.

You also without doubt want to make more sales to your trade.

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.


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RUINED BY RIDICULE.
Brief Career of a Chicago Tailor in Grand Rapids.
Written for the Tradesman.
Early in the winter of 1878 E. Ely, a famous tailor of Chicago, arrived in Grand Rapids and signed : lease for the store in the Porter block occupied at present by the City Trust and Savings Bank. The store was redecorated and furnished handsomely, stocked with a large variety of samples and a cutter of fashionable 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 engaged in the tailoring business were not overprosperous. Carlos Burchard evinced a larger interest in the business of the Pioneer Card Club, composed of W. D. Roberts, Amos Rathbone, William T. Powers, 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 to his factory in Chicago for manufacture
When he had completed his ar rangements 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. Ely When he entered the door he was pleasantly greeted by a tall, perfect1 y -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 overcroat of many winters' wear, used more particularly for the purpose of covering the thin suit of summer goods, the only one his munificent salary of \$io 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 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 accomplished all that seemed possible to improve the appearance of the young man, Mr. Ely led him into the sample room and explained in detail
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 pleased with his reception. He fear ed that his poverty had been made the subject of sport. The high and mighty artistic attitude assumed by Mir. Ely did not favorably impres the boy and when he arrived at his lesk and dismal apartment in the Times offices he resolved to write notice" of the tailor shop that Mr Ely would remember and the towns people laugh over. Possessed of a smattering of the French, Latin, Omaha Indian and Greek languages and having a number of dictionaries at hand the young man composed a write-up" that would do credit to the editorial staff of a college comic journal. A large display heading, with an introductory line

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
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 there be anything nicer?" the report-

Mr. Ely did not wish to be con idered ignorant in the presence $o$ the chief editor and the editorial staf assembled so he let the line go as written. The remainder of the "write" was received in like manner and finally approved.
The "write-up" created more inter est than the accounts of seven mur ders and five elopements printed in the news columns of the Times, and the townspeople laughed immoder ately during the remainder of the week. No one regarded Ely serious y afterward. Three months later having sold a livery to Mrs. T Stewart White for her coachman h quit the town and confined his ac tivities thereafter to Chicago. A ma ority 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.

The Last Will and Testament of 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, do of my own free will hereby bequeath the following of my possessions to the persons herein mentioned, to-wit, namely:

My left leg, or drumstick, together with certain portions of my breasto be decided upon by my execu-tors-to Willie Jones, son of Hiram R. Jones.

My right leg, or drumstick, gether with the corresponding wing and certain portions of my breasto be decided by my executors-to Mary Jones, daughter of Hiram R Jones.
The upper joint of my left leg, together with the corresponding wing and certain portions of my breastbe decided upon by my executorsHiram R. Jones. The upper joint of my right leg, t breast - to be decided upon by my ex
ecutors-to Jane S. Jones, wife of
Hiram R. Jones. The remainder of my breast and
m back meat to Bridget O'Halloran, domestic employed by Hiram R. Jones.
I hereby constitute Fido, a setter
up owned by Hiram R. Jones, my residuary legatee, and bequeath him such portions of my estate as are ot heretofore specifically d of.
I appoint Hiram R. Jones and Jane
his wife, my executors and com-
mit to them the care of my estate aft
r my demise.
In token whereof I have attached my signature in the presence of witnesses.
(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
G. J. Johnson Cigar Co.

## S. C. W. El Portana

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We are anxious to make new friends everywhere by right treatment.
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Teachers' Desks and Chairs Office Desks and Tables Bookcases Blackboards Globes Maps
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## A CASE OF CONSCIENCE.

## An Affair That Worried the Hard ware Manager

Judd was a very timid man, and ex ccedingly conscientious, and the af fair worried him terribly.
He had come to the village only few weeks before as manager of Flint \& Steele's hardware store, and as there was no Congregational church in the place and his religious prompt ings were imperious, he wandered around from one little service to an other every Sunday morning and evening. The Methodist church had a bench in the entry, and as Judd came in late on the Sunday in question he proceeded to sit down on the bench to wait until the Reverend Mr 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! the impeccable silk hat he had sat down on was a pitiful ruin. Before Jindd's rather cumbersome mental machinery had got in motion the instinct of self-preservation asserted itself and he ran out of the hall and down the street like a criminal fleeing from justice.
Before he had gone a block this simile occurred to him as it has to me, and ins uncompromising conscience called on him to halt. If he had 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 eco nomical 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 wear a silk hat in so small a town as this.

He was unable to summon the courage to go into the audience-room,
The consciousness of his misdoing The consciousness of his misdoing rested too heavily upon him. He
knew he would see "hat" printed on knew he would see "hat" printed on
every curious face that turned at the
sound of his footsteps-that an ac cusing hand, like the hand that warned Belshazzar, would write "hat" in letters of fire across the wall-that
the minister would thunder "ht" 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 pitiside, in all varieties of tone and pitch, but always in accents of scathing reproach; and to complete his discomfort the ante-room was abominably
cold.
The preliminaries over, the Reverend Mr. Fitzwater arose for the sermon. "You will find my text in the Book of Second Kings, chapter sev enth, and the latter part of the third verse. 'And they said one to anothWhy sit we here until we die?', Why sit we here until we die? Why, indeed? Judd was thrilled with the electric shock of an entirely new idea. Why should he cool his heels in this dark entry just to get a chance to pay a man for a loss that had hap-
pened solely through the man's own pened solely through the man's own
fault? What had he, Judd, done that was not perfectly natural and excusable? It was the nabob's carelessness in leaving his hat out here in this dangerous location that had caused all the trouble. Suppose a thief 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: 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 a starve because the husband broke the law and went to jail or died on the scaffold; that leaves the stockholders impoverished because the cashier embezzled the bank funds; that makes the poor employe cut down his meat bill because the employer can not find a market for his goods. The great task for the twentieth century reformer is
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 try ing to remedy the workings of the social machinery that bring these iniquitous results, we, as individuals,
can do a little toward remedying incan do a little toward remedying inpositive, we can at least refrain from insisting on those falsely denominated rights' which are really 'wrongs.' read yesterday of a poor householde in the city who fired at a thief and killed a valuable horse which its owner was driving past. I read also that the owner brought suit against the 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 woul and a fortune that would have main-
tained a hundred families in and left him a competence. I tell you, brethren, the law
that cry to Heaven-"
Judd turned to the crushed beaver with a glitter of triumph in his eye. dential leading.
shouldn't suffer for it ant, and 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 that Judd could never forget entire ly-"Always pay your debts, my boy, Whatter who made them." but "Pay for hats you smash, mean no matter who put them there", How could Judd have been so weak, so wicked, sound a principle as that? The so 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 b
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the congregation had gone. He darted down the street and made for the church with all speed-and came in sight of the windows just as they blinked and blackened.
When Judd awoke in the morning he was in a quandary. He must find 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 passednever a silk hat appeared. Judd did not 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 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 osten tation 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 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 ob-
liging fellow and he racked his brains cheerfully. "I can't remember any body that ever does," he said in moment. "In fact, I can't remember ever seeing a silk hat here except on old Jim Hull.'
"Who's Jim Hull?" enquired Judd, 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 church?"
"Go to church? Well, I guess he does! Great Methodist. Never miss es 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 clerk looked at him with open mouth.
"He must be cracked," he said in a moment. "Lives too quiet. Stays home too much. That sort of thing always kills a fellow off."
Jim Hull was a corpulent, mildmannered gentleman, and received the salesman with great suavity. At

Judd's stammering request he with drew with him to the back of the store, where the two were free to talk in private.
The young man found it very diffi cult to begin his confession, but the Gideon's gentleness and considerate demeanor soon dissipated his re straint and he poured forth the whol story, almost with tears, and conclucied 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 unil the other was well through the pulled off his tall hat.
"My poor friend," he said gently "here's the hat you sat on. Do you
ee anything wrong with it
The penitent stammered an answo 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 elescope hats, sir," he began to recite. "Greatest invention of the age is the hat line. Nine dollars and sev-enty-five cents, and if you don't say fter sixty days' trial, it's the fin est -", Roy Temple House in Oklahoma Magazine.
Trading Stamps a Delusion and a Sham.
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 he 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 on the best interest of both my cus tomers and myself. I have given the ystem a fair trial. I have demon trated to my own as well as to the satisfaction of my friends that the in practice. It has not only proved 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 ong-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 altogethe
"When I tell you that I do this anly 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 action in order that I may save myself from disaster and continue the mutually reciprocal relations I have so long maintained with my many customers. I have impaired my health and jeopardized my standing as a merchant in order to keep faith with $\mid$ my customers in this matter, and I
believe you will all agree with me in the conclusion that I ought not 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 advan tage 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 an electric fan.
Turn on the common electric light Send a wireless message to your elatives 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 door 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 pow
Listen to the telharmonium Take an electric message or listen to an electric phonograph.
When the small man reaches the imits of his brain he thinks he ha When a faith is dead it is customy to embalm it in obsolete phrases.

