

## My Creed

I would be true, for there are those who trust me;  
I would be pure, for there are those who care;  
I would be strong, for there is much to suffer;  
I would be brave, for there is much to dare.

I would be friend of all—the foe, the foeless;  
I would be giving and forget the gift;  
I would be humble, for I know my weakness;  
I would look up—and laugh—and love—and lift.

I WOULD not ask whether you talk to the children about the Father and the blessed Christ in the moments which come only now and then. The true mother, through these first years, is to her children in Christ's stead. She is the way, the truth and the life to them. And so it is scant use merely to tell them of the way. They must go in it first in her arms or they may not go at all.

Robert Collyer.

THE man who makes two promises and keeps one of them is better than the fellow who keeps all the promises he makes if he doesn't make any.

THE world must return some day to the word duty, and be done with the word reward. There are no rewards and plenty of duties. And the sooner a man sees that and acts upon it like a gentleman or a fine old barbarian, the better for himself.

Robert Louis Stevenson.

THINGS SHOULD not be done by halves. If it be right, do it boldly; if it be wrong, leave it undone. Every day is a little life, and our whole life is but a day repeated.

Bishop Hall.



## "State Seal" Brand Vinegar

Just a word about its quality, it is par-excellence. For Pickling and Preserving it will do anything that Cider Vinegar will do, and its excellent flavor makes it superior for the Table. Mr Grocer, it will

pay you to investigate. Ask your jobber.

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

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

## Pure Cider Vinegar

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

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.

## Every Cake



of FLEISCHMANN'S  
YELLOW LABEL YEAST you sell not  
only increases your profits, but also  
gives complete satisfaction to your  
patrons.

**The Fleischmann Co.,**

of Michigan

Detroit Office, 111 W. Larned St., Grand Rapids Office, 29 Crescent Av.

## Are You In Earnest

about wanting to lay your business  
propositions before the retail mer-  
chants of Michigan, Ohio and Indiana?  
If you really are, here is your oppor-  
tunity. The

## Michigan Tradesman

devotes all its time and efforts to cater-  
ing to the wants of that class. It  
doesn't go everywhere, because there  
are not merchants at every crossroads.  
It has a bona fide paid circulation—has  
just what it claims, and claims just  
what it has. It is a good advertising  
medium for the general advertiser.  
Sample and rates on request.

**Grand Rapids, Michigan**

**Snow Boy keeps moving out-Profits keep coming in**



**Start your Snow Boy sales a'moving**  
**The way they grow will make your friends sit up and take notice**

Ask your jobber's  
Salesman

Lautz Bros. & Co.  
Buffalo, N.Y.



# MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 17, 1909

Number 1365

## OUR INTERURBAN CASE.

### Grand Rapids Serenely Neglecting a Valuable Opportunity.

Written for the Tradesman.

"Yes, Grand Rapids needs suburban electric railways," observed a well known citizen, "but who is going to put up the money for them?" he continued.

And when he was assured that such desired additions to the city's business resources would not be forthcoming, unless the business men of Grand Rapids came forward and helped with their money and their influence, toward that end, he added:

"That's all right, but I guess Grand Rapids is quite as wide awake as other cities. Why is it the Tradesman does not specify five or six of the many interurban railways now building? That would help some."

He was advised that no man who keeps himself informed as to general current conditions would express such skepticism on so vital a matter and then, somewhat lately, he volunteered the information that he read the daily papers regularly and walked off saying: "Name the new roads. Name 'em, that's all." And so, to please the gentlemen, here is a short and very incomplete list:

The Memphis (Tenn.) and Nashville Electric road, 210 miles in length.

The Sioux Falls (S. Dakota) and Bijou Hills route, 160 miles long—via Parker, Milltown, Flushing, New Holland and Colvin.

Jamestown, N. Y., to Dunkirk, 50 miles, and Jamestown to Marion, Pa., 25 miles; 75 miles in all.

Winona, Minn., to Galesville, Wis., 17 miles and to La Crosse, Wis., 22 miles, total 39 miles.

Saginaw, Mich., to Vassar, Caro and Cass City, 35 miles.

Syracuse to Fulton, N. Y., 17 miles.

Kansas City, Mo., to St. Louis, Mo., 300 miles.

Fremont, O., to Fostoria, O., 20 miles.

Beaver, Pa., to Allegheny, Pa., 20 miles, thus completing uninterrupted electric railway service between Pittsburgh, Cleveland, Cincinnati, Indianapolis, Toledo, Detroit and Chicago.

Altoona, Pa., to Bedford, via Roaring Spring, 25 miles.

Toronto, Ontario, to Cobourg, 76 miles.

Des Moines, Ia., to Red Oak, 97 miles.

Jamestown, N. Dak., to Spiritwood and Courtinay, 14 miles.

Wahpeton, N. Dak., to Breckenridge, Minn., 3 miles.

Durham, Conn., to North Branford, 14 miles.

Wheeling, W. Va., to Glennora, 14 miles.

Bluefield, W. Va., to Ronceverte and Rich Creek, 50 miles.

Wakefield, N. Y., to White Plains, 8 miles.

New Haven, Conn., to Irvington, 60 miles.

Michigan now has one trunk line route of interurban railway from the Detroit River to Lake Michigan and it passes fifty miles south of Grand Rapids.

Just at present the cities of Jackson, Battle Creek and Kalamazoo are straining every nerve to secure contributing lines of electric railway from the south and north, which shall top this trunk line at the points named.

One of these side issues is a line from Kalamazoo and Battle Creek jointly, meeting at Gull Lake, which shall extend to Grand Rapids. Another proposition is a line from Kalamazoo to Grand Rapids direct, parallel, practically, to the G. R. & I. R. R.

A third proposition is to build a line closing the electric railway gap between Saugatuck and Benton Harbor, thus reaching the across-the-State route at its extreme western end. And in this connection vigorous rumors are circulating to the effect that the Pere Marquette people already have an option on the Grand Rapids, Holland & Chicago interurban road and that if the proposed gap is filled, it will be a Pere Marquette enterprise.

It is a widely known fact that no railway corporation has been more active or spent larger sums of money the past four or five years, in experimenting for the equipment of steam railways with motor propelled engines and trains, than has the Pennsylvania Company and a recent trip over the Grand Rapids & Indiana branch of this system clearly demonstrated that a certain degree of success has attended these experiments. It has been stated, officially, that it is possible that the service over the Muskegon branch of the G. R. & I. road may be operated by motor cars. Unofficially, but with a strong showing of probability, it has been claimed that the G. R. & I. Co. has practical possession of the survey and right of way for an electric railway between this city and Kalamazoo via Plainwell, Martin and so on, and that when the road is built, if ever, it will be a G. R. & I. proposition. If it is not built, a regular motor car service will be inaugurated over the tracks of the company already so long in use.

Putting all gossip aside, the fact remains that Western Michigan west of the Mackinaw division of the Michigan Central railway and north of the main line of that road is, so far as interurban railway service is

concerned, handicapped in pronounced fashion.

And, as the metropolis of the territory in question, Grand Rapids must take the initiative toward correcting a situation so uncomfortable. The cities of Jackson, Lansing, St. Johns, Flint, Saginaw and Bay City have interurbans with the South and East and West. Grand Rapids has not. All cities along the main line of the Michigan Central have interurban service east and west and Grand Rapids has not.

The two cities in Tennessee, Memphis and Nashville—the first about the size of Grand Rapids and the second somewhat smaller—are to build a line over 200 miles long. Why? Because the business men of those cities have faith in their home towns and are willing to do all in their power to prove that faith and the pride they have in their institutions.

The little cities of Dunkirk and Jamestown, N. Y., and Marion, Penn., are to build 75 miles of interurban railway, because the location and demands of the three towns make such an enterprise imperative.

So, too, are Bay City, Saginaw, Flint, Lansing, Jackson, Battle Creek, Kalamazoo and Niles putting in their best efforts to maintain a communication with the outside world which shall be fully up to date and adequate.

What is Grand Rapids doing in this line? Absolutely nothing.

Max Wurfel.

### Do Not Wish To Renew Their Contracts.

Ionia, Nov. 16—The members of the Ionia County Business Men's Protective Association are determined to contest the claims of Bert Hillyer, of Lansing, who organized the combination in this place over two years ago. Hillyer, it seems, used a contract which provided for an extension of the time at the same rate unless he was notified that the members wished to retire from the Association. The original contract called for a two year membership, and the notice of withdrawal was to be given within sixty days of the expiration of the term. Unless such notice were given, the contract read, the member would be bound to pay the cost of another two year membership. Whether this feature of the contract was generally known seems to be in doubt. It was known to some and to some it appears to have been unknown. At any rate at the expiration of the sixty days many if not all of the members had failed to send in their notification that they would remain no longer in the Association.

Accordingly Mr. Hillyer notified each member of the Association

about two weeks ago that he would shortly collect for the coming two years. It is stated that a representative of Mr. Hillyer was in the city about that time and collected a partial payment in advance from some of the members, just how many is not known. Mr. Hillyer did not make the collections himself, or at least did not make them all.

The notice that they were to be held for the \$15, \$20 or \$25 fee for the coming two years has stirred up a hornet's nest in the Association and two meetings were held Thursday and Friday nights. At the meeting held at H. A. Rich's grocery store Thursday nothing was done, owing to the fact that several members held out against the proposition to repudiate Mr. Hillyer's contract and call the whole affair off. At the next meeting, however, these members came into the fold and the decision was made.

As a result the books furnished by Mr. Hillyer were returned this morning to C. H. Bradley's store preparatory to shipping them back to Mr. Hillyer. Each member of the Association who returns the books signs a paper repudiating the contract and alleging that no further obligation rests upon the merchants. In other words the gauntlet is thrown down to the promoter of the scheme and Mr. Hillyer is invited to bring suit to recover the next two year payments from the Association.

The Ionia County Business Men's Protective Association was organized about two years ago in June by Mr. Hillyer. Its benefits are supposed to come from the system which the promoter introduced of listing those who failed to pay their bills and also those who pay promptly. A book was furnished by Mr. Hillyer containing a report on each person in the city and county and listing them according to their promptness in paying debts.

Eaton Rapids—Dec. 27, 1909, will wind up the affairs and existence of the Michigan Peat Co., of this city. The company's plant will be sold at chancery sale on that day. The Ann Arbor Chemical Co. leased the peat plant some time ago and has been using it for experimental purposes for the past six months. The chancery proceedings are brought by John T. Hall of this city, who is acting in the capacity of trustee.

Owosso—The Marked Tree Co. has engaged in business for the purpose of manufacturing, buying and selling hoops, staves, heading and lumber, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$3,600 paid in cash. Operations will be carried on at Marked Tree, Arkansas.



## IN ANCIENT ANTWERP.

## Scenes and Incidents Described by a Michigan Traveler.

Antwerp, Belgium, Nov. 2—Arriving at this city we immediately sought the objective points of interest to visitors. During the two days, which time this took, we visited the docks, located on the Scheldt River, which is very narrow at this point, barely wide enough for S. S. Lapland (18,000 tons), on which we made the ocean voyage, to make her turn ready for her return trip, which takes from eight to nine days to New York. At this busy point one can see all kinds of cargoes being unloaded from the cars by means of massive cranes on the boats. Antwerp is the main shipping point for Belgium and one can see the country's output for export right here. Pig iron and rails were much in evidence, coming from the southeastern section of the State; also much cut stone came from the quarries, situated in the section which lies along near the Meuse River. Considerable grain is shipped from this point, mostly corn. The country is noted for its manufacturing interests rather than for agricultural and the shipments at the docks reveal this fact.

We visited the Notre Dame cathedral, whose tall spire reaches 402 feet heavenward. Beautiful pictures adorn the more prominent places on the walls, while other and less conspicuous places have paintings of no small importance. Such artists as Rubens and Rembrandt are here in evidence. The carved pulpit and altars are something magnificent. The great space within its walls has fifteen distinct and differently located altars, while an immense space still remains for the worshippers, who at all times of the day are to be seen coming and going. The church is 400 years old and under its stone floors are many tombs. Its ceiling is 180 feet in height.

Our next visit was to the Plantin Musee. This depicts by the work completed and the tools by which it was done everything pertaining to the printers' art. Founded by Plantin in an early day, this industry was carried on by the same family (Mauritus married the daughter) for over 200 years and until 1880, when it was sold by the family (who still live in Antwerp) for the sum of 1,400,000 francs.

We want to add for the benefit of all those who intend visiting Belgium that a five day ticket can be purchased which avails for continuous travel, as you elect, on any road within the borders of the country. It will make a one-half reduction, at least, in the expenses of travel. The only annoying thing is your photo must appear on the ticket as a means of identification. This is all made possible because of the fact that the railroads are owned by the State. We heard that the same conditions prevail in Holland. Here at Antwerp is located one of the largest zoological gardens in the world, and we were so impressed, for we have visited many, and vote the honors to this city. Although it has spacious grounds, it is

located in the heart of the city immediately adjoining the Central Railroad station.

The Flemish language is spoken here, but in much of the country French is used. Some interesting cities are found within the borders of this little country and among them may be mentioned Bruges (the City of Bridges), noted for its lace manufacture and very ancient buildings, some dating back to the fifteenth century.

Liege, a city of over 100,000, noted for its iron industry and coal interests, is where the locomotives are manufactured for this country. Dinant is another interesting place and, although small, it has a fortification commanding the town, of which any place could well feel proud. Situated on a hill of no mean elevation, it overlooks the city, defying anybody from sailing up the river on which it is located. It is here that the caves of Hahnefort and Rempain are located, the latter of which we visited. It is noted for the fact that the stalactitic and stalagmitic formations are translucent.

Brussels, a city of nearly 1,000,000 inhabitants, to be honored next year with a world's exposition, has much to impress the visitor. In no city that we have yet visited has there been so much evidence of the artistic, coupled much with the ancient.

The Hotel de Ville (city hall) is a most wonderful building to visit because of the beautiful wall paintings and magnificent trappings which are used by the city fathers each Saturday night at their meeting. Plush chairs, with the name of each councilman on a desk before him, beautifully frescoed walls and costly stationery are some of the things that adorn this chamber.

The Palais de Justice (court building) is a grand and massive structure in which justice is dispensed. Many court rooms are reached from corridors running about the central hall or court. The attendants, gorgeously uniformed, the splendid pieces of statuary in abundance, together with the beautifully painted walls and ceiling, all make this a building long to be remembered.

The Museum (Beaux des Arts) ranks among the first in Europe and is replete with the work of master painters and fine pieces of statuary. At no one point of the city will you be more imbued with the fact that this city is one of artistic beauty than at that called the Grand Plas (place). About this square is located the city hall, the King's house being directly opposite, with the guild houses on one of the other sides and a large business block on the other. On the front of each are much gilding and carving, especially on that of the Hotel de Ville, on which is a row of carved figures running the entire length of the building. In this square the sale of flowers is permitted and in the morning, while there is an abundance of flowers on sale, this is certainly a most beautiful place. Some of the buildings have 1600 as the date of erection on their walls, yet they remain in fine condition, as monuments to their builders.

Brussels, rightly called the second Paris, will be ready for the World's Industrial Exposition when the time rolls around—April 16, 1910. As it will continue until Nov. 10 much is being expected in the way of money to be spent here. Evidence is seen on every hand in the erection of new buildings and remodeling of old ones. Monuments, which are numerous, are receiving a good cleaning and some of them new coats of cement. Homes are having new dresses put on by painters. Long rows of beautiful buildings, solidly built, without an inch of space between, are being erected, so that this city will almost have changed its entire appearance when the visitors commence to arrive.

From this point one goes to the scene of "The Battle of Waterloo." Taking the train from Gar Midi (Middle Station) for Braine d'Allend, you are taken in a carriage with a guide for this place of so much interest. It was there that Napoleon lost his laurels and Wellington and Blucher gained theirs.

A monument of earth, pyramidal in form, 300 feet high, built at a cost of 400,000 francs, marks the graves of the 36,000 men who fought on this ground in 1815. On the extreme top a Belgian lion stands, which can be seen for many miles.

In my next letter I will tell something of this country from a business standpoint and shall hope that something of value to the advanced American merchant can be given as gleaned from his older brother—the slower and less progressive European caterer.

Charles M. Smith.

## What Other Live Cities Are Doing. Written for the Tradesman.

Philadelphia will pay approximately \$150,000 more next year for the removal of ashes and garbage than was paid this year. Household holders will be required to keep bottles, paper, rags, etc., separate from the ashes and garbage and all material must be reclaimed or destroyed by the contractor within three hours after being unloaded at the dumping grounds. The increased cost to taxpayers is due to the new system.

The museum at the University of Michigan, Ann Arbor, has added 3,398 vertebrates, 32,000 invertebrates, a fine collection of bird lice, a gorilla, box turtle, hairy frog from South Africa and other interesting specimens during the past year. The museum is one of the leading show places of the city.

An engineer has been at work on plans for a municipal water filtration plant for Sacramento, Cal., for the past six months and at last has completed them. The matter of bonding the city for \$666,000 for the 24,000,000 gallon plant will be decided at a special election.

The annual chrysanthemum show, which is held for three weeks at Fairmount Park, Philadelphia, was attended by 25,000 people on opening day, Nov. 7.

The extensive use of the public libraries in New York, Brooklyn and Philadelphia is practically all through branch libraries. Cleveland has sev-

en branch libraries and twelve sub-branches. The city appropriation for its library system last year was over \$238,000. Cincinnati has a county library, with six branch libraries in the country districts and six in the city. The city appropriation for 1908 was \$149,529. Pittsburg has seven branches and it cost \$210,000 to maintain the system last year. Louisville has appropriated \$200,000 for the purpose of erecting five branch buildings. St. Louis has raised \$1,000,000 to spend in library buildings, one-half of which will be expended in branches. Detroit has six small branches. Buffalo has only two small branches but is planning to open others.

Kalamazoo, a city that has gained prominence as an educational center, now has an Art Association, and it is planned later to have a public Museum of Art as an adjunct to the schools.

The Police and Fire Commissioners of Toronto have issued orders to the theater managers to sell no more standing-room tickets as a means of public safety.

A boys' farm will be established near Pittsburg as a home for the boys of the Juvenile Court of Allegheny county. Over 200 farm sites have been offered the Juvenile Home Commission for this purpose.

Saginaw is building its first public natatorium on the river, which will be open to boys winter and summer. E. C. Mershon, Thomas P. Whittier and Thomas Palmer were the donors and their generosity will greatly reduce the frightful toll that the river collects every year in deaths by drowning.

Toledo will have a milk show Dec. 14-17, held under the joint auspices of the Chamber of Commerce and the State Dairy Association.

Pittsburg people are public spirited and at the recent election rolled up splendid majorities for new playgrounds and parks, a tuberculosis hospital, garbage reduction plant, freeing of the Allegheny River bridges and other improvements.

The Webber memorial field house, a new feature in the park system of Minneapolis, has been opened in that city. Water diverted from a creek passes through its concrete swimming basins, which are arranged for use of skaters in winter. A branch library will be established on the second floor. The field house is built of concrete, in Spanish style, and was built by Mr. and Mrs. C. C. Webber as a memorial to their son.

The members of the Chamber of Commerce, Boston, will visit Chicago during the first week of December, with a view to interesting Western business men in the Eastern market.

From Los Angeles to San Francisco in thirteen and one-half hours is the schedule of a new train put on by the Southern Pacific.

Boston has raised over half a million dollars in a whirlwind campaign for a new Y. M. C. A. building.

Almond Griffen.

Let well enough alone; don't try to find out what people really think of you.



**Industrial Betterment Essential To City.**

The claim of meliorism is not that life is good or bad, but that it can be made worth living; industrialism chooses from the families, races, classes, castes and cults the strongest persons, making them friends and exercising them in consideration for one another.

This constitutes dependable selection and seems now to be the social line of least resistance, since eugenics, as well as natural selection, appear to lack efficient adaptability to present emergencies.

In the effort to effect and maintain national equipoise do we not need less individualism and more amalgamation of the fittest—more team work?

If so, then the sooner advanced industrial meliorism is gracefully accepted as a blending and binding force the better for mankind at large. It is either a new industrialism or the old militarism, the softer arts, cults—the easy things—having failed to bring honorable tranquility.

Strange that we have learned to regard industrialism with pride but shy at reference to "work" and "trade." Art and culture we conjure with, like fakirs in front of a side-show, although we draw our food and clothes from work and trade; while past history indicates no future prospect of the solid furnishing forth of a worthy national life with lack of broad and wholesome respect for the wage earners.

The course of the nations is strewn with wrecks of culture, and no dom-

inating art exists to-day—nothing but fragments. There never will be enduring art and culture until the people of a nation grow up to them as a whole and through adequate vocational pride and skill, perhaps, but certainly not through parasitism or partial views.

Japan has shown us, Germany is teaching us and our disjointed national educational system is in sore need of proper articulation with a growing, a vitalizing industrialism based upon meliorism in the factory, the warehouse and the store, but detached from tricky and sordid forms of mere commercialism.

It is the hope of scientific meliorism that mankind has reached an epoch of betterment by a controlling, conscious evolution acting with natural evolution, and it is believed that only through enlightened industrialism shall we "find that state of things in which it should be impossible for any one to be depraved or poor."

Industrial education which will imbue city bred young men with due respect, even reverence, for the hard-wrung secrets of nature that are practical to the artisan and dietitian is the need of the hour and century, when scientific and deadly competition with at least two great empires is to be met in battle royal for business and national life worth living.

Let there be no coddling delusions in happy homes about this world fact, and let it be seriously felt that it is none too well nor too soon that a city like Chicago has adopted industrial education as a part of her public

school system and is awakening to the auxiliary value of her libraries and museums in school work.

There are plenty of evils in the factories to be overcome, which, however, belong to sociology and human nature more than they do to industrialism, per se; but the trend of factory development is steadily uplifting to the individual, the state and the race—all the races in the "melting pot" of Americanism.

To be proud of one's job is an elevating sentiment, and the cultivated disposition to keep busy, on the part of the cheerful workers, acts as discipline for all—for social solidarity.

J. B. Mill's prediction that "the only school of genuine moral sentiment is to be society between equals" is slowly working true. Different classes and different cults have differing codes to be reconciled, and it may be that a perfect ethical code is possible through humble means.

Meliorism—progressive betterment—in the factory is as essential to the life of a city as sun heat is to the life of the farm. On one depends the continuous making of something that will sell, on the other the growing of something to sell—close or neglect the factories and the city will fade away!

Honest wage earning is a good business in any city—not lowering to respectability—and city sophisticated youths will stay there in spite of half-baked arguments for the lonely farm life. When agricultural homes are more centralized then the tide may turn, but not before, and in the mean-

time we need a legion of Count Rumfords and Baron Liebig's in our factories.

Any close observer of factory conditions in any large American city knows that betterment has taken place steadily. Factory folks have improved; they have prospered and they have learned to like their work; they are healthier, they dress better.

In factory life now there are a greater ratio of intelligence and a considerably larger percentage of young folks from the higher school grades—the kind qualified to understand the joy of occupation and who are competent to rebuke cynics and croakers among the superficial, frenzied and untrained thinkers.

Trade building is as reputable as building houses or writing books, and Chicago or New York can as well be outfitter and purveyor to the world as they now are to the Middle West and East, but this means a louder call to the factories and salesrooms for our young men with education, ambition and courage.

There is no altruism in trade building, and mere optimism is not immune, but scientific meliorism stands the wear and tear, while a healthy industrialism offers the safest and sanest means in the workshop, the laboratory and marts of trade of wearing away the barriers between the races and between the classes.

G. Edward Fuller.

Lots of money-making hints are written by men who are unable to make good.

# There's Money In Butter Color

Especially in Dandelion Brand Butter Color. For it's the butter color your customers want. The only butter color that most of the successful buttermakers in the country will use.

Dandelion Brand is just as staple a seller as sugar or flour—brings in a steady stream of profits that you can always rely on, for your customers will buy Dandelion the minute they know that you have it.

It is the only safe, reliable, purely vegetable butter color made—gives the butter a rich, profit-adding hue and doesn't sour nor interfere with the butter's taste and keeping qualities.

Send in a trial order today. See for yourself how readily Dandelion Brand Butter Color sells.

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

**Dandelion Brand  
Purely**



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

**Butter Color  
Vegetable**

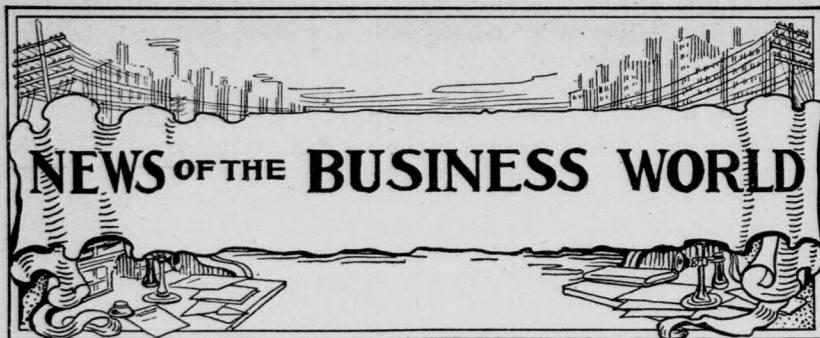
We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

**WELLS & RICHARDSON Co.**

**Burlington, Vermont**

**Manufacturers of Dandelion Brand Butter Color**





### Movements of Merchants.

Flint—The Colter Music Co. has opened a store here.

Sherman—George Evans has opened a general store here.

Pontiac—LaVard & Moore have engaged in the cigar business.

Petoskey—Miss Jennie Fryman will open a millinery store here.

Hamilton—Cronkhite & Co. have engaged in the meat business here.

Cash—James Lynch is succeeded in the general merchandise business by John White.

Vassar—The Vassar Hay & Produce Co. has increased its capital stock from \$2,000 to \$10,000.

Ionia—F. E. Bradford has sold his stock of groceries to George E. Curtis, recently of Belding.

Cedar Springs—Peck & Weaver have moved their meat market into their new brick store building.

Detroit—Detroit men have purchased the Toledo Reduction Co. and the company will be reorganized.

Fenton—Melvin Clark and Lewis Hoxie have formed a copartnership and will open a bazaar store here.

Greenville—W. Bowles has sold his stock of confectionery to L. E. Wilcox, who took immediate possession.

Riley—August C. Schrader is erecting a building preparatory to engaging in the saw and feed mill business.

Ellsworth—E. R. Harris is succeeded in the general merchandise business by Diepenhorst & Westrate.

Dighton—Allen Clark, of Luther, and James Curtis have formed a copartnership and engaged in the meat business.

Saugatuck—J. H. Pardee has sold his undertaking business to Mrs. G. L. Azling, who will consolidate it with her own.

Gwinn—B. Meuller, a jeweler, who has been located at Rockland for some time, is to engage in business at this place.

Ionia—R. E. Van Houten has sold his stock of jewelry to G. W. French, who will continue the business at its present location.

Ewart—E. F. Shaw is succeeded in the boot and shoe business by J. W. Roe, who will add a stock of men's furnishing goods.

Horseshoe—Mrs. N. Belden has sold her stock of general merchandise to Lemmie Armintrout, who will take possession Dec. 1.

Lansing—A pioneer merchant citizen of this city since 1854, Daniel W. Van Auken, died Nov. 15, the end rounding out a full and respected life of 80 years. No resident of Lansing was better known than Daniel Van Auken.

Howard City—George Cooper has sold his feed mill business to W. H. Westbrook, who will add his sawmill equipment to the plant.

Fremont—J. R. Jacklin has sold his stock of meats to his brother, E. R. Jacklin, who will continue the business at its present location.

Sherman—E. H. Cutler has sold the Sherman meat market to George C. Teed and purchased the Buckley meat market of E. Hoagland.

Vermontville—Mrs. Edith Willett has sold her stock of drugs and fixtures to L. W. Loveland, who will consolidate same with his own.

Marion—M. Alvin has sold his stock of general merchandise to Julius Glassburg, who will continue the business under his own name.

Greenville—R. L. Boelio & Co. have sold their stock of groceries to A. Ahlstrand, of Allegan, who will continue the business at its present location.

Detroit—The Cadillac Iron Paint Co. has been incorporated with an authorized capital stock of \$1,000, of which \$550 has been subscribed and paid in in cash.

Scottville—M. J. Carpenter has sold his stock of jewelry to J. E. McCourt, who will continue the business at its present location as a branch to his Ludington store.

Grand Ledge—Walsh & Petty have sold their implement and wood and coal business to F. C., S. B. and G. W. Eyestone, who will continue it under the style of Eyestone Bros.

Boyne City—L. M. Swen has sold his stock of groceries to Van R. Newville and Amos Sanborn, who have formed a copartnership to engage in the grocery and meat business.

Traverse City—George Boone, who was employed in the Kyselka store for the past thirteen years, has purchased the grocery business of the Nichols Co. on East Eighth street.

Vermontville—W. J. Helm, who has been engaged in the harness business at Britton for the past twenty years, has removed to this place and re-engaged in the same line of business.

Burt—A new company has been organized under the style of the Burt Elevator Co., Ltd., with an authorized capital stock of \$6,000, of which \$4,200 has been subscribed and paid in in cash.

Litchfield—Hagen & Spooner, dealers in groceries, have dissolved partnership. A. J. Hager, having purchased the interest of his partner, will continue the business under his own name.

Parma—The receiver of the defunct Farmers & Merchants State

Bank of Parma has announced a dividend of 15 per cent., making a total of 65 per cent. dividends for the benefit of depositors.

Fennville—Dickinson & Raymond, dealers in hardware, have dissolved partnership, F. R. Raymond selling his interest in the firm to L. S. Dickinson. The business will be continued under the style of Dickinson Bros.

Charlotte—V. C. Roblin & Co., shoe merchants, announce their retirement from the local field. Mr. Roblin and family will move onto the farm Mrs. Roblin received from the estate of her father, the late H. A. Moyer.

Detroit—The Sample Shoe Shop has been incorporated for the purpose of dealing at retail in shoes, findings, footwear, etc., with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and paid in in cash.

Greenville—A corporation has been formed under the style of the Greenville Dry Goods Co., which has an authorized capital stock of \$10,000, \$5,000 of which has been subscribed, \$1,500 being paid in in cash and \$3,500 in property.

Alpena—A new company has been organized under the style of the Potter Hardware Co., with an authorized capital stock of \$40,000 common and \$25,000 preferred, all of which has been subscribed, \$3,000 being paid in in cash and \$62,000 in property.

Owosso—The American Farm Products Co., known as the "butter trust," has offered to make arrangements with the leading grocers to furnish them with milk that they can sell at five cents a quart. Since the recent raise in the price of milk to seven cents by local milkmen the butter people took the matter up.

Bay City—Farmers who raise beets in the country tributary to the three local sugar factories are taking away the largest amount of money for their product that was ever distributed in Michigan at the end of a fortnightly period of delivery. The three factories have paid \$869,000. The largest single payment last season was \$750,000 by the same three.

Detroit—Clifford F. Blanchard, a Detroit lumber dealer, has asked to be adjudged a bankrupt. He schedules his liabilities at \$1,788.73, and his assets, including the surrender value on a life insurance policy, at \$650. A note attached to the list explains that in addition to a scheduled claim of \$500, James Nesbitt, of Tawas, charges up \$11,000 of indebtedness which he repudiates.

Detroit—James S. Smart, who retires from active connection with the wholesale grocery house of Lee, Cady & Smart on Jan. 1 next, has also resigned from the directorate of the Wholesalers and Manufacturers' Association of Detroit, of which organization he was President in 1908. Henry M. Leland, of the Cadillac Motor Car Co., has been elected to succeed Mr. Smart on the Board.

Wayland—The old corner store owned by F. E. Pickett and occupied recently by V. C. Wolcott as a general store, has been closed. The stock of goods was sold to Redfern

Bros., of Lansing, who have shipped it to Chesaning, where they will open a new store. This is the first time the old corner store has been vacant since it was erected in 1860 by J. M. Berry. The building is in good repair and has always been a place where a prosperous business has been done for nearly fifty years.

Saginaw—Members of the Oppermann Fur Co., a large retail establishment here, took Charles Slaughter, a young man who, it is said, had not borne a good reputation, into their employe to reform him and give him a chance to make good. Sunday night the Oppermann store was burglarized and about \$15 in cash stolen from the money drawer. Suspicion fell on Slaughter and search of his home at Congress and Stone streets resulted in the discovery of the sum stolen. The police have arrested young Slaughter, who is said to have confessed.

Saginaw—The clergymen of the city have been drawn into the fight to stop keno and raffles here. The Ministerial Association has indorsed the move of the butchers to drive this form of gambling out of business and has pledged its assistance in enforcing the law which makes it a misdemeanor. The butchers have turned down the request of the clubs and societies to exempt them in the crusade, and they have been notified that they will be prosecuted along with the saloonkeepers if they attempt to pull off any games in the privacy of their club rooms.

Manistee—One of the largest real estate deals ever consummated in this part of the State was completed recently, when 50,000 acres of land belonging to the R. G. Peters Salt & Lumber Co. were sold to a local dealer, who will open the tract for settlement. The land is situated in Manistee, Wexford, Lake and Osceola counties and is from one to thirty miles from this city. The tract contains land suitable for many farm industries, some portions being good for grazing, and others for fruit raising, grain raising and dairy purposes, the soil ranging from sand loam to clay.

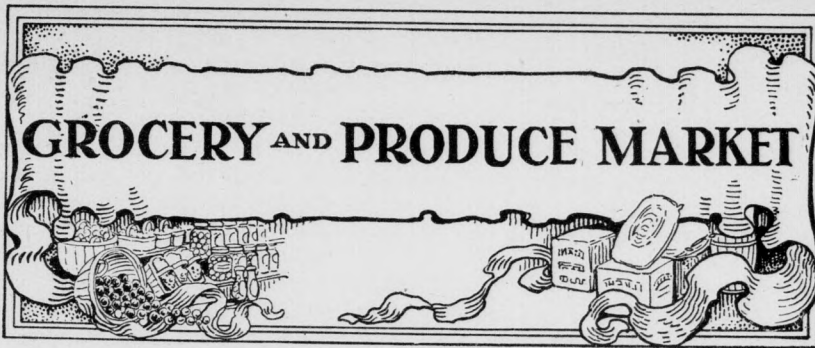
Saginaw—William S. Wright, a well-known citizen of this city, died Nov. 16 at his home on Bond street after an illness of three years. Wright was a nephew of Alma's "Grand Old Man," Ammi W. Wright, was formerly connected with the Wells-Stone Mercantile Co., manager of the Alma sanitarium a number of years and later manager of the Wright European hotel here. He came to Saginaw from Detroit where he was born in 1849. He is survived by a widow. Dr. Bruske, President of Alma college, will officiate at the funeral Thursday and the body will be taken to Detroit for burial Friday in Elmwood cemetery.

Intellect invented the gun, but it is the heart that restrains its use.

The worst sins are the ones for which we have no appetite.

Many a large man indulges in small talk.





### The Produce Market.

Apples—\$3@3.25 per bbl. for all winter varieties. The market remains about the same in price, with a very good demand for good stock, but the poor apples are moving very slowly. The bulk stock is nearly all cleaned up and very few box apples are left.

Beets—\$1.25 per bbl.

Butter—There has been a general decline in the price, both solid and print. The demand has not been as good as prices quoted. All grades of butter have been cleaning up on arrival at the latest quotation. There is not likely to be any increase during the coming week. Local dealers hold factory creamery at 30c for tubs and 31c for prints. Dairy ranges from 19@20c for packing stock to 25c for No. 1. Process, 27@28c; oleo, 11@20c.

Cabbage—40c per doz.

Carrots—\$1.25 per bbl.

Cauliflower—\$1.50 per doz.

Celery—18c per bunch.

Cranberries—\$6.25 for Early Blacks and Jerseys and \$7 for Late Howes.

Cucumbers—Hot house, \$1 per doz.

Eggs—The market is firm on the basis of 27@28c for strictly fresh, which means 25c or better to the country shipper. The warm weather of the last two weeks does not seem to help the market as there is a falling off in the arrival of fresh eggs. This helps move the storage eggs faster than was at first anticipated.

Egg Plant—\$1 per doz.

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

Grapes—\$5@6 per keg for Malagas.

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

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

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

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

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

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

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

Potatoes—The market is steady on the basis of 20c at the principal buying points in Northern Michigan. There is no prospect of higher prices in the near future.

Poultry—Paying prices are as follows: Fowls, 10@11c for live and 12@13c for dressed; springs, 11@12c

for live and 13@14c for dressed; ducks, 9@10c for live and 12@13c for dressed; turkeys, 13@15c for live and 17@18c for dressed.

Squash—1c per lb. for Hubbard.

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

Turnips—50c per bu.

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

### The Drug Market.

Opium—Is very firm and advancing.

Morphine—Has advanced.

Quinine—Is steady.

Carbolic Acid—Has declined.

English Calomel—Has advanced.

Cocaine—Is very firm and an advance is looked for.

Glycerin—Is very firm.

Quicksilver—Has again advanced.

Prickly Ash Berries—Are in very light supply and have again advanced.

Prickly Ash Bark—Is very scarce and advancing.

Cubeb Berries—Have advanced.

Oil Wormwood—Has advanced.

Oil Spearmint—Is higher.