## 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.

Better investigate!

BROWN \& SEHLER CO.
Grand Rapids, Mich.

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Advisory Counsel to manufacturers and jobbers whose interests are affected by he Food Laws of any state. Correpondence invited
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For thirty-six years the name Jennings on a bottle of Extract has been a guarantee of superior strength and purity. Protect yourself and build up your extract business by selling Jennings, Flavoring Extracts.

C. P. Bluing
C. P. Condensed Pearl Bluing is highly concentrated and nonfreezable. Its use assures washday satisfaction and brings repeat orders. C. P. non-freezable bluing should be on your shelves now-your jobber has it.

## The Jennings Flavoring Extract Co. Grand Rapids, Michigan

Established 1872

## GRAND RAPIDS SALT.

Why Lucius Lyon Never Realized 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 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 Geologist determined to sink test 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 this well, the hopes that Lyon entertained that it would bring him fortune, and 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 letter books, which are still preserved by his nephew. Geo. W. Thayer.
The first reference to salt in the I. yon letters is dated Jan. 7, 1840, and is addressed to C. H. Carroll. The times were hard, money was scarce
and work on the State test well was from the well indicates the strength lagging; "but a supply of salt is so of the brine. important to the people of Grand Rapids that I am determined to have the problem solved. I believe that grod 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 feet."
Three weeks later Mr. Lyon wrote o 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."
Writing from Zanesville, Ohio, April 3, I840, to Sidney Smith, Lyon tells of his visit to the salt wells on the Muskingum: "The wells are from

In December, 1840, Lyon took the contract to continue the State exporation well and at various dates thereafter reports progress. He visited the salt works at Montezuma and Salina, New York, and in his let ters 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 breaking. The apparatus weighed 100 pounds 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 wel v:as then down 550 feet, with the pectation of going to 700 feet; that already salt water was coming up stronger than he expected to obtain,


600 to 900 feet deep and at the best wells it takes seventy-five gallons of brine to yield a bushel of salt. Coal is used as fuel in evaporating the brine, but wood is also much user. The cost of production is estimated at 13 cents a bushel, not including
rentals. The cost of sinking the wells is $\$ 1.50$ a foot, but the well I am sinking at Grand Rapids will cost me at least $\$ 5$ a foot unless Mr. Hulbert gets along faster than he has done so far."
In September, 1840, writing from Detroit to Geo. A. Robinson, Lyon urges that operations on the salt well be pushed and gives directions for making a salometer. A straight piece of pine is whittled to the thickness of a pipe stem and at the end is attached a phial loaded with shot sufficient to sink the upper end of the stick to the level of fresh water. Then it is placed in saturated salt water and the depth to which it sinks is carefully marked. The stick is 19 inches long and the saturated salt water raises it 16I/4 inches. The space is divided into 100 degrees and the depth to which it sinks in the brine
expressed great confidence in ultimate success and believed he would be able o supply all the people of Michigan, Indiana, Illinois and the territory of Wisconsin. SThe population of this district he estimated at 350,000 , and estimating the consumption of salt at half a bushel for each person per
year he figured on a market for 175, ooo bushels of his product. He could manufacture this at about i4 cents a bushel or \$t a barrel, including 26 cents for the barrel and 4 cents for
packing. The lowest price salt has ever sold for at any Lake Michigan port is $\$ 2.121 / 2$ a barrel, and success with his well would mean fortune.
In September, 184I, Lyon wrote an article for the Western Farmer describing in detail his salt well operations. The well was down 661 feet and had been encased with copper to a depth of 360 feet. The water, more than one-third saturated, rose in the tube 20 feet above the surface of the ground. He estimated the flow at ro,000 gallons in twenty-four hours, enough to make 125 barrels of salt, and he was sure he would soon be able to supply Michigan with the
home-made article. The consumption of salt in the State he placed at 45,000 barrels and, depending on other states for a supply, took, at $\$ 1.75$ per barrel, $\$ 78,750$ 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 pattons of pig iron and ten tons of Lackawanna coal to Mr. McCoy at Grandville to have the kettles made under his personal difection. He said the cost of manufacture at Syracuse had that reduced to 6 cents a bushel and courage the production gave a drawback on salt shipments, which would make \$I 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 4 foot wood at $87 \pm / 2$ 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 20,000 gallons every twenty-four
hours and that 1oo 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 $11 \frac{1}{2}$ cents, or 57 cents a barstorage 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 cover-
ing two flues 126 feet long, giving an ing 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 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, i26 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 a expense not to exceed 18 cents bushel.
The well was finally finished and the salt works started, and on May 1842, Lyon acknowledged the re ceipt of $\$ 2$ from Chas. Trowbridge, 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:
On July 17, 1842, writing to Doug lass Houghton, Lyon said the brine from his well was not nearly as strong as he had thought and explain-
ed how the mistake in his calculations
had come about: He had figured that a gallon of pure water weighed eight pounds. The water from his well weighed eight pounds ten ounces and he estimated the ten ounces repre sented salt in solution, and that ninety gallons of water would yield a bushel of salt. He evaporated 8,500 gallons of water daily and ought to have obtained ninety-four bushels of salt, but the actual production was less than half that. He investigated and found that the weight of pure water was eight pounds, five and one-third ounces, which left him a margin of 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 houses such as are used in France and Germany, and had already ordered timbers for a cistern $12 \times 20$ feet with 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 rive 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 months.
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 or dered, 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 oper ating 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 nne-half of what it costs to boil. 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 brine per day, or about as much as we can evaporate by boiling in twen-ty-four hours with five cords of wood and two men to burn it."

Contracts are found with Lovet: Eames for tubing for the salt weil to be made of black walnut and with Elisha G. Hale, of Grand Rapids, for 300 "good, strong, well made and large sized salt barrels, hooped with ten hoops, each at 28 cents apiece." And this is the last reference to salt the letter books. Lyon returned Washington and upon the expiraion of his term was appointed Surveyor General for Michigan and moved to Detroit. The salt works here were continued for a time, but did not prove profitable and finally were abandoned and forgotten.
The salt industry in Michigan, as we know it to-day, dates from 1859. $U_{p}$ to that time all the salt used in Michigan came from other states and the drain upon the State was heavy. 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 naking an appropriation for further tests a bill was put through offering In cents a bushel bounty on all salt asked for by those willing to make salt investigations on their own account was only io cents a barrel, but the lawmakers thought it so much of a joke that they made it io 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 -tarted 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.
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 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 186 r became alarmed and repealed the bounty law absolutely. The only bounty paid was $\$ 3,174$ and even that was not paid until the Susalt 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 producers. In comparatively recent years rich deposits of salt were found on the Detroit River a few miles be-
low the city and that has become a great producing center. If Michigan 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 his dream had Fortune planted him in Saginaw instead of on the Grand But, to his credit it may be said, h

## made a gallant try.

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Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys
C. J. LITSCHER ELECTRIC CO. Grand Rapids, Mich.

## HIGHEST IN HONORS

Baker's Cocoa \& CHOCOLATE sick and was believed to be near his end. The old wife came to his bedide, and, after carefully examining and taking stock of his condition, ex"Why, daddy, your feet are cold, your hands are cold and your nose
"Wa'all, let 'em be cold."
"W'y, daddy, you're goin' to die
Wa'all, I guess I know what I't
"Daddy, w'at's to becum of me
"I dunno and I don't care. W'at want to know is w'at's to becum

There is always a tendency to mistake the appendix of religion for its affection occurred some time ago in Vermont. An aged couple, who, through half a century of mąrried life, had wrangled with each other, were in all probability soon to be separated. The husband was taken


52
HIGHEST
AWARDS
IN
EUROPE AND AMERICA

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

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

Let us
figure with you for one case or an outfit


Grand Rapids Show Case Co. Grand Rapids, Mich.
REVIEW Of THE SHOE MARKET

Is Shoemaking To Blame For Flat Written for the Tradesman.
The prevalence of flat foot has reached alarming proportions. Some 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 suffering and consequent disability are excrutiating to a degree. Walking and standing become a burden. During one's waking hours there is almost continuous suffering. I have ir 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 had days of agony and nights of sleepless suffering. He has had his feet treated for "rheumatism," had the X-ray turned on them, had them examined by specialists and other alleged 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 money in the way of doctors' fees for appliances and drugs to start a retail dirug business, while the long catalogue of his sufferings would make Job's tale of woe dwindle into uninteresting prose.
His is an acute case, doubtless; but there are thousands of sufferers from collapsed or collapsing arches who could a "tale unfold" of historic 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, that the prevalence of the trouble in its acute as well as its insipient forms is increasing rather than diminishing.
And the practical question that emerges is, Who is to blame for this trcuble?
If we examine the anatomy of the
human foot we find that the bones of the instep are constructed on the principle of an arch which extends from the ball of the heel to the base of the toes. If we regard this arch 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 the sufferer and his physician for rheumatism. There is first a "tired feeling" in the feet. As the liga ment 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 foot specialists tell us that one or more of several causes may combine to produce it. Mail carriers and policemen, whose duties require them to do some eight or ten hours' walking daily, are very frequently afflicted with it; especially if they are heavyweights. Hands in factories whose work requires them to stand continuously and often to carry heavy ob-jects-to do heavy lifting-are often roubled with flat foot. On the other hand, office people and clerks whose habits are extremely sedentary are not unfrequently afflicted with flat foot. And in such cases physicians often prescribe outdoor exercise, and particularly walking. If this seems like a contradiction in statements, it is only in the seeming. In the one case too much walking or standing 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 effects of a depleted and wornout system; or it may be brought on by various forms of dissipation.
But to pursue the enquiry which stands at the head of this article, namely, Is Shoemaking To Blame For Flat Foot? it must be frankly acknowledged (to the shame of shoe-

## Snow and Slush

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## Hood and Old Colony

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There is no need to tell you about the famous Plymouth Line. Every one who has worn them knows that it is the best line of Rubbers made for good hard Service-extra stayed at every weak point. $* * * * *$

[^2]





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This means everything we makechildren's shoes, men's and women's every day shoes, men's fine welts, hunting, river shoes and Hard Pans.

Rindge, Kalmbach, Logie \& Co., Ltd.
Grand Rapids, Mich.

-
SHOF Footwear

## Our Brand of

making) that such has often been the case.

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 heel. 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 allowing the foot to come flush with the ground. Neglect, carelessness and false ideas of economy have helped to create conditions favorable to the development of a bad case of flat foot.
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 inevitably shoes made from chrome tanned leathers afford less ventilation than shoes made from leathers produced by the old fashioned bark tanned leathers. Now it is ventilation that dries the perspiration continually exuding from the feet. It is ventilation that keeps the feet normal and healthful. Where the shoe is poorly ventilated, owing to the
non-poronsity of the leather, the foot duce a shoe that is neat and stylish 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 ligam:ent 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 shoemaking. Many shoes have not been built 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 be seen what a strain is placed upon the shoe at this point. And the trouble in many cases has been that the arch 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 putting more and better leather in the arch. In some instances the heel has been carried forward under the instep, 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 the past they are trying to remove the stigma by correcting the fault. In the meantime mechanical devices 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 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 the drugs and treatments that might be trumped up. In fact, the regular practitioner generally sends his patient right back to his shoe merchant for a pair of arch props.
From the shoe manufacturer's point of view the matter is a peculiarly difficult one. He is confronted with a problem which may be
stated about like this: How can I pro-
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 unbearbly stiff and unyielding?
The genius who can solve that roblem 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 iniportant problems of modern shoemaking -he can have fame and honor 6) his heart's content.

On the other hand, of course, a very large per cent. of the blame rests with the shee-wearing public. People have neg lected their feet. They have worn shoes that did not fit and let the heels wear down on shoes that did fit. They have paid no attention to rremonitory 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 nine cases out of ten the patient the beginning if he had heeded Nature's warnings. Cid McKay.

## Several Poles.

"A month ago," said the patient washing-machine man, "I struck into a little town in a New Englani State, and I had hardly got my name down on the register of the inn when the landlord beckoned me out on the back veranda and said:

You have probably come here to do business and I will willingly give you a hint to help you along. This town has taken a great interest in the North Pole dispute. Do you favor

## "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 Pole."
"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."
"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 machine in the place."
'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 hurting anybody and we don't want strangers to be butting in."


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

This subject is so large that it touches all developed property and the whole of the commerce of the coun try, and one would necessarily be superhuman to have an authoritative opinion of it all; hence, as briefly as may be, I will reach my own viewpoint:

Insurance and its antithesis, fire loss, is not necessarily a dry subject, as the salvage corps can testify, but it is certainly a serious one, and should be discussed more with a view to interesting than entertaining you.
There is little need to indulge in definitions. Credit is a derivation from the Latin credo, I believe. It is 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 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 our resources, knowledge, caution, courage, energy and good intent. Yet with all these present in quantity and quality, we must still allow for the elements of the unexpected and the uncontrollable. Add the total of these last named, and add further the cost and reward for providing surely and 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 should justly be relieved of the risk 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 neglects or declines to insure should justly pay the usual charge for credit plus the cost of insurance in each case. Hence the obligation for insurance in all mortgages and deeds of trust and the wisdom of demanding it on all buildings and personal property 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 credit are inseparable in solvent commerce. Self-interest as well as this principle have worked to make the use of insurance almost universal, 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 and should take deep interest in sound State laws regulating it.
Assuming, therefore, as an axiomatic premise, that insurance should be universal on destructible property, the logical conclusion is that insurance should be (I) safe and easy to
buy and (2) as cheap as controllable conditions permit. Insurance is a paradox in that it must be cheap yet dear, and easy yet difficult to obtain -that is, so simple and sure in contract terms as to be understood by all, and so low in cost as to be purchasable on any reasonably good moral risk and physical fire hazard, yet so safeguarded against improper purpose and so dear on unduly hazardous property that it may be almost unprocurable, with commercial penalties to follow this condition.
The first point covers the whole range of relations between the insured, the agent and the insurer; the proper form of policy and law relating thereto; the reasonable control of the broker; the energy of the survey and inspection bureaus; the financial condition and solvency of the companies, with public knowledge of their condition and their control by the State.
The second embraces the subject of fire loss and its cost, and fire pre-vention-in all its phases of building construction, protection and occu-pancy-to reduce it.
These relations are so ramified and interwoven, as you well know, that 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
the great branches of political, financial, commercial 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 cost of insurance, and the method to
reduce both of these-in fact, the broad subject of fire waste and fire revention.
We already know that all these problems exist, and one by one we know many practical methods of ameliorating them all. We have ex-perts-individual and bodies of menwho, point by point, can advise us authoritatively of all evils in this connection that are excessive, and how o grapple with them. We know, in fact, a great deal about what is wrong, how it is wrong and how it can be bettered, in detail. We recognize that the United States fire waste notoriously ten times greater than in Western Europe, and that it should be practicable to reduce it at least two-thirds, and yet it keeps growing and we have so far not succeeded in cause we are not all pulling together and in the same direction at the common load. That is a large part of the answer. It is the same message Aesop gave ages ago in his fable of the father who showed his sons that single sticks, one by one, could easily be broken, but, bound together, were
unbreakable. It is the old motto, unbreakable. It is the old motto,
"Divided we fall, united Divided we fall, united we stand."
Insurance in this country up to the present time has been controlled more by the companies writing it than by any other force. They compose one of the strongest and most compact forces in trade, organized very thoronghly everywhere. They are within the law, yet above it, in that they comply with laws pissed to
regtilate and control them, whi:h are it is wrong, because the whole subenacted often despite their opposition, ject should be regulated by forces but, by virtual combined control of a equally powerful, informed and or necessity by private and unincorporat- ganized, by the buyers of insurance ed 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 side control and as they see fit. The the insurance organization, the public survey, the rating, the adjustment- are an army without a leader, clusterthe whole Alpha and Omega-of in- ing, as regards this subject, in hapsurance 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 as 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 exces-

MAYER Honorbilt
Shoes Are Popular potism, but, on the whole it des

## Michigan Shoe Company

If you want shoes that are stylish, comfortable and
serviceable, you should carry our Mishoco Line

Made in all leathers for Men, Women and Boys Mail orders receive prompt attention Complete stock of BOSTON and BAY STATE RUBBERS constantly on hand

MICHIGAN SHOE COMPANY Detroit, Mich.

## Rouge Rex High Top Shoes

## For Immediate Delivery

Stock No. 408-12 inch Wine Waterproof Veal, 3 sole, Cap
toe, cuff and buckle. Stock No. 422-7 inch Tan Elk Veal, $1 / 2$ double sole, Viscol Stock No. 48 r-16 inch Brown Moose, $1 / 2$ double sole. Stock No. $483-18$ inch Brown Moose, $1 / 2$ double sole, Vis-
col, Cap toe. Stock No. $426-8$ inch Kangaroo Calf, plain toe, $1 / 2$ double
sole.
Stock No. $4680-10$ inch Kangaroo Blucher, unlined, $1 / 2$ double sole, Cap toe.
No. $4780-12$ inch Kangaroo Blucher, unlined, double sole, Cap toe. Stock No. 474-9 inch Black Chrome Veal Blacher, cuff
and buckle, 2 sole, Viscol. No. 486 -i2 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 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 1ssuance of excessive insurance, viz.:
Reauired by Law: "Any applicant for insurance should make application in triplicate, alleging to his best knowledge and belief and in reasonable detail the values concerned. The broker, if any, should be required to so check this application as to en dorse it or else decline it. If endorsed, the insurance company to issue its policy-should it elect to do so-with the application attached as a part thereof. In the event of loss, inquiry and adjustment, the company to report any concealment or misrepresentation discovered to the proper 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 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 binding.