Oil Lavender Flowers—Is very firm and advancing.

Oil Cubebs—Has advanced on account of advance of the berries.

American Saffron—Has advanced and is tending higher.

Buchu Leaves—Are very firm and tending higher.

### The Boys Behind the Counter.

Benton Harbor—James Borrendame has resigned his position with Hipp, Enders & Avery to take a more responsible one with Chas. L. Young & Co. in the men's clothing and furnishings department.

Eaton Rapids—Will Mendell has resigned his position at the Knapp grocery and will commence work for Strong & Mix.

Petoskey—Howard Stannard, formerly with the Raynolds hardware store, has taken a good position with a company of the same kind at the Soo and has gone there to enter upon his new duties.

St. Ignace—John R. Campbell, who has been in the employ of Furlong & Hoban and C. Kynoch & Co. for some time, has gone to Escanaba, where he has taken a position with the Escanaba Hardware Co.

Holland—The Standard Grocer & Milling Co. has been incorporated with an authorized capital stock of \$50,000, of which \$32,000 has been subscribed, \$5,663 being paid in in cash and \$19,337 in property.

### The Grocery Market.

Sugar—All grades of refined were advanced 10 points last Thursday and the market is firm and strong at the advance. The most interesting period of the sugar market of the year will come within the next few weeks with the arrival of the first shipments of the new Cuban crop, to be followed by a continuous stream of the product of the island. The last crop has been almost entirely cleaned up. The first shipments of Louisiana sugar are now afloat for New York. The raw sugar market is also quite firm and a very good business was done last week.

Tea—The market still rests on a firm basis, with medium and low grade Japans tending upward. Formosas also appear to be in the same class and importers of Congous are reported to be holding bulk stocks for a further advance. All low grade teas are believed to be a good purchase. There being practically no teas carried over from last year and an acknowledged crop shortage this year, the trade will undoubtedly require the full amount of tea grown to supply the wants of the season. The Ceylon and India markets are somewhat irregular, desirable leaf bringing good prices.

Coffee—Rio and Santos grades are dull and steady and the demand has been quiet. Mild coffees have been steady to firm and in fair demand. Java and Mocha are steady and moderately active.

Canned Goods—The demand for tomatoes is only moderate. Corn is dull as to demand, but still firm as to price. In second hands both Maine and some grades of Southern corn show a sharp advance. Peas are quite dull at ruling prices. There is considerable activity in the new pack of spinach. It is reported to be as good as ever was packed in the East. The supply of string beans is light. The market is stronger and may advance. New kraut is on the market at attractive prices. The market has been very dull in canned fruits this week, although there is a limited supply in many of the lines. It is reported on the Coast that California fruits of all kinds are well cleaned up. Gallon apples have advanced a little. There is a good demand for all pie fruit. Peaches and apricots are very firm, with a limited supply. Salmon is advancing in all grades with a good demand. The supply is very light. It is reported that there is very little red Alaska salmon left in the hands of Coast packers. Jobbers state that the demand has been very heavy from the retailers the last week. There is no change in price on domestic sardines, although the pack continues very light owing to the stormy weather on the Maine coast. Imported sardines are in good demand and the prices hold firm. Cove oysters are in fair demand.

Dried Fruits—Apricots are firm and unchanged. Raisins are quoted on the coast 1c higher, but nobody is paying that in secondary markets. The demand opened fairly. Currants are selling well at ruling prices. Apples are about 1/4c lower; demand is

fair. Citron is fairly active at the last advance. Dates are due to decline within the next few days, probably about 1/2c. It is only a competitive decline, however, and may not last. Figs are unchanged and fairly active. Prunes are a little firmer, the present basis being 23/4c, which is about 1/4c advance. Forty's command 1/2c premium. The demand is fair. Peaches are strong and fairly active.

Syrups and Molasses—Glucose is unchanged. Compound syrup is in fair demand at unchanged prices. Sugar syrup is wanted and prices show an advance. The bulk of the demand is for export. Molasses is unchanged. The early receipts do not show very good quality. The demand is not very heavy as yet.

Cheese—The make is falling off considerably and meeting with ready sale at top prices. There is likely to be a continued firm market at unchanged prices the coming week.

Fish—Cod, hake and haddock are only moderately active, prices being unchanged. Salmon is in fair demand at unchanged prices. Domestic sardines are unchanged, though more holders are now willing to sell on the basis of \$2.50 f. o. b. for quarter oils. It is not possible, however, to buy below that. Imported sardines are steady, unchanged and in fair demand. There has been no change in mackerel during the week. The market is firmly maintained and the demand is very fair.

Provisions—The market is firm at a slight advance in prices over one week ago. Pure lard remains steady at unchanged prices. Compound lard is scarce and meets with ready sale at top of the market. On dried meats and canned meats there is a firm market with a seasonable demand at unchanged prices.

Flint—Seven women and three men, employed by Smith, Bridgeman & Co., are ill with smallpox, brought here, it is alleged, by William Haggerty, of Standish, who recently secured a position in the wrapping department. The city health officer, alarmed at the large number of cases, and the liability of the spread of the disease, through the hundreds of bundles which Haggerty wrapped, has secured the services of a member of the State Board of Health. A thorough investigation is being made to-day, and a strict quarantine will be established. Haggerty, since being employed in the store, has been spending the Sundays at his home, and on his return this week it was noticed that his hands were broken out. When questioned concerning the trouble Haggerty stated that it was barber's itch.

Cadillac—The Lista Chemical Co., of Lawrence, Mass., has purchased a building in this city and will utilize it shortly as a branch plant. It will be doing business in thirty days. The company will manufacture various chemicals, using as the raw material the refuse from wood distillation of three large local plants and others in the northern part of the State.





### Hunting Season Hints—Horse Show Placards.

At this crisp season of the year when hunting is rife many hardware windows are depicting scenes true to sportsman tactics and these windows command great attention. A man fond of dogs and guns simply can't get away from these exhibits.

Canvas tents and wigwams constructed of slabs of bark generally play a conspicuous part in these breezy settings and stuffed bears, deer, rabbits, squirrels, pheasants, partridges and snipes are seasonably in evidence, all of which in the life are eagerly sought by patrons of the sport.

Fish that have passed through the hands of the taxidermist may also be shown in hardware windows when the spaces are given up to the art piscatorial and tackle to ensnare the denizens of the deep.

One Grand Rapids man caught 200 speckled bass and perch down at Spring Lake the other day, at which his family and all their neighbors rejoiced with "exceeding great joy," and also some lucky wights who do not reside in his immediate vicinity. Another local Izaak Walton came home recently with fine strings of rock and speckled and black bass, also blue gills. At present those next to the last named are harder to get than in the summertime when they lie near the shore, it being possible now to ensnare this variety of fish only in deep waters. All of these fish may be caught in any lakes unprotected by local laws.

Always, in windows devoted to game and guns or fish and fishing tackle, it would be well to exhibit conspicuously copies of the laws pertaining to capture of these animals, as they would add greatly to the interest of same.

To go back to canvas tents and bark wigwams, if these are utilized all the articles of a first-class cooking outfit for camp life should be displayed just as they would be likely to look if a party of hungry hunters were around. Also display hunting clothes, wading boots, sleeping sacks and anything else that is suggestive of a protracted sojourn in the woods.

Have dummy men in the natural attitudes that would be assumed in the immediate vicinity of a camp.

In a large Chicago window lately were to be seen two men dummies and two lady dummies practicing at target shooting. They were all dressed as for the hunt. The women's short skirts showed high thick-soled shoes with a couple of straps across the top. Their suits were of some

dark smooth suiting as heavy as that for men's suits. Their coats had lapels just like a man's, had plenty of pockets and the length was halfway to the knees. Soft white golf stocks and wide-brimmed slouch hats completed the mannish—and so sensible and if sensible comfortable—outfits.

The background of this fetching window was painted to represent a late fall country scene: farmhouses in the distance, surrounded by old-fashioned rail fences, bushes and trees bare of leaves, a light snow on the ground, the earth showing bare in places, the sun not in the picture but truth of his shining showing in the shadows cast by growing things and inanimate objects.

With this one for a beginning a series of windows could be gotten up to show the results of this gun-practice and much ingenuity could be expressed in their evolution.

Stuffed animals may be borrowed from some friendly taxidermist and add just what is needed to these exhibits.

\* \* \*

With interest in the New York Horse Show so intense as it was all over the country, many were the fashion windows that set forth some reference to it in their placards. Everybody goes to the Horse Show who can get the price to take them there and return and those whose financial limitations prevent their attendance read about it with avidity and longed for the opportunities of their more favored brothers and sisters. But cheer up, maybe your turn will yet come for one of the favorite enjoyments of Gayety's votaries.

In getting up windows that should bring to mind the Horse Show anything and everything in the way of apparel was made to contribute its share to the bias for this large gathering of human and animal perfection.

Shoes especially may be brought to notice of the public during the holding of the Horse Show. Even such seemingly incongruous things as Arctic socks may be brought within talk about the Horse Show by placing three or four little dummy children in a cozy window in a homelike setting. One or two should be seated on the floor and the others in children's chairs, their feet encased in bedroom shoes or socks, their positions indicative of an absorbing concern about these foot-comforts. A nursemaid should be with them as if they are under her watchful jurisdiction.

A placard could read:

Papa and Mama  
Went  
To  
The Horse Show  
But  
We Had  
A Present  
Of  
Foot Ulsters  
and  
Bed Socks

A hint of the Horse Show was used with men's slumber slippers as follows in a particular store:

You May Not Be Able  
To Go To  
The Horse Show  
But You Can Avoid  
Keenly Cutting Recrimination  
Of  
Your Wife  
When You Have a "Night Cap" On  
By  
Slipping Around  
In  
Our  
Night Noise-Nippers  
!

Here's another card bearing on the Horse Show that was employed for attention-getting:

Your Wife May Be  
A  
"Leading Linguist"  
When She Pleads ..  
For  
A Handsome New Gown  
To Wear At  
The Horse Show  
Reduce Those Pleadings  
With  
A Nice Big Check  
To Spend  
At Our Store

If such an occurrence were ever heard of as a bank's losing its dignity it might use some such card as the above, minus the last two lines. But "A bank's a bank," don't you know, and, like the family physician, must preserve gravity.

### Home Training.

When Willie's father came home to supper there was a vacant chair at the table.

"Well, where's the boy?"

"William is upstairs in bed." The answer came with painful precision from the sadfaced mother.

"Why, wh-what's up? Not sick, is he?" (An anxious pause.)

"It grieves me to say, Robert, that our son—your son—has been heard swearing on the street! I heard him."

"Swearing? Scott! I'll teach him to swear." And he started upstairs in the dark. Half-way up he stumbled and came down with his chin on the top step.

When the atmosphere cleared a little, Willie's mother was saying sweetly from the hallway, "That will do, dear. You have given him enough for one lesson."

He who has forgotten the life is quite likely to be carrying a chip for the letter.

### NOVEL ADVERTISEMENT.

#### An Usher's Mistake and a Boy's Victory.

Written for the Tradesman.

For the fourth time that morning—and the clock had not yet struck eight—the floor-walker had given a quick glance into the mirror and deftly twisted his tie, when one of the parcel boys hurrying to report for duty, asked: "Did you notice Markham's show windows this morning?"

"Naw!" gruffly responded the usher, and the youth, speaking softly to himself as he stepped quickly toward the rear of the store, said, "Course you didn't."

It happened that the manager of the store was at the boy's elbow as he spoke and thinking the youngster was addressing him, enquired: "Didn't what?"

Surprised and embarrassed, the parcel builder attempted to evade the question by merely grinning and remaining silent.

"It's a bad habit, my boy, talking to one's self," said the manager good naturedly, as he fell into step with the lad, who, at this, spoke up frankly: "But it isn't so bad as to 'turn a fellow down' when he's trying to put someone 'wise' as to 'a good thing.'"

"That's so," said the manager as he turned to go up a different aisle and the boy, as he pursued his way to the rear, observed, "Gee! But that usher's a do-do."

About half an hour later the manager put in an appearance at the wrapping department and not seeing the boy he had conversed with asked: "Where's Walter?" and a tall, bouy youth informed him that he was "in the basement after wrapping twine but would be back in a minute."

So the manager waited and when Walter appeared asked him to accompany him to his office. There, after careful and persistent questioning the manager learned that Walter had observed a new and very novel trim in the Markham store windows; that he had, seemingly, absorbed not only the details, but the spirit of the design and had intended to tell the chief usher about it, but was "turned down hard."

"What was your idea?" asked the manager, and the boy explained that he thought that by so doing the matter "would get to our window-trimmer and that he would fix up something that would beat the store up street."

"In other words, as you put it," said the manager, "you were trying to put us 'wise' on a 'good thing.'"

"That's jest it, sir, and that 'pin-head' was too much 'stuck on himself' to be decent to me," was the impulsive response.

Very shortly thereafter the manager accompanied by the chief usher walked along casually in front of the Markham store and, going a short distance farther, walked very slowly back again, each one taking careful note of the new window trim. "What do you think of it?" asked the manager, and the usher answered, "Not much. It's cheap and nasty."

The Markham was a high grade de-



partment store and the strongest rival of the establishment represented by the manager, the usher and the parcel boy, and the window trim that was "cheap and nasty" was as follows:

There was a display front of 24 feet, interrupted in the center by a narrow vertical sash. At the corner of the building was a piece of masonry eighteen inches square, and around the corner was another plate glass window six feet wide. Flush with the back edge of the side window and parallel with the front window, was the front of a typical farm barn with the double doors wide open revealing the interior. At the right were seen the half partition and upright, separating the stall from the threshing floor or main central driveway of the barn and at the left, the half partition and upright of the haymow. At the back were the stairs to the loft and the doors to the granary. Bits of harness, barn tools and farm implements were hanging on wooden pegs and in the stalls could be seen the heads and necks of a live horse and two cows. The threshing floor was littered with cornstalks, five or six pumpkins were piled at one side while a farm wagon in the middle distance was loaded with fine red and yellow apples and opposite the pumpkins were bushel baskets filled with potatoes, turnips, beets, squash and onions. And the wagon, bits of harness, implements, baskets and all were service worn, just as they came from the actual duties for which they were intended.

Upon the floor in the center of the picture were two live figures, a gray haired old man and a buxom girl, with their profiles in full view, husking corn and tossing the ear upon a pile which was in front of them—and they were genuine farm-grandsire and granddaughter, too.

The space in front of the barn—about 6x22—was covered with earth upon which had been spread wisps of hay and straw, fall leaves, bits of board, chips and other farm yard litter while half a dozen young turkeys were walking demurely about in the area. In front of this tableaux was the motto: "About Ready for Thanksgiving."

The front of this store was, continuously, for a week, fairly besieged by men, women and children; the tableaux was photographed by amateurs and professionals and half tone reproductions were published in a dozen papers, dailies and weeklies and the great mystery of the thing did not come out until after Thanksgiving.

That mystery was caused by the fact that the pile of corn-in-the-husk did not seem to diminish as the huskers continued, slowly to be sure but steadily, at their work, while the resulting piles of husks and corn-in-the-ear did not increase. This was accounted for by the fact that two confederates under the floor of the barn supplied the huskers with ears to be husked and that the husks and the stripped ears were being coaxed continuously through a cleverly concealed opening in the floor.

To present this moving picture the services were required of two old men and two girls—the huskers who spelled each other—and the two assistants in the basement. Also 252 square feet of space in addition to the regular window floor space. The total expense of the display was \$240 and this allowed \$35.28 rent for the extra floor space for eight days.

After Thanksgiving had passed Mr. Markham was quoted by one of the city papers as saying: "It was the best profit producing advertisement I ever indulged in and I've spent thousands of dollars for advertising. The motto, 'About ready for Thanksgiving,' covered every department in our store and everybody seemed to catch on to that idea."

"Well, what do you think of it?" asked the manager of the head usher and the reply was: "It was a good advertisement, but I've seen better."

"Yes," observed the manager, and then, taking the arm of the usher, he reminded his employe of "the morning Walter, one of the parcel boys, asked you if you had noticed Markham's show window," and asked if he remembered how short had been his answer to the youngster.

The usher blushed and admitted the fact, at which the manager, explaining, said: "of course we could not, upon so short a notice, have developed anything so attractive as was Markham's splendid idea, but that isn't the point. What I wish to say to you is, that as usher, you should have treated Walter courteously. He had the interests of this store at heart and that's what tells in the mind of an employer. You were not so vitally interested in our welfare, else you would have found out what the boy had on his mind. Don't let such a thing happen again."

And the usher obeyed orders, holding his place long enough to see Walter occupying the position of head window-trimmer and commanding a salary more than 75 per cent. greater than was that which he received.

L. F. Rand.

#### Man's Debt To the Horse.

Of all dumb brutes the horse is the one which most deserves the gratitude of man. It has been his docile and willing servant for ages. It has eased and aided him in the dull business of getting a living. It has played a greater part in human progress than many a race of men.

Until man had made the horse his servitor and ally the thing that we now know as civilization was out of his reach. The mere labor of getting his daily bread consumed all of his energies. But when the first plow-horse threw its weight forward a new era dawned for humanity. Thereafter man began to have leisure to plan and dream. Life became to him less a matter of muscle and more a matter of mind. It was then that progress really began.

The horse appeals very little to the theatrical sense. It is a silent, patient, undemonstrative beast, with little of the humanlike emotionalism of the dog. It does not dash into raging torrents to save its master's life;

it is not a destroyer of burglars and kidnappers; it does not cuddle down on hearth rugs. One rarely loves a horse, perhaps, as one sometimes loves a dog. But in those drab but invaluable virtues which distinguish the honest friend and true comrade, willing to take his share of labor in the heat of the day, the horse is without a peer.

The day of the horse, say the prophets, is well-nigh done. In another generation or two he will give way to soulless machines. We two-legged mortals will eat him, perhaps, or watch him race around a track, but we will no longer need him in our endless battle with the pitiless earth. So be it! Let him go—but let us not forget him. Time was when there were no devil wagons nor gasoline engines, no locomotives nor steam threshers—and in that time man and the horse, laboring valiantly side by side, conquered continents and made the waste places bloom.

#### Claims He Is Not Selling County Rights.

Nashville, Nov. 15—My attention has been called to an article in the Tradesman of last week which is calculated to do me an injustice because it tends to place me in an unfavorable light before the people of Michigan and I therefore ask you to kindly modify some of the statements and correct other statements which have a tendency to convey a false impression regarding me and my methods.

It is a fact that I am engaged in the sale of kitchen cabinets, invented by me and for which I hold patents in this country and Canada. These goods are manufactured by the Columbia Can Co., of St. Louis, Missouri, and they are sold through agents who are given exclusive territory in consideration of their contracting for seventy-five or 150 of the cabinets, according to the population of the locality they propose to cover.

I have always been careful to see that these cabinets are sold to people of responsibility who are able to pay for them when the goods are delivered. In fact, the order taken by myself and my agents bears a statement that it is not subject to countermand.

I hold letters from reputable and thoroughly responsible people in Fayette, Missouri, where I was born and raised, and from other places in Mis-

souri as well, including bankers and business men, testifying to my good character and to the fact that I have always conducted business on the square.

As the publication above referred to was calculated to place me in a false light before the people of Western Michigan, I ask you, in all fairness, to publish this statement in the next issue of your paper, which I believe you will very cheerfully do.

W. H. Hurt.

#### Why He Wasn't.

It was on the rear platform of a trolley car. Both men were buttoned up in their overcoats and both smoking cigars. They had ridden three blocks when one of them suddenly turned to the other and demanded:

"Sir, will you answer me a question?"

The other took two minutes to think it over and then replied that he would.

"All right, sir; will you tell me why the President of the United States was not at the Hudson-Fulton celebration in New York?"

The man addressed drew two or three vigorous puffs, seemed somewhat curious about a chestnut roaster on the corner, and made no reply.

"He was not there, sir," continued the other, "and I am asking you why. Yes, sir, why?"

There was no reply to this. It seemed an easy question to answer, but it was evident that the man was taking no chances. The car rolled on and on, and he was silent.

"No, he was not there, sir. It was an international affair, and yet the President of this country deliberately ignored it. I ask you again, sir, why was he not there?"

The other lifted a hand and shuffled his feet and seemed about to answer, but gave it up to look at a clock on a tower.

"You said you would answer a question, sir. I have asked it. I am waiting. Why wasn't the President there, sir?"

"Because, sir," replied the other with great deliberation, "because he was somewhere else!"

Many a white man's burden is made up of taxes and life insurance.

Heaven ranks by service and not by salary.

## WORDEN GROCER COMPANY

### The Prompt Shippers

Grand Rapids, Mich.





DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

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

**Subscription Price.**  
Two dollars per year, payable in advance.  
Five dollars for three years, payable in advance.  
Canadian subscriptions, \$3.04 per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription. Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date. Sample copies, 5 cents each.  
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

November 17, 1909

### CUSTOMERS AND CLERKS.

"Give me ten cents' worth of Nerve fine-cut," said a customer to a clerk in a tobacco store, and the clerk observed pleasantly, "Now, if you feel like buying a dollar's worth to-day we'll give you a pound of fine assorted candies for nothing."

As the clerk turned to get the tobacco the customer said: "Never mind, I don't want the tobacco," and walked out of the store.

The clerk was simply observing instructions and a customer was lost in consequence—simply because the customer was a quick tempered man or a chronic grouch or happened to be a bit dyspeptic that day.

And the incident illustrates the chances confronting every retail salesman every day. He has no specific against such people except as he may be quick at studying human nature and lightning-like in deciding how a customer must be approached and waited upon.

"I'd have you know, Miss, that I know what I want," snapped a woman customer who had just been advised by a clerk as to a piece of flannel which was not precisely like that which she had called for. The clerk had told the customer that they did not have what she called for and had shown "something almost exactly like it, wouldn't that do?"

No, it wouldn't, and more than that, the clerk, in the opinion of the customer, had gone beyond her scope in trying to sell a substitute. As the irascible party walked loftily away from the counter the girl's employer, who had witnessed the incident but was unable to hear what had been said, stepped up to the girl and asked: "What did she say?"

The clerk described the episode fairly and without showing irritation or fear of her employer, who said: "Never mind her, she'll come back. It's a habit she has."

Sure enough, later in the afternoon the woman came back and, all smiles and graciousness, asked to see the goods she had rejected earlier in the day. Smiling and effusively polite the clerk laid the goods on the counter and the customer felt of it, tested its width, held it to the light

and squinted across its surface, felt of it again and finally said: "I guess that will have to answer. Give me three yards, please."

"How are you sellin' 'Spies' to-day?" asked a white-haired and fine looking matron who had just stepped from her electric run-about into the grocery store. And as she spoke she stooped and picked up a fine apple and bit into it with very evident satisfaction. The clerk named the price per bushel and the matron, munching the fruit and voicing an "umph-huh," turned and asked: "Is that celery fresh?"

The clerk assured her that it was picked the night before, at which the lady said: "You may send up a couple of bunches and ten pounds of granulated sugar—and, say," she added as she turned again before going out, "be sure to get them up by 11 o'clock."

By this time the clerk was at the door and replied: "All right."

The lady had entered her run-about and was about to close the door when she called to the clerk: "I'll pay 65 cents for a bushel of those 'Spies.'"

"All right, we'll send 'em up with the other things," responded the clerk, and as the auto moved away smoothly and noiselessly with its driver wearing a broad beam of satisfaction on her face the clerk turned to the representative of the Tradesman and said: "I knew she'd do that. She always does that way."

### STORE AISLE STUDIES.

One of the singular and at the same time interesting facts about merchandising is the opportunity afforded to merchants and their clerks for arriving at an approximately correct estimate as to the temperaments and real character of their customers.

"The average man," said a well known retailer, "can no more conceal from the average clerk or the average merchant who waits upon him a few times certain of his characteristics that are unknown to the general public than he can hide his own nose or eyes or ears from view."

"How, for example?" was asked.

"Well, I know a prominent citizen, everybody knows him for that matter, but not as he is known in this store," replied the merchant. "According to the popular public estimate he is counted as being not only very close, but very sedate and unapproachable. Extremely exacting in his own business, he is charged with being always practicable and utterly free from sentiment and immune to flattery. He is known to the clerks in this store as a somewhat regular visitor who always knows exactly what he wants and where to go to get it—"

"Of course," interpolated the listener.

"No, I mean he knows where to go in this store to get what he wants. He doesn't have to ask as to the location of our departments or lines of goods. He is a splendid judge of merchandise, knows prices and what they should be and all that—but he is also one of the jolliest men I ever saw; a good story teller and always has a new and clean one; jokes the

clerks, men and women alike. Moreover, he never haggles over a price. He buys what he wants and pays for it."

"He's an exception, isn't he?"

"No, indeed," responded the merchant as he turned and looked across his store. "You see that man over at the furnishing goods counter?"

The visitor followed directions and saw a somber faced, old style ministerial looking man very plainly, almost shabby-genteelly dressed, who was looking at some four-in-hand ties that were certainly elegant.

"That man has two sons, one about 18 years old and the other two or three years older, and he buys generously for them at our furnishing goods counter. At first I took him for a country preacher, then I figured it out that he might be a retired farmer; but he is neither. At present he is living on his income, about \$2,500 a year. As a youth he was 'mud-clerk' on Mississippi River steamboats; then he became captain and part owner of a boat on the Tennessee River and when about 35 years of age he was a dealer in mules in St. Louis. There is where he made his money—just how much I don't know. And they say he's a caution at poker. Be that as it may, he is proud of his boys and one of the best judges of furnishing goods—underwear, hosiery, gloves, shirts and neckwear—I have ever seen and he has exquisite taste."

"And there goes a man," quickly interrupted the merchant as he pointed to a stout person who, somewhat loudly dressed, was just entering the grocery department, "whom you know and everybody knows—only you don't as I do. He is believed to be a generous, public spirited and kind hearted person; yet there isn't a clerk in the store who does not fairly hate to wait upon him. He is gruff, grossly inconsiderate and a fault-finder whenever he is buying goods. And hard to please? I should say he is. Shall I tell you why? Because he pretends to know a whole lot about brands and qualities in any line of merchandise and does not know a blamed thing."

### FINGER-PRINTS.

Truly that delightful offspring of Mark Twain, "Pudd'n'-head Wilson," is coming into his own as the original propagandist in America of the efficacy of the thumb-mark so long in use by the Chinese as a means of identifying individual personalities whom, for one reason or another, it is desirable to recognize beyond all question.

The use of finger-marks in the identification of criminals has been followed in the city of London for more than a decade and about five years ago the practice was introduced in the city of Boston. To-day it is used by the police departments of Boston, New York, Baltimore, Washington, St. Louis, Kansas City, San Francisco, Cincinnati, Cleveland, Memphis, Indianapolis and Louisville. And, too, the United States Naval Department utilizes the finger-mark system in the prevention of the re-enlistment of deserters.

That a round dozen of important American cities and the United States Navy have adopted the system in five years is good evidence of its utility, and yet it is of value chiefly in identifying, by mail or telegraph, criminals at a distance. In the work of catching criminals who are at large it is indirectly of merit in that, like the data of the anthropometric system invented by Alphonse Bertillon, it enables the police to pick out a suspect from a crowd of suspects already under arrest. Such an identification, while not always reliable, is sufficient to warrant the holding of a suspect until additional information can be secured by mail or telegraph from distant points. Fingerprints have been so perfectly classified that it is possible to wire a description of one in ten or fifteen words.

The taking of finger-prints is an easy matter, which may be readily learned and practiced by any person of ordinary intelligence, and the New York police experts are glad to instruct any police official from any other city in the details of making and classifying the finger-prints. Also there is already established at Washington a finger-print clearing house, where, it is believed, a perfectly complete collection of all criminals' prints will soon be on file, together with the history, so far as known, of each criminal. Any city can send a copy of any finger-print to this headquarters at Washington, and if it is duplicated then the Washington authorities will send it and all information they possess in regard to the criminal thus on record to those who make the application.

Very light, indeed, is the cost of keeping a finger-print record, as it involves only the expense of a card catalogue, and for instructing an employee of a police department in the method of classifying. The method does not do away with the keeping of photographs and Bertillon measurements, which are so valuable in enabling either police officials or private citizens to recognize criminals, but as a conclusive and supplementary identification point it seems to be invaluable.

Every newspaper office—and the Tradesman is no exception—occasionally receives anonymous letters from persons who are not possessed of enough of the attributes of manhood to justify them in signing their own names. A person who resorts to such practices is a sneak by nature and entitled to no consideration whatever. In fact, newspaper offices invariably consign anonymous letter writers to the serpent family, especially that branch of the family which hisses in the grass and hides its head under a stone or a root.

What we need are fewer complex cure-alls and more common honesty.

A wise man suppresses fully two-thirds of his opinions.

The average man is a poor judge of his own importance.

Keep your word and your word will keep you.



**PRICES VS. PATCHES.**

That the uses of adversity are sweet—sometimes—is receiving ample verification in these times of high prices. There is hardly an article bought which does not in some fashion illustrate this; and he who cares to keep his ears open will soon learn how the wage-earner is looking conditions in the face and meeting them.

Avoiding that kind of man who buys t-bones when his wages hardly warrant meats of the cheapest cuts, for best is none too good for him and him, we come squarely into the presence of the reasonably few who acknowledge that they must grin and bear it and put up with it the best they can. They are the men and women who are watching the market reports and when a firm has something wanted at a rate less than the prevailing price they are on hand to take advantage of it. A grocer, for instance, increases the amount of sugar for a dollar and at once the mistress of the household makes the needed enquiries and gives an order. Here is another whose vegetables are pronounced good as well as cheap and he, too, has found an interested customer and a new one—a fact by no means unimportant to the grocer. The tradesman who in these days of strenuous prices gets a new customer because he sells a good commodity at a price the buyer can afford and that same buyer finds on testing that the dealer has made an honest deal has made a friend in trade who will stand by him just as long as he "makes good."

This same purchaser goes to her butcher and has with him an open, above-board talk. "Is this true about the cheaper cuts, that they are as nutritious as the high priced meats?"—"That's right. It lies mostly in the cooking."—"Then give me a pound and a half of medium grade and let me try it. Is there any peculiarity about the cooking; because in that case I ought to know it?" and what follows is of no importance here. The point to be kept to the front is that the family keep on with a meat diet and do not find the price more than they can afford.

A popular clothier lately came in contact with a newspaper and here is what passed between them: "Does the upward revision interfere with your trade to any great extent?" "In certain lines, yes. The man with a salary who is bound to live within his income is not ordering new clothes. I know a case in hand. Asked the other day when his order was going to be left, he answered: 'There isn't going to be any order. In overhauling my last suit I find there is little change in the style—not enough anyway to make a difference with me. I got on all right until I struck the trousers and there was the coming event casting its thin shadow—not this time before! I showed it to my wife who hastened to remark: "Don't let it worry you. I can repair that so that it can not be seen, and with brushing and pressing you're going to be as good as new;" and I am.' The man in business who can take advantage of prevailing prices is not

practicing that economy. So, take it all in all, the trade, so far as we are concerned, is taking good care of itself."

So far so good, but when it comes to dry goods the masculine opinion does not amount to a row of pins. Consequently a good lookout was kept for a sensible housekeeper's view of things financial, and here is the condensed result: "It is the old story of cutting the garment according to the cloth. We simply will not spend more than we earn. My husband insists that the income, be it ever so small, shall be a little more than the outgo. That little is put aside first and what the rest does not cover we go without. Any woman can keep within hailing distance of fashion and that is all an intelligent, prudent woman does anyway and so, by keeping her eyes open and knowing what she wants the conditions are met fairly and squarely. I do not know but it is a good thing to be pinched once in a while. We are looking at it that way anyhow and we seem to be fairly well off. My grandmother used to fix over her old dresses in time of need and I'm no better than she was."

With that idea abroad the country is safe enough and will remain so so long as people generally are determined not to be especially inconvenienced whether the revision be up or down.

**THE CANDY COUNTER.**

There are possibilities in connection with the sale of candies too often overlooked by the vender. Of course the showcase must be not only spotlessly clean but absolutely shining. This polishing of plate glass adds half to the attractiveness of the display and reflects materially on its owner; and be assured that any suggestion of slackness reflects in the other direction with a two-fold ratio. Stickiness, as well as real foreign matter, counts off every time. Let the line of demarcation between the goods and the material on which they rest be absolutely defined.

There is a special magnetism in the words, "home made candies," especially when backed up by a superior article. This lettering may be neatly done in the candies themselves, attractive combinations being chosen. Thus one day chocolate creams may form the basis of the letters, appropriately bordered with snowy white creams. At another time the combination may be pink and white; and still a third day solid lettering of rich nut candy will prove sufficient attraction.

A striking and timely window decoration shows piles of white candies of various sorts and shapes, some to represent flat cakes of ice, others simulating icebergs. Near the center of the window and at the top of the pile erect a flagstaff of a stick of red, white and blue candy and surmount it with a small flag. Two or three small dolls, the faces of which are dipped in warm candy and given a thin coating of the sweet, removing that over the eyes, may simulate the great explorers of the polar regions, their dress being of colored candy or

any material preferred. Just above the flag a small streamer may carry these words: "We've reached the climax in candies at Blank's."

A fanciful design may show a log house in pioneer style, stick candies being used in its construction; and a rail fence of the same material surrounding the grounds adds to the realistic impression.

Again, initiate your patrons into the mysteries of puzzlement by an announcement in the morning paper something like this:

"It is easy enough to make an equilateral triangle out of sticks of candy of any kind; but come to our stand and see how to make four equilateral triangles out of six of our sticks of candy."

In fulfillment of this place three sticks of candy in the form of a triangle in your show window. Then in each of its three angles stand a similar stick, bringing the three other ends together, wigwam fashion, in the center. You then have a pyramidal form, the base of which is the first triangle made, and the three sides are each a similar triangle. Of course you will not neglect to have plenty of candies in other forms on either side to interest the curious in your goods as well as in the solving of the puzzle.

Never be tempted into selling old goods for the fresh article. If you call them fresh candies always have them fresh. If you chance to let them accumulate until they can not be truthfully placed in this class cut correspondingly in price; and do not be ashamed to let people know just what they are buying. This is the only honest way to deal and the only successful one in the end.

Study the wishes of your regular patrons and base your supplies on the demand; but always strive to widen your market. Educate the public to the food value of sweets. Show them that pure candy is a wholesome dessert, a form of carbonaceous food more easily digested than meat and less expensive; that instead of being a tooth-ruining luxury it is one of the necessities in the balanced ration of the child and the adult.

**NEGATIVE REPETITION.**

We all recall the examples of cumulative emphasis in the old reading books, and how we let our voices ring on the third "Charge" printed in large capitals.

It would seem that the idea of emphasis by repetition still prevails in a few advertising fields, although the modern tendency has been to use space and printer's ink more economically. In picking up a local paper I notice the generous space of a jeweler almost half consumed by the single word "Watches," it being used six times. With each repetition the word is printed in smaller type, the pyramidal effect being doubtless striking to the advertiser; but to the reader it is suggestive of the littleness of the theme as the single word is repeated and re-iterated. The first line, Watches, in large type, was suggestive; but it dwindled, "grew thin," and we mentally resolved that the man behind such an advertisement

had very little to tell or he would not waste space in this fashion.

There are times when repetition heightens rhetorical effect; there are occasions where it is admissible to advertising columns. But such times are rare, and there must be a point worth making. Words are meaningless unless properly employed. It is unfair to expect to hold a possible customer on a mere name while a more ambitious rival is giving a half dozen points of superiority for his product.

You may have a half dozen choice reasons why people should buy of you, ready to deal out in rotation to every customer, no matter whether the prospective sale may be a plow or a box of matches. Better make up your mind to cover the ground forcibly, rather than dwell on one point. Undue repetition is not only a waste of time but a waste of confidence.

**LEARNING TO FLY.**

"One has not lived until he has flown" is the emphatic statement of an aeroplane enthusiast. The ability to glide over obstacles instead of being annoyed by friction with them is certainly a most enjoyable one and may be taken as the keynote of success in commercial circles.

A short time ago lingerers in a village store were attracted by the criticism of a man who, on opening his package of laundry—his local dealer acting as middleman for a city laundry—insisted that he was one tie short. No record could be found of the missing article, but, as he stated that it was a "50 cent tie and he did not want to lose it," sympathy was with him on all sides.

The merchant was evidently bothered over the mistake, but could only promise to look it up; his customer evidently claimed a right to gruffness until restitution was made. Meantime the merchant had ascertained that it was his partner—then absent—who had placed the order.

In a few minutes this partner appeared, no doubt quietly summoned to throw a possible light on the situation. Walking up to the complainant he said pleasantly: "Did you get your tie?"

"No, I didn't," was the gruff response.

"They did not send it back, then?" "It was not in the package."

"Well, you know you told me when you brought your laundry that you did not know as they could do anything with it as it was so badly worn; but it was 'no good' to you in that shape; they no doubt found it worthless and past repair."

What might have been a "chewing match" was effectively glided over; the firm and laundry were both justified and the blusterer quietly withdrew. It was only a little flight with Tact at the motor.

Frenzied financiers are men who advise you to save money so that they can advise you how to invest it for their benefit.

If there were enough peace keepers the peace makers would not be needed.