Prokers 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 forms 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 million-aire-the classes said to own motor
cars-and at any rate as a crank. We motorists yet believe in good roads. Finally, it is this spirit in the country which is responsible for the waste in health occasioned by widespread lack of knowledge and interest about how to properly cook the best and cheapest food supply of all lands.
There is no question about the United States being the greatest country in the world, physically and in the stock and intelligence of its people, but at present we are too busy and successful to give reasonable attention to important small things.

Powell Evans.
He Was Glad.
He had turned away from the front of a newspaper office when he found a man at his elbow smiling at him, and after a feeling of anger he also smiled and said:
"I see you have got on to my curve. Yes, I turned aside to look at the baseball score, forgetting that the games were over for the season. Force of habit, you know. Been doing the same thing for months and months."
"You were an enthusiast?" queried the other.
"Say, I lived on it. I ate and slept with it. Every morning I made a bet and every evening I found I had lost it. When the games began last spring I had a hundred friends. When hey closed I hadn't one. I had called them all liars and horse thieves ver baseball and they couldn't stand "It gets in the blood."
"You bet. I couldn't think of anything but baseball all day, and at night I dreamed of it and cried out 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 discharged her. My father-in-law said there was no game like poker and I insulted him. On Sunday, when there was no game, the day seemed a year long to me. The boss offered to raise my wages $\$ 5$ a week if I would 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 another month I can get over thinking about it and turn to something else, and before the winter is over perhaps I can get interested in Shakespeare 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 fellow's head off."

A grade teacher, after having nedical examination in her room recently, wrote the following note to the parents of a certain boy: "Your little boy, Charles, shows signs of astigmatism. Will you please investigate and 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 him to-night and you can wallop him to-morrow, and that ought to help some."

## A Superior Photo-Engraving Service

The success of our large and increasing business is due to the fact that we make plates superior to the general average. * * * *
We want the patronage of particular peoplethose 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


## Add This to

 Your Usual Profit On RubbersFigure 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-the-same-kind service, especially in the boys' and girls' overs.

Add to the satisfaction of handling the right rubber line the advantage of ordering early.

We'll have a salesman call or send you a catalog for a postal.

## Herold=Bertsch Shoe Co.

Agents for
Wales Goodyear Rubbers
(The Bear Brand)
Grand Rapids, Michigan



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 about working up his interest in your proposition?
Do you proceed to hand him the 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 three out of ten who know how to make a clean-cut specific opening a skillfully as a champion chess player
Do you bore your prospect until he is driven in desperation to rise up 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?
Your prospect is human, with nerves and liability to brain fag, even as you and I. If he is in business he is everlastingly tired of the monotony oi interviews with salesmen of the invertebrate type; who all come at him with the same kind of loose-jointed general observations about the goods they handle-mere boresome statements that their goods are the best goods, that their house is the best
house, that the prospect couldn't do as well in buying elsewhere, and so on ad libitum, ad nauseam.
The prospect resents having this sort of thing thrust upon him. He feels that he is no patented cast iron mail receptacle for casual packages of ill-assorted selling talk that any one who happens along may want to
throw into him.
How would you like it yourself to be a prospect strapped fast in your 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 aver age of from five to twenty times day?
Wouldn't it make you a misanthrope?

Wouldn't you long for a change? Can you wonder, if you are one o those who afflict the prospect with this sort of thing, that he doesn't grow enthusiastic over it? Can you wonder when you call on him that he does-
fi't jump to embrace you and bite his 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 to what class of salesmen you belong.

Remember that you are not trying merely to unburden yourself of a certain amount of conversation in his presence: you are trying to
him in what you are saying.
The psychology that underlies the process of exciting a prospect's in terest is a very simple thing to under stand.
There are in general two kinds of interest that the human mind is ca pable of feeling. One is what psychol ogists call an immediate interest; the other is known as a derived interest. Immediate interest is the interest a man feels in a thing that is directly and spontaneously interesting in it-sel-his dinner, for instance, or an
exciting play, a fascinating picture, attractive music, a beautiful or charming woman, an out-door game, if he is an athlete, an instructive book or lecture if he is a serious minded man. These things are all interest-
ing in themselves; they have an innate fascination that attracts and holds the attention.
There are a vast number of other things that have merely a derived interest for a man. They have no fascination in themselves; they are interesting merely because of their re-
lation to something else-merely belation to something else-merely be-
cause they are a means to an end that in itself is interesting.
I have no immediate interest in legal documents called wills, for instance. I would not cheerfully spend time in studying a will as I would reveal to me that a certain will contains a clause leaving me a fortune, and the most exciting play ever propage in comparative interest for me 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 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 to this end; his interest in it is not immediate but derived. When it ceases to make money for him or ceases to give him an honorable standing in his community its interest for him dies.
Now to apply this principle to your work as a salesman. You and your product have no immediate fascination for the business man. To begin with the usual mechanical string of hackneyed assertions about it and
descriptions of it would bore him un-
speakably. Your product has no earth ly interest to him until you show him some relation between it and his well being or the welfare of his business.
Therefore, don't begin talking on your side of the fence about your-
self, your company, your product your desire to sell him. Get over on his side of the fence first. Make him
feel that he has a need feel that he has a need-then show
him that your product will fill it Make him see that he has an opportunity, then show him that your prod-
uct will enable him to realize it. Put him, his need, or his opportunity in
the forefront of your talk and let your the forefront of your talk and let your
long string of description of your product and assertions about it fol
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 toms, troubles, worries and weaknesses. They warn him that his symptoms are dangerous; that unless he bound straight for his shroud and coffin. He hears the microbes gnawing as he reads. His pitying concern for himself grows deeper and deeper and by the time he has reached the end of the advertisement he is in
frame of mind where he is not onl willing to take Golden Dope but if no remedy were recommended he would go out on a hunt for Golden
Dope or some himself.
If the advertisement had begun by cracking up the medicine, proving at preat length that its ingredients wer pure, its taste delightful and its eff tablished since the time of Noah' celebrated voyage in the ark-would ed it to the druggist's to get a tria bottle? The chances are a hundred
to one that he would sufficient interest to read the adver tisement.
Tell a man that you have a won derful consumption cure and start t 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 valua ble piece of mechanism called
adding machine and he won't time to listen to your description. But show him with a pencil and pay the four clerks who are adding and columns of figures in his office and tell him that you can enable two of them, and he'll ask your of his own accord to bring your machine Tell a farmer that you want to sell him a thoroughbred collie dog and he will say that he is not interested in fancy dogs. But ask him if it does not bother him, with his rheumatism,
to keep his herd of cows rounded up as he drives them to and from the pasture, and you will be leading him, absorbed with interest, up to the
collie's cow-driving ability will make the farmer voluntarily ask you what you will take for the dog.
This principle holds good selling.
escribe insunce agent who begins describe particular policies before
has his man convinced of or insurance convinced of his need man. He is putting his propositio wrong end foremost.
A loose leaf ledger salesman starts to describe his different make made his prospect realize that boun ledgers are costing him too much la bor and money is wasting his time.

To arouse a prospect's intere then, begin by getting over on side of the fence. He has a deep and never ceasing interest in himself an is everything that affects himself s well-being, comfort, safety, profi prings of action and he will respond very time.
When you have started his inter est lead off a little along the linc that caught him. Play him as and carry it; that is, give him the ba to ask a question. Lead him int terest; make it bun. Develop his erest; make it bud and sprout an with you gas Carry him alons it you as far as he will go.
If the lead for his interest you trie with another, profiting by what earned from your first failure
But see that his interest is hooke securely before you begin to
scribe your product in detail.

## jaw and reel off a string of mechani

## Hotel Cody

Grand Rapids, Mich.
W. P. COX, Mgr.

Many improvements have been made in this popular hotel. Hot and cold Ter have been put in all the rooms. many with private bath The with private bath.
beautified, and the dining enlarged and to the ground floor dining room moved
The rates remain the same $\$ 2.00$
$\$ 2.50$ and $\$ 3.00$. American plan.
All meals 50 c .

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

to get out of your system before you could feel easy in your mind.