## DEVELOPMENT WORK.

## It Is Undertaken by Two District Associations.

Michigan is to have its praises sung in many ways and places. The Western Michigan Development Bureau will make the music for the lake shore counties north of Kent to the Straits. Another development bureau is to be organized at Saginaw December 2 to do the same for the counties in the northeast. The purpose of both organizations will be to let the world know Michigan is on the map; that it has good lands for agriculture, a climate that is favorable to the farmer and good markets easily reached. The Western States in recent years have been exceedingly diligent in exploiting their claims. Washington, Oregon, California, Idaho and Colorado have been especially active in letting the world know how fruitful are their valleys and thousands of farmers and fruit growers have gone West to take up lands and try to realize on the promises of easy wealth. And while the Western States have been advertising and drawing the crowds, Michigan has been doing nothing to attract settlers, and many of Michigan's good farmers have joined the Western procession. With two active organizations in the field, both telling how much better Michigan is than any other state in the Union, Michigan ought not only to hold her own restless ones but to catch many settlers from other states. There is a great work for the two associations to do, and it is hoped they will do it with judgment and discretion. Michigan wants settlers for its unoccupied northern lands, but it wants settlers who in their new homes will be prosperous and reasonably happy. If the settlers are located on good soil they will have a fair chance, but if the soil is barren their lot will be to lose what money and labor they put in, the time they spend in trying to get something from nothing and perhaps their ambition. Michigan has thousands of acres of good soil waiting for the settlers to take up. Michigan also has thousands of acres so poor of soil that even weeds and brambles will not grow. The organized efforts to bring settlers into Michigan should see to it that those who come home seeking are guided intelligently and wisely to those districts where things will grow and away from the barrens. Prosperous farmers are good for the State; the poverty stricken are a detriment and poor soil means poverty.

The Western Michigan Development Bureau was organized last spring and the display of the fruits grown in the lake shore counties to be made at the Irrigation Exposition in Chicago is quite likely to be a surprise to those Western States that have been bragging so much of their products. The largest exhibit will be of apples and the world does not raise finer apples than those grown right here in Michigan. And then there will be pears, plums, cherries and the small fruits preserved in chemical solutions and shown in glass jars in their natural color and size. There will be a large exhibit

of commercial canned fruits and vegetables, all products of the farms in the western counties. The exhibit will be very interesting and it is possible that many of the Michigan people who see it will be as surprised as any that this State is so rich in its fruit resources. The new Eastern Michigan Association will not be represented in this Exposition, but if the Exposition is repeated another year that part of the State no doubt will be heard from.

With two associations at work in Northern Michigan it might be suggested that Southern Michigan may find work for an organization along similar lines. There are thousands of acres of abandoned farm lands in the counties south of a line drawn east from Kent. These were in many instances good farms, once productive of large crops, but the farmers took all they could get and put nothing back. They raised the same crops year after year and then when the acres would yield no more they moved on. With intelligent management, proper fertilization and scientific rotation these acres could be brought back to their old time vigor and again become wealth-producers. These old run down farms for the most part are in the older settled districts, where there are towns and railroads and schools and churches. These lands in many instances can be bought cheaply, but it would take time and capital to bring them up. The Southern Michigan developers, should they, too, get into the game, may claim the cost in time and money to bring an old farm up will not be greater than to clear the stumps from the acres in Northern Michigan, and the rewards will be greater by reason of the better market and the greater social advantages.

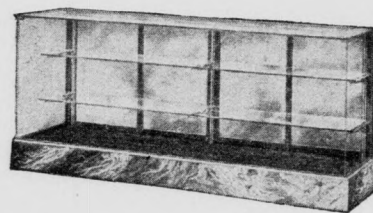
Governor Luce used to say that the meanest man on earth was the one who robbed the soil. There are many instances to be found of soil robbery in Kent county and especially in the district of light soil south of the city. Out South Division street a few miles is a large farm with soil so depleted that even the mullen that now covers the field in summer seems dwarfed and unhappy. Once this was as fine a farm as was to be found in the county, but its owner was a miner instead of a farmer. He dug all the richness from its soil and then went away and to-day its proximity to the city is all that gives it even the semblance of value. The adjoining farm has the same light soil, but it is still productive and fair to look upon, and this is because its owner has rotated his crops and each year made returns to the soil for the wealth he had taken from it.

In the southern tiers of counties will be found countless old orchards that only need pruning, spraying and intelligent care to become valuable, but which totally neglected yield neither fruit nor satisfaction. Southern Michigan needs a development bureau fully as much as the northern part of the State and the work of such a bureau might be even more productive of tangible benefits to the State.

## What's the Matter With Your Sales?

We'll tell you: They are dropping off because you are dropping off. If your sales are dropping off, take an inventory of conditions and see if you are not to blame. Take a trip about town and see what your competitors are doing. Maybe their stores are more inviting. Maybe they show their goods up more attractively. It isn't enough to have the goods and tell people about them. You must make them look attractive when people come into your store. Display your goods in a

**Wilmarth**  
THE CASE WITH A CONSCIENCE



Dress up your store. Create a buying atmosphere. Make folks prefer your store to all the others. Certainly it will cost money, but the interest on the investment will bring you more than the measly 3% at the bank. Invest some of the surplus in new fixtures and note the results. Start today by writing for our splendid catalog, showing over 20 different styles of show cases—the kind that sell goods.

**Wilmarth Show Case Co.**  
Grand Rapids, Mich.



## HONOR BANKS

## Are Mainly Confined To the Smaller Cities.

The Financier of New York has issued its nineteenth annual "roll of honor" of the National banks in the United States. The National banks entitled to place on this roll are those which have surplus and undivided profits equal to or in excess of the capital stock. Of such banks there are 1,098 in the country, and we have become so accustomed to looking to the big cities for supremacy in matters financial that it seems strange to look down the line to the tenth place to find the first reference to New York. In the matter of surplus and undivided profits the premier place among the National banks of the country is held by a comparatively small institution in a comparatively small town in Pennsylvania. This is the First National of Uniontown, with \$100,000 capital and surplus and undivided profits of \$1,242,367. Each share of this bank's stock par \$100 has a book value of \$1,242.37. What dividends this bank pays is not stated, but after paying dividends the management in 1907 added \$93,000 to surplus and undivided profits and in 1908 added \$79,000. The ten banks that lead the "honor roll" are:

	Capital	Surplus and undivided profit	Per cent.
First National, Uniontown, Penn.....	\$ 100,000	\$1,242,367	1,242
Union National, Pittsburg .....	600,000	5,217,738	869
National Deposit, Brownsville, Penn.....	50,000	418,920	837
New Iberia National, New Iberia, La.....	50,000	395,001	790
Nat'l Bank of Lawrence Co., Newcastle, Pa...	150,000	1,158,111	772
Atlantic City National, Atlantic City.....	50,000	374,775	749
Braddock National, Braddock, Penn.....	100,000	606,209	606
Third National, Scranton, Penn.....	200,000	1,081,735	540
Citizens' National, Washington, Penn.....	200,000	1,040,004	520
Importers and Traders, New York.....	1,500,000	7,308,163	487

The first Michigan National bank on the list is the Houghton National, of Houghton, and this bank's place in the National system is 358. It has \$150,000 capital and its surplus and undivided profits are \$378,098, or 165.36 per cent. of the capital. There are in all fifteen honor National banks in Michigan, and in their order and with their percentages they are:

	Capital	Surplus and undivided profit	Per cent.
Houghton National .....	\$ 150,000	\$ 330,716	165
City National, Lansing .....	100,000	153,015	153
First National, Bay City .....	100,000	148,417	148
City National, Kalamazoo .....	100,000	147,040	147
Michigan National, Kalamazoo .....	100,000	138,264	138
First National, Lapeer .....	75,000	102,898	137
First National, Lake Linden .....	100,000	136,823	136
Alpena National, Alpena .....	50,000	68,110	136
Hastings National, Hastings.....	50,000	65,984	132
Merchants' National, Charlotte.....	50,000	63,128	126
First National, Calumet.....	200,000	243,908	122
Commercial National, Saginaw.....	100,000	121,110	121
Hackley National, Muskegon.....	100,000	113,191	113
So. Michigan National, Coldwater.....	165,000	182,011	110
First National, Ypsilanti.....	100,000	106,781	106

The absence of the big Michigan cities from this list, the cities of Detroit and Grand Rapids, is conspicuous. The city banks have the capital and resources but the statistics seem to indicate that the smaller town banks make the money. Michigan's

big cities need not feel badly on this account for the same rule seems to apply to other states. The premier bank of Illinois, for instance, is not a Chicago bank, but is found at Waukegan, and the second is at Urbana; not until sixteenth place is reached is Chicago found. In Indiana the bank at Liberty has first place and Indianapolis is seventeenth. Ohio's first is at Marietta and the second is at Massillon, while Cincinnati, Cleveland and Toledo are far down on the list. Pennsylvania's first bank is at Uniontown and Pittsburg is second. New York City has the first three numbers in New York State, but the up country banks show strong in numbers. Pennsylvania leads all the states in the number of honor banks with a total of 270. New York has 125, Texas 71, New Jersey 70, Illinois 66, Massachusetts 47 and the other states have smaller numbers.

The figures given, especially as they relate to Michigan, are interesting, but do not tell all the story. The Financier deals only with the National banks but makes no reference to the State banks. Michigan has only fifteen honor banks among the Nationals, but there are no less than forty-four State banks entitled to place on the "honor roll" as having surplus and undivided profits equal to

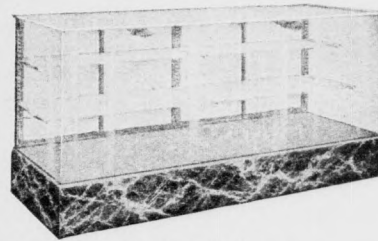
	Capital	Surplus and profit	Per cent.
Bank of Grayling, Grayling.....	\$ 2,000	\$ 41,000	2,050
Ann Arbor Savings.....	50,000	275,000	550
Exchange, Millersburg .....	10,000	37,339	373
Calhoun Co. Savings, Homer.....	20,000	70,000	350
Wayne Co. Savings, Detroit.....	400,000	1,349,901	337
Mt. Clemens Savings.....	50,000	115,000	230
Saginaw County Savings, Saginaw.....	50,000	114,034	228
Oxford Savings, Oxford.....	25,000	56,646	226
Alex McPherson's Bank, Howell.....	50,000	100,000	200
State Bank, Laurium.....	75,000	129,610	172

Detroit has three State banks on the State "honor list." Saginaw has three, Kalamazoo and Jackson each one, but Grand Rapids is not counted. The old Kent used to have a surplus more than six times its capital and the old State Bank was well above the 100 per cent. mark, but in their consolidation the capital was largely increased and there has not been time yet for a big accumulation of profits. It may be interesting to know how the Grand Rapids banks stand, and here is the list:

	Capital	Surplus and profit	Per cent.
Peoples Savings .....	\$ 100,000	\$ 83,597	83.5
Grand Rapids Savings .....	150,000	119,779	79.8
Fourth National .....	300,000	238,776	79.5
Old National .....	800,000	559,550	69.9
City Trust and Savings.....	100,000	47,103	47.1
National City .....	600,000	229,465	38.2
Grand Rapids National .....	500,000	187,278	37.2
Kent State .....	500,000	179,541	35.9
Commercial .....	200,000	35,304	17.6
South Grand Rapids .....	25,000	2,866	11.4

The Michigan Trust company is not usually counted among the banks, but as it is a financial institution it may

I would rather be beaten in the right than succeed in the wrong.—Garfield.



Small Rail Case

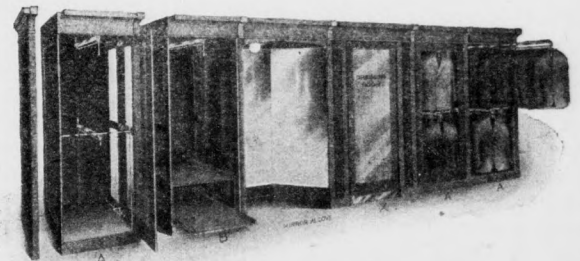
## Prompt Deliveries

Our reputation for good work is unexcelled—for deliveries a little slow.

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

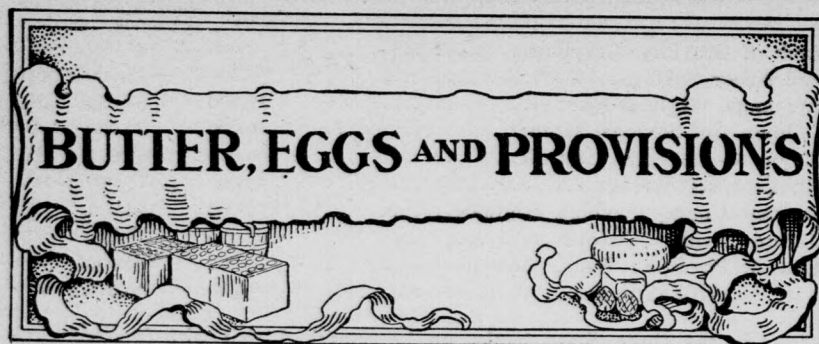
With our new addition we will have a capacity of \$2,000,000 annually, which means you can get more prompt deliveries than from any other manufacturer. We will carry an enormous stock in the white, ready for finishing.

Let us figure with you for one case or an outfit



**Grand Rapids Show Case Co.**  
Grand Rapids, Mich.





#### Grading of Cream at the Coopersville Creamery.


Regarding the grading of cream at the Coopersville Co-operative Creamery and paying for same according to quality, the facts are simply these: Last winter we secured a contract from the United States Navy for 150,000 pounds of butter. Among other specifications we were required to make this butter from pasteurized sweet cream and the test for acidity was that 15 cubic centimeters of standard alkaline solution must neutralize the acidity in 50 c. c. of cream. When we began to fill the contract we found that this test for acidity was for us at least a rigid one and that a large portion of our cream and milk did not stand this test. Something had to be done. We had agreed to furnish this butter. Our certified check was on file in the Navy Department and we were held responsible. If we could not fill the contract in the specified time then the Navy Department was at liberty to get this contract filled by other parties and should it cost them more we would have to make up the discrepancy. Our creamery board had talked about grading cream time and again just as many other creameries had done. We knew it ought to be done. We knew we ought to pay the man who furnished good sweet cream and milk a better price for his product than the man who furnished old sour cream, but like thousands of other creameries we hesitated because we could not see exactly what the effect would be upon our patronage. But now we were forced to do it. We had State dairy inspectors visit many of our farmers and talk with them about the quality of their milk and cream and try to persuade them to deliver it oftener and in better condition. This did some good, but still much of the cream would not stand the test and we were forced to get a larger portion of it sweet in order to fill the contract on time. Consequently it was decided to begin grading and pay for cream according to quality. We therefore issued a circular letter to all our patrons, stating exactly what we were up against and offering 1½ cents a pound more for the butterfat in all the milk and cream which came in sweet enough to stand the Government test. We had some blue and red tags printed. On every can containing cream that came in sweet enough to stand the test we tied a blue tag. This tag stated to the patron that his cream weighed so much and was sweet and stood the Government test and that we would pay 1½ cents per pound more for butterfat than for sour cream. On every

can of cream that came in that would not stand the test we tied a red tag. This tag stated that this cream graded No. 2 and that the patron would receive 1½ cents a pound less than he would had it graded No. 1 or sweet. The result was that the amount of sweet cream increased at once. Some patrons took especial pride in not receiving any red tags. Some farmers would drive in every day, not entirely because they received 1½ cents a pound extra for their butterfat, but because they had pride enough to not want to receive any red tags. They wanted to see the blue tags tied on their cans. During the time that we had to fill the contract the creamery helped out some patrons on some routes by hauling the gathered cream oftener (every day), because some patrons did not like the idea of paying so much per can for drawing their cream and then sending only a small amount of cream in their can. The idea was to hold their can until they had it nearly full before sending to the creamery; but by the creamery helping out in the hauling in this way nearly every one took pride in taking better care of their cream and sending it every day. From that time on we received only a limited amount of sour cream. The most of it was sweet. Some few patrons who were so situated that they could not possibly deliver every day could not comply with our request. Without a doubt this system of grading the cream and paying for it according to quality is what enabled us to fill our Government contract with very little trouble.

Since we have filled the Government contract we have kept up the grading and propose to keep it up from now on indefinitely. At the present time we are receiving very little sour cream. What we do receive is put into a separate vat and churned separately, consequently we are making two grades of butter. One grade can be denominated sweet cream butter and the other sour cream butter, and for all the cream that goes into the sweet cream butter we pay the patron 1½ cents more a pound for his butterfat than for that which goes into the sour cream butter.

Now as to the effect upon our patronage. So far as I know we have not lost a single patron on account of the grading, but on the other hand we have gained several. I think in the neighborhood of twenty-five patrons who formerly sent to the centralizer in Grand Rapids now send their cream to our factory and all because we pay for it according to quality and pay a higher market price for the better quality. We are keeping up the

grading on exactly the same basis. Every vat of cream before it is churned is tested for acidity according to the Government standard and if it does not come up to that it goes as No. 2. Of course, the cream is carefully inspected and the man who has been inspecting all summer under the supervision of a Government inspector has become an expert. He can tell whether the cream is sweet enough to go into No. 1 or not by merely smelling or tasting it and it is very rare indeed that he makes a mistake. We also insist that the cream have no bad flavors as well as that it shall be sweet. The competition in our vicinity is



**Ground Feeds**  
None Better  
**WYKES & CO.**  
GRAND RAPIDS

For Dealers in  
**HIDES AND PELTS**  
Look to  
**Crohon & Roden Co., Ltd. Tanners**  
37 S. Market St. Grand Rapids, Mich.  
Ship us your Hides to be made into Robes  
Prices Satisfactory

## Send Us Your Orders

Clover Seed, Timothy Seed and all kinds Grass Seeds  
Have Prompt Attention

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

SEEDS

for Summer Planting: Millet, Fodder Corn, Cow Peas, Dwarf Essex Rape, Turnip and Rutabaga.  
"All orders filled promptly."

**ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.**  
OTTAWA AND LOUIS STREETS

## The Vinkemulder Company

Jobbers and Shippers of Everything in

## FRUITS AND PRODUCE

Grand Rapids, Mich.

## C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Cheese and Specialties

## BUTTER AND EGGS

are what we want and will pay top prices for. Drop us a card or call 2052, either phone, and find out.

We want shipments of potatoes, onions, beans, pork and veal.

**T. H. CONDRA & CO.**

Mfrs. Process Butter 10 So. Ionia St. Grand Rapids, Mich.

## We Want Eggs

We have a good outlet for all the eggs you can ship us. We pay the highest market price.

**Burns Creamery Co.**  
Grand Rapids, Mich.



probably as great as in almost any section that can be found. There are creameries on every side and fifteen miles way at Grand Rapids there are several centralizers that come out into our territory to buy cream and have it shipped to Grand Rapids. One centralizer in particular comes out with teams and takes the farmer's cream from his door. Yet under this system of grading cream we have been able to more than hold our own. Of course we have not been grading cream for a sufficient length of time to know all about it yet. A test will come a little later when the patrons begin to bring their milk and cream every other day, or perhaps three times per week as to cream; but I do not anticipate that we will have very much trouble because several patrons have proven that they can deliver cream every other day that will stand this rigid test, even in hot weather, by properly caring for the cream. If proper care is taken of the cows, stable and dairy utensils and if the cream is cooled just as soon as it is run through the separator, then put in a tank of water containing ice, or if it is put in running or cold well water that is changed frequently, there is no trouble about keeping the cream in sweet condition and delivering it every other day, even in fairly warm weather. Consequently I do not anticipate any serious trouble from keeping up this grading even when the milk is delivered every other day and the cream only three times per week, as it will be this winter. So far we are entirely satisfied with this experiment. It helped us out with the Government contract, it has cleaned up our business so that we are making a much better grade of butter than ever before, we have increased our patronage and are getting a better price for our product, enabling us to pay the farmer a better price for his good sweet cream.

Colon C. Lillie.

#### Praise Worth Having.

Life's little day is fading fast; upon the mountain's brow the sinking sun is gleaming red; the shadows lengthen now; the twilight hush comes on apace, and soon the evening star will light us to those chambers dim where dreamless sleepers are. And when the curfew bell is rung, that calls us all to rest, and we have left all worldly things, at Azrael's behest, oh, may some truthful mourner rise and say of you or me: "Gee whiz! I'm sorry that he's dead! He was a honey bee! Whate'er his job he did his best; he put on all his steam, in every stunt he had to do he was a fourhorse team. He thought that man was placed on earth to help his fellow guys; he never wore a frosty face nor balked at weeping eyes; the hard-luck pilgrim always got a handout at his door, and any friend could help himself to all he had in store; he tried to make his humble home the gayest sort of camp, till death, the king of bogies, came and slugged him in the lamp. I don't believe a squarer guy existed in the land, and Death was surely off his base when this galoot was canned!"

Walt Mason.

#### "ALL WOOL."

##### Common Use of the Term in Grand Rapids.

Written for the Tradesman.

Formerly there lived in the city of Detroit a physician of considerable renown, Dr. William Brody. In addition to his skill in his profession he was noted for his wit and his activity in politics. An Irishman by descent, he took to politics as naturally as a bear to honey. Dr. Brody was frequently summoned to appear in the courts to testify as an expert surgeon in trials involving accidents or deaths. On one occasion, after a rigid cross-examination during the trial of a case, an attorney propounded this question:

"Doctor, is it not a fact that the men engaged in the practice of medicine protect each other—that you cover up the mistakes of a brother practitioner?"

"Oh, no," the doctor replied, "the undertaker covers up our mistakes."

Old residents of Grand Rapids remember D. L. Newborg, dealer in general merchandise, occupying the store on Pearl street now known as the Baltimore restaurant, with a side entrance on Canal street. Mr. Newborg, in the course of business, unwittingly uttered a humorous remark that was taken up and put into general use in Grand Rapids. It was not so pointed as Dr. Brody's retort, but it lived in the memories of the people much longer.

When trade was dull and Mr. Newborg decided that the town needed a shaking up commercially he advertised sales by auction. He would offer dress patterns, rolls of carpeting, framed pictures, overcoats and everything carried in stock to the highest bidder in the usual way, and when the price bid was high enough permitted such articles to be sold. When the price was too low articles presented were bid off by one of Mr. Newborg's clerks and returned to the shelves.

During the sales Mr. Newborg was ever present to coach the auctioneer and to pass out the goods to be offered to the buyers. If a bundle of carpeting was placed on the block Mr. Newborg would exclaim, "All wool! All wool!" If a cloak was offered he would again say, "All wool! All wool!" One day a mirror was placed in the hands of the auctioneer. In a moment when Mr. Newborg's face was turned the other way he repeated his assurance to the crowd that the mirror was "all wool." The spectators roared with laughter and the merchant, recognizing the fact that he had unconsciously made a hit, continued to assure the people who attended his sales that every article offered was "all wool." The term became a synonym for excellence and was used generally in all lines of trade.

When Col. Joe Herkner offered a diamond ring to a lady for inspection he would remark, in all earnestness, as a matter of course, that the stone was "all wool."

If Wilder D. Foster called the attention of a farmer to the newest and best design in cook stoves he remov-

ed any doubts that might have entered the prospective customer's mind by assuring him that the stove was "all wool." The shoemaker's shoes, the meat cutter's sausage, the printer's posters, the hotelkeeper's menu, were "all wool." In the course of time the end men in the minstrel show, the clown in the circus and the reporters for the newspapers employed the expression and during a period of five years no two words in the English language put in so much overtime as "all wool."

Arthur S. White.

##### Airship Builders Form French Organization.

The Association of Industrials in Aerial Locomotion is a new and powerful French organization which includes in its list of members all French manufacturers of balloons, areoplanes, aerial motors, materials, everything pertaining to the manufacture and operation of every device for navigating the air. The Association will hold an aerial locomotion exhibition in the near future and will represent the latest and best that has been accomplished throughout Europe at least in the field of aviation.

The extent to which the industry of aerial navigation is being developed in France is hardly realized by those living outside the radius of its aero clubs and the national association. Six months ago the builders of aeroplanes in Paris could be counted on the fingers of one hand. Now there are in full operation fifteen factories devoted to the manufacture of materials and the construction of aeroplanes of all sizes, forms, designs, besides a dozen or more inventors who are making under cover and more or less secretly individual machines which embody their especial and more or less original ideas of what the aeroplane or dirigible airship of the future ought to be.

Three newspapers established during the last six months are devoted to aviation. Three societies, with many hundreds of members among the wealthy and influential classes of French citizens, are working for the encouragement of aerial navigation, and over \$300,000 will be given in France in prizes which will be open to competition during the year. The exposition is to mark the close of twelve months of phenomenal progress and interest in all that relates to

aviation, and as such will be an event of world wide importance and interest.

It takes more than chemistry of soils to grow a crop and more than theology to grow a character.

It's only when our virtues are lone-some that they feel like boasting.



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

#### Hot Graham Muffins

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

#### Wizard Graham Flour

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

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



#### BAGS New and Second Hand

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

#### ROY BAKER

Wm. Alden Smith Building  
Grand Rapids, Mich.

W. C. Rea

A. J. Witzig

## REA & WITZIG

### PRODUCE COMMISSION

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

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

#### REFERENCES

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

Established 1873

#### Wanted

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

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



## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 12—The spot coffee market has been rather closely confined to the home trade for the past few days. While this is true the range of prices is firmly held and it

tive, perhaps, as for the past few weeks, but there is still a fair volume of business going forward and reports from many different parts of the country indicate a very satisfactory condition. The demand which does exist takes in almost all sorts of teas.

In the sugar trade more attention has been given this week to the story

cloves and pimento, both of which show a slight advance. Amboyna cloves, 14¼@14½c.

The weather has been too mild for an active trade in molasses. With the thermometer at 75 on November 11 there is mighty little use of talking about an active market for molasses. Quotations are firm and good to prime domestic is quoted at 26@30c.

money—less than a nickel per can? Lots of tomatoes can be bought at this figure, but they are looked upon "with suspicion." Really fancy corn is not overabundant and is firmly held. New York State is quoted at 80@85c. Peas are wanted at about 70c and are said to be hard to find at this quotation. Other goods show little change.

Butter is steady. Creamery specials, 31c; extras, 30c; firsts, 25@29½c; creamery held specials, 31c; held extras, 30c; imitation creamery, 26@27c; factory firsts, 25c.

Cheese is steady and on about the same basis as last week—16¾@17½c for special New York State full cream.

"Fancy" fresh eggs are quoted at 48@53c and in some places are retailing for 75c. Extra Western are worth 35@36c; extra firsts, 31@33c; refrigerator stock, 24@25c.

## Some Facts About a Live Town.

White Cloud, Nov. 15—We believe this place is entitled to special mention at the hands of the Tradesman and therefore beg leave to call your attention to some features of our town of which we are very proud. Among them are the following:

- Two banks.
- Two newspapers.
- Two brass bands.

More cement sidewalks than in any other town of from 600 to 700 population in the State.

Best city hall in the State. Cost \$8,500 two years ago.

Creamery.

Twenty-five miles of gravel roads.

Fine water power, fire department and electric plant. Three dams within two miles. Geographical center of county.

Congregational and M. E. churches. Swedish church.

Twelve-grade high school, two buildings, one brick and one frame.

Sanitarium capable of taking care of from forty to fifty patients.

Building for factory purposes.

Board of Trade, organized two weeks ago, with fifty members. The officers are as follows:

- President—Maj. Hayward.
- Vice-President—John Townsend.
- Secretary—Ralph Barnes.
- Treasurer—Roy Gannon.

A lust is an appetite in the seat of the will.



How Surmise Develops Into Rumor and Thence Into Scandal.

would be hard to find Rio No. 7 for sale at a less figure than 8½c. In store and afloat there are 4,238,977 bags, against 3,784,899 bags at the same time last year. The crop movement at primary points continues large, as arrivals at Rio and Santos from July 1 to Nov. 11 aggregate 10,719,000 bags, against 7,235,000 bags at the same time last year. Milds remain quiet and show little, if any, change in any respect.

Teas are firm. The demand for the past few days has not been as ac-

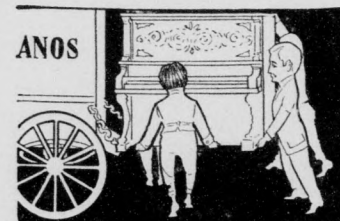
of the customs frauds than to the actual article. The latter is selling simply in the usual hand-to-mouth fashion and yet quotations are steady on a recent advance to 5.15c.

Rice remains about unchanged and the general market is steady. Receipts are moderate, but there seems to be enough to go around. Prime to choice domestic, 55½@6c.

Spices are doing fairly well. Orders have come in in a satisfactory manner and quotations are well held. Quotations are unchanged except for

Syrups are without change and offerings are conspicuous by their absence.

Retailers are said to be making free purchases of some lines of canned goods and holders, perhaps, are showing more confidence than they have exhibited for some little time. But there is still room for improvement. Brokers say they could sell plenty of standard 3s tomatoes at 57½c "if the quality were better." This is very likely true; but what can they expect from that amount of



## The Thanksgiving Piano

Select it now and have it delivered any time before Thanksgiving. Several makes to choose from, each the best at the price:

Weber, A. B. Chase  
Fischer, Franklin, H. M. Cable  
Oakland, Hoffman, Gilbert

Easy Payments

Friedrich's Music House

30-32 Canal St. Grand Rapids, Mich.



### Story of a Domestic Vampire.

There was once a man—in this day and age—who became engaged to a woman. He was not wealthy, but he was a manly, energetic fellow, whom people spoke of as having "a future ahead of him." She was generally considered as a pretty and exceedingly charming girl.

The subject of the home to be founded was, as is usual, the general subject of conversation after the engagement had been announced. The man wanted a cozy, cheerful home, made heaven to him by her presence in it. He wanted it to be kept entirely within his means, so that debt would not be the first visitor to knock at the door. She agreed suavely.

"But," she said, hesitatingly, after he had named a certain location where apartments were to be had for the price he felt he was able to pay, "don't you think that's a little out of the way? That is such a tawdry sort of neighborhood, anyhow. I'd prefer to economize on something else and pay higher rent and get in a better part of town."

The man agreed. Surely the first home should be where she would be happy. Besides, if economy were practiced in something else, what would be the difference? Accordingly they went flat hunting, and, in the course of time, decided on a dwelling place the rent of which was at least one-half more than the man had at first thought he could pay.

Together they bought the furniture. He had pictured his home as he would like to furnish it. There must, of course, be nothing cheap about the furniture. What they had must be good to start on, and then, as the months went by, they would add a chair here, a picture there, a piece of rare bric-a-brac and those hundred and one things which can not be gathered together all at once, but only come through years of living a home life, and the associations of which are made doubly dear because of the circumstances that prompt the purchasing.

He confided his ideas to the woman who was to be his wife, and again she agreed suavely. Certainly, but—

"Don't you admire that set of dishes Mr. and Mrs. So-and-So have? Of course they are too frail and expensive to be used every day, but they would be so pretty in that cabinet."

"And I saw the most beautiful Oriental rug yesterday. Oh, of course, we don't really need it, but it would add so to the looks of the place, and you know, dear, I have always been accustomed to having things nice about me."

Well, they were married and they moved into their sumptuously furnished apartment. The woman made a charming bride and the man thought in the first glow of possession that no man could have been luckier.

His wife remained pretty and she dressed beautifully, for her trousseau contained, to his masculine eyes, everything which any woman could possibly use or want—outside of practical garments. She had never been "accustomed" to work and so in order that she might not feel she had

made a mistake in marrying him he engaged a second maid.

The expense of maintaining an establishment such as his wife had been "accustomed" to entailed much extra work upon him. The evenings he had looked forward to with such joy, long, quiet ones spent by the hearthside with her, grew shorter and shorter. Oftentimes when he did get home he found the house occupied by a merry crowd who had dropped in to spend the evening. Of course in a case like this, slippers and smoking jacket were impossible.

And so the days and months and years went by, and instead of this man and woman being more and more closely knit together by the intimacy of their life together they drifted farther and farther apart. As the years went by she demanded more and more. What the other women had she must have—and she got it. Her life was passed in a constant round of gayety, his in a whirl of figures, speculation, worry.

One day, in response to a new and utterly exorbitant demand of hers, he invested all he had in a wild scheme, in which he thought he saw speedy returns and many of them. Instead, he found that, blindly dazed by his love for the woman who bore his name and his desire to please her, he had lost all of his possessions and that he stood empty handed, poorer by far than when she had met him.

"But, of course," you say, "this brought the woman to her senses. Of course, she saw her mistakes and told him so and together they started again, the second time in the right direction."

She didn't. She got a divorce. The grounds were nonsupport. He let it go by default. What else could he do? He had failed. He had given his life to make her happy. He had sacrificed all pleasure in order that she might dress and entertain and flash her jewels as other women did whose husbands were millionaires. He had loved her with the love a good man gives the one woman he has chosen to be his wife—the mother of his children. There had been no children, though.

"A fool there was and his goods he spent—honor and faith and a sure intent—but it wasn't the least what the lady meant—"

What had the lady meant when at the altar she had promised, with downcast eyes, her hand clasped in that of the man who, before all the world, had chosen her, to love and honor him, in sickness and in health, and to be a true and faithful wife to him until death should them part?

### Years Not Standard To Measure Real Age of Woman.

Nothing is more distinctive among women than the difference of relative age to be found among them.

Two women of the same number of years will be substantially of different epochs of life—the one faded in person, wearied in mind, fossilized in sympathy, the other fresh both in face and feeling, with sympathies as broad and as keen as they were when she was in her first youth, with a brain still as receptive, as quick to

learn, a temper still as easy to be amused, as ready to love as when she emerged from the schoolroom to the drawingroom.

The one you suspect of understating her age by half a dozen years or more when she tells you she is not over 40.

The other makes you wonder if she has not overstated hers by just as much when she laughingly confesses to the same age.

The one is an old woman who seems as if she had never been young; the other just a great girl yet, who seems as if she would never grow old.

Nothing is equal between them but the number of days each has lived.

This kind of a woman, so fresh and active, so intellectually as well as emotionally alive, is never anything but a girl. Brisk and airy, braving all weathers, interested in the current questions of history and society, by some wonderful faculty of organization she seems to have all her time to herself, as if she had no house cares nor nursery duties.

Yet these, somehow, are not neglected. And when one sees her for the first time as a matron, with two or three sturdy little fellows hanging about her neck, calling her mother, one feels as if Nature had made a mistake and that this simple mannered damsel had only made believe to have taken up the serious burden of life and was nothing but a great girl after all.

Grown older, she is still the great girl she was ten years ago.

But even now, with a big boy at college and a daughter whose presentation is not far off, she is younger than her staid and melancholy sister, her junior by many years, who has gone in for immensities and the worship of sorrow, who thinks that much laughter is a sign of a vacant mind and that to be interesting and picturesque the only thing needed is unserviceable nerves and a defective digestion.

Nothing that the girlish matron has passed through has seared or soured her, and if it has taken the lighter edge off her girliness it has left the core as bright and cheery as ever.

There are grown girls of another kind, women who, losing sweetness of youth, do not get in its stead the dignity of maturity, who are fretful, impatient, undisciplined, knowing no more of themselves or human nature than they did when they were 19, yet retaining nothing of that simplicity, that single hearted freshness and joyousness of nature which one does not wish to see disturbed even for the sake of deeper knowledge.

These are the women who will get old and who consequently do not

keep young. When 50 they deck themselves in gauze and rosebuds and think to conceal the years by a judicious use of the paint pot.

They are jealous of their daughters, whom they keep back as much as possible, and terribly aggrieved at the irrepressible six feet of sonship.

They are wives whose husbands are merely the bankers. Their hands are practically useless, save as ring stands and glove stretchers. If they are querulous and of a nervous type their children fly from them to the farthest corner of the room.

If they are soft, good natured, they let themselves be manipulated up to a certain point, but always on the understanding that they are only a year or so older than their daughters.

There are scores of such women fluttering through life whose eldest daughters have been socially barked by the friendly agency of marriage almost as soon as, or even before, they were introduced, and who are, therefore, no longer witnesses against the paint pot.

There are scores of these same marriageable daughters eating out their hearts and spoiling their pretty faces in the schoolroom-years beyond their time, that mother may still believe that the world takes her to be under 30 yet, and young at that.

But the great girl is the one who breaks away from foolishness and prejudice, who treats her neighbors' eccentricities as kindly as she treats her own. The good things in her heart shine out through her eyes. They appear on her lips every time she speaks. They create about her a youthful, glowing, delightful atmosphere that has become a part of herself.

She is happy, and happiness and contentment make her the beautiful, fascinating "girl" she is.

But the other type by indulging in temper and selfishness hangs out the signboards of these wretched qualities on her countenance. What should be sweetness is turned to acid, and Time, the mischiefmaker that she dreads more than all else, helps matters along by etching in her face those lines that are the tattle-ales of lack of character.

Mary Eleanor O'Donnell.

The great trouble with a good many people who act according to their lights is the bad illumination.



### FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High 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

FOOTE & JENKS, Jackson, Mich.



## WINDOW TRIMMING

## Not Good Unless It Actually Produces Results.

Written for the Tradesman.