After you have roused your prospect's interest and are fairly launched into your selling talk, you will find that certain parts of it will not appeal to him although they have ap pealed 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 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 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 be 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 teacher puts an end to the agony 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
heads. He is ready for all emergencies and can produce anything that is needed at a moment's warning. He can shift from one end of his selling talk to the other, omitting much or little, according to his prospect's in terest. 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 tremendous mass of information connected with his administrative work-law facts, finance facts, miliary facts, and so forth.
When people asked him how he could hold an almost infinite number of details in his mind without confuion and draw on any of them at will, he said:
"My mind is like a set of a hundred pigeon-holes: one for law; one for finance, one for military adminisration, 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 11 and sleep.
The ideas of a salesman with an mtrained 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 1 1psets all the salesman's usual routine argument and starts up the excitement. All the facts and reasons in that salesman's selling talk come pil-
ing out on the end of his tongue and tumbling 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 ef-fectively-then bringing it forth with promptness and accuracy, appropriately dressed in words bes:
suited to the service it is expected to perform.
In no other way can you be sure getting and holding the prospect's I speak of appropriate dress for your arguments. There is everything in the expression that you give your ideas.
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 teansformed 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 that nominated him he brought for ward not one idea that had not been hashed over on the floor of that convention hall a dozen times before by other speakers. But Bryan marshalel those old, familiar ideas into a new order, gave them a striking form of expression and so electrified the
convention that it straightway nominated him for President.
Half a dozen writers wrought the Merchant of Venice tale into stories and plays before William Shakespeare 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

Learn to anticipate your prospect's mood. Watch his eyes and try to athom his mental processes. You will then perceive if you are making
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 re-
venge from some injury and from at tempts to conceal other crimes. Murder in this country and perhaps in the present age is not a professional
the world's history. Then there were bravoes who could be employed to they might have opportunity and alleged justification to make an end of ersons whose death was desired and here were also assassins who would
such murderous professionals are not needed in this day, because ailmost
only excuse but justify murder in the
estimation of average juries, and this emarkable lenience and the endless delays on the part of the machinery the law have largely brought it ino contempt, so that when a killing : other crime of peculiar atrocity oc ive justice is dispensed by the people without resort to the courts.
Next to crimes against the person are those against property. There are in general two classes that commir 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 spectability who occupy positions o trust in the business of others. They engage in various sorts of robbery, usually some form of embezzlement which business they carry on possi bly for years without being suspect ed until finally exposed. The robberies carried on by these apparently respectable persons are usually the
largest and some of them amount to millions of trust funds and of the money of corporations.
These apparently respectable 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, unexp'ainable 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 ways 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 o apparent in the present as is usually shown by the reports of local institutions. Of the 144,597 commitals for the year 1904, 83 per cent. given as illiterates and 4.3 per cent. not stated. The total percentage of illiterates in the United States was

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 re far from that now
Lots of sour people would be tolrable if they did not prate so much hout their honey.
A splendid way to get engaged to young widow is by trying to avoid


Michigan Board of Pharmacy.
President-W. E. Collins, Owosso.
Secretary--John D. Muir, Grand Rapids
Treasurer-W. A. Dohany, Detroit. Huron, and John J. Campbell, Pigeon.
Michigan Retail Druggists Association President-C. A. Bugbee, Traverse City Muskegon. Brundage Mecond.
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ids.
Michigan State Pharmaceutical Associa President-Edw. J. Rodgers, Port Hur on. First Vice-President-J. E. Way, Jackson. Second Vice-Piesident-W. R. Hall. Manistee. Vice-Prseident-M. M. R. Hall
Third Milan.

Formula for a Liquid Glue. A superior article, it is said, may be obtained as follows
Sugar
Water
Slacked lime
I part

Dissolve thed
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 I 5 parts of the solution thus obtained 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 permanently liquid; nor does glue, when thus treated, suffer any loss of adhesive qualities, which is always the case when acid is employed for pur. poses of preserving it in a state of liquefaction. The consistency of such a glue may be regulated, according to the requirements, by the amount of calcium saccharate solution employed in its preparation. An al most colorless article may be obtained 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:
Geiatin
Clue ..
Alum
Ioo parts
ioo parts
25 parts
Acetic acid
2 parts
IIeat the whole on a water bath for six hours, replacing the acetic acid from time to time as it evaporates. Lastly, adid sufficient acetic azid to produce a fluid of syrupy consistency.

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 mendda by the use of the preparation, it is stated. Reginald E. Dyer.
How To Disguise the Odor of KeroVarious processes have been rec ommended for masking the odor of kerosene or "lamp" oil, such as the addition of various essential oils, a tificial oil of myrbane, etc., but none of them seem to have proved entt:rely satisfactory. The addition of amyl acetate in the proportion of to srams to the liter (i per cent.) has also been suggested, several experimenters reporting very successful resilts therefrom.
Some years ago Beringer proposed process for removing sulphur com pounds from benzine, which presumably would be equally applicable $t$ kerosene. It is as follows:
Potassium permanganate
Salphuric acid
Water
Mix the acid and water and when the mixture has become cold pour i mato a two-gallon! bottle. Add the per manganate and agitate until it is dis-
solved. Then add benzine, one gal lon, and thoronghly agitate. Allow the liquids to remain in contact for twenty-four hours, frequently agitatning the mixture. Separate the ben ine and wash in a similar bottle with mixture of
Potassium permanganate
Watistic soda
Agitate the mixture during several hours, then separate ive benzine and wash it thoroughly with water. On agitating the benine with the acid permanganate solution an emulsion-like mixture is roduced which separates in a few seconds, the permanganate slowly subsiding and showing considerable reduction.
In the above process it is quite probable that the time specified (twenty-four hourrs) 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 tough proposition.
He who has to manufacture his smiles finds that grudges within turn them into grins.
Take care of your leisure and your life will take care of itself.

Formula For Treating a Black Eye.
"Black eyes," or other temporary tractive not only to druggists discolorations of the skin, may be dissuised by the application of pink grease paint or collodion colored by tacans of a little carmine.
mended
men the
Ammonium chloride
Alcohol
Dilute acetic acid may be substituted for half the water and the alcoh!
may be replaced by tincture of arnica with advantage.
Eye Bleach Fo
xalic acid ....... Distilled wate
This is to be applied with camel's hours. Be carefnl not to get it in the cyes, as it smarts considerably. It is night. (This should beat a poison laz
bel and the external use warning. The label should also state that the
$\square$
cutiously so as not to get into the to give mim such a lickin' that
 Preparations have been for holding what


## Liquor Register System

## For Use In Local Option Counties

WE manufacture complete Liquor Registers for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets- 200 originals and 200 duplicates. Price $\$ 2.50$, including '50 blank affidavits.

Send in your orders early to avoid the rush.

## Tradesman Company

Grand Rapids, Mich.

## WHOLESALE DRUG PRICE CURRENT



Copaiba Cubebae Evigeron
$175 @ 185 /$ Scillae Evechthitos
Gaultheria
$235 @ 25$
Scillae
Tolutan
Tolutan
Prunus
vir
Zingibe
Aloes
Aloes
Aloes
Anconitum Myrrh．
Anconitum Nap＇sR
Arnica

Aqua， 18 deg．..
Aqua， 20 deg． Carbonas Chloridum

Black
Brown
Red Red $\begin{aligned} & \text { Rellow }\end{aligned}$
Cubebae
Juniperus
Xanth
Xanthoxyl Copaiba
Peru
Terabin，
Terat
Tolutan $\left.\begin{array}{c}\text { Conad．．．．．．．．．．} \\ \\ \text { Cortex }\end{array}\right]$
Abies
Ables，Canadian
Cassiae
Cassiae ．．．．．．．．．
Cinchona Flava．
Buonymus atro．．
Buonymus atro．．
Prunus Virgini．．
Quillaia，gr＇d． Quillaia，gr＇d．
Sassafras，po $2 \overline{5}$.
Ulmus Extractum
Glycyrrhiza，Gla．． Glycyrrhiza
Haematox
Haematox， Haematox，
Haematox Carbonate Ferru Prip． Citrate and Quina
Citrate Soluble．．．
Ferrocyanidum Ferrocyanidum
Solut．Chloride
Sulphate Solut．Chloride $\cdots$
Sulphate，com＇l
Sulphate，com＇l，by bbl．per
Sulphate，

## Arnica Anthem

Anthemis
Matricaria
Barosma Folla
Barosma
Cassia Acutifol
Tinnevelly
Cassia，Acutifol
Salvia officinalis，
Uva Ursi
Acacia，1st pkud
Acacia，2nd pkd．
Acacia，3rd pkd
Acacia，po
Aloe，Cape
Aloe，Socotri
Ammoniac
Ammoniac
Asenzoinum
Catechu，
B
Catechu， 1
Catechu， $1 / 4 / 5$
Camphorae
Gaphorbrum
Gamboge
Gaucia
Kino
Mastic
Mastic
Myrrh
Opium
Shellac，bleached
Absinthium Herba
Ebsinthium $\ldots \ldots$ antorium oz
Eup

Majorium
Mentra
Mentra
Rue．．．
Tanacetum
Moz pk Calcined，Pagnes Carbonate，

## Absinthium Oleum

 Amygdalae Dule． Anisi $\ldots$ ．．．．．．．．．．． Bergamii
## Caryophili

Caryophilli
Chenopadii
Chen
Connamoni Ma Conium ${ }^{\text {M }}$

W్ర్ర


## $\rightarrow$

뭇훅뭇묵




Asafoetida ．．．．．．．
Atrope Belladonna
Auranti Cortex
Barosma
Benzoin
Benzoin
Benzoin Co．
Cantharides
Capsicum
Cardamon
Cardamon Co．
Cassior
Catechu
Cinchona
Cubebae
Ergot Chlor．．．．．．．
Gentian
Guiaca
Guiaca ammon
Iodine Iodine，colorless
Kino
Myrrh
Nux
Opil，camphorated
Opil，deodorized Quassia
Rhatany
Rhei ．．．．．．．．
Serpentaria
Stromonium
Valerian
Veratrum Veride
Zingiber $\ldots . . .$.