The window displays that are good advertising are those that produce results in dollars and cents. Many times the very elaborate or electrical window exhibits that require a great deal of time and a lot of money do not sell a perceptible thing.

Some window trimmers seem to think that all window work, especially showy or expensive work, is good. That is one of the first things you want to get out of your head. No doubt the very expensive window trims look good to you and the crowd of window-gazers—but not to the man who figures out returns.

Display windows may be very attractive, and yet not have the right goods in them; that is, the goods that the people want and will buy readily. Other goods might have appeared much more attractive and sold better.

It takes not only an artist to trim windows but it takes brains to pick out the right goods. If you do not get tangible results from your window exhibits it is money and effort wasted.

There is a great amount of window trimming that does not bring these results and I make this suggestion that you try to get up windows that bring in business. It certainly will be a sensible thing for you to do considering the fact that you want to make every exhibit more than merely an attractive advertisement. Every window should figure prominently with the selling organization.

The ideal retail store display window is one that, when trimmed, will sell all of that particular line of goods in stock and in the window.

The exhibits that will do this are generally what are termed "sales windows," and the goods in a sales window have invariably a very attractive price that helps move them. It is therefore a combination of good buying, low prices and an attractive display in the window.

In order to get the people into the habit of looking into your windows, you should occasionally have a real bargain or a new goods exhibit. Do not advertise the goods in the paper, but just show them in the window for a day or two and do not sell the goods until, say, the second or third day after the display has been made, then make an offer of a limited number or quantity at a special price. If you do this occasionally the trade will make it a point to go by your store to see that they are not missing any snaps.

You can easily educate people to watch your store—get their interest and you get their business.

I will say this to the clerk in the retail store who trims windows: The man who devotes his time to studying the most tasty manner of dressing windows, carefully noting the results obtained from each effort, is not only giving valuable service to his employer but is doing himself a great good in preparing the way to a successful business career.

From observation we know that a great majority of all trimmers go in business for themselves or take the control of the stores of other people. This is because they get a better perspective of the whole business in their work and understand the buying, selling and advertising ends of the business better than the man behind the counter.

To be a good trimmer means throwing your whole soul into the work and keeping your eyes open, for it is possible to see an idea in so many things that are passing across your vision every day.

The quickest and easiest way to get a start in this work is to attend a window trimming school—even an inexperienced trimmer can now take up a several weeks' course in the higher branches of the art. Trade journals, especially those that contain window trimming departments, should be carefully read. Good sized towns should be visited occasionally and the windows there will be an inspiration to you.

Always remember that the main scheme of your window display should be carefully planned out before any actual work is done on it. As much of the background and decorations as possible should be made in your own work room, so that all you will have to do is to place them in the window. The work should be done as quickly as possible, for it is not wise to have the window display under construction for days as you lose its selling power for just that length of time, and it also makes a poor appearance.

A window, too, should not be left in so long that it becomes unattractive. It is never an easy matter to say just how long a window should remain, but the conditions peculiar to your town and trade will make it possible for you to decide this matter yourself. Of course, if no sales result from a certain window it should be altered at once. It is surprising to note how the public will watch a change in a display when once a store establishes a reputation for attractive windows.

The idea of outside cases can be worked out especially well if you have a large vestibule or sidewalk case. A case of this kind of good size, extending out on the sidewalk, filled with something different every day, either at a special price or a new novelty, will soon interest the people so much that they will always go by your store to see "what is in the case to-day." If the values you offer interest them enough to induce them to watch the case and window, these offers will certainly interest them enough to buy, and they will "get the habit" of trading at your store in a short time and you want to make this habit hard to break.

Make your window displays bring the store a handsome profit as well as give it a handsome appearance.

H. Franklin Thomas.

## There Is Something.

"Look here, Thompson," said the insurance man who had just returned from a two weeks' hunting trip, "you and I were boys together."

"We were," was the reply.

"In fact, we have known each other for over forty years."

"Yes, we have."

"Did you ever know me to tell a lie?"

"No, sir; nor anywhere near it. I think you'd keep a dollar found in the road, but I don't believe you'd lie."

"Thanks. I was off on a hunting trip, as you know."

"Yes, and I hope you had good luck."

"The very best. That's what I was going to tell you about. I know that whoever doubted my story, you wouldn't. Say, Thompson, I killed eleven deer, fourteen wild turkeys, ninety rabbits—"

"What?"

"Just as I told you. Ninety rabbits and—"

"Good morning, Smith!"

"But, what's the matter?"

"Nothing much, except that you are the blamest liar on the face of the earth and I have no time to listen to your yarns!"

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

**ELLIOT O. GROSVENOR**

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

## 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.

## Post Toasties

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

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

## PEACOCK BRAND

## Leaf Lard

and

## Special Mild Cured Hams and Bacon

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

Have you ever reasoned why?

IT IS BECAUSE

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

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

**Cudahy-Milwaukee**



## Right Now

An attractive display of Jennings' C. P. non-freezable bluing will greatly increase your sales of bluing. Condensed Pearl Bluing is highly concentrated—its use brings wash-day satisfaction and repeat orders. Order now—your jobber has it.

**The Jennings Flavoring Extract Co.**

Grand Rapids, Mich.

Established 1872

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

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

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



### Women Who Hoard Things They Can Not Use.

Written for the Tradesman.

"What's the use of having anything without you use or wear it?" questioned the small man with the defect in his left eye. Old Tom Tanner signified his assent with a nod while the drummer said:

"To just what do you refer, Dunstan?"

"Why, to women mostly. They often have things which do them no good because they are afraid to use or wear them—heirloom jewelry, for instance. I have a cousin, an old maid by the way, who is the owner of a fine gold watch which she keeps securely hidden in a bureau drawer where it does nobody any good; and yet the woman would no more part with the watch than she would cut off a hand. Then there's an aunt of mine who keeps all her best gowns shielded from the cold glare of the world in a tightly locked wardrobe. Such things make me tired."

Port Dunstan lighted a cigar and settled himself for a smoke.

His two auditors sat back in silent expectancy. Port seemed in no hurry to proceed, however. Old Tom opened his lips finally to remark:

"I can agree in part with what you say. My New England aunt made a specialty of parlors of which she had two as fine specimens as one would care to look at. When I was a youth of 20 I rambled down from Michigan to old Maine to visit some of my relatives on both sides of the house, none of whom had I seen. I had a boy's curiosity, you know, to investigate the manners and customs of the effete East. I had a good time, let me tell you, and learned of some queer customs which surprised and piqued my curiosity to the last degree. The New England nearness provoked a smile. You know the Western lumbermen were a proverbially jolly, free, open-handed set and my people were not behind the rest."

"I suppose you reveled in those two parlors," suggested the drummer.

"You bet I did—nit," chuckled old Tom.

"I knew you didn't," echoed Port Dunstan. "I've been there myself. Why, the close-fistedness of some of those old Yankees would jar a mummy out of his prison robes. My tightwad aunt bought her an expensive silk gown to wear on a visit 'Down East.' She wore it once on that long-talked-of trip and came back home with a big lump of disgust in her soul."

"How was that?"

"She called on a twin sister who lived at Gardiner, said sister being to the good to the tune of a hundred thousand dollars. She lived in a splendid house fronting one of the best streets. She and her twin had not met since their childhood days and naturally there was a glad greeting between the long separated ones."

"A reunion after twenty years—"

"After thirty-five years. The Gardiner sister treated her guest very lavishly in a way, showing her about the house and grounds, halting at last at the door of an unused room.

"Would you like to see my parlor?" asked the hostess with extreme gravity.

"I don't know but I would," said my Michigan aunt, who had been wondering during her week's stay whatever might be in the room so closely guarded by a closed and locked door. When it came to a show-down Auntie Michigan felt very much as if she had received a dash of ice water down her neck. Her sister unlocked the door, and pushing it half-way open told her guest to look inside, while at the same time she held the door to prevent its swinging too wide. Sacrilegious eyes must not dwell too long on the costly elegance of that wonderful parlor. 'It was magnificent enough,' said Auntie, telling her experience, 'but, Oh, Lord! how cold it all was and smelled as musty and mahoganylike as a tomb.'"

"And didn't the Yankee woman ask her Western sister inside? It seems to me—"

"That she would have thrown the old thing open and let in the sunlight and welcomed her sister to all its luxuries. Well, that would have been the square thing to do, but it wasn't done. One glimpse and then the door was closed, the key grated in the lock and that wonderful New England parlor was again smothered in dust and darkness."

"Darkness but not dust, be sure of that," suddenly broke forth old Tom, who was calmly listening. "How do I know? Well, I've seen things. One of the near Yankee women is almost always as neat as wax. Am I right?"

"Yes, Tom, that is right. I think Aunt Lucretia would have worn her aristocratic fingers off to keep out the least speck of dust from her immaculate parlor."

"Well, for goodness sake, when did she use her parlor?" cried the drummer.

"That's a pointed question," returned Dunstan. "I don't think I can answer it."

"Easy enough," said Tanner. "That parlor was never used unless to give entertainment to some bigwig of city or state. Of course it would not be opened in this way a dozen times a year."

"I should say not," breathed the drummer. "How about your Michigan aunt? Didn't that experience teach her a lesson about her own closeness with regard to her gowns?"

"Not a bit of it. She hoards her gowns in that wardrobe still and goes about dressed like a washerwoman. Anything is good enough to wear around home is her idea."

"A most unsatisfactory way of spending one's life."

"Yes, it is, but some women are queer. That old maid cousin of mine is one of the best women that ever breathed, yet she would never think of wearing her gold watch except on great occasions, which, by the way, are few and far between. That watch has been in the family through three generations and hasn't been in use a dozen years in all that time; might just as well toss the watch into the sea."

"If I was at leisure I might tell you men something on this line that would surprise you, but no time for that to-day," said the schoolmaster thoughtfully.

Old Timer.

### How To Make Chop Suey.

When his sister came home from cooking school and asked him if he had ever heard a recipe for chop suey, he didn't like to admit there was anything on earth that he did not know. He was just at that age. So he sparred for time by asking what she wanted it for.

It seems that the cooking school teacher had given them the question to investigate for themselves. It was one for which there were many answers, but the girl who produced the best recipe was to receive a little prize of some sort. Her big brother must have found out how chop suey was made, she thought, during some of his trips to Chinatown.

The brother then smiled a wicked smile and said he would write out the best and easiest recipe for chop suey in the world. Next morning he handed her an envelope containing the information. She did not open it until her name was called in the class. Then this is what she read aloud, to the amazement of all, herself included:

"Recipe for Chop Suey—Take a bowl of nice, clean suey and then chop it."

This is a dark world to those in whom selfishness has turned the eyes permanently inward.

When a man thinks that his reason has the reins on his passions he is often mistaking the tugs for the lines.

## Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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



For the  
Laundry.

**DOUBLE  
STRENGTH.**

Sold in  
Sifting Top  
Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice  
as far as other  
Blues.

**Sawyer Crystal Blue Co.**

88 Broad Street,

**BOSTON - - MASS.**

## Klingman's

### Summer and Cottage Furniture: An Inviting Exposition

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

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

**Klingman's Sample Furniture Co.**

**Ionia, Fountain and Division Sts.**

Entrance to retail store 76 N. Ionia St.

## WILLS

Making your will is often delayed.

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

Executor  
Agent

**The Michigan Trust Co.**

Grand Rapids, Mich.

Trustee  
Guardian



## INDIVIDUALITY

## Adds Greatly To Pulling Power of Advertising.

Is there a personality behind the mechanism of structure of the ordinary department store advertisement? Does it possess individuality? Very rarely. It is a catalogue and too often a dry one. The only thing in it that ordinarily attracts attention is the prices. Where these are below the average it will of course attract attention, but there is nothing in itself essentially attractive. Take up an issue of a Sunday newspaper. It is loaded down with advertisements. The only thing remarkable about them, as a rule, is the space that they occupy and the indistinctiveness of their details. They are like the outside of an unfinished building: We know that there is value there for the materials consumed in its erection, but of the artistic individuality or distinctive personality we are unable to discover a trace. From day to day, from week to week, from month to month, the same bargains are offered, the same inducements are held out, the same store has a monopoly of the fashions, or the advertisement seems to insinuate as much, and the public becomes as familiar with those arid acres of printer's ink as with the sky.

When you enjoy the reading of a good story—a good one—you always show enough interest when opening the covers of a magazine and scan the table of contents.

If there happens to be a name there you know, you take the time to read the story, no matter how busy you may be; it is because you like the style of that writer, you like the personal style of that writer, you like his personality manifested in his writings.

The same thing holds good in advertising: Put your individuality, your personality in your advertisements and you will soon discover that people will look for your advertisements. There are some men—and women, too—who are called "charming." They talk to us and we feel flattered. We feel ourselves quite "taken" with their personality. We are unconsciously drawn toward them, irresistibly, the same as a magnet draws a bit of iron.

The personal magnetism is a great factor in building up a business. It is not a special gift; we all possess it more or less, although in some of us it is in a dormant state.

Magnetism is one of the most mysterious powers of Nature. We know that such a thing exists; the same as we know that the sun shines, still no man ever explained its source satisfactorily. We know that the needle of the compass slowly but invariably swings in a certain direction, pointing toward the north.

And we might mention here that man is nothing but a magnet. When a human body is placed on a perfectly balanced board, pivoted as a compass, it turns slowly—same as the needle of a compass—with the head pointing toward the north.

To make the needle of a compass we have to magnetize that bit of steel

from which it is made. The human body is already in such a magnetized state.

There is magnetism in every man and woman, but very few are aware of this, and if they are but very few put this mysterious power to a practical use. Strange as it may seem, this personal magnetism can be transferred to the writing of a person.

An irresistible charm takes hold of us when reading the works of certain authors. We almost feel their presence and think of them as some one we know well.

This charm, this personal magnetism, is a most valuable gift when possessed by an advertising writer. There are advertisements written by some which are just as eagerly sought after by readers as the novels of some celebrated authors.

Put individuality and personal magnetism into your copy when writing an advertisement. In no other literature is there more need of convincing, "charming" style than in advertisement writing.

To do this one must use forceful, plain, easy-going language. Have your own style and individuality. Your readers—the general public—will soon become acquainted with you. Do not try to obtain this characteristic style by using words two inches long. Remember such use of words does not show superior knowledge of the language nor high education. It looks suspicious and some people might accuse you of making a practice of looking for "big words" in the dictionary.

The highest, the simplest words are always the best, especially when writing advertising.

Forceful, interesting language put into printer's ink always "reaches the spot."

Give character to your advertisement by paying strict attention to outward appearance. Put your stamp of individuality on it. This can easily be accomplished by using a characteristic border, name-plate, or some design and will become well known to the public. It is a mighty good thing to change the copy daily, but do not change the border, neither the name-plate.

The more they are used the more valuable they will be, provided they are good.

Of course, regarding the border you may take exception to this rule when using a full page advertisement, although there are some successful advertisers who keep up this rule even in their full page advertisements.

There are firms such as Bedell's, Abraham & Strauss, Frederick Loiser & Co., The Fourteenth Street Store, Siegel-Cooper Company, Simpson-Crawford Company, Marshall Field & Co., Stevens & Bros., The Jones Dry Goods Company and hundreds of others, whose advertisements are easily recognized at first glance without looking for the name.

These advertisements have a certain character in their make-up, which is followed for years.

The advertising writers of these advertisements give them a certain char-

## Kent State Bank

Grand Rapids, Mich.

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

Deposits  
5½ Million Dollars

HENRY IDEMA - - - President  
J. A. COVODE - - - Vice President  
J. A. S. VERDIER - - - Cashier

3½ %  
Paid on Certificates

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

Child, Hulswit & Company  
BANKERS

## Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

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

Long Distance Telephones:  
Citizens 4367 Bell Main 424  
Ground Floor Ottawa Street Entrance

Michigan Trust Building  
Grand Rapids

## 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

## The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres.  
CHAS. E. HAZELTINE, V. Pres.  
JOHN E. PECK, V. Pres.

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

## DIRECTORS

Chas. H. Bender  
Melvin J. Clark  
Samuel S. Corl  
Claude Hamilton  
Chas. S. Hazeltine  
Wm. G. Herpolsheimer

Geo. H. Long  
John Mowat  
J. B. Pantlind  
John E. Peck  
Chas. A. Phelps

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

We Solicit Accounts of Banks and Individuals

THE NATIONAL  
CITY BANK  
GRAND RAPIDS

WE CAN PAY YOU

3% to 3½ %

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

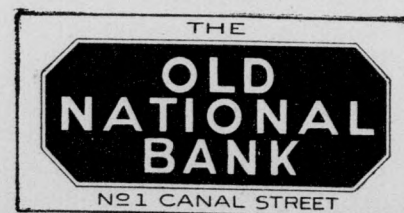
49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

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

Capital  
\$800,000



Resources  
\$7,000,000



acter which distinguishes them and it is just as ridiculous to think that any of the above firms should change their style every day as to think of President Taft wearing at the state functions anything but a Prince Albert or a black frock coat.

In the arrangement of the advertisement care should be taken to make a symmetrical division, then the copy should be arranged so that it may fit exactly the assigned place.

In display lines an easily distinguishable type should be used. Fancy letters look well on an illuminated page of an author's edition, but they have no place in newspaper advertisements.

Do not overcrowd an advertisement with cuts, and by all means do not write the copy to fit the cut. Well written text sells the goods; that is to say, it brings the people to your store.

Make the language which you put into print as convincing, as forceful, as you can and the easiest way to do this is to be plain.

Believe in the good qualities of the articles which you are praising. Your enthusiasm, your belief and your personality which you put into your advertisement writing are catching and people invariably feel when reading your advertisements that you are telling the truth.

Every retailer should strive, through the copy he puts into his advertisement and the general appearance of the advertisement itself to make his newspaper advertising individual.

If you are able to hit upon an individual style—your advertising will have an additional value.

It will clearly separate you in the minds of the people from your competitors. It will make your advertisements more readable and more easily remembered.

Great actors, great preachers, great lawyers, great statesmen and great merchants of every country are great because of their individuality.

It is well worth your time to think long and seriously about your newspaper advertising until you develop an individual style—and then push things. The constant use of a certain size and face of type is one form of advertising individuality.

Individuality is achieved by others by a clever catch line which is always used in every advertisement.

If your style of individuality is pleasing to the majority of the public it will have the effect of making people think immediately of your store whenever they have occasion to buy goods such as you sell.

One can hardly ever look through a newspaper published in a small city without finding one or more advertisements containing in large type such phrases as "Best on Earth," "The Best Goods," "The Largest and Most Complete Stock," "Cheapest Because Best," "Look at Us," etc. Such phrases have been used ever since the year one. They have been used so often and so long—and usually without the justification that truth would give—that they have become common, "worn out" and utter-

ly without meaning to the mind of the reader.

The merchants who use them do so because they do not stop to think. In fact, the greatest fault of the retailer is that he does not give enough time and thought to the preparation of his newspaper copy.

If he would stop and consider that this newspaper announcement is really a short talk or letter to the readers of the paper, inviting them into his store or telling them what he has in his store he would find plenty of expressions of his own with which to head his advertisement, and he would always get up better advertisements.

In preparing copy for a newspaper advertisement one should remember not to crowd the space so full as to make it necessary to use small type. He should say all that he has to say, but should use enough space to keep it from looking crowded. A crowded advertisement usually repels people and by its appearance keeps them from reading it.

When they come to it on the page they are confronted by what seems a task, something on which they have to expend unusual energy in order to digest it, and they naturally pass on to something easier, unless they happen to be vitally interested in the subject of which it treats.

On the other hand, the advertisement that contains a good measure of white space and has good readable type attracts readers because it has the appearance of being easy to grasp.

There is only one way in which to be sure of having a well balanced, attractive, easily read advertisement; that way is to take time beforehand to study it out and then to send your copy in to the newspapers early.

You can not expect printers, or any one else, to do their best work when hard pushed. If your copy goes to-day for publication in this evening's paper, you are not giving the printers a chance to do good work. They are forced to put things together with the greatest possible haste.

Their purpose is to get the thing done in the shortest possible time and start on the next job.

If you get a good job it is because you are lucky, not because you are deserving.

Same thing when you send copy in late to-day for to-morrow morning's paper.

But if you will send to-morrow evening's copy in to-day, and to-morrow morning's copy in early this morning, you will invariably get a nice typographical job that may add materially to the value of your advertisement.

The printer will be able to study the job, to arrange it nicely and to select the best and most pleasing type in his cases.

He will take pride in doing his work well and, if you request it, will send proofs back to your store so you can make any alterations desired.

In advocating individuality and personality in advertising writing it invariably no more lies within the sphere of the compiler of a large advertisement to give rein to his fancy than it is within the power of an edi-

torial writer on a daily newspaper to give expression to his individual views consistent with the general policy of his sheet. At the same time, much of the dullness, sameness and conventionality, both in editorial writing and advertising writing, is due to the lack of individuality and personality.

Albert W. Guptill.

#### Did It Afterwards.

The Dominic—I'm glad to hear you say you weren't angry with your father for punishing you for something you hadn't done.

Freddie—Oh, I got square with him all right. I did it afterward.

Most of us come back some day to the thorns that spring from the harsh words and acts of our own sowing.

#### 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  
Cltz. 5275. 225-6 Houseman Bldg.  
GRAND RAPIDS

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

#### Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES  
Murray Building, 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 Oil

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

STANDARD OIL CO.  
GRAND RAPIDS, MICH.

GRAND RAPIDS  
FIRE INSURANCE AGENCY  
THE McBAIN AGENCY  
Grand Rapids, Mich. The Leading Agency

#### Putnam's Menthol Cough Drops

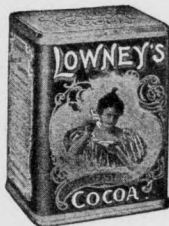
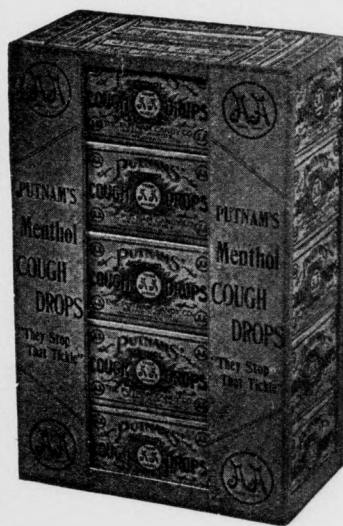
Packed 40 five cent packages in carton. Price \$1.00.

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

One Full Size Carton  
Free

when returned to us or your jobber properly endorsed.

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



LOWNEY'S  
COCOA and  
CHOCOLATE

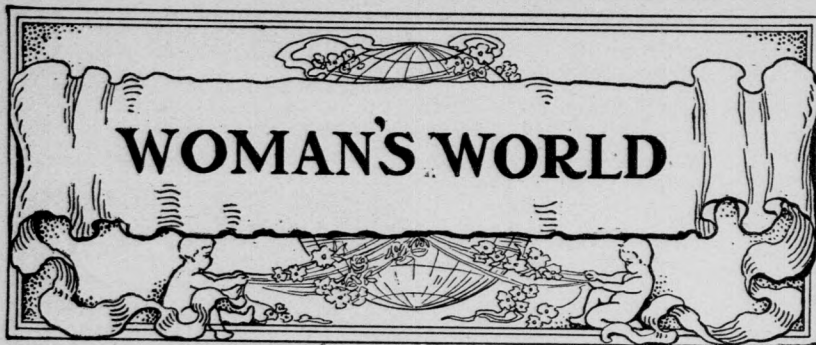
For Drinking and Baking



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

The Walter M. Lowney Company  
BOSTON





### Happiness Depends Upon the Wife.

Whether the ultimate end of a marriage is happiness or misery depends far more upon the wife than upon the husband. Deny it who will, this is the rule, although there are exceptions. There are some men with whom neither saint nor angel could live in harmony—men who would merely be made unreasonable and tyrannical by Griselda's patient devotion. But, for the most part, every woman who marries has it in her power to make herself absolutely essential, at least to her husband's comfort, if no more; and that she fails to do so is usually her fault rather than her misfortune.

Man, the average man, is an easy going creature who will endure much rather than raise a row. Selfish, perhaps, but more ready to be agreeable than not, especially when he has his own way; apt to take all the good things of life, a wife's devotion included, as a natural part of what somebody has called his "lordly deserts," and if he be neither worried

nor nagged he prefers being kind to being disagreeable. Moreover, it gratifies his vanity to regard himself as the source of joy and light to the people of his household. But long ages of training and practice have made women much more adaptable and patient than men, for which reason the happiest marriages are those in which the wife does not expect too much, but suits herself, to the best of her ability, even to that which she does not either admire nor quite understand.

The first duty of a wife is to accept the man whom she has married for what he is and make the best of him not only to the world at large, first of all to her own people, but to her own consciousness. Among Californians of the early 50s many sins were forgiven a man, yet some were unpardonable. Chief among these were "going back on" a partner and "squealing" when suffering from the consequences of one's own act. The woman who does not do her best, in spirit and in letter, to fulfill

her part of the marriage contract, to "love, honor and obey," commits both of these offenses.

The maxim of "The New Thought," "We invite what we expect," is truer of matrimony than of any other relation of life.

"A man," says Emerson, "is like a bit of Labrador spar, which has no luster as you turn it in your hand until you come to a particular angle, then it shows deep and beautiful colors." Herein lies the most subtle skill of a good wife; she detects in her husband the beauty which is invisible to others; nay, more, she understands how to expose that particular angle of his character which reveals the finest hues, to bring out that which is best in him.

Man, as a genus, hates being scolded; on the other hand, he undoubtedly loves to have a fuss made over him, to be petted and made much of. This trait is not exclusively masculine by any means, but that is "another story." No woman can make too much fuss over the spoiled and petted creature who is her own especial property. Neither, from his point of view, can she make too little over the man who belongs to some one else. If every woman made this simple truth the practice of her daily life there would be fewer dissatisfied husbands and fewer divorced wives. It is the fuss which women make over other women's husbands which often leads to matrimonial grief; and the determination to make much of one's own and little of other people's mankind might be advantageously includ-

ed among the good resolutions of the New Year.

Every man has a right to expect his wife to admire him. If she does not she has no business to marry him. To be sure she may have altered her opinion after marriage, but, even so, it should be her strenuous effort to conceal that change of mind from every one, herself included.

There are many people who, in order to be contented must, like Dickens' Marchioness, "make believe very much," but, fortunately for them, long continued making believe often makes the pretense, if not the truth, so much like it as to serve the same end. Moreover, it may safely be asserted that no woman is absolutely perfect, wherefore none has the right to demand perfection of any one else.

Dorothy Dix.

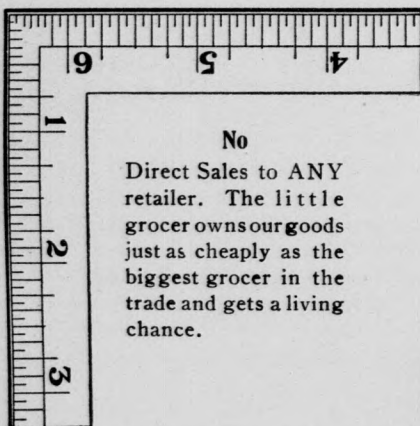
The child who defined a mountain range as "a large-sized cook-stove" had imagination, if not accurate information. On a test paper at the Sheffield Scientific School an older student made a much worse blunder. The question read, "What is the office of the gastric juice?" The answer, no doubt struck off in the heat and hurry of the examination, was "The stomach."

### Time To Reform.

"Isn't it disgraceful the way women smoke nowadays."

"Why?"

"I just saw an advertisement offering to any woman six puffs for a dollar."



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

BEST SELLER ON THE MARKET

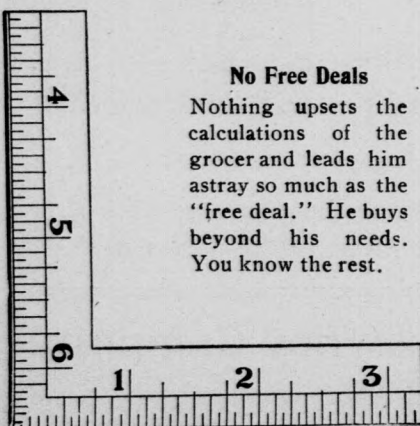


W. K. Kellogg

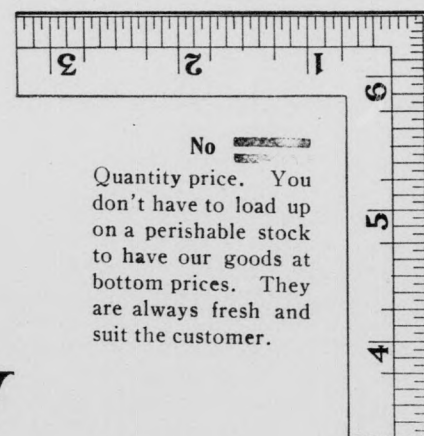
Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

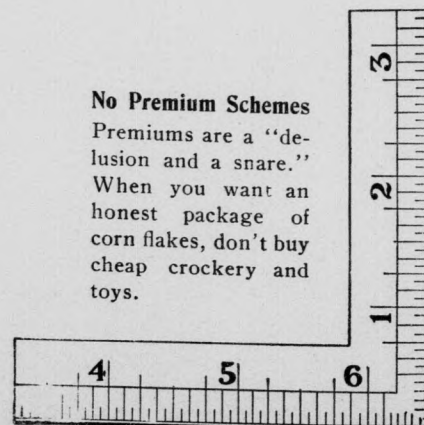
PROFITS SURE AND CONTINUOUS



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



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



**Other Side of Shopper Question.**

"Shop and the world shops with you—doesn't it?" said Genevieve.

"It does," said Elizabeth.

"It's such an old story to say, 'Oh, they're out shopping,' and then stop to giggle and add, 'Of course they aren't buying anything.' There are ever so many sides to the shopping question, and up to date how few fair minded and square minded women have arisen to show it up in its true light. In the first place I'd rather shop than do any duty whatsoever."

"So would I," said Elizabeth.

"When I get down on the street in sight of the things that are to be had for money, I just get sort of fascinated. I forget the world and yet 'the world' is so thickly scattered to the right and the left of a body that one wouldn't suppose there was any such thing as losing track of it. You elbow it and step upon its toes and it does the same by you, and yet you feel above it and oblivious to it. It's a sort of panorama—just as good a show as you've paid a couple of dollars a seat to see many a time. I go along picking out the best dressed and the most comfortable and congenial looking people and sort of allow them a place in my caste—just as if I were a Hindoo with well classified ideas upon the subject of social equality, instead of being, as I am, an American with exaggerated ideas of democracy. Anyhow, when I'm shopping the world is mine.

"Soon I come to some big doors. I shoot through the first of a series of doors and then come to the next. I usually stop before I give another push that lets me into the real inner circle—just to look around and see

who is standing about trying to look patient, or, oftener, trying to look pretty or else unconcerned and oblivious, just waiting for somebody to come. There are always rows of these ununiformed waiters at the second row of doors. Everybody knows the formula. It goes like this:

"'Good-bye. I'll be looking for you.'

"'Yes.'

"'I'll meet you at the south door of Stocks & Bonds'. I'll be on the Lincoln street side.'

"'Yes, I'll be there at 10:30.'

"'Yes, ten,' answers the heedless first party and off she goes.

"From 10 to 10:30 is an aeon, long enough to assist materially, if rightly set in the course of the rolling years, in the evolution of carbon formations into anthracite or diamonds—preferably the latter—but when No. 2 thinks half an hour won't count and arrives at 11! The half hour from 10:30 to 11 would have made a diamond from start to finish. And then just watch No. 1 and see what happens. The waiter, who has been attempting to make holes with the point of an umbrella in a valuable mosaic corridor floor and savagely gritting pearly teeth, lifts that umbrella, both hands and both eyes, and especially if No. 2 happens to be somebody's chum's brother, there are a gay and joyous laugh and a hurried volley of 'Oh, that's all right. Dear me, I was just enjoying watching the people. Oh, no, it does not matter in the least.'

"Having been furnished a nature study after this fashion in fragments each time I cast an enquiring glance about the corridor and pass in, then

begins a slow progress from matters of mere incidental interest on up to the central vortex about the high priced things, where everything seems to seethe and whirl in a genteel and well bred sort of way."

"Isn't it exciting?" interrupted Elizabeth.

"Yes, it is exciting, but it's only when one becomes one of the actors in the drama that things begin to get really to moving, and you feel your own personal responsibility. It is said, indeed, that women 'shop,' that they look at things and don't want to buy them and don't intend to. Let me speak from my view of the inside track. Really, I usually want to buy and, being like all the rest of my kind, I want much to buy. I have the money, too, as a rule. I'm not one of those people you could spot at first glance as being just rolling in money, but I usually have a snug little sum in my hand. But does anybody but a woman realize how serious a thing it is to say, 'I want to see a tailor made gown?'

"There! After you have said that you've 'done it.' It's all over, because it's just as serious to buy a costume that has a cuff you didn't intend to have or a collar you don't really want or a skirt you will soon tire of as it would be not to have any new suit at all, and you just fence and fence, so you won't take something before you really know what you are doing. One gets finally to the point where she might do that if she didn't retreat, so when one rushes away suddenly without buying that isn't anybody's fault; it's only the result of an embarrassment of

riches, or being born with taste \$150 above one's pocketbook.

"It's awful, I do not doubt, to be a salesman or a saleswoman and have somebody wrench away and run off just the minute she ought to have bought, but it's really just as bad, and maybe worse, to feel yourself at the point of buying the most beautiful gown that ever was made—for the money—when you know that if you do you'll never be quite happy about the cuffs or the collar."

"Dear me, is that the way you feel? I feel the same way," said Elizabeth.

"Well, anyhow, no matter what anybody says about shoppers, the one who tries to buy a hat that she's going to be willing to stand by and under for several months to come deserves profound sympathy, however beautiful hats in general may be, and it takes real twentieth century backbone to keep from being a shopper in some sense of that dreadful word."

Anna M. Denniston.

Olive oil is one of the best frying media that can be used. Many who can not assimilate foods cooked in animal fats find no discomfort when olive oil is employed. It is said, too, that while animal fats are largely absorbed by the foods cooked in them, olive oil suffers but little diminution in quantity and can be strained repeatedly.

**There Is No Argument.**

"Most men think they are good husbands."

"Well?"

"And most wives humor them in that belief."

**Tradesman Company**  
**Engravers**  
 PRINTERS AND PUBLISHERS.  
 GRAND RAPIDS, MICH.

WOOD & PHOTO  
 TELEPHONE NO. 5095



## BEHIND THE COUNTER

### Retired Merchant Would Treat His Clerks Differently.

Said a merchant who has worked hard all his life and who has retired now to pass his few remaining years in but moderate ease, "If I had my life to live over again I would treat my clerks differently.

"When I look over the past fifty years that I have put in behind the counter I can survey many mistakes. I am now 70 years of age. I have a small sum laid by that will keep me and my wife, if we are frugal, for the balance of our lives, but the business should have sent me into retirement ten years ago with money enough to live in luxury, to have a fine home, to be able to entertain my friends, to sport horses and automobiles.

"Don't think me pessimistic. I am telling you this as a warning, or as a piece of advice. I have made many mistakes, but only one was of vital importance. All the others are minor and each year would take care of them as they were made. But the one vital mistake nothing could overcome.

"Yes, I intend to tell you what that mistake was. I was too lax with my clerks. One man I allowed to rob me of several thousand dollars, a dollar or two at a time, because I trusted him as I would a brother. If I had watched him as closely as I should have done he would have been caught stealing before he had got a hundred dollars.

"But that wasn't the worst loss I made. I had one man in my employ, first as a boy, for thirty years or more. He stole more from me than the other man, but is still counted honest. He didn't steal dollars. He stole time. He came down in the morning late. He always stole a few minutes extra at noon. He was the first to leave at night. He always had a little business to attend to during business hours and was never on hand when he was really wanted.

"Now, you think I was an easy mark, don't you? Well, I was, in a way. I had picked this lad out of the gutter. I had given him a part of an education—in fact, all he had was due to my efforts. I liked him. So did my wife. When his parents died we took him into our own home. He got married and settled down into a home of his own. He sold real estate as a side line. He is a rich man alongside of me, and he will hardly speak to me on the street when he meets me.

"For what I did for him I should have received his gratitude. I paid him for his work. When I needed him most he left me without notice

to enter the employ of another firm. I gave him a good wish upon his departure. The other firm 'used' him for less than six months and he was out on the street. I offered him his old position. He came back.

"The day he came back he began criticising my methods of doing business. He seemed to think I had no feelings, or else he had no sense of the fitness of things. Perhaps I was not doing things the way some others were doing them. Things got worse. He stole more time than ever, then began to neglect his stock until I told him finally, after many a scolding, that he had to quit. I was justified. He became my bitterest enemy.

"Perhaps you think I am become a doddering old man because I tell you this. I hope not. But if I had done the right thing for myself I should have put my foot down at first and said, 'I am boss.' But I let things go on until this man actually had the effrontery to say it was due to his years of work that I had weathered the storms of several panics and managed always to make an honest living. He helped. I give every man his credit.

"But some of those who helped to build up one day helped to tear down the next. This I did not see so plainly while actively engaged in the business. Since laying down my salesbook for good I have had plenty of time for thought.

"Some clerks I had who were good, but for some reason or other they were the ones who seemed to be imbued with the spirit of unrest. They rarely stayed more than a year or two with any firm. A dozen or more I can follow in their itinerary. Not one but has drifted out of the retail business. Half of them would have made a larger measure of success out of their lives had they stayed at retailing.

"Five left me to go into business for themselves. Two are still in business, doing well. The other three are behind the counter again. All are doing fairly well.

"If I were a young man going into business again I would do several things that I never thought of while in business. Some of these ideas are being carried out by firms that are forging ahead.

"First, I would devise some method of sharing a certain portion of the profits with the clerks. Each should share in proportion to his actual earning power.

"Second, I would never try to play the father to any man. At the same time, I should hope to so conduct myself that every young man in my

employ would be glad to call me father.

"Third, I would make every man live up to the rules I laid down. If I could not do that I would either abrogate the rules as too strict or I would hire men who would obey them.

"These three things include a great many minor details in their carrying through. It would mean that the men were interested in making the business profitable because every man would show in the profit. It would mean frequent conferences between employer and employe, so that a proper relationship might be continued. It would mean a constant striving after betterment from 'boss' to errand boy and would ultimately mean success.

"A man can be strict in business without being heartless or cruel. Business is business. See that you fail not to carry your business forward along business lines."—A. E. Edgar in *Haberdasher*.

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.

## Christmas Goods

We wish to call your attention to our line of Holiday Goods. Handkerchiefs, Mufflers, Ladies' and Gents' Neckwear, Gloves, Perfumes, Hatpin Holders, Jewelry, Box Stationery, Suspenders, etc. Many of these items put up in individual boxes make attractive and useful gifts.

### P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

## Neckwear In Holiday Boxes Now Here



Prices per dozen  
\$2.25 and \$4.50

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

**GRAND RAPIDS DRY GOODS CO.**

Exclusively Wholesale

Grand Rapids, Mich.





### Advertising Folly of Too Many Merchants.

In the course of human events it is but natural that some grievous errors will be made. One of the greatest of these is to draw a very definite line between profession and business. Very few of us would regard a philosopher as a man with business-like thoughts. For this very reason some of the most beneficial teachings of these sages go unheeded in the business world. And among those who overlook these lessons are numbered the illiterate and the educated business men as well. "You may deceive all the people part of the time, and part of the people all the time, but not all the people all the time." Have you ever thought of this old adage as coming from the lips of an unbusinesslike man?

Probably it is because so many fail to study and reason this out that they make the costly mistake of attempting to fool all of the people all of the time. Our modern newspaper is one form in which many attempt to fool the public the entire time. The show-window often is another exponent of this erroneous doctrine. In fact, latter-day advertising will eventually run itself into a noose if the prevalent style of advertising spreads among the entire business world. Do not misunderstand. It is not meant that all advertising points to this unalterably disastrous end. It does not. It merely seems to be the tendency.

Let us pick up a daily paper. We see that Blank & Co. are advertising \$1 articles for 49 cents; Smith's shop has cut all prices in half. Jones Bros. are having a "Harvest Sale." Jackson's are advertising, during the autumn months, special prices on medium-weight undersuits. Isn't it ridiculous?

Now, what is the natural influence of these advertisements on the human mind? You read them one evening and are thoroughly impressed with their reliability and truth. But, after you have picked up the paper day in and day out and always see that these concerns are giving you something for nothing, what is the natural conclusion? You become and rightfully, too, extremely skeptical and suspicious. And yet this is the style of advertising which, among the medium class merchants and the department stores, preponderates.

There is one man in town who at least four times each year advertises a "Retiring Sale." At the first of these he did unload a great deal of old stock. The next sale, while not so successful as the first, nevertheless yielded him an opportunity of getting rid of some undesirable goods. But now, when people with the smallest iota of intelligence pass his place of business, see big posters telling of his quarterly "Retiring Sale," they merely look at the sign, silently snicker,

lose some more respect for the proprietor and walk on. He tried to fool all the people too often and they became "wise." The germs of suspicion spread quickly and the people were spoiled forever as customers.

When times are dull then does this set of merchants advertise to their heart's content. Not a day passes but that they give the public something to which they are not entitled; and the public, eventually realizing that they are really being imposed upon, get up in arms and strive to maintain their dignity, their self-respect and their independence by paying the right prices for the right articles. And then woe be unto these merchants!

To quote another example: There is a man in town who each week advertises a different kind of a sale. One week it is an "Employees' Sale," the next it is a "Buyers' Sale" and each week he gives the people something for nothing, and each week he loses trade as suspicion spreads.

A suspicious person is the worst detriment to the universe. He is good in only one way—he can not be taken advantage of easily; but he is ruined in a hundred other respects. He is suspicious of his honest fellowman; he questions the best of motives; he is the straight and honorable business man's most effective and most feared enemy.

So remember, apart from the moral and the aesthetic side, apart from the psychological standpoint, it is an utter impossibility to fool "all the people all the time."—A. J. Strauss in *Haber-dasher*.

### Addressed Jury in a Language They Understood.

Written for the Tradesman.

During many years antedating 1870 there lived in Grand Rapids an attorney of local fame named Andrew Jackson Patterson. He was tall, raw-boned—of the Abraham Lincoln type—and, while not deeply versed in the law, he was consulted by many farmers and working men because they had faith in "Old Pat." His practice was largely in the lower courts, but occasionally he had work to do higher up. There lived in Grand Rapids at the same period an able, courtly, polished lawyer, Col. George Grey, a graduate with high honors of Dublin University. Col. Grey was quite vain and during the trial of a case in court he sought to impress the spectators with his mental strength and physical importance, neither of which he lacked. After addressing the court and closing the discussion of a point of law or concluding his remarks to a jury he would turn toward the spectators and beamingly seek their approval. The Colonel loved to exploit his knowledge of the Latin language. "Old Pat" knew the meaning of *duces tecum*, *nunc pro tunc*, *nolle prosequi*, *pro bono publico*, *oro pro nobis* and more of that sort. One day during a trial before a jury composed mainly of farmers, who had settled in Grand Rapids when the Pottawattamie Indians owned both banks of Grand River and were familiar with the language of that tribe, Col. Grey aired his Latin more than usual. The jury

as a whole did not understand the Colonel's remarks and none realized the fact more fully than "Old Pat." When the hour arrived for "Old Pat" to address the jury he commented upon the erudition of Col. Grey, but he continued: "You and myself are plain men, without frills and incapable of fussing over the language of the ages of long ago, therefore, in what I shall say to you this afternoon I shall employ a tongue which you will easily understand."

"Old Pat" then proceeded to present his argument in the Pottawattamie language. Col. Grey objected, but the court allowed him to proceed after expressing regret that the Colonel had not added the Pottawattamie language to his other accomplishments. "Old Pat" won the suit.

Arthur S. White.

### Needed the Clothes.

Tailor—I can't make you another suit until you pay for the last.

Customer—Great Scott! I can't wait that long.

### Where There Is Room.

Fuddy—Did you ever notice that successful men are generally bald?

Duddy—Certainly. They came out on top.

**Becker, Mayer & Co.**

Chicago

LITTLE FELLOWS'

AND

YOUNG MEN'S CLOTHES

## Ideal Shirts

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

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

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

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

Write us for samples.

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

SPRING 1910

SPRING 1910

## Puritan Hats

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

**SPRING CAPS ALL COLORS  
ALL THE NEW SHAPES**

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

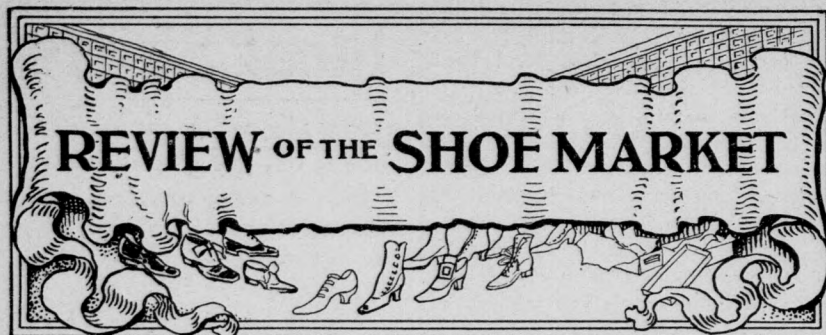
**G. H. Gates & Co.**

190 and 192 Jefferson Ave.

Detroit, Mich.

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





### SHOE DEALERS' WINDOWS.

#### Ideas in Placards To Make Them Attractive.

Written for the Tradesman.

A placard that changed, perhaps, the viewpoint of some of the ladies appeared recently in the window of a shoe store that caters exclusively to women's trade:

It Is Better  
for  
Miladi  
To Have  
Good Shoes  
Always  
Than  
New Ones  
Often

#### We Keep the Good Kind

Shoe merchants can work up a good business in ladies' elaborate footwear for evening use without the outlay of expensive stock by simply carrying and prominently displaying samples of same in the show window and investing their money only as they have orders.

"Seeing is believing," says the old adage and when handsome samples are in evidence the "seeing" creates "believing" in the mind of the feminine observer that one of your particular evening slippers would be just the thing for her gown of that special shade and she is at once filled with the desire and the will to "move Heaven and earth" to possess the perfectly-matching combination.

"When a woman wills she will,  
And when a woman won't she won't  
And that's the end unt!"

This maxim is as true of the acquisition of pretty things for her feet as of the getting possession of other and more substantial things of life.

From time immemorial woman has taken great pride in her feet—pride in her head, rather, for her feet. And small wonder, for philosophers have writ and poets have sung their praises since Eve toyed with the celebrated and fateful pomme de terre.

A feminine who boasts a dainty foot, I don't care if she has reached the discretionary age of three score and ten—or even that and ten more twelvemonths—is never averse to having its diminutiveness noticed; she gets an immense amount of satisfaction from its possession and her own constant contemplation. Its outlines of beauty are, as I say, a source of unlimited pleasure to her; and to show off these Venust outlines she must have beautiful shoes that conform to those outlines. A foot, no matter how fine its proportions, is never going to "show off well" in a shoe that is ill fitting—a shoe made

for somebody else than the one purchasing it.

Time was if a lady wanted a perfect fit it was considered a case of willynilly that she have her shoes made to order. This naturally entailed quite a long wait and much more expense than when buying out of stock in the local shoe shop, two things sure to cause some dissatisfaction if the lady was of an impatient temperament and obliged to look well to her expenditures. Now, however, she can go to any first-class bootshop and secure just as well-fitting a shoe as she formerly bought for perhaps twice the money. And the quality will be pleasing also.

\* \* \*

Mothers will be influenced to leave their money with the shoeman whose thoughtfulness extends to the little children as well as to the grown-ups:

Soft Soles  
For  
Soft Little Feet  
Bring  
The Babies  
In  
And Let Us  
Shoe  
Them  
Properly

This placard gives the items that contribute to shoe satisfaction—items to which women wearers of shoes the world over give profound consideration:

Comfort First  
Fashion Second  
Durability Third  
Three Good Qualities  
Most Women Want  
In  
Their Footwear  
When Price  
Is Right  
(As Here)  
What More  
?

The enumeration of the various sorts of people who are the ones to be pleased with the shoes sold where this placard originated depends for its effectiveness on the use of the same initial for each line. Such an arrangement is well for a change from stereotyped forms of expression:

We Have Styles  
To Please Them All  
:

Fine Little Children  
Fincky Young Girls  
Fashionable Women  
Fussy Old Ladies  
Fickle College Fellows  
Fortunate Business Men  
Fastidious Old Gents

Beatrix Beaumont.

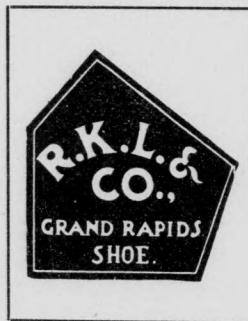
## Snow and Slush

Will be here now before you know it. The dealer who is well stocked with Rubbers will get the start on his competitors, but he must have *Good Rubbers*. We are well stocked with Good Rubbers—

## Hood and Old Colony

Get in touch with us NOW

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



## Everything New That's Good From Baby Shoes to Boots

Our shoes have always made good, those we make and those we have made. Our Spring Line, now in the hands of Salesmen, may be expected to do even better for retailers than R. K. L. Shoes have ever done before.

It's the strongest line. See it.

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



## ARCH ROCK.

## Another Legend Frequently Told of Wawatam.

Written for the Tradesman.

In my dreams the spirit of Wawatam again appeared and thus discoursed:

"Moons after moons passed—too many to be counted—the Kitchi-Manito created the Island of Michilimackina and placed it in care of the spirits of Earth, Air and Water. It was pleasant to his eyes and was to be a place of rest and peace. 'It shall be the abode of my children, where they can worship me and I will dwell with them forever on the waters and in the depths of the forest.'

"Those spirits he bade to fly to all parts of the land where there were heat, noise and suffering and tell the people to come to the Straits of Michilimackina for rest and leave dull care behind. There you will find that rockgirt emerald gem, sitting in the clear pellucid wave—the Fairy Isle. Its waters and sky are blue and there the west winds move the scented grass and fragrant flowers. Above and around these are the towering trees through which are winding roads and threading paths. Here is rest indeed!

"When the Mino-Manito proposed to dwell there the tallest trees furnished poles for his wigwam and the sweet fir balsams made his couch. All the trees of the forest vied in making a home for the Kitchi-Manito and the birch trees supplied the bark for a covering of his lodge.

"As soon as the poles of the wigwam were set and the birch bark covering arranged the noise of distant paddles was heard from the lake, which swiftly drew near, guided by the spirits of Earth, Air and Water. Such a sight had never been witnessed on this earth before.

"The Kitchi-Manito met them and from the crest of the Arch Rock gave his blessing.

"His children unloaded their offerings of beaver, white bear and other skins and offered thanks on their knees to the Mino-(good)Manito for their privilege in his earthly home.

"Yes, my children dear, my loved ones,

I am here in joy and gladness;  
Here to live in peace among you.  
I have come to teach you wisdom  
In the arts of love and living.  
I accept your native offerings;  
These white bear and fox skins silvery

Shall a couch of warmth and comfort

Make for me when around my fire  
I am resting from my labors.  
Of the beaver skins and others  
They shall line the wigwam smoothly

So Ka-bi-bo-nok-ke, the north wind,  
Never shall peep nor whistle  
through them.

Enter in my gateway proudly  
And ascend my staircase slowly  
And see the home of the Great Spirit,

Where He dwells among his children.

"They entered and when they were

about to leave he thus addressed them:

"Now, my children, as you leave me  
Forth to go upon your journeyings,  
Tell to all who know and love me  
That whenever a chieftain  
Woos and weds a dark-eyed maiden  
He shall bring her here before me  
Gay with garlands, sweet with roses.  
Far and near from every islet  
Sweetest strains of music blending  
Shall salute them as the billows  
Of the mighty Lake of Wonders  
Bear them onward to the portals  
Where my blessing will await them,  
And as long as they thus serve me  
I will dwell upon the island,  
Henceforth blessing youth and maiden

Joined in closest bonds of wedlock.  
But if in the coming seasons  
Some fool spirit roams among you  
And destroys my loving children  
This fair home that I have built  
Shall become a rocky fortress,  
Where they all may fly for shelter  
And be safe in my protection.'

"Very many moons have passed  
and the wigwam of the Kitchi-Manito  
has been turned into stone known as  
the Sugar Loaf or Pyramid Rock.

"The gateway of the dark-eyed  
children is the Arch Rock, facing the  
east."  
John R. Bailey.

## Exorbitant Rates Exacted by the Express Companies.

Charges were made recently before the State Railroad and Warehouse Commission by representatives of some of the largest commercial interests of Chicago to the effect that the express companies are robbing the people of Illinois by excessive and unjust rates. It was charged also that the railroads have a part in the game.

Among the witnesses of the day were H. C. Barlow, traffic manager of the Chicago Association of Commerce. To show that the American Express Company was realizing an exorbitant return upon the money invested in the business he stated that it had personal property amounting to \$1,000,000, capital stock aggregating \$18,000,000, of which \$5,300,000 was paid. Of the latter amount 25 per cent. was paid in cash and the balance in real estate. The company, however, pays 12 per cent. and possesses assets valued at over \$30,000,000.

The Adams Express Company, he stated, had personal property valued at \$2,300,000, capital stock aggregating \$12,000,000 and bonds amounting to \$12,000,000. The bonds, he declared, were the capitalization of excess earnings.

"This company earns so much," declared Mr. Barlow, "that it does not dare pay it all out in the form of dividends. A portion of the money, therefore, was used to purchase securities, which were deposited with the Mercantile Trust Company of New York and bonds issued against it and the bonds given to the stockholders. This process was repeated in 1907, when a large amount of bonds were issued and given the stockholders in the same manner."

The capital of the Wells-Fargo Express Company was given by the witness to be \$8,000,000 and the amount

of money invested in the business half that amount. During 1907 the company earned 76 per cent. on the money invested, and on the capital stock the company earned in 1906 38 per cent., in 1907 54 per cent., in 1908 51 per cent. and in 1909 58 per cent.

The Pacific Express Company, Mr. Barlow said, had \$6,000,000 of capital which did not represent one penny of cash paid in. It had all been given to the Wabash, the Union Pacific and the Missouri Pacific roads, which drew 6 per cent. dividends. The contracts between the railroads and the express companies, he stated, are based upon a percentage of the gross receipts. F. Zimmerman, general manager of the United States Express Company, had told him that the express companies had to pay the railroads 56 and 57 per cent., of the gross receipts, which fact accounted for the high express rates.

A table of rates from Chicago to 150 stations in Illinois was presented to show that the rates in this state are from 20 to 30 per cent. higher than in almost any other state. On packages from one ounce in weight to thirty-one pounds there is a minimum of 25 cents, while for a 32-pound package the rate is 50 cents. In New Hampshire, where the population is much less dense, there is a minimum rate of 15 cents and the 100-pound rate is 40 cents. It was stated also that the express companies recently had increased the suburban rates for the Chicago territory 70 per cent. Mr. Barlow asked the commission to establish numerous scales and to put in distance tariffs.—Chicago Record-Herald.

## How To Enclose a Stamp.

"There's only one decent way to enclose a stamp for a reply," said the head of the correspondence department of a large business, "and that is to use one of the stamps from the outside rows of a sheet with a blank margin that can be stuck upon the letter and leaves the stamp ready for use. Any other way either loses the stamp or else spoils it for use.

"But I found to-day a trick that is pretty good. Most people enclose the stamp by sticking it down at one corner, and then you have to paste that corner down when you use the stamp. The new trick is to wet the stamp in a little space in the center and stick it there. It pulls off easily, yet when you use the stamp all the edges have gum enough to stick and the little loose place under George's nose doesn't show."

"Father," asked the small boy of an editor, "is Jupiter inhabited?" "I don't know, my son," was the truthful answer. Presently he was interrupted again: "Father, are there any sea serpents?" "I don't know, my son." The little fellow was manifestly cast down, but presently rallied and again approached the great source of information. "Father, what does the North Pole look like?" But, alas! again the answer, "I don't know, my son." At last, in desperation, he enquired, with withering emphasis: "Father, how did you get to be an editor?"



Boys'  
Climax  
Sandal

This Shoe will keep right on going to school longer than any other rubber on the market

## To Get All That's Coming to You

from the rubber trade of this Fall and Winter you need "Wales Goodyear" rubbers, and, what's even more important, you need them in stock right now.

You want a line that will stand up, a line that is full of style, selling qualities and service, that will bring your customers back again for more goods.

That's business, isn't it?

That's why we keep hammering away at you fellows to order right—that means early—and to get the most for your money—that means

"Wales Goodyear" Rubbers

The Bear Brand

Business comes easy with them—you know that—you'll sell more this year than last if you push them. Then what other argument do you need as to why you should get in your order for "Wales Goodyear" rubbers right now and get the profit that's coming to you?

Herold-Bertsch Shoe Co.

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





## HER HOME

## And How She Insisted on Keeping It Up.

Written for the Tradesman.

The case is too common to be considered unusual and briefly is this: A few men with what was looked upon as equal to the requirements at a certain meeting called for that purpose decided that the little town of Wallston, on the Union Pacific, with little or much manipulation, could be "boomed" and as a result pocketbooks of the boomers could be made to wax fat. The town had a good location in the Middle West, and while it was absurd to assert that here was the rival of Chicago, it would look well and read well on a prospectus and might lead to the result they were planning for.

It would require considerable money to begin with and Richard Franklin, who had been made President of the company, did not hesitate to subscribe and pay in "a good round sum," but he announced himself to start the boom by building a \$40,000 residence of red sandstone a little way out from what was going to be the center of the coming city. One or two manufacturing establishments were decided on and located, a street car line was projected and the money for it subscribed, "and all went merry as a marriage bell."

So the boom began and for a while worked well. A plow manufactory was put up, a cotton mill was built and filled with machinery, the car line became a reality and the red stone mansion with other handsome houses in its immediate neighborhood indicated pretty plainly that a thrifty city had sprung into existence, which in due time was to contend with the Windy City for the commercial wealth and importance of the grand valley of the Mississippi, if not of the Western Continent!

So for awhile the Future Great City did seem destined to realize the grand ideal of its projectors; but the boom after a while reached its height, stood stationary for another while and then swiftly went down, leaving the territory the flood had once covered thickly strewn with wreck and ruin, the debris of what was considered the fairest prospects that the commercial world up to that time had known.

The last to go down in the financial catastrophe which had to come was Richard Franklin. The coming event cast its shadow before, but the event so far surpassed its shadow that Richard Franklin could not stand for it and he went from his work to his reward. That, of course, was the end of the enterprise. The plow manufactory succumbed first and each of the undertakings followed in quick succession, until all that was left were the few elegant houses that stood as so many witnesses of the success that was at one time going to be but never materialized.

The two days following the burial of her husband were passed alone by the afflicted widow. Accustomed only to the sunniest side of life, ignorant of the world and without experience she found herself suddenly called upon to provide for herself and for her three

children with only a pair of willing hands and an indomitable will to do earnestly and cheerfully whatever a watchful Providence should bring to her; and it did seem as if Providence didn't care much about it.

In whatever direction she turned only darkness greeted her. With Roy but 12 he could do nothing to help her, and with Ella 10 and Babe 8 there was but one conclusion to be reached: Let come what would there was to be a home for these children and she in same was to be the home center and would keep it alive. Of course the old life was done with its round of splendor and pleasure. The grand house and all belongings to it would be given up and it was a comfort to her to feel and to say "would" instead of "must;" but would it be better to meet these tremendous changes where she had lived and reigned a leader or to seek among strangers the home and the living that would be precarious at best? Could she endure the coolness of these one-time friends? There would be rebuff after rebuff from her friends in her prosperity who, she well knew, had never loved her; was she equal to it? And the children—could she enable them to see and understand the great change that had come to them and bear uncomplainingly the life on the lower level which stretched gloomy and far ahead of them?

A lower level—need it be that? Did it follow that, because the food was plain and the raiment plainer, the life, her children's lives, should sink to the coarse and common; that Roy, that Ella and above all that Babe should be, could be, anything but the well trained children they had been—that she had been—and grow up contented to be anything which was less than best in culture and refinement? One thing only could secure the desired result and that was the continuation of the old home life so happily begun.

Then it was that a glimmering light appeared in the enveloping darkness—a home, poor indeed but respectable, and among those who had known her and her children would she remain to fight the battle of existence and uncomplainingly receive what industry and prudence and care and the spirit of "never give up" should bring to her. With a prayer in her heart and upon her lips for the strength needed for the accomplishment of her purpose she began to consider with a great deal of wondering the how that was to bring these things to pass, when a servant came in to say that Mr. Enos Franklin was in the reception room.

A moment earlier the brother-in-law would not have been received; but with her mind made up the woman in black was ready for the interview she had been dreading and now was even desirous to have over with. There were few preliminaries and these over the caller proceeded at once to enter upon the object of his call:

"I've been wanting to come over and have a talk with you, Maria, but Sarah thought there was no need of rushing things and I've put off com-

ing until now. Of course, we know whatever property there is has been or will be turned over to the creditors. That leaves you with nothing beyond the barest necessities and you have got to have a roof over your head and you can't live without food to eat and clothes to wear.

"It's hard enough to look out for ourselves and when it comes to furnishing all these things for a family of three besides yourself it makes pretty tough sledding. Now it seems to me what you'd better do is to find a place for the boy where he can earn his keep and Sarah thinks that a place can be found where Ella can almost pay her way and whoever takes her in would be willing to do it for a small sum. Of course, the baby would have to remain with you and while

most folks don't like to have a child around under foot there are some who would not offer much objection. Sarah at first said that she'd take her; but I'm no hand with children and that wouldn't do at all. Wilson & Company will try Roy to see how it works and by that time things may shape themselves so you'll know better where you stand and what you can do. I don't know how long you will be allowed to stay in the house, but at best it can't be long. It will

Mayer Martha Washington

Comfort Shoes Hold the Trade

## Michigan Shoe Company

If you want shoes that are stylish, comfortable and serviceable, you should carry out

## 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.

## A Superior Photo-Engraving Service

The success of our large and increasing business is due to the fact that we make plates superior to the general average. \* \* \* \* \*

We want the patronage of particular people—those whose requirements call for the best in designing and illustrating, and who realize that the better grades of work cannot be bought for the price of the commonplace. \* \* \* \* \*

The scope of our work is unlimited. It embraces all branches of commercial illustrating for typographical purposes. \* \* \* \* \*

If you are not obtaining engravings equal to the standard of your requirements in printing quality and illustrative value, we would suggest that you permit us to demonstrate the value of a really intelligent service in combination with a high-class product. \* \* \* \* \*

Tradesman Company

Grand Rapids



be considerable of a come-down; but if you can't do any better I can rent you that little cottage of mine just back of my house and you can keep such things as you must have to get along with and let the rest go; and the quicker you get out o' here the better. Sarah thought you might come to us for a week or two, but I tell her that would make two stir-ups where only one is necessary and she finally thought that would be better. What's your idea, anyhow?"

"In the first place, Enos, I am not going to make any change in a hurry. At most I need not leave the house for several weeks and by that time I am sure of finding a small house at a reasonable rent where I can have a home for my children and me. This does not harmonize at all with your idea, but the one thing I shall insist on will be to keep the children together, to keep up the old home life and influence and through thick and thin do what I can to bring them up as they ought to be brought up, as nearly as possible to what they would have been had not these reverses come. The children must be kept at school at all hazards. Roy must go on with the high school—although only 12 his teachers say he is the best student in the school—and home for him just now is the best place. I have plans maturing already which will keep us from suffering and I think with prudence we shall get along fairly well."

"But, woman alive! you can't afford to lose even the little that Roy will earn. In addition to that don't you see that it is the beginning of a business career that may lead to something of the greatest importance? With him and Ella off your hands you will have fairly plain sailing with only yourself and Babe to look out for."

"But, Enos, I don't want the children 'off my hands.' On the contrary all three of them are going to be exactly there and kept there. As I said, we are going to have our own little home where they are going to be brought up under the best of home influences, with school and church and as much of the social world as we can afford to enjoy. It will be hard; but 'Where there's a will there's a way' and I shall find it possible to get along, I'm certain."

"Then you refuse to follow my suggestions?"

"Only so far as they fall in with what I have already decided upon."

"All right; only remember when your plans fail—and fail they're going to—that I did my best to help you."

"I will, Enos, and that, too, without a word of complaint. Good morning."

"Good morning; and, say, Sarah wants to put in a private bid if possible for the best of your furniture. She mentioned especially the rug in the front parlor and the cabinet Richard bought you on your last birthday. She'll give you a fair price for both."

"No, Enos; that would be hardly fair. If I expect to be honestly treated by the public from whom I am to earn my living I must be honest with

it. All must be honest and above board, a good principle to be governed by, however we look at it. That is what Richard used to say, and Roy can't begin the practice of it too soon. Good morning;" and Enos Franklin never troubled his brother's widow any more.

So with no haste and duly considering every change she made Mrs. Franklin entered upon the strenuous life before her. She found a small, admirably planned cottage and, keeping such furniture as she needed, it was modestly furnished and from the sale of such household goods as were her own. The fine piano, one of her father's wedding gifts, was the subject of some uncertainty; but, a fine musician, Mrs. Franklin concluded to retain the instrument and to make it the beginning of her endeavor to sustain herself, a decision which was at once taken advantage of by an appreciative public.

For a while all worked well in the little Franklin cottage, the community was kind, the children were kept in school and the modest little home was blessed; but a boomed town is often a dead town and desolation for a long time was its leading characteristic. With the death of the projector all who had the means to get away took advantage of the earliest opportunity, so that in time the number of music pupils became less and less and finally it was easy to see that something else must be resorted to if the home life was to be kept up and the training of the children was to go successfully on.

"Where there's a will there's a way," repeated the determined woman, and, as it always does, open swung the gate of opportunity and the cheerful homekeeper passed through. Her reputation as a cook had preceded her and, as the boom-demoralized town staggered to its feet an occasional entertainment was indulged in, when, as a leader of the bon ton, and so as one who knew how, Mrs. Franklin was appealed to to make the entertainment a success. It proved to be a "roaring" one and season after season for years after Wallston had no dinner party worth attending which Mrs. Franklin did not direct.

On one occasion when the period following the dinner verged alarmingly near the dull Mrs. Franklin—it was "a way she had"—seated herself at the piano and, with that touch of hers which no one could resist, struck into a waltz which one of the season's "buds" pronounced "divine," the furniture and the rugs were consigned with eager hands to the veranda and the rooms were filled with the delighted guests, to whom the waltz was familiar. It was found, however, that a large number were not taking advantage of the enchanting music and long before the party separated those who didn't know how to waltz wanted to learn and Mrs. Franklin's dancing class became a creation and continued to be one for that and many following seasons.

Once when the function was a particularly grand one and the banquet called for table linen especially fine the resources of the house were

found unequal to the demands made upon them and Mrs. Franklin, kindly offering to supply the deficiency from her own carefully kept stores, brought out some napery that was simply a joy even to look at. The examination it at once received brought out the fact that the exquisite embroidery upon it was the work of Mrs. Franklin's skillful needle, a fact which led then and there to work in another department of industry and made her still more the wonder of the community and the pride of all who knew her and came soon to love her.

So the years came and went. The little home from the moment it was set up prospered. The children one after another remained in school until each came proudly home with a well merited diploma and the doors of the world swung open to receive them with the heartiest welcome. Then as luck would have it—is it luck when ample preparation finds us ready for whatever comes to us?—the library needed a librarian and the position was offered to the occupant of the little vine-covered cottage, the woman who was determined to have a home for her children although the heavens should fall. The offer was attended with the good wishes of the city—a "boom town" no longer—was gratefully taken up and for years now has been acceptably filled. I was in the library the other day and it being a leisure time with the librarian she came into the alcove where I was reading the book I needed.

"Is the home still prospering, Mrs. Franklin?" I finally asked her.

"Well, it is like all nests after the birdlings have flown. Roy has a fine position with a prosperous firm in Chicago, the girls are happily married and I am grandmother to Richard Franklin, as pretty a baby as was ever named after its grandfather."

"And your old home, Mrs. Franklin—do you still live in the house you moved into after you left the home on the avenue?"

"Yes, I couldn't live anywhere else. The children and I have the same idea about it. They have homes of their own, but after all they want the old home kept up so that they can come to it when they will, and one or another is often with me, so that I am not long alone. We often wonder how we managed to make it the success it has been, but I was sure that home is the only place for people, young or old, and for years my one purpose in life was to make my theory a fact. I have, and if my children one of these days 'rise up and call me blessed' it will be on account of the home I insisted on having and the good I am sure has come from it."

"How about Uncle Enos?"

"Homeless but not houseless, he is still unhappy and still complaining that I wouldn't sell my parlor rug and my Vernis Martin cabinet to him for half price at private sale! He represents one idea and I another and I can not help believing that mine is the right one."

And who doesn't?

Richard Malcolm Strong.



A  
Bertsch  
Shoe

No. 983. Men's Vici Kid or Velour Calf Blucher. A slightly shoe made over a tread-easy last.

## What's In a Name?

Well, it all depends on what the name is. If it's

### H. B. Hard Pan

on a shoe it means as much as "sterling" does on silver.

It means the most satisfactory hard-service shoe ever put on the market.

If it's the **Bertsch Shoe** it means a Good-year Welt hand Sewed Process shoe that has come right into the front of the front rank.

Dealers everywhere are re-ordering from first shipments.

To this add the fact that they are bound to be popular because they are made right. Back of all this are fair, honest prices that will please you and please your trade. You can see the samples of both lines for a postal.

**Herold-Bertsch Shoe Co.**

Grand Rapids, Mich.



## THE STOLEN PURSE.

## The Woman Thief Wasn't So Smart After All.

Written for the Tradesman.

There's a bright and pretty young lady who clerks in a store not a thousand miles from, let us say, the thriving village of Grandville, which some day may wake up and discover her precious self annexed to the first city on the north. But that's neither here nor there, so far's this sketch is concerned, and I will proceed:

"You must see, every day of your life, dozens of things to excite laughter," I suggested, as we sat together in the street car, anticipatory of a long ride to our respective places of residence.

"Dozens of them, did you say?" my companion smiled. "Rather call it a bushel, for scarcely a minute goes by without something funny happening under our very noses. I will recite an instance I well recall:

"Naturally, where there are a lot of girls together they will be up to their jokes—that's inevitable.

"One rainy day, when, as usual with such weather, there were not many customers at the counters nor walking around, and when, also as usual, the clerks had more leisure to observe how the visitors were comporting themselves, in walked a lady to purchase a nice pocketbook. She was a well-dressed personage—tailor made and all that—and bought an elegant purse, such a one as a lady of her appearance would be expected to want.

"The purse out of which she paid for the new moneyholder was a shabby enough affair, and the lady regarded it in that light herself, for after she had carefully removed all the money in it and the rest of its contents, she tossed it on the counter. Giving it a couple of little lovepats by way of farewell she remarked:

"There! That's the last time I shall ever allow myself in company with that wretched old pocketbook. It months since passed its usefulness and I ought to have thrown it away long ago. I should have done so had it been anything but a pocketbook; but, do you know, I always have a tender feeling about a purse after I have carried it for some time; it really gets on my nerves to throw it away. I cling to it long after it has

ceased its utility—weeks after it gets such big holes in its anatomy as to let my change out all over my handbag—and for old times' sake I continue to give it room among my belongings. But finally there comes a moon when "Patience ceases to be a virtue" and I have to bring myself to parting with an old friend, but it is always months after that same old friend should have found repose on the ash heap. So here goes with this old one—you may throw it in your waste receptacle."

"The lady's regard for her old purse is shared by many other women. You somehow become attached to a purse as to no other object of personal use and will cling to it when it ill accords with the rest of your outfit. You often think of the money it has held and, as money is such a good friend in all situations in life, you come to regard the object that, as time went by, contained all your wherewithal as really a part of that friend, and are extremely loth to kiss it good-bye, figuratively speaking, which token of love you actually give it as you consign it to oblivion, and which this lady I have been talking about did in the presence of me and my fellowclerks.

"When she had gone out of sight and hearing we girls idly examined the castaway purse. Once it had been a thing of beauty, but that was months before. It was fairly riddled with holes and must have given its owner a deal of annoyance. It passed from hand to hand and then a brilliant thought struck one of us clerks, I won't say which one," (but a merry twinkle in the eye gave away the speaker), "and we decided to act at once on her suggestion of impishness. We took bits of paper and made the old purse look nice and fat and we wrapped up five or six iron washers we found in a junk box and put those in, too. The old thing would not have held these heavy things without some security, so we put a long wide rubber band twice around it, one of the big bands such as business men put around large leather letterholders, and when we got through with these preliminaries of our deviltry it really looked like a big find for one who should pick it up. And that was just what we did all this with reference to: We would

have some fun in seeing some one swipe that miserable old thing!

"We had not long to wait for a consummation of our wicked desire, as you shall see."

But before she could go on this mischief of a pretty clerk had to indulge in a merry peel at the expense of the victim of the plot. This over she continued:

"As I state, we had not long to wait for the fun to begin.

"We had it all arranged just how we were to act: If any one approached and appeared to have designs on that stuffed pocketbook we were not to seem to notice that some one had left(?) their moneyholder. At the same time, however, we were to hang around its immediate vicinity, but be very industriously tidying up little things—that we had purposely put out of order.

"We had no more than got the goods tumbled around before in sailed a woman known to all of us as a person of wealth and position as well as one who is fond of fine raiment.

"She, too, wanted a new pocketbook. I was the one chosen to wait on her."

"Each of us noticed that as she approached the counter her eye lighted casually on the pocketbook we had placed as a trap for the unwary, and now, as she handled over the dozen or more new ones that I laid out for her inspection, I kept up a running fire on their best talking points, at the same time gently tossing them in such a manner as to partially cover up the decoy.

"As I say, all the clerks were apparently occupied with the stock, but we were all looking out of the corners of our eight eyes at that miserable old purse.

"Soon our watchful optics were rewarded for, with a swift glance at the quartette of bended heads, the woman slyly slipped the loaded purse into her mammoth and elegant seal-skin handbag sitting on the counter, the mouth of which we had all noticed that she opened as she sat the bag down.