Q8

ผ⿵内人

＠
＠ 50

|  | Lupulin ．．．．．．．．．＠ | 0 | Rubia Tinctorum | 12＠ | 14 | Vanilla |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Lycopodium ．．．．．70＠ | 5 | Saccharum La＇s | 18＠ | 20 | Zinci Sul |  | 10 |
|  | Macis ．．．．．．．．．．65＠ | 0 | Salacin ．．．．．．．．． 4 | $50 @$ | 75 | Oils |  |  |
|  | Magnesia，Sulph．3＠ | 5 | Sanguis Dra | 40＠ | 50 |  |  |  |
| 50 | Magnesia，Sulph．bbl＠13／ |  | Sapo，G | （1） | 15 | Lard，extra |  |  |
| 50 | Mannia S．F．．．75＠ | 5 | Sapo，M | 10＠ | 12 | Linseed，pu |  | 65 |
| 50 | Menthol ．．．．．． $300 @ 3$ |  | Sapo，W | 1／2＠ | 16 | Linseed，boiled | 61＠ | 66 |
| 50 | Morphia，SP\＆W $290 @ 3$ |  | Seidlitz | 20 ＠ | 22 | Neat＇s－foot，w st | 65 ＠ | 70 |
|  | Morphia，SNYQ 29003 Morphia， Mal |  | Sinapis |  | 18 | Turpentine，bbl．．．．．． Turpentine，less．．．． |  |  |
|  | Morphia，Mal．．．290＠3 |  | Sinapis，opt | ＠ | 30 | Turpentine，less |  |  |
| 60 | $\begin{aligned} & \text { Moschus Canton } \\ & \text { Myristica, No. 1 } \end{aligned}$ | 40 | Snuff，Macc |  | 51 | Whale，winter ${ }^{\text {Paints }}$ ． |  |  |
| 60 | Nux Vomica po 15 ＠ | 10 | Snuff，S＇h Devo＇s |  | 51 | Green，Paris | 21＠ | 6 |
| 50 | Os Sepia …．35＠ |  | Soda，Boras ．．．． | 120＠ | 10 | Green，Peninsular |  | 6 |
| 60 | Pepsin Saac，H \＆ |  | Soda，Boras， Soda et Pot＇s | 25＠ | 10 28 | $\begin{aligned} & \text { Lead, red } \\ & \text { Lead. } \\ & \text { white } \end{aligned}$ | $\begin{aligned} & 100 \\ & 120 \end{aligned}$ |  |
| 50 |  |  | Soda et ${ }_{\text {Soda，}}$ | 25＠ | 28 | Ochre，yes B | 1/2@ |  |
|  | gal．doz． |  | Soda，Bi－Carb |  |  | Ochre，yel Mars |  |  |
| $60$ | Picis Liq qts ．．．．＠1 |  | Soda，Ash | 112＠ |  | Putty，commer＇1 |  |  |
| 50 | Picis Liq pints <br> Pil Hydrarg po 80 |  | Soda，Sulphas |  |  | Putty，strict pr ${ }^{\text {Red }}$ Venetian ${ }^{\text {d }}$ |  |  |
| 50 | Piper Alba po 35 | 30 | Spts．Ether Co． | $50 @$ | 55 | Shaker Prep |  |  |
| 60 | Piper Nigra po 22 ＠ | 13 | Spts．Myrcia |  |  | Vermillion，Eng． |  |  |
| 50 | Pix Burgum $\cdot \cdots$（＠） | 15 | Spts．Vini Rect <br> Spts．Vi＇i Rect 1 |  |  | ermiltion Prime <br> American ．．．．． |  |  |
| 75 | Pulvis Ip＇cet Opil $130 @ 1$ | 50 | Spts，Vi＇i R＇t $10{ }^{\text {gl }}$ |  |  | Whiting Gilders＇ |  | 95 |
| 50 | Pyrenthrum，bxs．H |  | Spts．Vi＇i R＇t ${ }^{5} \mathrm{gl}$ |  |  | Whit＇g Paris Am＇r |  |  |
|  | \＆P D Co．doz．＠ |  | Strychnia，Crys＇l | 10 ＠1 |  | Whit＇g Paris E |  |  |
|  | Pyrenthrum，pv． $20 @$ Quassiae....... 8 |  | Sulphur Subl Sulphur，Roll |  |  | g，white S＇ |  |  |
|  | Quina， $\mathrm{N} . \mathrm{Y}^{\text {Y }}$ ．．．．．． $17 @$ | 27 | Tamarinds | ＠ | 10 |  |  |  |
|  | Quina，S．Ger．．．17＠ | 27 | Terebenth Venice | 28 ＠ | 30 | Extra Turp |  |  |
|  | Quina，S P \＆W 17＠ |  | Thebrromae | 48 （a） | 50 | No． 1 Turp Coach | 10 |  |

## Holiday Goods

We have closed the room in which we exhibited

## Our Special Samples of Holiday Goods

All of these we have moved to our store and，as our stock is com－ ing in very fast，we are yet in position to care for the belated buyer and his unlooked－for and unexpected wants．

Hazeltine \＆Perkins Drug Co．

Grand Rapids，Mich．

（Agents for Walrus Soda Fountains）

## LaBelle Moistener and Letter Sealer

For Sealing Letters，Affixing Stamps and General Use

Simplest，cleanest and most convenient device of its kind on the market．<br>You can seal 2,000 letters an hour．Filled with water it will last several days and is always ready．<br>Price，75c Postpaid to Your Address

TRADESMAN COMPANY
GRAND RAPIDS，MICH．

## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are
liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.
ADVANCED


## Special Price Current



| Mica, tin boxes |
| :--- |
| $\begin{array}{l}\text { Maragon } \\ \text { Par }\end{array}$ | BAKING POWDER Royal


C. P. Bluing

Small size, 1 doz box.. 40
Large
CIGARS
Johnson Cigar Co.'s Brand


Evening Press
Exemplar
Worden Grocer Co. brand


Perfection ...... Perfectio


Panatellas, Finas


## COCOANUT

Baker's Brazil Shredded

$\qquad$社 B


White House, $1 \mathrm{~m} . .$.
White House, 21 b. White House, 21b....
Excelsior, M \& J. inb Excelsior, M \& J, 1 m .
Excelsior, $\mathrm{M} \& \& \mathrm{~J}, ~ 21 \mathrm{~b}$
Tip Top, Tip Top, M
Royal Java and Mocha. Java and Mocha Blend. Lee, Cady \& Smart De$\begin{array}{ll}\text { troit; Symons Smart, } & \text { De- } \\ \text { Saginaw; Brow. \& Cown }\end{array}$ Saginaw; Brown, Davis ©
Warner, Warner, Jackson; Gods-
mark, Durand \& Co., Bat-
tle Creek; Fielbach

P
$1 / 2$
Toledo.
Peerless Evap'd Cream 400




3 in.
Cotton Lines
No.
No.
No.
No.
No.
No.
No.
No.
No.
o. 1,
o. 2,
o. 3 ,
o. 4,
o. 5,
o. 6,
o. 7,
No. 8,
No. 9,


Small Linen Lines
Small................... .20
Medium Medium ............................ 20 Large .............................. 84 $1 / 2$ Bamboo, 1
Bamboo, 16 Poles
Bamboo, 14 ft ., per doz. 55
Bamboo, $16 \mathrm{ft.}$, per doz. 60 Bamboo, $16 \mathrm{ft},$. per doz. 65
Bamboo, 18 ft ., per doz. 80

| GELATINE |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| Cox's, | 1 | doz. | Large | .1 |
| 80 |  |  |  |  |
| Cox's, | 1 | doz. | Small | $\cdots$ |$)$ Cox's, 1 doz. Sarge . . Knox's Sparkling, doz. 1

Knox's Sparkling, Knox's Sparkling, gr.
Nelson's
Knox's Knox's Acidu'd. do.......
Oxford
Koz Plymouth Rock


Black Hawk, one box 250 Black Hawk, five bxs 240 Black Hawk, ten bxs 225 TABLE SAUCES 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-W ANTS DEPARTMENT 

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

For Sale-At a bargain, first-class wall paper and paint business; well estab-
lished and in excellent location. ness growing
or trade for good real estate; good rea-
sons for selling. Address Bargain, care Michigan Tradesman.
For Sale-Photographic studio in Cen-
tral Illinois town. Address Lock Box tral Illinois town. Address Lock Box 202,
Farmer City, Illinois. Far Sale Denors.
For Sale-Dental rubber factory, every-
thing conplete, large profits. $\$ 3.000$ in-
vested, will sell for $\$ 1500$ thing complete, large profits. $\$ 3.000$ in-
vested, will sell for $\$ 1,500$. Reason for
selling is other business in another city. vested, win ser business in another city
selling is other buth five time for part and teach busi
Would git.
ness. Anyone can learn it. Located a ness. Anyone can learn it. Located at
Muskegon, Mich. Write to H. Rubber For Sale $1 t$ a 148 For Sale At a sacrifice, good elevator,
feed mill and lumber business in thriving town. Fine farming section. Will give good reason for selling. A rare chance.
C. A. Kern, Auburn, Bay Co., Mich. 147 For Sale-Dry goods and grocery stock in a good live town of 1,000 inhabitants,
Doing a business of about $\$ 21,000$ yearly
iddress No. 158 , care Tradesman. 158 For Sale stock of seneral 158 For Sale A stock of general mer-
chandise 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 bringing in a permanent yearly rental of
$\$ 165$ for a stock of general merchandise.
Address Box 12. Napoleon, Mich. 154

CHINA STORE FOR SALE Absolutely new, clean stock of China, Gran-
iteware snd 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 $2: x 66$ 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 busi-
ness? Call on or write B. H. Comstock, 907 ness? Call on or write B.
Ohio Building, Toledo, Ohio.
For Sale-Or trade, 200 barrel flour
mill located in South Dakota. Write us, mill located in South Dakota. Write us, Old-fashioned country knit, home made, all wool men's socks and mittens. White
or colored, w cents per pair. By mail

prepaid. Agents wanted. E. Swasey \& | prepaid. Agents wanted. |
| :--- |
|  | For Sale Well-established implement business in a Southern Michigan town.

Clean stock, invoicing about $\$ 10,000$. Ad-

dress B. C., care Tradesman. For Sale Only music store in town of | 3.000; good country; write for particulars. |
| :--- |
| C. S. Phipps, Fenton, Mich. | For Sale-Practically new stock gro-

ceries, shoes, dry goods, about $\$ 3,000$. ceries, shoes, dry goods, about $\$ 3,000$.
Best town in Michigan 3,000 with fac-
tories. Must get outside. Health first. tories. Must get outside. Health first.
Good business. Will sell right. Adress
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 care Tradesman.
For Sale-A country general store on
the G. R. \& I. R. R. Stock invoices about $\$ 2,500$. Also agent for R. R. Cash cream station, livery barn, three produce ware-
houses drawing good trade The best of farming country. Reason for selling, wife

doesn't like neighborhood. Address | doesn't like neighborhood. Address No. |
| :--- |
| 137, care Tradesman. | 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 $\$ 150$. 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.
For Sale-Stock of drugs, medicines, paints and oils, in liveliest town in Michigan. Reason for selling. poor health. Ad-
dress W. L. Robson, Williamston, Mich. For Sale-In Southern Michigan a 127 eral store, complete stock, in fine location, best trading point in the State, with building if desired. Address No. 124, care
Tradesman. 1909 Nuts-Hickory, shellibark, $\$ 2$ bush-
el. Black walnuts, $\$ 1$ bushel.
Elmer
Wood Co., Moulton, Iowa.

Exceptional opportunity to purchase an stablished meat and grocery business in
Visconsin. Business runs about thirty thousand a Bear. Nothing asked for the "good will." D. H. Richards, Ladysmith

## IF SPOT CASH

and quick action appeals to you, we will buy Clothing, Dry Goods. Furnishings. etc., or we will buy your entire Shoe. Clothing, Dry Goods
and Furnishing stocks. We buy anything any man Furnishing stocks. We buy anything any day and we will be there to-morrow.
aul L. Feyreisen \& Co.,
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$\frac{\text { gan } \text { Tradesman. }}{\text { Wanted To Rent-Store in live town. }}$ possession before Sept. 1, 1910. Address
81. care Tradesman.

 nts. Also about 1,200 to 1,400 inhabithorses, wagons house, slaughter house, - 707. care Tradesman. $7^{n^{-}}$ For Sale-At a bargain, stock of cloth-
ng to close business. . 1000.121 W . Washington St., GreenWrite Pekin Egg Case Company, Pekin . for prices on egg case fillers. 94 For Sale-First-class meat market, Cheap for cash. J. F. Rezac \& Co., St.

For Sale-Bazaar and millinery stock nd building in a small town. For parLich. write L. M. Noble, Spencer,

Complete drug stock. 83.200 ; soda founot. or farm or sell on $\$ 25$ monthly payWant 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 busi-ness-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 tical Methods.
Written for the Tradesman.
Industrial education is fast coming to the front now, not only in Grand Rapids but in every wide awal 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 Edu cation, which will be held in Mil waukee, 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 exeept 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 cify 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, $\therefore$ J., is seriously considering the plan of opening trade schools for children between the ages of i4 and 17 years, who are not permitted to go to work and who have progressed about as far as they can in the regu lar 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 indus trial grammar school, a kind of vocational grade school, admitting boys from an entire city or town. Such 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 but in da:ly practice in commercial
processes, coupled with simple ac counts, business forms and element ary 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 en-
gaged 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 during the present school year. The 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 I4 to 18 them. Machinists are expected to 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 workmen in any trade.
One of the most important questions to be considered by the American Federation of Labor at its an-
nual convention in Toronto this week is the relation of organized labor to his question of industrial education The matter came up at the Denver meeting a year ago and the proposiof workmen in trades not under union auspices threatened the cause have 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, bette wages and more beautiful homes. It means keeping our children in school and saving them from joining the
great army of unskilled laborers, with meat army of unskilled laborers, with oil. Almond Griffen.

Butter, Eggs, Poultry, Beans and Po tatoes at Buffalo.
Buffalo, Nov. io-Creamery, fresh, 27@3rc; dairy fresh, 22@28c; poor to common, 18@22c.
Eggs-Strictly fresh candled, 29@
Live Poultry - Fowls, 12@14c; ducks, 14@15c; geese, 12@13c; old cox, IOc; springs, 13@14c; turkeys,
1@17c. 15@17c.

## Dressed Poultry-Fowls, I4@15c;

 old cox, I2c; chickens, 14@I6c.Beans-Marrow, hand-picked, new, \$2.60@2.75; medium, hand-picked, \$2.30@2.35; pea, hand-picked, \$2.25@ 2.30 ; 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 ncreased its capital stock from $\$ 15$,-
000 to $\$ 50,000$.

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 Ty roler's Emporium for the past few years, and for the past two months connected with the firm of D. N. Wil son \& 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 re signed his position with the Drury Hardware Co., of Cadillac, to take position in the dry goods department of the Glengary Mercantile Co. Sparta-A. A. Johnson \& Co. hav secured the services of H. R. Van
Auken, of Everett, as clerk in the dry gcods department.
Cadillac-Frank M. Hecox has re signed his position at Cobbs \& MitchIrug store.