"She did not immediately snap it shut after depositing the stolen purse in its capacious maw, as the click would have called our attention to the closing, but at once she began to talk volubly about one of the pocketbooks she had seemed to like

the most, and now she hurried along the sale, diving into the side pocket of the seal bag for the money to pay for it, but adroitly turning the mouth towards herself so that we clerks should not be treated to a peep at the inside.

"The new purse in her hand—we, as stated, knew where the purloined one rested—the woman immediately made tracks for the elevator, into whose door she whisked the moment it was slid far enough back for her to squeeze in, and quickly dropped from our view.

"Well, we four clerks thought we'd die laughing. We had had the utmost difficulty to keep our physiognomies properly straight during the whole transaction and now when we had the opportunity let our risibles have full swing—not, of course, until we were certain that the cause of our mirth was well out of hearing.

"And to think that the thief was so eminently respectable in appearance and stands so well in society! Well, the episode but goes to show the greed of human nature when uncontrolled.

"It would have been great sport to have been turned into a little mouse and been around about the time the woman opened up and spread out the contents of that stolen purse! I'll wager she was mighty sorry she made such a fool of herself as to be the victim of a hoax, albeit she was an unconscious victim. But it served her just right to get 'come up with' in that way, for she had no business to swipe the pocketbook. Although it was all worn out—fairly riddled, as I told you, from long or careless usage—her supposition was that it was brimful of money and her intention was to acquire it dishonestly."

Beatrix Beaumont.

## She Was a Schemer.

"That widow is a good manager, isn't she?"

"Manager? I should say so. She got that house of hers practically fixed up like new for nothing."

"How did she manage it?"

"She was engaged to the carpenter until all the woodwork was finished, and then she broke it off and married the plumber."

Often the angels hear a mother's crooning when they are deaf to all the sounds of the big church quartet.

# It's a Bread Flour

# "CERESOTA"

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

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





**Beauty Quest for the Housewife.**

It is folly to insist upon the busy housewife spending an hour or so each day in the exercises necessary to keep young and fresh looking. However good her intentions she can not find time for anything but spasmodic care of her beauty.

What is to be done? Must the mother of a large family be content to see herself shrivel and grow old before her time?

Not if she snatches minutes, hours being lacking.

One woman who is a grandmother, and doesn't look it, says she long ago took as her motto: "Beautify as you work." It worked out so well for her that although she is an exceptionally busy woman she has a skin as fresh and muscled as supple as a girl or as the professional beauty who has kept in the hands of a trained masseuse.

How can one beautify although busy?

Utilize each task of the day to improve some part of the body.

You may not be able to snatch ten minutes night and morning for physical exercises, but you can take them as you dress. The morning sponge or dip, which most women take nowadays whether busy or not, helps to keep you supple, if when drying you remember to keep the knees rigid and use the towel vigorously, with arms tense and bending from the waist. When drying the back keep the arms taut and the chest up, using a sawing movement with the bath towel.

Dashing with cold water, followed by hard rubbing, tones up the skin, prevents colds, improves the circulation and takes no more time than a languid rub with a washcloth.

Dressing can be made a further limberer by putting on the stockings and buttoning the shoes when standing up. Keep the knees rigid and bend from the waist. You may take a few tumbles at first, but it soon becomes easy and more healthful than to sit huddled up on the floor or ruining the sides of a bed.

Instead of sitting to dress the hair, hang the mirror at a convenient height, and as you put in the pins rise and fall slowly on the toes, keeping the chest up. It does not interfere with a stylish coiffure and does strengthen the back and ankles.

Time may be wanting for visits to a hairdresser or even for a self-massage, but there is nothing to prevent a woman from rubbing her fingers on her scalp at odd, idle moments. The busy woman may not be able to sun and ventilate her hair by the hour, but she will be benefited if, when sitting down to her weekly mending, she puts her chair by a sunny window and lets her hair hang.

Extensive facial massage may be out of the question, but there is no excuse for neglected skin when oatmeal and half lemons can be kept on the washstand and used instead of soap. Grease can occasionally be rubbed in the skin when listening to the children's tale of woe or when crooning over wakeful baby's bed. Small tubes of skin food come in shape to be slipped into a pocket.

Perhaps the hard part of housework falls to your lot; but there is no better exercise than sweeping if one keeps the chest up and uses the arms in tense, swinging strokes. Windows should be open wide and the hair covered.

Picking up after children is not half such a burden if one has sense enough to make it a figure improver, by keeping the knees stiff and always bending from the waist. This can be done even in corsets if not too tight. Work around a kitchen is hard on hands and complexion, but both can be helped if cream and rubber gloves are used and a large pan of water is kept constantly boiling on the stove to give the damp air which makes for beautiful skin.

What if you can not patronize a manicure?

Your nails need not be a disgrace if you remember to stick your finger occasionally into that half lemon on your washstand. Keep an orange wood stick there also to use each time the hands are wet and rub back the flesh with a towel. When forced to sit idle a few minutes, the coveted half moons may be promoted by unobtrusively working back the flesh on one hand with the thumb and first finger of the other.

The drudgery of mending and darning will not seem half so dreadful if one has the happy consciousness of gaining a swaying carriage and erect figure. Choose a low, straight chair that keeps your feet firmly planted on the floor, sit far back on it so that the end of the spine touches the back of the chair. This position throws the shoulders back and the chest up. Hold the work up instead of stooping to it. So seated one can sew for hours without fatigue and at the same time the back becomes supple and willowy.

Fingering the face is not to be recommended, but if, when reading the morning paper one gently manipulates the eyebrows between the thumb and first finger, working from the nose out, or tries to rub out the double chin by drawing the palm of the hand firmly down from the chin to the throat and from ear to ear, it will be as rough on wrinkles as a visit to a masseuse. The lines of the face can also be attacked by rubbing with the finger tips diagonally upward from the chin to the temples. Alternate hands must be used and that tube of skin food in the pocket will again prove useful.

There are many minutes during a busy day when one must pause to speak to servants or children. In some of them head exercises may be practiced. Slowly bend the head back and forward or revolve it in a circular movement first from right to left and then reverse. At first your hearers may be inclined to think you crazy, but a word of explanation suffices. One mother, who was also her husband's secretary, gave herself a beautiful neck by practicing these head exercises when writing on the typewriter with the touch system.

The busy housewife may not be able to take long tramps but she need not rob herself of light and air. Instead of shriveling lungs and dry-

ing up skin in hot, stuffy rooms she should train herself to sitting in rooms with at least one open window. If that is out of the question windows should be opened for a minute or two each hour and dusting and cleaning should be done with all the fresh air possible. If there be an upstairs porch the mending basket should be moved out on it as soon as the weather permits. If one is well wrapped up it is surprising how early in the spring and how late in the fall household tasks can be done out of doors.

Slouchy housegowns are not desirable, but the housewife who values her neck will find she can prevent that tell tale line of age and shriveling up under the ears by wearing about her work blouses that are cut slightly surplice or with a high Dutch neck. Nothing is more fatal to a beautiful throat than to wear high stiff collars from morning until night.

Such effort in the beauty quest is surely worth making even by the overburdened wife and mother. It will be but a matter of determination and perseverance as the lack of time factor does not enter into these simple exercises. It will be an effort that pays both in improved looks and in renewed vigor and zest in duties formerly thought drudgery.

Margaret Daley.

**Free Traveling Exposition a German Innovation.**

Peasants of the Fatherland are not to be found wanting in knowledge of art and literature. Due to the initiative of a citizen of Plauen, a free traveling exposition of moderate size has been organized and several villages have been selected in which the exposition will be held with the help, in particular, of the local clergy and public school teachers. Books of interesting and elevating character, principally by German authors, cheaply and artistically printed, are displayed. Copies of cheap editions are on sale. Much attention is paid to books for children, entertaining stories, popular biographies, and histories being offered at low rates in the hope that they will take the place of detective stories and kindred literature.

The living room of the peasant's home is rarely decorated with an artistic picture such as may be had in America in the form of color prints. A section of the exposition is devoted to the display of attractive pictures of this sort. There is a collection of laces and embroideries. The art school of Plauen lends to the exposition a representative line of artistic laces, showing various stitches that can be learned without great difficulty even by inexperienced hands. Those who may wish to copy the stitches or designs can get the use of the different pieces. Several old specimens of Saxon lace have been given provisionally by the art school.

Although this exposition of art and literature is just starting on its travels in the remote rural districts, enough interest is shown by the people for whom it is designed to encourage to further efforts the supporters of the philanthropic enterprise.

# You Must Make a Profit

Because of Its Superior

Quality

# Fanchon Flour

Commands a high

price which insures you

a good profit

**Symons Bros. & Co.**

Distributors

Saginaw, Michigan

VOIGT'S

# Selling

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

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

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

What do you say?

**VOIGT MILLING CO.**

Grand Rapids, Mich.

CRESCENT



## A "SIDE-LINE" GRAFT.

## Disloyalty and Fraud Form a Bad Combination.

Written for the Tradesman.

It is just possible that you may have heard of Howard Dwight Hobbes. Brilliant and forceful, he was a man to make friends; treacherous and dishonest, he was not the man to keep them. If he could have been scattered to the four winds and re-mixed with a trace of honesty in his make-up, he would have been a winner.

Strangely enough it was his lack of loyalty rather than his crookedness which brought him to his finish. In fact, it was Wanty, of the Standard Magazine, who threw him down, and the way of it was this:

One day when Hobbes was out of a job and shabby and not well fed, he went to Wanty with a bold suggestion, such a proposition as he believed Wanty would listen to on the ground of good business. Hobbes was sharp, all right, and knew when to play a bold hand.

Wanty was owner of the Standard Magazine, a reputable publication of large circulation, and just the right medium for Bonnell's to advertise in. Bonnell's made and sold a fine grade of safety razors, by the way. Hobbes was not slow in stating his mission.

"If you will give me a job in your advertising department," he said to Wanty, "and permit me to handle the big houses, I can get the advertising job at Bonnell's, and then you won't have to keep a man standing just outside their door to secure a hearing for the Standard Magazine. You help me and I'll help you. Your magazine is just the thing for Bonnell's, but the present manager is giving you the short end of the stick in dishing out his business. Help me to get in there and you'll have most of the large contracts."

"We are not doing much with Bonnell's," replied Wanty, "although I do not know why. Now, what makes you think you could land that job if you had a connection with the Standard Magazine?"

"Well," replied Hobbes, "in the first place, the man on the job now is not doing good work. He does not select the right publications. If he did you wouldn't be left out in the cold. I have good reasons for believing that Bonnell's is looking for a new man. Give me this job and I'll work my way into the advertising office and then you'll get plenty of business."

Wanty, who is rather inclined to believe in the honesty of the average man, liked the cool confidence of the fellow and gave him the job he asked for. And Hobbes did his part, so far as getting the coveted advertising job was concerned. The Standard Magazine carried a lot of business for the house for a time and then there was nothing doing. Wanty went over to see Hobbes.

"Look here," he said, "we always got more business from Bonnell's than we are getting now. What's the trouble? I helped to get you in here with the understanding that you were to give me a fair show."

"I've already given you several thousand dollars' worth of contracts," replied Hobbes, "and that ought to repay you for the trifling favor you did me. I should have captured this job in time, anyway."

Wanty was astonished and disgusted. He had expected different treatment from Hobbes. It was enough, he thought, to ignore the promises he had made without making little of the favor done him. He stared at Hobbes for a moment without speaking.

"However," continued the fellow, with a smile, "the Standard Magazine is worthy of our business on its merits. We can agree upon terms, I guess. You know, I ought to get a little—well, every fellow is working for himself, you know," he added with a grin which set Wanty's teeth on edge.

"If I give you a contract for a page a month at \$800 for a year, you ought to do something pretty good for me, don't you think?"

Wanty turned his back on the advertising manager and started for the door, a red anger on his face.

"When I helped you in here," he turned back at the door to say, "I did not know that I was boosting a grafter. When you were working for me, did you take your stealings in cash or produce?"

It was not according to his notion of the fitness of things that Hobbes should take alarm at Wanty's hostile attitude. He believed that the Standard Magazine wanted the business, and that a solicitor would be sent over to close up the deal. He even figured on how much of a rake-off he ought to get for himself out of a contract involving nearly \$10,000. Finally he decided that 10 per cent. was about right and began looking for a place to put the money where it would breed more dollars.

But Hobbes did not know his man. Wanty might have overlooked the graft proposition, might even have paid a commission for the business, but he could never forget nor forgive the insinuation that the manager could have gotten along just as well without his assistance. It is one thing to blackmail a man out of money and another to tell him that he does not amount to much as a booster.

There was a good deal of system about Wanty. He wouldn't have been a good magazine man otherwise. When he left Hobbes he decided to go after the fellow's scalp. Money was no object at such a time. He thought Hobbes ought to be cleaned up and he set out to do it. He knew from what the crooked manager had said to him that the men who were getting the advertising contracts were giving Hobbes something on the side. He was curious to know whether it was money or produce.

He went back to his office and lugged out the magazines of the month. The cheap ones and a few of the good ones carried the contracts given out by Hobbes. He studied every advertisement in these magazines. It was a tedious job. What he was looking for was an advertisement which ran consistently in all the magazines patronized by Hobbes. He found it

at last. It was a quarter page in all the publications. It advertised a plumbing correspondence school.

"It seems to me," mused Wanty, "that Hobbes hasn't chosen a very remunerative sideline. Anyway, I'll find out about it."

Investigation of the rates charged by the magazines used by Hobbes showed that Bonnell's was paying for advertising Hobbes' side line. In other words, the crooked manager was paying excess rates for the house and getting his own side line advertised without expense to himself. Further investigation showed that Hobbes was taking cash from some of the magazines. He was out to get rich rapidly. He had a fine position, but he thought more of one crooked dollar than two honest ones. He liked to finger money, and, then, getting it in the way he did flattered his vanity. It caused him to think he was about the cleverest fellow on the street. The world will never grow old enough to correct the thief's notion that he gets a living by being clever.

Hobbes met Wanty in the elevator at Bonnell's one day and smiled upon him. Wanty was on his way to the office of the President of the company, and the advertising man felt a cold chill streaking up his back as he realized the fact that his ex-friend could be going nowhere else in that building.

"Why don't you call and get your contracts?" he asked.

"I am not in the habit of doing business with grafters," was the reply.

"I don't know what you mean," faltered Hobbes.

"Come up to the office of the President," replied Wanty, "and I'll show you. I haven't time to go through the matter twice."

"Perhaps you refer to the little joke I sprung on you the other day," said Hobbes. "I thought after you left that you might take the matter seriously. Come on and get your contracts and be a good fellow."

"I am not that sort of a good fellow," replied Wanty.

Hobbes did not go with him to the office of the President of the company. Instead he went to the bank where he did business and drew out his deposit. Wanty found the President brooding over a quarter's bad business.

"The barbers must be having a rush," he smiled at Wanty. "Either that or the other fellows are selling all the safety razors. Orders are certainly not coming our way at present."

## The New Flavoring

# Mapleine

(BETTER THAN MAPLE)

Crescent Mfg. Co., Seattle  
Sole Manufacturers

## YOU, Mr. Retailer,

are not in business for your health.

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

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

And probably you would not mind getting a nice slice of somebody else's trade.

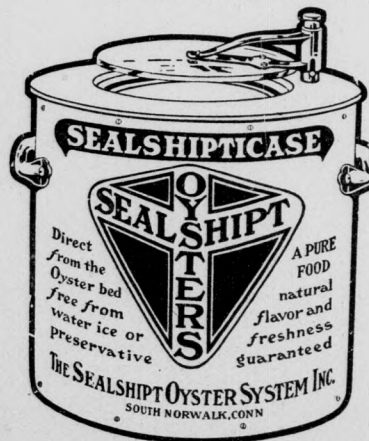
The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: Become a Sealshipt Agent.

Write us today and we will tell you how it's done.

### The Sealshipt Oyster System, Inc.

South Norwalk  
Connecticut





"I think I can tell you why," said Wanty.

"Of course," said the President. "You are about to point out the fact that we are not doing advertising enough. Well, your argument is no good, for we are spending more money in advertising than ever before."

"Yes," replied Wanty, "you are paying first class rates to a lot of second class magazines. Here is a list of the publications you are using, and here is a list of the prices you are paying. Here, also, is a list of the prices for the same space a friend of mine secured from the same magazines. You will notice that you are paying about 25 per cent. above these rates. That is because you are paying for Hobbes' side line. Besides, Hobbes chooses only the cheap magazines which will stand for a graft and you can not get results from those publications."

"I notice," said the President, "that the Standard is not on this list."

His tone and manner were intended to be sarcastic. Wanty paid no attention to the discourtesy. He was not there to quarrel with the President of Bonnell's.

"Hobbes wanted to put the Standard in the list," replied Wanty, "but I told him that I was not in the habit of doing business with grafters. You see what you have been doing, don't you? Hobbes took on this side line the minute he entered your employ, and you have been paying for his advertising. There are a good many side lines in business, but this is about the worst one I have come across recently. He not only takes your money but he steers your advertising into unproductive channels. He is playing both ends against the middle."

"And now," continued Wanty, rising, "you have the proof and you can do as you please about keeping on with Hobbes and his side-line system. I have done what I set out to do and that is all there is to it. Good day, sir."

"Wait a moment!" exclaimed the President. "I can't believe this of Hobbes. Wait until I give Hobbes a chance to explain his conduct. He may have a perfect defense."

"I met Hobbes in the elevator," smiled Wanty, "and he seemed to suspect the purpose of my errand here. He offered me contracts and asked me to be a good fellow. No, I don't think Hobbes will face the matter. He is not one of that kind of men. He shows no favorites in his business operations, and likes one crooked dollar just as well as two honest ones. Hobbes will get out of the city."

And Hobbes did get out of the city. He is only one of the "side line" fiends. He disposed of his interest in the correspondence school to his partner and left for the Pacific coast, where, when last heard from, he was doing advertising for a corporation and nursing a couple of bandit side lines.

Hobbes ought to be in jail and so ought any other man taking advantage of his position with a firm to line his pockets at the expense of the men he works for. But, as before

stated, most managers and executive men are honest, and there are few of the Hobbes stripe in existence. When you do find one step on him. That will be a warning to others who look every which way for a little easy money—at the expense of the firm.

Alfred B. Tozer.

#### Precious Stones Found In India.

Diamonds, rubies, sapphires, spinels, tourmalines, garnets, rock crystals, and various sorts of amber and jadeite are the precious stones found on India's coral strand. The ruby and jadeite are the only stones of considerable value produced. Large quantities of turquoise come from Sikkim and Tibet, that from the latter country being harder, darker blue, and therefore more valuable. The importation of precious stones into India amounts annually to about \$4,900,000.

The diamond industry is limited and is carried on in Southern India, the northern part of the Indian peninsula, and in the central provinces. Ruby mining is carried on in Upper Burma and, next to petroleum, is the most profitable of the mineral resources of the state, the value of the product being about \$500,000 annually. One ruby of 77 carats was taken out a few years ago and valued at \$133,330. Sapphires used to be mined in Kashmir, but the mines are now said to be exhausted. The yellow, white, blue, and green varieties of sapphire are found in the ruby bearing gravels in Burma. The spinel is found in considerable quantities in Burma.

Tourmaline stones of blue, green, and black coloring are found in Upper Burma. Garnets are mined in Jaipur. Rock crystal, cut for cheap jewelry, known as valeam diamonds, is found in Madras. Another quartz crystal, found in Kalabagh, is cheaper and used for necklaces. Chalcedonic silica is called happik and embraces many forms of agate. It is mined in the Deccan. Many carnelians are cut and prepared for market in Bombay. They come mostly from Rajpipea. Large quantities are shipped to Europe and China. Jadeite of beautiful green veins is found in Upper Burma, and an inferior jade is found in other parts of India. The stone sells for \$50 to \$100 a hundred-weight.

#### Getting a Profit.

"Nobody can lay down a rule for business success," said a retail man recently, "because if it could be done we would all follow it and we would all be successful, which we are not. However, there are certain broad general principles that contribute largely toward the success of a shoe store at any rate, and first among them I place the carrying of good quality shoes and selling them at a fair profit to oneself. There is no getting away from one fact: A man must make something reasonable on every pair of shoes he sells no matter how few or how many he does sell, else success is out of the question, and yet there are a great many of us in the trade who for the sake of getting the people into our stores and selling them shoes will cut the profit out of

the goods almost to the vanishing point upon the slightest occasion.

"Another point that I deem as essential is that of cultivating a cordial air toward customers. The chances are you are really glad to see a man come into the store to buy a pair of shoes, but there are some who would rather do anything than show their pleasure. We are bored and waiting on the customer is more of a trouble than we like, and the same thing extends to our clerks. Now it is the man who is brisk and business-like and who seems to be really glad to do business and get together that obtains not merely the good will of the customer but his confidence as well, and it is this man who will make a sale even though the shoes that he is showing are not exactly the kind of shoes that the buyer thought he wanted."

#### Turned the Tables on the Joker.

A seedy-looking man entered a store over on the West Side the other day and asked for assistance, backing up his request with a long tale of sickness and lack of employment.

With a wink at his clerk, the merchant pointed to a friend who happened to be in the place and replied: "Ask that gentleman. He is the proprietor. I am only a clerk."

The friend received the beggar's request in a sympathetic manner, and, turning to the merchant, remarked: "This seems to be a worthy case, Mr. Jones. Give him a dollar from the cash register," and walked out of the store.

It was in vain that the merchant protested that it had been a joke. So insistent did the seedy one become that "de boss" directions should be carried out that it was finally necessary to do so in order to be rid of him.

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

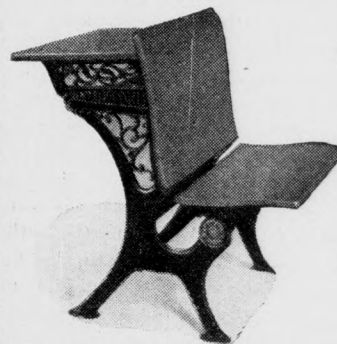
### CHAMPION 70 TO 72 GRAVITY

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

Grand Rapids Oil Company

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

## More School Desks?



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

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

We can also ship immediately:

**Teachers' Desks and Chairs**  
**Office Desks and Tables**  
**Bookcases**      **Blackboards**  
**Globes**      **Maps**

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

**American Seating Company**

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

### MOTOR DELIVERY

**McIntyre**

Catalog 182

Auburn, Ind.

### BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY

Louis and Ottawa Sts.

Grand Rapids Branch



### FLI-STIKON

THE FLY RIBBON

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

ORDER FROM YOUR JOBBER

## I SELL Coffee Roasters

And teach you to roast  
your own coffee

I also sell roasting grades at  
wholesale

**J. T. Watkins**  
Coffee Ranch      Lansing, Mich.



**DON'T FAIL**  
To send for catalog showing  
our line of

**PEANUT ROASTERS,  
CORN POPPERS, &c.**

LIBERAL TERMS.

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

### G. J. Johnson Cigar Co.

**S. C. W. El Portana**  
**Evening Press Exemplar**

These Be Our Leaders



## A GOOD SCHOOL.

Several Ways in Which We Can Teach Patriotism.  
Tenth Paper.

I am afraid that I am insisting upon the patriotic motive in education rather in proportion to my own interest than to any illumination that I am bringing to the subject. Nevertheless a final word:

1. All education is education in patriotism. Knowledge is the first step toward right conduct. This is not much, but it is something; and probably this method of promoting patriotic action was never so much overvalued as some would have us believe. Who ever expected that a man could walk securely among the many social, commercial and political pitfalls of the present day leaning only on the thin reed of a common school education; only that if this support is insufficient it is also indispensable and of a nature to re-enforce itself? Volumes to the following tenor might be quoted. Says an eminent French statesman: "In France free schools and compulsory education have been deemed the cornerstone of the State. This idea that education makes a people strong and free has gone round the world and is universally acknowledged." With what power Horace Mann urged this view, with special reference to our form of government. Let me quote a single sentence: "The establishment of a Republican form of government without well-appointed and efficient means of education is the most foolhardy experiment ever tried by man." Again: "How prevent the domination of capital and the servility of labor? By free schools." We surely need to give the remedy a new potency.

2. It would be useful to show, step by step, if there were space, how it is that patriotism is a by-product of the ordinary school work when carried forward by patriotic men and women. Even my own subject, laboratory science, furnishes opportunities for thinking clearly and judging justly which form after all the great equipment of a well-instructed patriot. The student in the laboratory learns to take pains, to distrust hasty judgment, to examine, compare, repeat and, finally, base his opinion upon what Carlyle calls "the everlasting facts in the case." In so doing he uses, and so improves, the same faculties that he will employ every day as a man and a citizen. Two concessions should, however, in fairness be made: First, the cases in the laboratory are so chosen that he can get all the facts and get them quickly; as a citizen he is often compelled to judge hastily and with half knowledge. Then he is disinterested in one case, highly interested in the other. He measures a line in the laboratory with no personal interest where it may run or how long it may prove to be; not so if it is a line fence or a state boundary. Still his laboratory experience is a help in gaining that divine quality of judging just judgment.

3. Language and literature—School drill for years by cultivated teachers should make us all of one tongue and

one speech, and language is the foundation of nationality. In the lower grades much of the reading is already chosen so as to make a strong and early impulse toward love of country; later, song and story combine to emphasize this motive. This is, however, mainly the old patriotism of adding to our country's glory by war and deeds of valor; rarely the new patriotism of making our country glorious in the arts of peace; in self-restraint, justice and righteousness. Of course our bellicose words in song and oratory can all be explained away. It was all due to those rascally troops by which one can have the unhallowed pleasure of wallowing in gore and then looking up innocently and saying, It was all a joke; I was only bathing my sword in the blood of personified wrong and evil. But let us not be overnice. Let the old and the new patriotism flourish together. Readiness to die for one's country—deeds of valor on the tented field—will always constitute for young people the most appealing form of the patriotic spirit. What a privilege to enkindle youthful hearts with the immortal literature of patriotism! A word might be added here concerning sentential and literary analysis as preparing the future citizen to interpret documents that will come before him—laws, constitutions, etc.

4. History is still more valuable. With reference to the history and polity of our own country I do not need to urge the case. When Wm. A. Mowry, in 1866, at Burlington, Vt., read his celebrated paper on this subject before the American Institute of Instruction I remember what a chorus of approval it met. He said that for years no boy got a diploma in his school until he could recite the Constitution of the United States entire; adding that if this had been done throughout the country we would not have had the Civil War. Yes, learn the Constitution; but still better, it seems to me, have a year upon our history and government late in the high school course in addition to the usual grammar school work. A word later on this head.

5. Geography, and especially the new geography, social, commercial, industrial and political, can easily be made to feed the patriotic spirit. This is especially desirable with reference to foreign countries, since any extended study of modern history seems to be impossible in the high school, and in this way some useful glimpses of the modern world would be obtained. Here an undue assumption of superiority and ill-bred contempt of other people would find its natural cure. Our mutual relations to and dependence upon other people, our reciprocities and intertwined activities would immediately appear, would chasten our pride and inspire to new diligence in the world race for power through service. I was listening to a thrilling description the other day by an excellent teacher before her class of her first sight of our flag in a foreign port. A lump came into my throat and my eyes filled with tears as the recital went on, but what a pity that she did not call forth another tear

over the fact that the sight is so unusual.

Young people should not only see how the gods punish our contempt for other people and reward us for treating them reasonably, but they should especially feel our geographical relations—that is, our moral, social, commercial and political relations—with our own people. Europeans are accustomed to ridicule us for boasting so much about the bigness of our country. Says one: "Yes, a big country; but when not rock nor desert it is a sea of mud in winter and a wallow of dust in summer." And we do have no end of rock, desert, mud and dust, but precious, every square foot; and I for one am not ashamed to boast of it. It was all that way at the beginning, and see how much we have already made of some of it and what a challenge to inventive activity the remainder throws down to us! Let the young people feel this challenge.

6. I would like to say a word about "saluting the flag" and other forms of showing respect to the symbols of our nationality, but want of space forbids. This means of cultivating loyalty has been commended by some foreign critics of our school system. My own feeling is somewhat against it as a frequent and regular exercise, but my observation of its effect has been neither extensive nor continuous. It is a solemn dedication to the service of the Fatherland and should be guarded from levity and insincerity. As an active form of expressing patriotism I would prefer

some kind of civic helpfulness. In many localities the repression of class feeling, race hatred and the spirit of caste within the school will be the best outcome of the patriotic motive.

If not in the public school where shall we hope to see equality of privilege and the spirit of democracy taught and exemplified?

The feeling of brotherhood, embracing all American citizens, can be made as real if not as strong as that which binds together the members of a society or league or lodge or union. It is true it will not prevent individual men of aggressive selfishness from exploiting our common patrimony nor their fellow citizens for personal advantage, but it will impel disinterested men to stand for justice and equality of privilege more firmly. This may seem little in presence of the evil and injustice around us, but it is not the business of the school to grapple immediately with the evils of society, but to re-enforce those deeper energies which will later come into play. More than all this must be done as a side issue. How make patriots by teaching the multiplication table is the problem, the solution of which is found in the spirit of the teaching force. What greater service can the school render a boy than to give him a land worthy of being loved and served—a clear vision of the kind of country which our greatest men have conceived and sought to realize?

Edwin A. Strong.

Training a child in orderliness may be training a man in righteousness.

# Karo

*The Syrup of Purity and Wholesomeness.*

Unequalled for table use and cooking—fine for griddle cakes—dandy for candy. Now more favorably known than ever before. Everybody wants the delicate, charming flavor found only in Karo, the choicest of all food sweets.



Extensive advertising campaign now running assures a continued demand and will keep your stock moving.

Ready sales—good profits. Write your nearest jobber.

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



## A WET THANKSGIVING.

## A Remarkable Year for Crops and Other Things.

Written for the Tradesman.

"I can't see 's there's any reason for me to go to the bother of givin' any too many thanks this year. I hain't had no luck with my garden, an' Ezra Wentworth run off owin' me nine shillin', an' I hain't rented out my store 'cause of this here local option. I just ain't agoin' to put myself out to get up no Thanksgivin' feed for nobody this year. I'm poor!"

Uncle Silas sat in his accustomed chair back of the glowing stove in the corner grocery. He had been a fixture in that chair ever since he sold his forty out on the creek road and moved into the village. The blacksmith sat next to him on a cracker barrel and Judd Graves, the shoe clerk, stood with his back to the fire listening.

"Oh, this hasn't been such a rotten bad year," observed the blacksmith. "Business has been fair to middlin'. What you got to kick about, Uncle Silas?"

"Uncle Silas is happiest when he kicks," contributed the shoe clerk.

"I ain't a-kickin', be I?" demanded Uncle Silas, glancing at the long knife which the grocer had removed from the cheese safe and placed high up on a shelf. "I was only sayin' that I didn't feel no burden to get up a big feed over to the house on Thanksgivin' day. Somehow, we do not seem to have no blessin's lately."

"If we could have crops like we had that wet year, now, it would be somethin' to lift our voices to Heaven for. When was that wet year, Theodore? Was it the year Deacon Simmons' darter run away with the circus? Well, if it wasn't it was some near that time. That was a wet year, an' crops grewed right plentiful."

"How wet was it, Uncle Silas?" asked the blacksmith.

"What say? Oh, yes, how wet was it? It rained every night, an' every day the sun shone so hot that the mud bubbled. We had to go up on the barn cupolo to find the cows, the grass in the medder was so high we couldn't locate 'em while on the ground. It was so wet that year that three counties in the south part of the State that had gone dry for nine years turned plumb around and went wet by three thousand majority. There was so much rain that it soaked up into the trees and run out of the ends of the limbs. Pond lilies grewed in the milk that year."

"I remember that year very well," observed the blacksmith. "The water in the creek was so wet that the bass used to come up to my forge to get dry. Yes, that was a year we had somethin' to be thankful for."

Uncle Silas eyed the blacksmith suspiciously.

"I don't know nothin' about the bass comin' up to your forge," he said, "but I do remember that the stones down in the creek swelled so that we had to put up a shute so the fish could get over 'em. We had a squash on our farm that Jim Davis lost his cork leg in. It grewed up

around the leg while Jim was hop-pin' about without it. In the fall the leg sprouted and they're raisin' cork trees up there now that bear new kinds of squashes.

"Talk about havin' things to be thankful for! You know where the swamp is over by Gordon's hill? Well, there want no swamp there before that wet year. Gordon raised a cabbage there that was so heavy that it broke the crust of the earth and made that hole. The poor had plenty to eat that year, too. We had such crops we didn't know what to do with the stuff. I took a pumpkin down to Widow Stiles that November, an' she moved into it and got out of payin' rent all winter."

"You might get up a Thanksgivin' spirit by passin' a few eatables around this fall, Uncle Silas," said the shoe clerk.

"What say? By passin' a few double-tenement pumpkins around this year? I ain't agoin' to do any charity stunts this fall! I've been insulted enough for tryin' to help the poor people to the bounties of Nature. This mornin' I says to Sarah Jane, 'You get out some of them old shoes and stockin's and I'll take 'em over to Aunt Mary Beers for her little ones. These frosty mornin's is no good for bare feet.'"

"Sarah Jane gets 'em an' I makes a bundle of 'em and totes 'em over to Mary Beers's, thinkin' to give her somethin' to be thankful for. I've always ben sorry for Aunt Mary Beers. That husband of hers ought to be given a life sentence every time he fills up with red liquor. The house has always looked like all possessed an' the children hain't had no shoes to speak on. Aunt Mary's been doin' the washin' over to my house for a long time until this year."

"What say? What did Aunt Mary say to the shoes an' stockin's? She ris up and insulted me, that's what Aunt Mary Beers did. She says to me that she didn't need no cast-off shoes an' stockin's. I near fell in a contraption fit when I see how high an' mighty she was."

"She says to me, 'Just as soon as you men who call yourselves Christians got done livin' off Uncle Hiram, he bought all the shoes an' things we need, an' we have meat every day, an' I've got two new dresses, an' the winter coal is in, an' Hiram's got a new overcoat. You can take them shoes out to the children of the man that used to sell whisky to Uncle Hiram.'"

"Good for the old lady!" cried the blacksmith.

"What say? I told the old lady that I'd never lived off Uncle Hiram, but had helped him all I could by feelin' sorry for him when he squandered his money. No, sir, there ain't no more gratitude in the world, an' I ain't goin' to give nobody no Thanksgivin' dinner this year. She says to me, Mary Beers does, 'I'd like to know what you call livin' off Uncle Hiram? When he spent his wages with Callaghan an' we had to eat the leavin's of the hotel, an' the children goin' without shoes, you chided him for a-wastin' of his money, but

you went right into the saloon an' collected the cash off Callaghan for the rent.' She says that to me, a deacon in the meetin' house. There ain't no more gratitude in the world."

Uncle Silas sighed as he took an apple from a basket and proceeded to pare and eat it. He usually took his luncheon at the store!

"I was thinkin' of invitin' Aunt Mary and her children up to the house for a Thanksgivin' dinner," continued Uncle Silas, "but now I won't. What do you think she said to me, a property owner here in town? When I went there with my mind fixed on charity says she to me:

"'Uncle Silas, you're a pretty smooth man. Seems to me you're like the men I've heard of that can't get a livin' 'less they are doin' business with drunken men. I suppose you're one of the men what's roarin' about local option bein' a failure. You're one of the men what thinks a lot of men guzzlin' in front of a bar makes prosperity, an' their grocery bills not paid, an' their wives takin' in washin', an' their children the laughin' stock of the town 'cause they dress so rotten! I don't think she was called on to say all that to me, do you?'"

Uncle Silas put his hand behind his ear and waited for a reply.

"I'll tell you one thing," the grocer cut in, "Aunt Mary Beers buys five dollars' worth of provisions now where she used to buy one, and the bills are paid right on the nail, too. Uncle Hiram buys things for his family now instead of taking his money over to Callaghan. I know a lot of people who are eating more and wearing more since local option came into this county. I reckon that they have got something to be thankful for. The six hundred dollars that Uncle Silas got for that saloon building wasn't paid by Callaghan. It was paid by women working over the tub."

"I didn't know you were local option," said the shoe clerk.

"I wasn't when the vote was taken. The saloonkeepers and the bartenders and the men who rented stores and houses to them made such a roar that I thought the people wanted to retain the saloons and so voted with them. You take a lot of men who have been living off money taken from drunken men and they hate to get back to doing business on the square. They roar awfully."

"What say?" asked Uncle Silas. "I ain't gettin' no rent from Callaghan, an' his two bartenders are out of work. Property is goin' down in this town, throwin' men out of work with your local option. I've invested my money here an' this is what I'm gettin' for it. I tried to give away an old coat this mornin', and it was flung back in my face. An' me a movin' in good society here!"

"That's what's the matter with Uncle Silas," said the shoe clerk, "he has been trying to play Lady Bountiful with people who can take pretty good care of themselves when a lot of leeches like Callaghan and his bartenders and landlords aren't living off them. He's been condescending and got called."

"I took that old coat over to Sam Johnson, who's been a-wearin' out of my old ones for a long time, an' I says to him: 'Sam, here's the coat I promised you. I hope you'll be thankful for it and count your mercies.' Sam flung it back at me. 'Thank you,' says he, 'but I've just bought a new one. I find I've been payin' you too much for your old coats.' An' him never payin' a cent for 'em! What way is that to use a prominent citizen? 'I used to spend a hundred dollars a year with Callaghan,' says Sam, 'an' he paid it over to you. You can afford to give drunkards your cast-off clothing if they spend their wages where you get them by way of rent. You are beating the clothing men out of customers, but you don't care for that, any more than you do for the fact that you beat the grocers, too.' As I was a-sayin', there's no use to try to be decent in this world. I ain't goin' to give no Thanksgivin' dinner!"

"Well," said the grocer, "there are plenty who will have a Thanksgiving dinner this year just because that old saloon is closed. Let the ex-saloon-keepers and ex-bartenders roar! The legitimate merchants are now getting the money, taking it in for goods which make people fat and happy and not drunk!"

Uncle Silas moved off his chair and limped out. He's quit the store!

Alfred B. Tozer.

He who saves all his kindness for the good comes to believe there are none worthy of it.

**All Kinds of Cut  
Flowers in Season**  
Wholesale and Retail  
**ELI CROSS**  
25 Monroe Street Grand Rapids

## Knowing How



Jennings' Extracts represent over one-third of a century of **knowing how** to make good flavoring extracts.

The name Jennings on a bottle of extract is a guarantee of superior strength and purity—it assures the satisfaction of your trade.

**The Jennings  
Flavoring Extract Co.**

Grand Rapids, Mich.

Established 1872



## Planning For the Coming Holiday Trade.

Written for the Tradesman.

It is not too early to begin to think about the forthcoming Yuletide festivities, especially if one is a retail shoe merchant.

Gift-making is indissolubly associated with the Christmas spirit; indeed, the spirit of Christmas is essentially the gift-making spirit.

It is just as natural for purse-strings to loosen up a bit during the Christmas holidays as it is for the song bird to pour out its liquid notes when the pussywillows begin to take on the first greenish tints of spring.

For reasons that are as old as the history of man and as deep as the nature of love business generally is going to take on encouraging symptoms of life during the weeks just prior to the last ten days of December.

The practical question for you, brother retailer, is, Are you going to participate in this unwonted trade activity? Are you going to sell more shoes, more house slippers, more findings, etc., as a result of the annual recurrence of the gift-giving season?

You can if you will. And now is the time you ought to be thinking about certain plans for butting in after your share of the business. And the purpose of this article is to suggest the propriety of giving the matter some of your very best thought thus early in the game.

Do Shoes Make Suitable Christmas Gifts?

I have raised the question which stands at the head of this section not so much for the purpose of discussing it as for getting you to thinking about it.

It is barely conceivable that somebody might be found who would contend (perhaps for the sake of argument) that shoes do not make suitable Christmas presents. But I am unalterably committed to the affirmative of this proposition—just as you are.

Shoes do make most suitable Christmas presents. But it is not enough for you and me just to bottle up that conviction, so to speak, and hold it in solution. It is your business as a shoe retailer to convince the fellow who buys presents for those whom he loves that it is good form (and sound economy) to buy his loved ones certain things kept in the shoe store as Christmas presents.

Hitherto shoe merchants have rarely made the most of Christmas and its possibilities. They have sat back and let the jeweler, the haberdasher, the department store man and the toy seller take the cream of the business, while they meekly appropriated such of the skimmed milk as they might. My contention is that the shoe merchant has an inalienable right to butt in and get all that's coming to him.

Timely Suggestions.

For weeks before Christmas people begin cudgeling their brains for ideas about what to buy as Christmas presents. Not unfrequently—especially where one has a sizable list of persons to buy for—the problem of se-

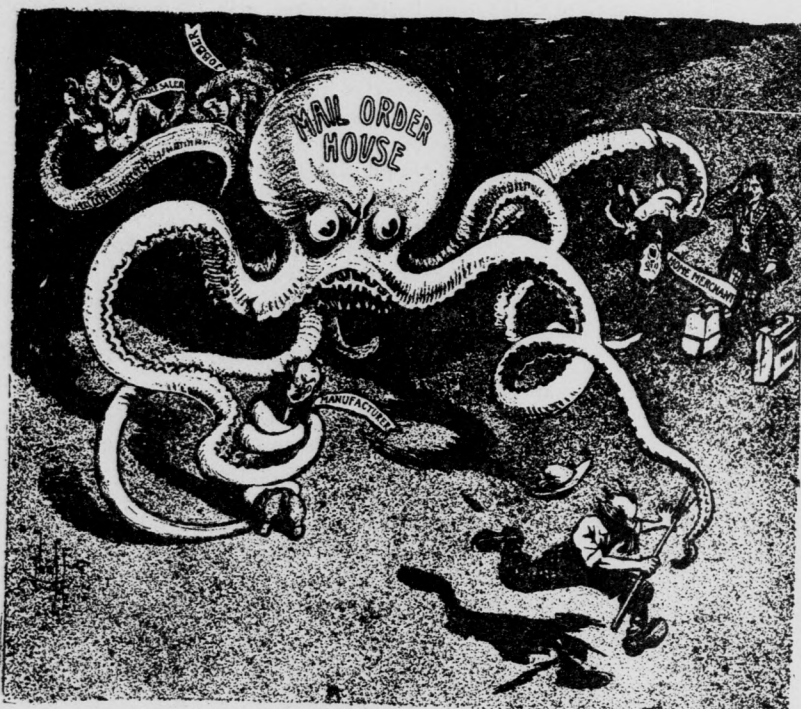
lecting suitable gifts, gifts that are serviceable as well as pleasing, and pleasing because they are serviceable, becomes an acute problem.

Men are particularly helpless at such a time; and even women, who are supposed to be naturally superior as shoppers, frequently confess that they are at the end of their tether and don't know what to buy for hubby.

At such a critical time, when people are speaking softly and feeling out after tips if haply they may find them, the shoe retailer would be rendering a positive service to his constituency (and at the same time boosting his own game) if he were to hand out a few suggestions on practical presents in footwear—and findings—lines.

to be in the wardrobe of every child. And you can gamble upon it that the child would have them there if she could have her way; for she loves red top shoes.

Wouldn't it be a fine stunt just about now for you to get busy and tell parents about those marvelously fetching red top shoes? Wouldn't it be worth while to throw out the hint that a pair of such little beauties in the children's footwear line would make most appropriate and pleasing Christmas presents? Can you think of anything that would bring more joy to little Fannie's heart or cause her eyes to sparkle with more evident delight than on Christmas morning to behold a pair of red top boots protruding from the top of her well-filled stocking?



### The Octopus Gets Them All

Manufacturer, Wholesaler, Jobber, Home Merchant, Traveling Man—our good friend, Mr. Octopus, gathers them all in.

Little he cares that the land around is made a desert; he must feed

What do you think of the octopus game, brother?

Doesn't it strike you that a good, healthy, lively country town full of profitable business, with contented people buying where they can see the goods and determine their value, beats the commercial ruin that will follow the crush-out methods of the mail-order octopus?

Time to get busy, don't you think?

He can (and should) make his suggestions in his newspaper advertisements and it would also be well if he mailed to his customers a cleverly worded circular letter or two—say one three weeks before Christmas and one about ten days prior to the 25th.

To begin with, there's the children's lines and you have some wonderfully fetching red tops in children's shoes. Do you remember how your eyes opened when the man came around with them last spring? After looking them over with inner delight (whereat the traveling man took delight like unto the joy of those who divide the spoils of war) you let him book an order for some dozens of pairs of these same red tops.

But you have not sold them all yet. Now is your chance. A pair of warm, high top shoes, more particularly with those beautiful, fetching high red tops, such as you have in stock, ought

How pretty they look—these children's shoes with the patent or dull vamp and their pretty red tops! Appropriate presents? Well, I should say so. You couldn't beat 'em. They have style, color, novelty effects, plus utility. They are designed not alone to fill a youthful heart chockful of Christmas joy but also to protect little feet from subsequent inclemencies of weather. And I venture the assertion that your suggestion will not go unrewarded.

And then there's the miss, the school girl, that budding piece of winsome young womanhood whose girlish ways and lilting laughter fill mother's and father's heart with manifest delight. She, too, must have her Christmas presents. Have you anything in your line adapted to her needs? That you have. How about a pair of slippers to go with simple evening dress? You have some dain-

ty and dandy pumps with simple buckle and bow effects. You have 'em in dull and patent leathers. You have 'em in whites and pinks and blues; and maybe in yellows, too. Doesn't it occur to you that they would make topnotch Christmas presents, especially when neatly tied up with Christmaslike paper about the carton?

And so one might go through the list mentioning such items as cozy slippers for men's wear, dainty house slippers for milady and findings ad infinitum. Even the jeweler has profited by the shoe merchant's non-assertiveness in pushing seasonable findings, for one will often see buttonhooks and shoespoons in silver at the jeweler's—an anomaly that would not be possible if the shoe retailer worked his line to the limit.

Advertising and the Holiday Spirit.

The holiday spirit ought, by all means, to be reflected in the advertising of the shoe store.

To an extent this is done. Cuts of holly wreaths, Christmas bells and the genial features of Santa Claus appear in conjunction with shoe store advertisements and form a part thereof.

But the spirit ought also to be reflected in the get-up of the advertisements—in the wording of them no less than in the illustration of them. As the glad season approaches wherein the hearts of all grow young again let conventionality go the way of all the earth! Abandon the cut-and-dried ways of ordinary shoe salesmanship and speak with boyish enthusiasm about the surprise-giving, delight-bringing things in your line!

And when it comes to that sort of advertising which looks forth out of your windows in the way of window trims you ought to make a determined effort to be forceful and original and seasonable.

Of course you will get out your Christmas paraphernalia and go over it very carefully to see that it is intact. It won't do for Santa Claus to have moth-eaten whiskers or a shabby coat. The draperies should be fresh-looking and the cotton batting must be immaculate to show off the frost-crystals and simulate the appearance of newly fallen snow. If you haven't this Christmas window trimming on hand you ought to have it, and it can easily be secured from the people who deal in such things.

Other very important things are the preparation and proper display in your window of a card of suggestions for Christmas gifts. Take a piece of bristol board, say 16x22 inch-

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys

C. J. LITSCHER ELECTRIC CO.  
Grand Rapids, Mich.



es, and place near the top in neatly made letters something like this:

#### Suggestions for Christmas Gifts.

The corners of the card should be appropriately done in holly and the suggestions should, for the sake of convenience, be numbered. They might be run about like this:

1. A pair of red top boots for the little girl.
2. A pair of Juliette slippers for the little girl.
3. A pair of these foxy dull vamp, red top shoes for the little boy.
4. A pair of extra heavy high top boots—regular wet and slush resisters—for either boys or girls.
5. A pair of pumps for "dressy wear" for girls from 12 to 16.
6. A pair of dandy dress pumps for a young lady.
7. A pair of patent vamp, mat kid top, dress shoes for mother.
8. A pair of cozy slippers for mother's tired feet.
9. A pair of cozy slippers for father's tired feet.
10. Also a pair of good rubbers.
11. A polishing outfit for either sex.
12. A silver shoehorn and button-hook (with her monogram) for milady.

This is not intended as an exhaustive list of the things in your line that would make suitable and acceptable Christmas gifts, but it is hoped that it will prove stimulating and helpful.

The holidays are rapidly approaching. Good cheer will everywhere be in evidence. But before the festivities actually begin there is going to be some heavy buying. It is your business just now to get in on the ground floor and participate in this business. Push shoes and findings as suitable Christmas presents.

Cid McKay.

#### The Sixty-First Congress.

With the fall elections out of the way and with the month of November well under way attention is naturally turning towards the coming session of Congress. The Sixty-first Congress, which was in special session during the spring and early summer passing the new tariff law, will assemble for its first regular session on the first Monday of December, less than a month hence. It is always of interest to speculate upon what Congress may or may not do, hence people are already talking about the probable acts of the coming session.

During his swing around the country, which has just drawn to a close, President Taft has outlined a number of matters that he will lay before the National Legislature, including the conservation and improvement of the natural resources of the country, the better regulation of combinations and the railroads, the enactment of a ship subsidy law and a currency reform law.

This in itself is a rather full programme added to the regular routine work of a session. Public interest in waterways improvements is now at fever heat, as was demonstrated during the Lakes-to-the-Gulf Deep Waterways convention, which recently met at New Orleans. The same sen-

timent will be voiced at the gathering of the coastal waterways interests, which will assemble at Norfolk, Va., on the 17th of November, and President Taft himself expects to show his sympathy in the matter by being present.

Despite the widespread concern in the development of waterways Congress is not going to be induced to make large appropriations nor authorize big bond issues without a good deal of active missionary work. President Taft has stated that he would favor liberal provision for every improvement that promised adequate results. It should not be difficult to prove that the creation of a deep channel down the Mississippi River, as well as adequate coastal channels, would vastly stimulate trade and afford an avenue for traffic which now seeks other modes of transportation, owing to inadequate channels.

The currency problem is sure to occupy the attention of Congress for a considerable period, although there is much doubt as to whether or not the plans of the Currency Commission, which include a central bank, will be adopted. That our currency laws need revision is generally admitted, but there is a strong popular disinclination to depart from the old methods, particularly Government note issues.

The session of Congress would have to be much longer than it is likely to prove if all the legislation outlined were considered, hence it is safe to predict that a good portion of it will never get beyond the committee stage.

#### The Power To Please.

If you wear a bull-dog expression, if you go about looking sour and disagreeable, you must not wonder that you are not popular. Everybody likes pleasant faces. We are always looking for the sunshine and we want to get away from the clouds and gloom.

If you want to be popular you must assume a popular attitude and, above all, you must be interesting. If people are not interested in you they will avoid you. But if you can be so sunny and cheerful, helpful and kind; if you can fling sunshine about you in every direction, so that people will cross the street to meet you, instead of avoiding you, you will have no difficulty in becoming popular.

The great thing to draw people to you is to make them feel that you are interested in them and you must be really interested or they will detect the deception.

Nothing will win the heart of a young person to you so quickly as making him feel that you take a genuine interest in what he is doing, and especially in what he is going to do.

The power to please is a great success asset. It will do for you what money will not do. It will often give you capital which your financial assets alone would not warrant. People are governed by their likes and dislikes. We are powerfully influenced by a pleasing, charming personality.

Some people are more afraid of germs than they are of a mad dog.

# 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.



## LITTLE DAILY HINTS.

## Many a Fortune Comes From One of Them.

Written for the Tradesman.

It isn't the man who sits down and tries to think big thinks who gets the good ideas. A man may sit in a receptive frame of mind and wait for something worth while to come to him until his head is white with age and get nothing by it. The human brain is like a piece of steel that won't snap out a spark until it is brought into contact with a flint or something like it. Don't sit down in the solitude of your room and try to evolve things. Your brain won't "spark" alone.

If you want ideas get out among the people. Little daily hints are in the air, buzzing about like bees, ready to build you a fortune if the right one lights on you. And when you are out among the people listen. A word from an uneducated person may start a train of thought that will land you in the motor car row.

There is the case of Peter Fenelon Collier, lately deceased, to prove the point. Before starting out in his own publishing house, he sold Bibles for another. He was a good salesman, and ordinarily had the goods to show at night after he had completed the work of the day.

But one day he was up against a hard proposition. The district he was working was a poor one. People couldn't afford to buy Bibles, which cost a good deal more than they do at this time. Along toward evening, with not a sale to his credit, he stopped at the home of an old scrub woman who looked longingly at the fine volume he was offering and sighed.

"No, me boy," she said, "I have not that much money. I'll give ye a dollar now an' half a dollar a week until it is paid for."

Mr. Collier had no authority to make such a sale, but he thought the proposition over that night and in the morning told his employer about it. The publisher fell in with the idea, and the book-installment business was begun. That day Mr. Collier sold fifty Bibles. It is said that, later on, he presented that scrub woman with a fine cottage and cared for her for life, also that he saw that her son did not want.

Now, this hint given by the scrub woman might have fallen on inattentive ears. It is probable that the same proposition had been made to scores of salesmen before that day. But Mr. Collier was awake all the time. He recognized the condition and took advantage of it. When he died, a few months ago, he left one of the largest publishing houses in the country. It was the little hint that counted.

During the Civil War the Government put a duty on silk which was almost prohibitive. This brought cries of distress from A. T. Stewart, who had a trade calling for silk. One day he was talking with his lawyer, comparing the duties on silk and linen, and complaining that here was a case where the foreigner did not pay the tax.

"I can import silk-and-linen fabrics," he said, "but my people want the pure silk article."

"Well," replied the lawyer, "why don't you have linen woven into the selvedge of your silk? The selvedge is put there to prevent raveling, and is always trimmed off. After the trimming you get the straight silk."

That hint was worth a good many thousand dollars to A. T. Stewart. It is said that he gave the lawyer a big fee for the hint. It didn't assist the Government in putting down the Rebellion, but Mr. Stewart was not devoting his energies to a united country just at that time!

Anyway, the duty was low on silk-and-linen goods and Mr. Stewart got his silk into the country as silk-and-linen. His customers had to trim off the selvedge.

Many a retail merchant has increased his income by acting on the hint of a customer knowing nothing whatever about the ways of trade. There was Johnny Ainsworth. He had a whale of a trade, and kept the floor of his store crowded with clerks. Still, buyers complained that they had to wait too long when they wanted to give an order.

The clerks who took the orders also put up the goods. There might be a dozen men waiting to leave an order for home delivery, but if the clerks struck people who wanted to take the goods with them the others had to wait until the parcels were put up and paid for. Many a man who wanted to trade with Johnny left the store in an angry mood.

One day when Lawson had waited for about fifteen minutes to get the attention of a clerk he wrote out his order and handed it to the cashier.

"Here," he said, "there is no use of my waiting here for one of the clerks to come to me. They are all busy putting up goods for people who want to lug them home. Any one of them might have finished with me in a minute and saved me all this time."

"Sorry," replied the cashier, "but of course they didn't know."

"Well," said Lawson, "why don't you have a clerk out here at a desk on purpose to take orders?"

"The very idea!" said the pretty cashier.

Just then Johnny came along.

"Don't you go flirting with my cashier," he said.

"I've ben here long enough to court and marry her," replied Lawson, gruffly, much to the confusion of the girl.

"The clerks are busy to-day," said Johnny. "Tell me what you want and I'll make the list right now."

"The cashier has the list," replied Lawson. "When I saw that I was likely to die here of old age I wrote it out on a piece of wrapping paper and gave it to her."

"Good idea!" cried Johnny. "Why didn't you make your list before you came in and pass it over at once?"

"I might have done that," replied Lawson, "but I didn't think of it. By the way, why don't you put a clerk behind a desk right here in front for the purpose of taking orders?"

"That might not work," said Johnny.

"Might not work!" repeated Lawson. "Of course it would work! Why wouldn't it? The people who wanted their orders sent home could get out in a minute, while those who wanted to carry their purchases could give the list and wait for the clerks to put up the goods."

"I'm afraid," said Johnny, "that you don't know much about the grocery business. When people come in here to buy groceries they ask about this, and about that, and want to see whether it is fresh, and if so-and-so costs so much they'll take so-and-so if the cost is not more than so much. Some of the people want me to open tinned goods to see if they are all right. Not one in twenty would leave an order and go away without seeing the goods. Why, there are a lot of buyers who watch the weighing and the measuring, and all that. Order clerk—nothing!"

"Your best customers," insisted Lawson, "come in here and leave their orders and go away. When they don't do that they order by 'phone. It is the chance buyer who haggles as you complain. You put a clerk out here to take orders and see how quickly the people will do their business and make room for others."

"I might give it a trial," replied Johnny, doubtfully. "The order clerk might also take the 'phone orders."

"Not on your life!" cried Lawson. "The 'phone isn't nearly as sacred a thing as it was a few years ago. In the beginning, people thought they just had to wait if the person they were talking with was 'called to the 'phone.' Now they don't do it. If I'm giving an order here and you're writing it down, and a call comes to take an order by 'phone, I'm hot under the hatband if you switch me off and go to taking the 'phone order. I'm first. My trade is just as valuable to you as is the trade of the person at the 'phone. Let the 'phone order wait its turn."

"If I should follow your advice," observed Johnny, "I'd have about ten clerks standing about all the time doing nothing."

"You just try the order clerk business," insisted Lawson. "If it doesn't work I'll buy you a new hat."

The next day when Lawson went

by Johnny's place there was a cute little desk at the front of the store and right beside it were three nice chairs. Room had been made by shoving a lot of vegetables in baskets back to the rear.

"Johnny's going to try to win that hat!" thought Lawson.

After that Lawson watched the new game going on there. He saw men there giving orders who were new customers. He saw men and women sitting patiently in the chairs,



## Brilliant Gas Lamp Co.

Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T.

42 State St. Chicago, Ill.

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating  
Iron Pipe  
Fittings and Brass Goods  
Electrical and Gas Fixtures  
Galvanized Iron Work

The Weatherly Co.  
18 Pearl St. Grand Rapids, Mich.

## STEIMER &amp; MOORE WHIP CO.

WESTFIELD, MASS.

Manufacturers of whips. All prices and styles. Our No. 107 "Woolper" retails fifty cents. It is solid rawhide center, full length 6 feet. Metal load. Double cord cover. Write for prices. GRAHAM ROYS, Agt. Grand Rapids, Mich.

## H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Gate Bars, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids, Mich. Citizens' Phone 5329.



## Grand Rapids Supply Co.

Jobbers  
Mill, Steam, Well and Plumbing  
Supplies  
48-50-52-54-56-58-60-62 Ellsworth Ave.

**Quick Meal  
WICKLESS  
OIL STOVES**

NO SOOT SMOKE DIRT  
OR  
ASHES.

QUICK CLEAN SAFE  
AND SIMPLE.

**FOSTER, STEVENS & CO.**      **Grand Rapids, Mich.**

Exclusive Agents for Michigan. Write for Catalog.



awaiting their turn at the order desk. "He's doing it right, at all events," mused Lawson. "Many an impatient person would doubtless go away only for those chairs."

"How does it work?" he asked Johnny the next time he entered the store.

"Like a charm!" was the reply. "The clerks who put up the goods are now permitted to do their work in peace. You'd be surprised to know how many customers want to give an order and go about their business."

"Then," said Lawson, "you ought to be the one to buy the hat."

"I'll buy the hat, all right," was the reply. "Do you know that the giving in of orders in this way has suggested to customers the writing of their orders before they get to the store? Well, it has. Many a good patron comes in with a slip of paper, hands it in and goes away. Even those who want to take the goods home with them do this and go about their other work until the order is ready for them."

This scheme might not work in all groceries, because all merchants do not have the class of trade that Johnny has. However, this way of doing business brings the class of customers Johnny has. Buyers do not like to stand about a store while clerks are waiting on others. If they know what they want it is better for them to leave the order and go away.

This is only one of the practical hints Johnny has brought to profit in his store. He is always listening for the voice of the people now. It is a good way to do. Keep your ears open for the little daily hint and you'll make both friends and money by it.

Alfred B. Tozer.

#### What He Wanted.

"Laura," said George, with an eager, restless yearning in his gaze, "may I ask a favor of you, dear?"

They had sat in the darkened parlor for hours, in the eloquent communion of soul with soul that needs no articulate to give it language.

But something compelled George to speak. The longing that surged up from his heart must find expression in words. Therefore he spoke.

"What is it, George?" she whispered.

"It may involve some sacrifice on your part, darling. But, believe me, Laura, dear, it is for the best."

"What is it, George, dear?" she repeated, in a voice that trembled as if with vague foreboding of coming disaster.

"You will believe me, dearest," he said, with an agitation becoming every moment more uncontrollable, "when I say that I am driven to ask it by circumstances over which I have no control, that I have pondered long over it, and am not acting from hasty impulse?"

"Yes! Yes!" the beautiful girl exclaimed, with quivering lips. "What is it you ask, dearest? What is it?"

"Darling," he whispered—and the wild, imploring look in his face thrilled her to the inmost depths of her being—"I wish you would sit on the other knee awhile. This one is getting horribly tired!"

#### COLOR LINE IN INDUSTRY.

##### The Extreme Difficulty of the Situation.

Written for the Tradesman.

The developments following the recent strike of white firemen on the Georgia Railroad have shown unmistakably the opposition that is likely to be aroused in the South whenever and wherever an attempt is made to displace skilled white labor, earning fairly good pay, by negro labor at a lower price.

The affair has made plain to the whole country by a striking object lesson a fact which any person with eyes and ears learns by staying in the Southern States even so short a time as a few weeks. The fact is simply this: It is not good form in the South for a negro to try to get any kind of a job that a white man cares to keep. To obtain a white man's place by underbidding him is especially reprehensible. And the better the job, the more of a "position" it is; the greater the distance by which it is removed from the toil and sweat of manual labor, the more unseemly is the offense of the negro in even so much as wanting it. This is putting the case very plainly and bluntly but not overstating it.

Looking at matters from the negro's point of view, particularly from the point of view of the occasional, exceptional negro, the negro who is head and shoulders above the great mass of his race—the situation certainly is hard; more than that, it is disheartening. To want to rise in the scale and use skill in place of muscle and brain instead of brawn, to aspire to the better pay that goes with the higher work is certainly commendable in any man; and particularly so in a negro because of the harder fight he will have to make to gain his desires.

In any consideration of the negro problem it should not be forgotten that many people counted as negroes have a large proportion of Caucasian blood. At least a part of these share the ambitions and aspirations of the white race. It is the mulattoes, the "bright-skin-ded" negroes, as they sometimes are called in colored vernacular, whose situation is most often all but unbearable.

If he leave the South where he is discriminated against, where shall the negro go to enjoy equal opportunity with other men? Does the North offer this to the colored man?

To come here he must leave home and friends and brave a climate that will seem to him much as would Greenland to a person from Michigan. Many negroes have done this and perhaps have in some respects bettered their condition.

But do we want them here and do we welcome them in brotherly fashion when they do come? Do we of the North, with all our conscientious anxiety lest Southern people shall infringe upon the rights of the blacks, want negroes in our midst; that is, in numbers beyond the few whom it is handy to have for certain menial services that white people do not like to perform?

So much for the negro's side of the case.

But there is another side that deserves consideration—the side of the Southern white people.

One fact the Northern brain is very slow to grasp is that Southern people honestly feel that they know something about the negro and how he ought to be treated. Having all their lives had black people about them they naturally regard it as an impertinence when inexperienced Northerners try to tell them how to deal with the colored race.

In all sincerity the Southern people regard the negro as an inferior being, designed by Providence for nothing higher than manual labor and positions of subordination. In his place they are willing to show him a great deal of consideration. The Southerners will help a ducky when he is in trouble or misfortune; they will put up with the shiftlessness and other serious shortcomings which undeniably characterize the race as a whole; they will worry along with the negro when Northerners would shake him for good and all; but they never lose sight of their main proposition that the colored man must be made to keep his place.

Few, if any, Southern people would want to see the blacks again in bondage; but as to that primary asseveration of the Declaration of Independence, that all men are created equal, they make some mental reservations in their assent to this. Do not the rest of us as well?

Less than fifty years ago the Civil War and the emancipation of the negroes brought almost complete financial ruin to a great part of the South. Men and women who had belonged to the wealthy aristocracy were compelled to work for a livelihood at anything they could find to do. The spirit in which they bore their losses and hid their wounds commands our admiration. Hardly yet can the South be said to have recovered from the wreckage of the sixties. To many of the children and grandchildren of the slaveholders the struggle for the means of subsistence is still a most serious one.

The situation is one of extreme difficulty. The negroes can not be blamed for wanting to occupy as good positions as they possibly can obtain. Taking all the circumstances into consideration the Southern whites can not be blamed for not wanting to see the better paid and more responsible positions in any kind of work pass into the hands of competing negroes.

Quillo.

The people who raise the row in a church seldom raise the revenue.

You can not hide your vices under advertisements of your virtues.



**Don't Write!**  
USE THE  
**LONG DISTANCE SERVICE**  
OF THE  
**MICHIGAN STATE  
TELEPHONE CO.**



## Warm Shoes

You Will Soon  
Need Them

It will not always be summer; cold weather and snow are in store for us in the near future and with them will come the demand for warm footwear.

For men's fleece lined leather shoes, leather vamp shoes with felt top, and all felt shoes, write us.

Our line of women's fleece lined shoes, felt shoes and warm house slippers is complete.

Send for a complete list with descriptions and prices.

Your mailed orders will have prompt attention.

**HIRTH-KRAUSE COMPANY**

Manufacturers

Grand Rapids, Mich.



## OLD-TIME MERCHANTS.

## Americans "In Trade"—Gentlemen Notwithstanding.

Written for the Tradesman.

Looking askant at the caste divisions of India and blindly following the traditions of centuries the people of England still insist that all persons who are "in trade" are not entitled to the social distinction that is, regardless of mental or moral qualifications, bestowed upon the nobility and gentry—"all who can live idly and without manual labor and will bear the port, charge and countenance of a gentleman."

Accordingly the man who is a trader, a merchant, an artisan, a farmer (de facto) or a laborer can not be a gentleman. Incidentally the true gentleman may indulge in his daily drunk, may hunt and kill foxes and pheasants just for the sport there is in it, may gamble and lose or win like a trooper, may maintain, at will, a stupid lack of interest upon a given occasion or a cruel brutality on other occasions and may always wear a supercilious manner among strangers, whether he pays his debts or no or whether he reeks in licentiousness—is heedless and without moral sense.

And the strange thing about it all is that the deferential submission to and humility before such class distinction that has prevailed in Great Britain generation after generation are kept alive chiefly by the servant class, the retail merchant class and the farmers and artisans themselves. In a way this lowly dependence and subjective demeanor have become second nature, so that one of the sure evidences (companions to the alleged nasal tone, the alleged vulgar curiosity and the alleged disregard of fashions as to attire) of Americanism is the total failure to regard the practice of respect toward those who are their superiors only in wealth.

From such a viewpoint it is interesting to note that of the fifty-six free and independent citizens of the American Colonies who signed the Declaration of Independence sixteen were at some time in their lives "in trade." That is to say, they were merchants or manufacturers or both.

Robert Morris, a native of England, was a merchant in Philadelphia, who at one time had given his personal pledge to the amount of \$1,400,000 in order to provide supplies for the Colonial army, and he signed.

Francis Lewis, another signer and a native of Wales, educated at Westminster, was a merchant in New York eighteen or nineteen years before the War of the Revolution and had been taken prisoner by the French (in the French and Indian War) at Oswego, N. Y. His wife and himself were for a long time prisoners of war and his estate on Long Island was completely destroyed. Yet when he—a native of Great Britain and the recipient of a grant of 5,000 acres of land from the British government—signed the Declaration of Independence he was a merchant.

The venerable Stephen Hopkins, whose wavering signature constitutes one of the striking incidents upon the face of the immortal docu-

ment, was a merchant and a ship-builder at Providence, R. I., a sea-port open to British privateers, with his shipyard and warehouses as most inviting objects in case of attack and bombardment from the water front.

Samuel Adams, another signer, was a merchant at Boston; Elbridge Gerry was a merchant at Marblehead, Wm. Ellery was a merchant at Newport and John Hancock was a merchant at Boston, where a sloop he owned was seized by the British on a charge of smuggling.

Philip Livingston, a Yale graduate and in later years a Doctor of Law, was a New York merchant as well as a signer of the Declaration of Independence and one of the founders of the New York Chamber of Commerce.

Roger Sherman was once a merchant in New Milford, Conn. Beginning life as a shoemaker he went into trade, studying privately law politics and mathematics; was admitted to the bar, was Assistant Governor of his State nineteen years, Judge of the Common Pleas and Superior Court twenty-three years, Treasurer of Yale College ten years, member of Congress nineteen years and was one of the five members of the committee to draft the Declaration. Incidentally, he was the Mayor of New Haven nine years and once he was a retail merchant.

George Taylor, a native Irishman, who came to this country a boy and began life as a laborer in a Pennsylvania iron foundry, was one of the signers of our Charter of Liberty. He not only remained at the foundry where he began work but he married the widow of his employer and became manager of the general store and the foundry and amassed considerable wealth.

Joseph Hewes, a New Jersey Quaker, moved to Edenton, N. C., in his early manhood, where he opened and conducted for a number of years a general store. Then, becoming interested in the affairs of the country, he took part in the preliminary conventions and was one of the signers of the Declaration.

From being a carpenter's apprentice and by privately studying law George Walton became a lawyer and as an investor became the owner of a general store. Later he became Governor of Georgia, then Chief Justice of that State and finally his fellow citizens sent him to the United States Senate.

Originally William Whipple was a sea captain, but he finally settled at Portsmouth, N. H., where he established himself as a general merchant and he, like George Walton, was a signer of the Declaration, and history says, "an agreeable gentleman."

Oliver Wolcott, another signer, was the son of Governor Roger Wolcott, of Connecticut, and was born at Windsor, Conn. He was graduated at Yale College and studied medicine but never practiced, preferring to engage in mercantile adventures; was a member of the Continental Congress which signed and promulgated the Declaration of Independence.

To carry the revelation a bit farther in the effort to show that being "in

trade" was not a bar to gentility, strong manhood, splendid mentality and courage of the highest grade, even 134 years ago, the English nobility and gentry notwithstanding, it is added that of the thirty-eight original signatures affixed to the Constitution of the United States six were the autographs of citizens who had been merchants.

Two of these, Robert Morris and Roger Sherman, had also signed the Declaration. In addition Thomas Fitzsimmons, a native of Ireland, who in 1762 had established himself as a general merchant in Philadelphia, who commanded a volunteer company during the Revolution and who later was a member of the Pennsylvania Assembly and a member of Congress, put his autograph to the new Constitution.

Hugh Williamson, a graduate of the University of Pennsylvania, a Doctor of Medicine and an L. L. D., who studied theology and occasionally preached, who, acting for the Pennsylvania Philosophical Society, observed the transits of Venus and of Mercury in 1769, who traveled extensively in Europe and was one of the founders of the New York Literary and Philosophical Society, who was a surgeon in the Continental Army, was a member of the North Carolina Legislature, a delegate to the Continental Congress and a member of Congress and was, also, in 1777, engaged in the mercantile business in Charleston, S. C., was one of the original signers of the Constitution of the United States.

Stepping outside of the realms of politics and statesmanship reference may be made to a Philadelphia grocer, an eccentric man named Stephen Girard, who was a sutler in the Continental Army during the Revolution. Later he achieved prominence and wealth as a West Indian and coast-wise trader, developing finally, as he put it, into a "money merchant"—a banker—Stephen Girard. For years he was counted the wealthiest man in the United States; a free thinker, ungracious and ill tempered, he was without friends and yet was liberal in his benefactions to public charities and even to churches, which he professed to despise. He founded Girard College "for the benefit of poor white male orphans between the ages of 6 and 10 years," which was finished in 1848 and provided accommodations for 1,580 boys. The college building is a marble structure of classic plan and design—one of the finest examples of Greek architecture in this country. In 1892 the value of the residuary fund of the institution was \$12,358,148. Minute directions in Mr. Girard's will provide that no minister nor ecclesiastic of any sect nor church is to be allowed to visit the premises on any pretext nor to have any connection with the institution.

Another example provided by America of success "in trade" is that of John Jacob Astor, who during the Revolution emigrated from Germany to the United States and with meager cash capital engaged in the purchase and sale of furs. In time he exported furs to Europe in his own American

## "Morgan" Sweet Cider

For Thirty-three Years  
The Best Brand Made in Michigan  
It Is Best by Every Test  
The First Requisite for Thanksgiving

The retailer who builds trade on "Morgan" products builds well.

Send for sample order of Sweet Cider in any of the following sized packages:

Regular barrel,	50 gals.,	\$7.50
Trade barrel,	28 gals.,	4.50
½ Trade barrel,	14 gals.,	2.75

We make vacuum condensed Apple Syrup and Apple Jelly which we sell at 60c per gallon in any sized package.

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

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

**John C. Morgan Co. Traverse City, Mich.**



bottoms, the ships returning with foreign merchandise, thus permitting the owner to rapidly accumulate a large fortune. He organized and established the American Fur Co., the only successful competitor on this continent of the Hudson Bay Co. He sent two expeditions around Cape Horn to the mouth of the Columbia River, Oregon, which resulted in the founding of the fur trading post (now the city) of Astoria, Oregon. Ultimately Mr. Astor became the largest owner of real estate in New York City and was the founder of the Astor Library. An interesting demonstration by Fate as to the caste habit in England is provided by the experience of the self expatriate, William Waldorf Astor, who as a citizen of England and in spite of his inherited millions, in spite of his being a graduate of Columbia College and a lawyer, in spite of his having been United States Minister to Italy and the author of two novels of good literary quality, is not considered nor recognized in England as worthy of elevation to the nobility. He is the son of a man, "doncher know," who made his money "in trade."