## The First Requisite.

Mrs. Wise-So you're going narry and go to housekeeping, eh? bout keeping house.
Miss Pert-Oh, yes I do.
Mrs. Wise-I'd like to know what? Miss Pert-The first thing is to get

## BUSINESS CHANCES.

How are your Collections? Have you tried the Garnishee Notice, guaranteed to collect 3-10 of your accounts at an expense of less han 1 per cent? Best collector on earth. Put up in book form, of 1000 notices in each book.
A Iready to mail. Price $\$ 2$. Address Wm. Wm.
Carveth, 720 Jackson Ct., Kalamazoo. Mich. For Sale-4-light F. P. gas lighting system at
half price. Address F. A. Weston, Paw Paw, half pri
Mich.
Guaranteed a good bargain in real estate at Crystal Springs, Mississippi. Address or call
on Mrs. A. L. Spence, Crystal Springs. $\quad 161$ For Sale-Clean general stock, located strong agricultural country. Stock will inventory about $\$ 5,000$. Sales during Sep-
tember were $\$ 1,700$ Small expense.
Terms satisfal Terms satisfactory. Address Will S. Can-
field, Judson Grocer Co., Grand Rapids.
 For Sale-Todd "Protectograph" check
protector. Latest model $\$ 30$ machine.
New, price $\$ 15$ on approval. R. Payne,
Marietta, Marietta, Ohio. .
I want to buy a going business. Will pay cash. Give particulars business. Will best price.
Address M. T., Box 313, Cherry Valley, For Sale-After Jan. 1, old established drug and stationery business in the best
part of Michigan. Owner going West.
Can satisfy purchaser part of Michigan. Owner going West.
Can satisfy purchaser as to business
done. Look this up. Address Capsicum, care Tradesman.
$\begin{aligned} & \text { For Sale-A fine grocery } \\ & \text { town, doing big business; stock in good } \\ & \text { and up-to-d }\end{aligned}$

stock is new | town, doing big business; stock in good |
| :--- |
| and up-to-date. For particulars new address |
| S. A. Booth, Greenville, Mich. | $\frac{\text { S. A. Booth, Greenville, Mich. } 128}{\text { For Sale-7.000 acres of virgin timber }}$ land in Phillips county, Arkansas, close

to Mississippi River and railroad. Esti-
mated to cut $53,000,000$ feet of cypress, ash and elm. We have owned
it for twenty years and buyer will deal

directly with owner. H. F. Auten | directly with owner. |
| :--- |
| Rock, Ark. |
| Cash For Your Business Auten, Little |
| 107 | Cash For Your Business Or Real Es-

want to matter where located. If you
of business or rell or exchange any kind of business or real estate anyywhere at
any price, address Frank P. Cleveland any price, address Frank P. Cleveland,
1261 Adams Express Building, Chicago,
IIl.
For For Sale-General stock inventorying
about $\$ 1,000$ located in town with one
other merchant, in center of other merchant, in center of rich fruit
region. L. F. Ballard, Lisbon, Mich. 963 For Sale-Implement store in most hus-
tling town in Michigan. On account of
age and poor health age and poor health I On account of
Address Implements, care Tradesman. Will pay spot cash for shoe stock to
move. Must be cheap. Address P P. P .
L. care Tradesman.


## HELP WANTED.

Wanted-Manager for dry goods and
hust be fepartment. salesman and hustler. Give amount of experience, reference, etc. Parsons \&
Holt, General Merchants, St. Charles,
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 right party. Address No. 120, care Trades-
man. Salesmen calling on general stores, fur-
niture and hardware dealers and department stores, to sell for manufacturer linoleums, rugs and. carpets; liberal commission; thirty pounds baggage, repre-
senting stock of million dollars. senting stock of million dollars. Address
Station O., Box No. 59, N. Y. Wanted-A young man with some ex-
perience in groceries, men's furnishings
and shoes. Must be willing to wort perience in groceries, men's furnishings
and shoes. Must be willing to work. A
good positon to the right party. Address 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 in-

vestigating. Address No. 60, care Michi| gan Tradesman. |
| :--- |
| Wanted | Wanted-Clerk for general store. Must previous experience. References required.

Address Store. care Tradesman. SITUATIONS WANTED. Wanted-Position as clerk and book-
keeper capable of managing grocery and keeper capable of managing grocery and
gents' furnishings departments or can
take entire charge of a set of books. Address Box 12, Napoleon, Mich. 155 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-Wurg, Ill. Safes Opened-W. L. Slocum, safe ex-
pert and locksmith. 114 Monroe street

Grand Rapids, Mich. | pert and locksmith. 114 Monroe $\begin{array}{c}\text { street, } \\ \text { Grand Rapids, Mich. }\end{array}$ |
| :--- |

SPECIAL FEATURES.
Wanted-Raw furs of all kinds, highest
market price paid at all times. Send for
Mr. Registered Pharmacist, if you want siness on small capital, Wanted-To buy stock shoes, clothing
or general stock, give price, description,
irst letter. W. F. Whipple, Galesburg, An Exceptional Opportunity-For rent,
in a live hustling Upper Peninsula (Michigan) county seat town of 2,000 , a cen-
trally located store $25 \times 80$ feet. Suitable for general or grocery store. Great open-
ing for grocery store, only four groceries
in town town. Big charcoal iorn furnace emThis is one of the towns that has simply
been overlooked. Address radesman.
Models made for inventors. Low price.
Howard Merriman, Towson, Maryland.
We are in market for small natented Send cut, give details and lowest prices in first letter. American Machine Op-
erating Company, Charlotte, Mich.
140 Hardware Dealers, Attention-Send for and dampness perventive. Keeps your show windows free from ice. Preeps your
rust, etc. Inexpensive, long-lived. The est and latest out. Address M. M. T. Benz
Co., Box 2, South Chicago, Ill. How would you like to buy the best
confectionery and cigar store in Michi-
gan? New stock tan? New stock, good location, doing
ig business. Only one in good town of

,500. Have accepted gover | tion. Royal, care Tradesman. $\quad 116$ |
| :--- |
| Counter Checks-Charges or credits |解 check file, no separate indexing required. Particulars, James

Carksville. Mich
will sell wall paper and paint stock; best location and largest trade in town; ex-
cellent opportunity to cellent opportunity to pick up an established business. Address Con. W. Lloyd,
Real Estate, Ashland, Wis. Big opportunity in best town in Michi-
can for live merchant. Double store for ent. In new and modern brick building.
Centrally located. A sure winner for Centrally located. A sure winner for
right man. Webber's Real Estate Agen-
cy, Cadillac, Mich.

## TELL YOUR CLERKS


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 obliging for the obliging grocer is the man who is the most dangerous competitor; and you certainly hope to retain the customers you have ac quired, oftentimes with difficulty.

## Dwinell=Wright Co. <br> Principal Coffee Roasters

Boston and Chicago

## Blind Weighing Is Expensive



The new low platiorm Dayton Scale

Blind weighing in a grocery store is an evil which should not be tolerated. It is only upon careful investigation that the magnitude of your losses from this source is ascertained. Visible weighing is one of the principal features of our automatic scale.

If you are a retailer of meats you will have problems to figure such as finding the value of 14 ounces at 18 cents a pound. As the avoirdupois pound is divided into sixteenths you are confronted with the problem of $\frac{14}{18}$ of 18 C . This is only one of hundreds of similar problems which confront the retailer each day.

No man should perform a service which can be done better by a machine.

The Dayton Moneyweight Scale is a machine auditor. The Values are shown simultaneously with the weight. Mistakes are impossible.

REMOVE THE HANDICAP.
Install our automatic system. Give your clerks an opportunity to be of more value to you by giving better attention to your customers.

Your customers will be interested in a system of weighing and computing which will protect their purchases against error. They do not ask for overweight, but they will not tolerate short weight, regardless of whether it is accidental or intentional. They want 16 ounces to the pound. They know they will get it where the Dayton Moneyweight Scale is used.

Our revised catalog jnst received from the printer. It will be sent to you "gratis" upon request

Moneyweight Scale Co.
58 State Street, Chicago
R. M. Wheeler, Mgr., 35 N. Ionia St., Grait Rapids, Citz. 1283, Bell 2270

Please mention Michigan Tradesman when writing


## The <br> McCaskey Register

 SystemMr. C. R. Graybill (Satesman,
Coudersport, Pa., Jan. 25, 1909.
Dear Sir:-You told us that the register would help to collect our accounts, and I will tell you a little about it up to now

The second day we used it a man owing us $\$ 83.87$ came in, after getting one of the slips with his account on, and said, "I want to pay my bill." I said, "Paýit all?" And he said. "Yes, and hereafter I want to pay every week," and his bill had not been settled in full before in flve 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
amount was $\$ 136.92$. amount was \$136.92.

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 groceríes 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. styles of Single Carbon Pads.
Detroit Office, 1014 Chamber of Commerce Bldg. Phoze Main 3565
Agencies in all Principal Cities.

## Success

BECAUSE we want the best trade and the most of it, we do printing that deserves it. There is a shorter way to temporary profits, but there is no such thing as temporary success. A result that includes disappointment for somebody is not success, although it may be profitable for a time.

Our printing is done with an eye to real success. We have hundreds of customers who have been with us for years and we seldom lose one when we have had an opportunity to demonstrate our ability in this direction.

## Tradesman Company

Grand Rapids, Michigan

## If 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.

## 


[^0]:    TIME TO WAKE UP

[^1]:    REFERENCES of Shippers. Established 1873

[^2]:    