Coming down to later years there is the interesting story of the late Alexander T. Stewart, for many years the most progressive retail merchant in New York City. A native of Ireland, he distinguished himself at school and was entered at Trinity College, Dublin. That he was not graduated from that institution was largely due to the fact that he was "cramped for means," could not maintain himself in accord with conventional university-bred ideas of life in Great Britain, and so, when 21 years of age, he abandoned the University and with less than \$4,000 cash capital emigrated to America. He invested his money in a small dry goods store and at the same time undertook the teaching of mathematics and Latin and Greek in a private school. Presently and much to his discomfiture he found himself with the small dry goods store on his hands and a long lease which demanded regular payments of rent. Thus he was compelled, to save his investment, to become a merchant. Thus began, in 1825, what in time became the most extensive dry goods establishment in the world, with branches in England, Ireland, Scotland, France and Germany, besides large factories devoted to the production of carpets, woolens and hosiery both in this country and Great Britain. In 1869 President Grant nominated Mr. Stewart as Secretary of the Treasury, but because he was engaged in the importation of foreign merchandise he was not legally eligible for the position.

It is a review such as the foregoing that would seem, at least to the average trade-dominating American mind, to emphasize the sycophantic sophistry of the English idea as to being "in trade."

With perhaps two or three exceptions not one of the eminent merchants, statesmen and citizens here referred to would have found it possible to attain the social position in England which was so spontaneously given and so well deserved in Amer-

ica. Also, with perhaps two or three exceptions, each one of the persons discussed demonstrated beyond all question their ability to "bear the port, charge and countenance of a gentleman." Moreover, their gentleness was too genuine to permit them to "live idly and without manual labor."

Charles S. Hathaway.

#### New American Ship Route To Egypt.

To Egypt direct from America is a 1909 novelty. Not one of the 2,100 steamships which entered and cleared at Alexandria last year was from or bound to an American port. These brought into this harbor 3,535,164 tons of foreign merchandise and took away 31,552,483 tons of Egyptian produce to different ports of Europe. The English exporter may send his wares to Egypt every few days by five or more regular lines of British steamers. France has a weekly service. Italian goods are brought by a weekly service of steamers, and Germany has two boats from both Northern Germany and Italy. All these services are direct and enable the Egyptian buyer to secure his goods quickly at lower rates of freight and without danger of breakage owing to transshipment.

It is recognized in Alexandria by men familiar with the trade situation that the first step toward the increase of American dealings with Egypt is a regular and frequent service of freight steamers direct from New York to Alexandria. They regard as most significant a recent arrival at Alexandria of a 5,000 ton steamship direct from Philadelphia and New York loaded with American coal and corn. The bulk of American products now reaches Alexandria through transshipment at either Liverpool or Naples, and in the absence of American marks on the packing the customs office is prone to class these goods

as English or Italian. Ten million dollars' worth of raw cotton is shipped annually from Alexandria to the United States. It is sent first to Liverpool and then transhipped to the United States ports.

#### Unselfishness In Business.

So much is said about the selfishness of the modern business men that it is very refreshing to record something of a different sort. There is a lot of unselfishness, but it is not talked about, as the opposite is.

At a certain large factory in the Middle West, the workmen were threatening to strike. The manager of the company called them together in a great mass meeting. "Two months ago," he said, "I was offered \$3,000,000 for this plant. The offer came from the trust. It was a tempting one. If it had been accepted I should have had an income of \$50,000 a year for life. I greatly desire to travel and see all the corners of the world. I should like to live for a time in Paris and in London. I have built up this business from nothing, and it seemed to me I had fairly earned the right to retire and enjoy the fruits of my work. But I learned that if the trust came into possession of this plant it was their intention to close it down permanently; to concentrate all their manufacturing in other plants, already established. That decided me to decline the offer. Many of you men own your homes in this city; your life-long friends and associates live here; your children are in the schools. To force you to pull up stakes and move away—as you would have had to do—would have meant a great loss in many ways. Now I ask you to play fair with me. I was loyal to you. Be loyal to me."

As there were no union men among the employees, the appeal was effective,

and it well illustrates another one of the moral ideas which have kept many men in business against their own personal preferences.

Henry M. Hyde.

#### Seeing Their Finish.

Lawyer—What is your occupation?

Witness—I'm a piano finisher.

Lawyer—Be a little more definite.

Do you polish them or move them?

#### One Hundred Per Cent.

Teacher—When water becomes ice, what is the great change that takes place?

Bright Pupil—The change in price.

Ever notice how cordially a man greets you just before he tries to make a touch?

**FIRE AND  
BURGLAR  
PROOF**

**SAFES**

**Grand Rapids  
Safe Co.**

Tradesman Building

**IT WILL BE YOUR BEST CUSTOMERS,**

**or some slow dealer's  
best ones, that call for**

**HAND SAPOLIO**

**Always supply it and you  
will keep their good will.**

**HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.**

**Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.**





### Newspaper Tribute To the Prophets of Prosperity.

A social and economic philosopher has remarked that the nearest approximation in the world to the apostle of modern times is the American traveling salesman. In this comparison no irreverence was intended and none should be felt. It is simply an effort to illustrate the truth that there is no American community so obscure or out of the way as not to feel the influence of this ambassador of commerce, this stirrer of stagnation, this prophet of prosperity, this discourager of dullness.

He has not yet quite pervaded all climes as he so buoyantly pervades the American dominions, for we have not yet really begun to go after foreign trade as we cultivate domestic diffusion of commodities. When we do so begin—when we seriously give our minds to the task—there will be such an intellectual awakening—such a riving of the mental crusts of centuries—as the world without the shadow of the Stars and Stripes has never yet known.

Yet even as it is, the American traveling man often outruns the missionary and commonly anticipates the scientific explorer. He is found—although not yet as numerous as he should be for the human welfare—from the Arctics to the Equator and back again—in Darkest Africa, in Remotest Asia and in all the Isles of the Sea. These, however, are specialized pioneers, too few as yet to become a recognized institution of high and welcome efficiency, as the traveling man is in this blessed land of ours.

We owe chiefly to the traveling man that while innately the most conservative of peoples we are also the most progressive. His influence is really wider than that of the press. No newspaper can have man-to-man touch for more than a few hundred miles beyond its publication office. The traveling salesman is a bearer who passes his torch from hand to hand, from ocean to ocean and from the tropic to the pole. He speaks, not with dead type but with the living voice, man to man and face to face.

He is said not to be without faults. He is said at times to look upon the cocktail when it is compounded and to observe with interest the chips that pass in the night. But he also spreads the Gospel message of faith in God through faith in the average decency of His human creations. For the confirmed and incorrigible pessimist is not found in these ranks. Their attitude is never that this is probably a world of devils, in which we

might as well all be devils together. If such men ever go selling goods on the road they die young or quick-

### The Gripsack Brigade.

"Promises," remarked the veteran salesman, "are oftener broken than kept. From many years' experience as a road hustler with lines of shoes, I've learned that the traveling man should be careful what he promises his customers. He may have the best intentions in the world and feel certain that when he tells his customers the goods will be shipped on a certain date; that a designated stock will be used in the shoes; a special bottom stamp made, etc., etc., his promises will be fulfilled to the letter by the house which he represents. Yet, you never can tell what will happen



### THE TRUTH ABOUT OPPORTUNITY!

Don't believe that old yarn that Opportunity knocks only once at every man's door and that if you miss that first call you have no hope. Opportunity is no such quitter. She keeps coming to every man again and again. You can't lose her. That's the real truth of the matter. From your earliest days she camps on your trail and dogs your every footstep. No matter how often you fail she always has another hope to offer you. You can't get away from her. She clings to you when the folks at home have become disgusted and passed you up. She clings to you when every one else has lost faith in you, including yourself. She never leaves you until the undertaker gets you. Truth is expressed in the profoundly inspiring motto of one of our wittiest journalists: "While there's life there's hope," which, being interpreted means, "While there's life there's Opportunity."

ly become stock for the commercial canning factory.

Not the least among our blessings as a nation is that our traveling men are so numerous and are such a recognized and welcome institution in those small towns which, despite its great cities, the United States mainly is. For as they go and come they scatter not only new devices and commodities, but new stories, new ideas, new ways of looking at things and, best of all, knowledge of how others look at things. They are always stirring the stagnant waters of thought, breaking the mental crusts and opening new windows of vision. May their powers, their shadows and their sales never grow less.—Chicago Inter-Ocean.

to upset these nice, round and rosy promises. Conditions are very likely to arise at the factory whereby shipments will be delayed beyond the time agreed upon. The stock needed may not be available and on that account another substituted. The bottom stamp may be delayed in making. In fact, a thousand and one obstacles are likely to arise which will upset the salesman's promise cant. It's not his fault nor the fault of the house. Nobody's fault, in fact, just a tough combination of circumstances. The grouchy customer, however, doesn't stop to consider this. He just naturally blames the man who sold him the goods. The next time that salesman calls he's likely to experience a good hard frost. Shakespeare makes one

of his characters remark, concerning another man: 'His promises and his performances have no kin together.' Old Shake was a mighty good student of human nature. Old human nature hasn't changed for the past ten thousand years and probably won't to any great extent for ten thousand years to come. No salesman wants to get a reputation for making promises without living up to them. A salesman can qualify all his promises in some such way as this, that he and his home will do their best to get the goods out when and how the customers want them. In that way he leaves a loop-hole through which he can escape. With a hard and fast promise there's no chance of getting by if things go wrong. I say this to the traveling shoe salesman: Be careful what you promise. Having made a promise, live up to it, even although you have to pay for the mistake out of your own pocket. It's a business winner."—Boot and Shoe Recorder.

### Buffalo the Real "Cow" of China.

The buffalo is China's best dairy animal. The Chinese cow is bred as a worker rather than for milk, and beyond feeding her calf has almost lost her claim to being a dairy animal. A cow in China is seldom milked without the help of the calf. In Foochow, a city the size of St. Louis, the few who would have pure cow's milk are supplied by a walking dairy.

The milkman leads his cow to the front door of the customer's house, and in the customer's presence there milks the required measure. The ordinary customer takes no more than about a third of a pint. After one is supplied the cow man leads his cow and calf to the next customer and thus supplies his customers until his dairy's limited supply is exhausted. There are probably no more than half a dozen such dairies in Foochow.

The water buffalo is used primarily for farm purposes, but it is milked to a limited extent and is China's best milk producing animal, with a milk fairly rich in fats. The Amoy foreign communities' demand for fresh milk is only partly supplied by several native so-called dairies, each of which has two or three cows and several water buffaloes. The black goat probably furnishes the largest amount of fresh milk for the Chinese. White goats are scarcer in China than black sheep in America.

Little individual kindnesses pave the way for the universal love.

## Hotel Cody

Grand Rapids, Mich.

W. P. COX, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

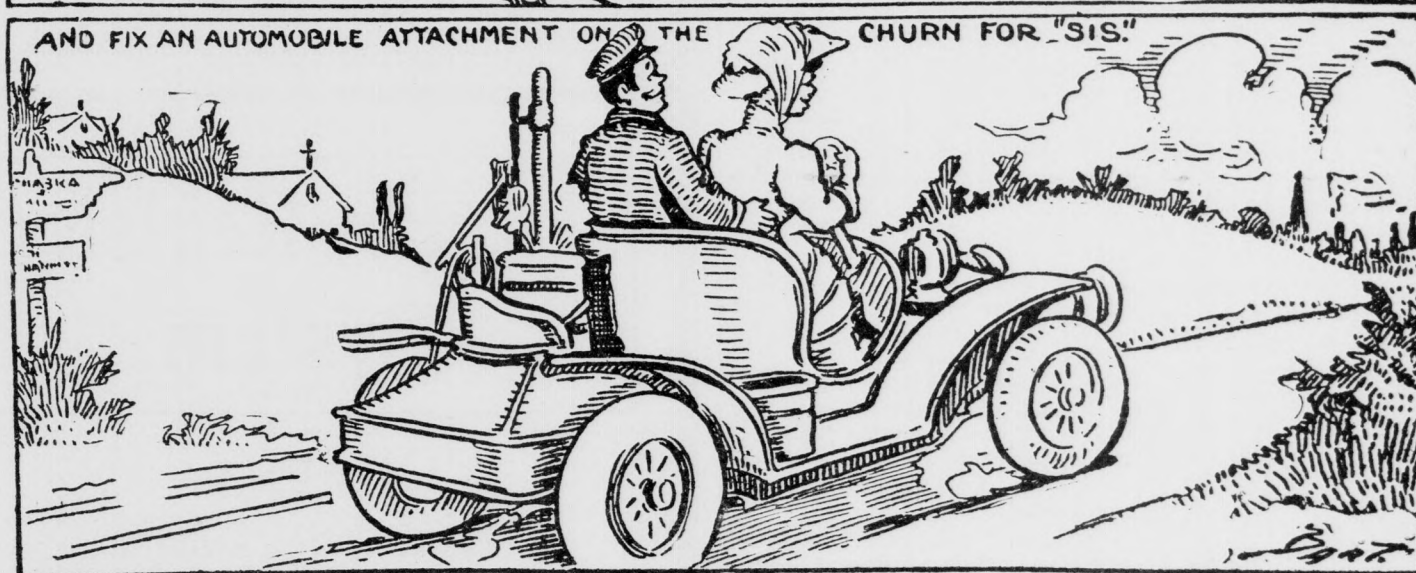
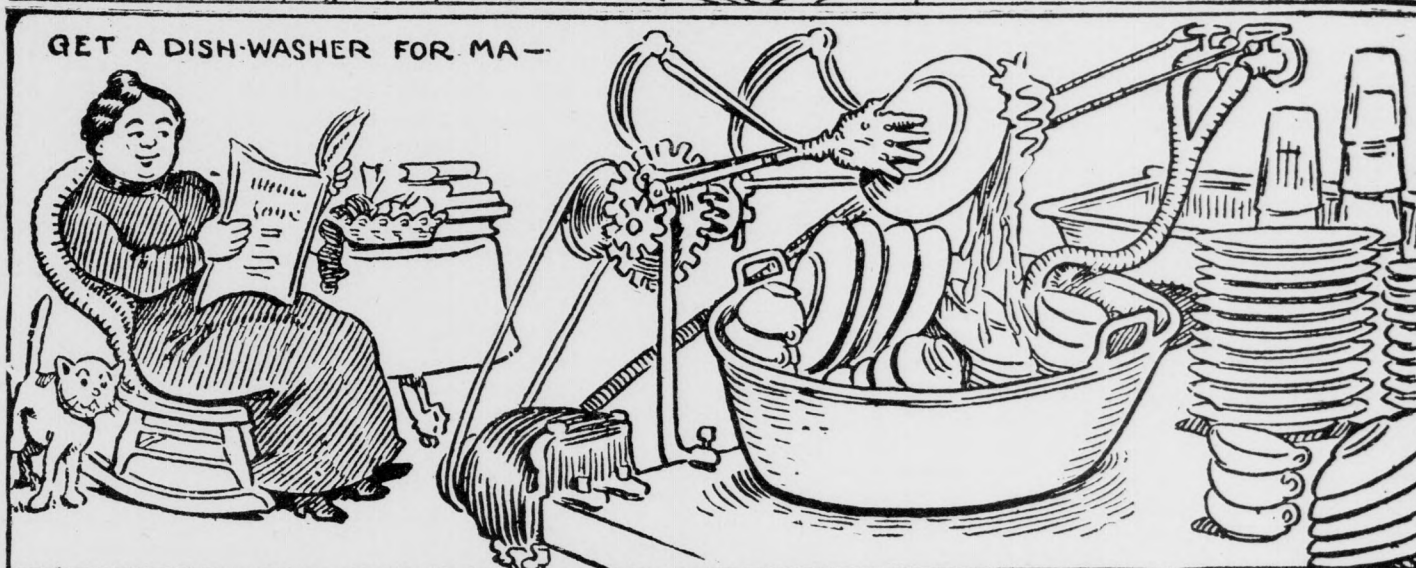
Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.





SOME SUGGESTIONS ON HOW TO MAKE RURAL LIFE MORE PLEASANT.

**Gripsack Brigade.**

A Port Huron correspondent writes: Frank R. Brisley left Sunday evening for an extended trip to San Francisco, Cal., in the interest of the Acme White Lead Co., of Detroit. He has been connected with the company in Detroit for the past year and the change comes as a promotion.

A Hastings correspondent writes as follows: L. C. Shulters will sever his connection with G. F. Chidester's clothing store, where he has been a very popular salesman, and will take a position as salesman with the Mishawaka Woolen Manufacturing Co., which makes an extensive line of wool and rubber footwear. His territory will be Missouri. Lou is just

the fellow who can respond to the Missourian's desire to "be shown."

A Grand Ledge correspondent writes: C. M. Colville, who commenced traveling several weeks ago for Lockwood & Taylor Hardware Co., of Cleveland, was home over Sunday. Mr. Colville traveled for this same firm before going into business in Grand Ledge, and now he resumes the same territory previously covered in the southern part of Michigan with the northern part of Indiana included.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, Nov. 17—Creamery, fresh, 27@31c; dairy fresh, 22@28c; poor to common, 18@22c.

Eggs—Strictly fresh candled, 32@33c.

Live Poultry—Fowls, 12@13½c; ducks, 14@15c; geese, 12@13c; old cox, 10c; springs, 13@14c; turkeys, 16@18c.

Dressed Poultry—Fowls, 14@15c; old cox, 2c; chickens, 14@16c; dux, 15@17c; turks, 18@20c; geese, 12@14c.

Beans—Marrow, hand-picked, new, \$2.75@2.90; 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, 40@45c per bushel. Rea & Witzig.

It is better to make a few mistakes than to do nothing at all.

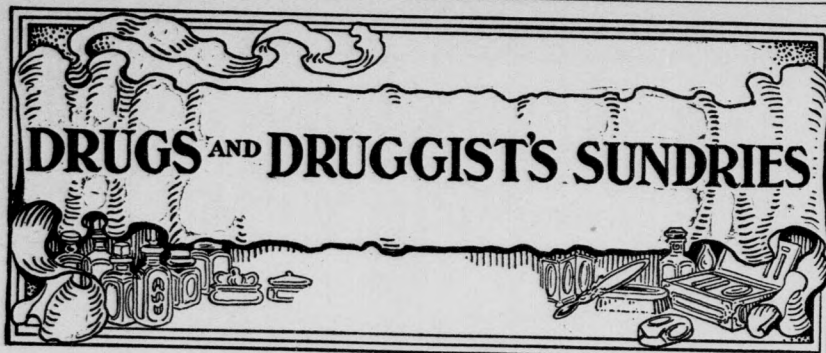
It is better to be missed than kicked out.

If every traveler who came to Grand Rapids stopped at

**Hotel Livingston**

the outside world would hear pleasant stories about this city's accommodation.





**Michigan Board of Pharmacy.**  
 President—W. E. Collins, Owosso.  
 Secretary—John D. Muir, Grand Rapids.  
 Treasurer—W. A. Dohany, Detroit.  
 Other Members—Edw. J. Rodgers, Port Huron, and John J. Campbell, Pigeon.

**Michigan Retail Druggists Association.**  
 President—C. A. Bugbee, Traverse City.  
 First Vice-President—Fred Brundage, Muskegon.  
 Second Vice-President—C. H. Jongejan, Grand Rapids.  
 Secretary—H. R. McDonald, Traverse City.  
 Treasurer—Henry Riechel, Grand Rapids.

**Michigan State Pharmaceutical Association.**  
 President—Edw. J. Rodgers, Port Huron.  
 First Vice-President—J. E. Way, Jackson.  
 Second Vice-President—W. R. Hall, Manistee.  
 Third Vice-President—M. M. Miller, Milan.  
 Secretary—E. E. Calkins, Ann Arbor.  
 Treasurer—Willis Leisenring, Pontiac.

#### Formula for a Good Library Paste.

A dextrin library paste may be made by dissolving white dextrin in about twice its weight of water heated to 160 deg. F. Some antiseptic is required to preserve it. This paste is said to improve with age.

- 1 Tragacanth in powder . . . 2 parts.  
 White dextrin . . . . . 1 part.  
 Wheat flour . . . . . 6 parts.  
 Glycerin . . . . . 1 part.  
 Cold water . . . . . 4 parts.  
 Boiling water . . . . . 40 parts.

Over the tragacanth pour 16 parts of boiling water, stir well and set aside. Mix the wheat flour and the dextrin with the cold water, stir in well, and then add the mixture to the tragacanth. Pour into the batter thus formed the rest of the boiling water, stirring constantly while doing so. Rub up in the glycerin about one-fourth of a part of salicylic acid (sufficient, at least, to constitute one-half of 1 per cent. of the whole batch of the paste), add to the batter, put the whole over the fire, bring to a boil, under constant stirring, and let cook for five or six minutes. Let cool and the paste is ready.

- 2 Best Bermuda arrowroot  $1\frac{3}{4}$  ozs.  
 Sheet gelatin or best Russian glue . . . . . 80 grs.  
 Water . . . . . 15 ozs.  
 Alcohol . . . . . 1 oz.

Put the arrowroot into a small pan, add 1 ounce of water and mix it thoroughly up with a spoon, or the ordinary mounting brush, until it is like thick cream; then add 14 ounces of water and the gelatin broken into small fragments. Boil for four or five minutes, set it aside until nearly cool, then add the alcohol, previously dissolving in it a few grains of salicylic acid. Be very particular to add the spirit in a gentle stream, stirring rapidly all the time. Keep in a corked stock bottle and take out as much as may be required for the time.

- 3 Arrowroot . . . . . 1 oz.

- Water . . . . . 10 ozs.  
 Gelatin . . . . . 48 grs.  
 Alcohol . . . . . 1 oz.

Soak the gelatin in the water, add the arrowroot, which has first been thoroughly mixed with a small quantity of the water, and boil four or five minutes. After cooling, add the alcohol, previously dissolving in it a few grains of salicylic acid.

- 4 Dextrin white . . . . . 3 ozs.  
 Powd. alum . . . . . 1 dr.  
 White sugar . . . . .  $\frac{1}{2}$  oz.  
 Water . . . . . 4 ozs.  
 Sol. carbolic acid . . . . . 2 drs.  
 Gelatine . . . . .  $\frac{1}{4}$  oz.

Dissolve all the ingredients (except the carbolic acid) in the water previously raised to the boiling point. Continue boiling till dissolved. When cold, add the carbolic acid.

J. Morley.

#### How Should the Following Mixture be Dispensed?

- Quinine sulph. . . . . 12 grs.  
 Ferri sulph. . . . . 12 grs.  
 Ac. sulph. ammon. . . . . 2 drs.  
 Magnes. sulph. . . . . 4 drs.  
 Hexamethylene tetramine 1 dr.  
 Aquam. . . . . ad 6 ozs.

This mixture is quite incompatible physically and chemically, hexamethylene tetramine being incompatible with alkaloids and acids incompatible with it. Two or three drams of powdered acacia in the six-ounce mixture make it presentable.

Reginald E. Dyer.

#### The Better Part.

The ninety-and-nine were safely laid in the shelter of the fold.

The hundredth sheep, on the other hand, was out on the mountain wild and cold.

"However," reflected the latter, "if pure air be indeed what knocks germs into a cocked hat, I fail to see where those other smooth guys have got it on me, to speak of."

And so it was that the shepherd, after considerable search, found the missing animal throwing out his chest and taking deep breaths and by no means anxious to be rounded up.

#### Good Salve for Cracked Hands.

The following is said to be a very effective preparation for the healing of cracked and fissured hands so frequent in those who till the soil and are engaged in similar labors:

- Menthol . . . . . 15 parts.  
 Salol . . . . . 20 parts.  
 Olive oil . . . . . 20 parts.  
 Lanolin . . . . . 500 parts.

Mix. Rub on the affected parts morning and evening. The itching and pain subside at once and healing is speedily set up. Martin Neuss.

#### When Shall Michigan Retail Druggists' Association Meet?

Traverse City, Nov. 15—Enclosed find the names of twenty-three new members. I have been rather tardy in reporting names lately, but we have been busy. The Secretary has been a busy man these days and the results will be apparent at the coming meeting. The thought has been to call the meeting about February 1, as most of the druggists would be through with their invoicing at that time, but we have received some requests for earlier and later dates and we would like every druggist who reads this to take the time to write a postal card to the Secretary or to the writer as to when would be the most convenient time for them. As February 1 comes on Tuesday it seems to be a "most convenient season," but I wish to make the call for the time that will bring the largest number together. The interest keeps up and we are receiving encouraging letters every day. The promise for a big meeting is fine. I would like to receive suggestions for the meeting from the members.

Frank C. Adamski, Manistee.

A. J. Ashbruck, Bronson.

E. D. Beebe, Ovid.

W. E. Collins, Owosso.

T. J. Chamberlain, Carson City.

W. D. Crane, Portland.

Thomas Davis, Dighton.

Fred Elder, Elkton.

M. J. Erwin, Harbor Springs.

James Gidley, East Jordan.

A. B. Gibson, Grand Rapids.

Peter Velema, Grand Rapids.

A. W. Gleason, Newaygo.

J. L. Handy, Boyne City.

K. W. Ivory, Ovid.

C. E. Jamieson, Detroit.

D. G. Look, Lowell.

Morganthaler & Williams, Ionia.

L. H. Moss, Middleton.

J. H. Sours, Olivet.

E. T. Sinclair, Tekonsha.

R. E. Wilson, Jr., Fountain.

Geo. D. Wilcox, Lansing.

C. A. Bugbee, Pres.

#### Fixed Up By Willie.

A teacher in the primary grade of a Kalamazoo school was instructing her class in the composition of sentences. After a talk of several minutes she wrote two sentences on the blackboard, one a misstatement of facts, the other grammatically wrong. The sentences were: "The hen has three legs. Who done it?"

"Willie," she said, "go to the blackboard and show where the fault lies in these two sentences."

Willie did so. To her astonishment he wrote: "The hen never done it: God done it."

#### His Way.

The Bartender (to thirsty customer, who has filled his glass to the brim with liquor)—I thought you said you only wanted two fingers of whisky.

Customer—I always measure fingers straight up and down.

Never judge the taxes a man pays by the size of the diamond in his shirt front.

## 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

Aceticum	6@	8	Copaiba	1 75@	1 85	Scillae	2 75@	3 00	Macis	65@	70	Salicis	4 50@	4 75	Oils		
Benzoicum, Ger.	70@	75	Cubebae	2 75@	3 00	Scillae Co.	2 75@	3 00	Magnesia, Sulph.	3@	5	Sanguis Drac's	40@	50	Lard, extra	bbl.	gal.
Boracic	16@	12	Erigeron	2 35@	2 50	Tolutan	2 35@	2 50	Magnesia, Sulph. bbl	1 1/2@	1 3/4	Sapo, G	10@	15	Lard, No. 1	60@	65
Carbolicum	42@	46	Evechthitos	1 00@	1 10	Prunus virg	2 50@	4 00	Mannia S. F.	75@	85	Sapo, M	10@	12	Linseed, pure raw	60@	65
Citricum	3@	5	Gaultheria	2 50@	4 00	Zingiber	2 50@	4 00	Menthol	3 00@	3 25	Sapo, W	13 1/2@	16	Linseed, boiled	61@	66
Hydrochlor	3@	5	Geranium	75@	75				Morphia, SP&W	2 90@	3 15	Seidlitz Mixture	20@	22	Neat's-foot, w str	65@	70
Nitrosum	14@	15	Gossippii Sem gal	70@	75	Tinctures			Morphia, SNYQ	2 90@	3 15	Sinapis	18@	20	Turpentine, bbl.	62 1/2@	70
Oxalicum	44@	47	Hedeoma	2 50@	2 75	Aloes	2 50@	2 75	Morphia, Mal.	2 90@	3 15	Sinapis, opt.	30@	30	Turpentine, less	67@	
Phosphoricum, dil.	44@	47	Junipera	40@	1 20	Aloes & Myrrh.	2 50@	2 75	Moschus Canton	40@	40	Snuff, Maccaboy.	51@	51	Whale, winter	70@	76
Salicylicum	1 1/4@	1 1/2	Lavendula	90@	3 60	Anconitum Nap's F	2 50@	2 75	Myristica, No. 1	25@	40	De Voes	51@	51	Paints	bbl.	L.
Sulphuricum	75@	85	Limons	1 15@	1 25	Anconitum Nap's R	2 50@	2 75	Nux Vomica po 15	10@	10	Snuff, S'h DeVos	51@	51	Green, Paris	21@	26
Tartaricum	38@	40	Mentha Piper	1 75@	1 90	Arnica	2 50@	2 75	Os Sepia	35@	40	Soda, Boras	5 1/2@	10	Green, Peninsular	13@	16
			Mentha Verid	2 25@	2 40	Asafoetida	2 50@	2 75	Pepsin Saac, H &	1 00@	1 00	Soda et Pot's Tart	25@	28	Lead, red	7 1/2@	8
			Morrhuae, gal.	1 60@	1 85	Atrope Belladonna	2 50@	2 75	P D Co.	1 00@	1 00	Soda, Carb	1 1/2@	2	Lead, white	7 1/2@	8
			Myrcia	3 00@	3 50	Aurant Cortex	2 50@	2 75	Picis Liq N N 1/2	2 00@	2 00	Soda, Bi-Carb	3@	5	Ochre, yel Ber 1 1/2	2@	2
			Olive	1 00@	3 00	Barosma	2 50@	2 75	Picis Liq qts	1 00@	1 00	Soda, Ash	3 1/2@	4	Putty, commer'l	2 1/2@	2 1/2
			Picis Liquida	16@	12	Benzoin	2 50@	2 75	Picis Liq pints	60@	60	Soda, Sulphas	2@	2	Putty, strict pr	2 1/2@	2 1/2
			Picis Liquida gal.	40@	40	Benzoin Co.	2 50@	2 75	Pil Hydrarg po 80	30@	30	Spts. Cologne	2@	2	Red Venetian	1 1/2@	2
			Ricina	94@	1 00	Cantharides	2 50@	2 75	Piper Alba po 35	30@	30	Spts. Ether Co.	50@	55	Shaker Prep'd	1 25@	1 35
			Rosae oz.	50@	7 00	Capsicum	2 50@	2 75	Piper Nigra po 22	13@	13	Spts. Myrcia	2@	2	Vermillion, Eng.	75@	80
			Rosmarini	1 00@	1 00	Cardamon	2 50@	2 75	Pix Burgum	3@	3	Spts. Vinl Rect bbl	2@	2	Vermillion Prime	13@	13
			Sabina	90@	1 00	Cardamon Co.	2 50@	2 75	Plumbi Acet	12@	15	Spts. Vi'i Rect 1/2 b	2@	2	American	13@	13
			Santal	4 50@	5 00	Cassia Acutifol Co	2 50@	2 75	Pulvis Ip'cet Opil 1 30@	1 50@	1 50	Spts. Vi'i R't 10 gl	2@	2	Whiting Gilders'	95@	95
			Sassafras	85@	90	Cassia Acutifol	2 50@	2 75	Pyrethrum, bxs. H	75@	75	Spts. Vi'i R't 5 gl	2@	2	Whit'g Paris Am'r	1 25@	1 25
			Sinapis, ess. oz.	65@	65	Catechu	2 50@	2 75	& P D Co. doz.	75@	75	Strychnia, Crysl 1 10@	1 30@	1 30	Whit'g Paris Eng.	1 25@	1 25
			Succini	40@	45	Cinchona	2 50@	2 75	Pyrethrum, pv.	20@	25	Sulphur Subl	2 1/2@	3 1/4	Whit'g Paris Eng.	1 25@	1 25
			Thyme	40@	50	Cinchona Co.	2 50@	2 75	Quassia	8@	10	Sulphur, Roll	2 1/2@	3 1/4	Whiting, white S'n	1 25@	1 25
			Thyme, opt.	1 60@	1 60	Columbia	2 50@	2 75	Quina, N. Y.	17@	27	Tamarinds	8@	10	Varnishes	1 25@	1 25
			Theobromas	15@	20	Cubebae	2 50@	2 75	Quina, S. Ger.	17@	27	Terebenth Venice	28@	30	Extra Turp	1 60@	1 70
			Tigilii	90@	1 00	Digitalis	2 50@	2 75	Quina, S P & W	17@	27	Thebromae	48@	50	No. 1 Turp Coach 1	10@	1 20
					</												



## GROCERY PRICE CURRENT

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

## ADVANCED

## DECLINED

## Index to Markets

## By Columns

		1	2
		ARCTIC AMMONIA	Oysters
		12 oz. ovals 2 doz. box. 75	Cove, 1lb. 85@ 95
		AXLE GREASE	Cove, 2lb. 1 60@1 8
		Frazer's	Cove, 1lb. oval 1 20
		1lb. wood boxes, 4 doz. 3 00	Plums 1 00@2 50
		1lb. tin boxes, 3 doz. 2 35	Peas
		3 1/2 lb. tin boxes, 2 doz. 4 25	Marrowfat 90@1 25
		10lb. pails, per doz. 6 00	Early June 95@1 25
		15lb. pails, per doz. 7 20	Early June Sifted 1 15@1 80
		25lb. pails, per doz. 12 00	Plums 1 00@2 50
		BAKED BEANS	Peas
		1lb. can, per doz. 90	Marrowfat 90@1 25
		2lb. can, per doz. 1 40	Early June 95@1 25
		3lb. can, per doz. 1 80	Early June Sifted 1 15@1 80
		BATH BRICK	Peaches
		American 75	No. 10 size can pie 3 00
		English 85	Pineapple
		BLUING	Grated 1 85@2 50
		Arctic	Sliced 95@2 40
		6 oz. ovals 3 doz. box 4 40	Pumpkin
		16 oz. round 2 doz. box 75	Fair 85
		Sawyer's Pepper Box	Good 90
		No. 3, 3 doz. wood bxs 4 00	Fancy 1 00
		No. 5, 3 doz. wood bxs 7 00	Gallon 2 50
		Sawyer Crystal Bag	Raspberries
		Blue 4 00	Standard @
		BROOMS	Col'a River, tall 1 95@2 00
		No. 1 Carpet, 4 sew 2 75	Col'a River, flats 2 25@2 75
		No. 2 Carpet, 4 sew 2 40	Red Alaska 1 35@1 50
		No. 3 Carpet, 3 sew 2 25	Pink Alaska 90@1 00
		No. 4 Carpet, 3 sew 2 10	Sardines
		Parlor Gem 2 40	Domestic 1/2 3 1/4@ 4
		Common Whisk 90	Domestic 1/2 3 1/4@ 5
		Fancy Whisk 1 25	Domestic 1/2 3 1/4@ 9
		Warehouse 3 00	California, 1/2 11@14
		BRUSHES	California, 1/2 11@14
		Scrub	French, 1/2 7@14
		Solid Back, 8 in. 75	French, 1/2 7@14
		Solid Back, 11 in. 95	Shrimps
		Pointed Ends 85	Standard 90@1 40
		Stove	Fair Succotash 85
		No. 3 90	Good 85
		No. 2 1 25	Fancy 1 25@1 40
		No. 1 1 75	Standard Strawberries
		Shoe	Fancy 1 25@1 40
		No. 8 1 00	Tomatoes
		No. 7 1 30	Good 95@1 10
		No. 6 1 70	Fair 85@ 90
		No. 5 1 90	Fancy 90@ 90
		BUTTER COLOR	Gallons 2 50
		W. R. & Co.'s 25c size 2 00	CARBON OILS
		W. R. & Co.'s 50c size 4 00	Barrels
		CANDLES	Perfection 10 1/2
		Paraffine, 6s 10	Water White 10
		Paraffine, 12s 10	D. S. Gasoline 10 1/2
		Wickling 20	Gas Machine 10 1/2
		CANNED GOODS	Deodor'd Nap'a 10 1/2
		Apples	Cylinder 29
		3lb. Standards 1 00	Engine 16
		Gallon 2 75@3 00	Black, winter 8 1/4@10
		Blackberries	CEREALS
		2lb. 1 25@1 75	Breakfast Foods
		Standards gallons 5 50	Bordeaux Flakes, 36 1lb. 2 50
		Beans	Cream of Wheat, 36 2lb. 4 50
		Baked 85@1 30	Egg-O-See, 36 pkgs. 2 85
		Red Kidney 85@ 95	Excellor Flakes, 36 1lb. 4 50
		String 70@1 15	Excellor, large pkgs. 4 50
		Wax 75@1 25	Force, 36 2lb. 4 50
		Blueberries	Grape Nuts, 2 doz. 2 70
		Standard 1 35	Malta Ceres, 24 1lb. 2 40
		Gallon 6 25	Malta Vita, 36 1lb. 2 85
		Brook Trout	Mapl-Flake, 36 1lb. 4 05
		2lb. cans, spiced 1 90	Pillsbury's Vitos, 3 dz. 4 25
		Clams	Ralston Health Food
		Little Neck, 1lb. 1 00@1 25	36 2lb. 4 50
		Little Neck, 2lb. 1 50	Sunlight Flakes, 36 1lb. 2 85
		Clam Bouillon	Sunlight Flakes, 20 1lb. 4 00
		Burnham's 1/2 pt. 1 90	Kellogg's Toasted Corn
		Burnham's pts. 3 60	Flakes, 36 pkgs. 2 75
		Burnham's qts. 7 20	Vigor, 36 pkgs. 2 75
		Cherries	Voigt Cream Flakes 4 50
		Red Standards 1 40	Zest, 20 2lb. 4 10
		White 1 40	Zest, 36 small pkgs. 2 75
		Corn	Rolled Oats
		Fair 75@ 8	Rolled Avena, bbls. 5 65
		Good 1 00@1 1	Steel Cut, 100 lb. sks. 2 70
		Fancy 1 45	Monarch, bbl. 5 40
		French Peas	Monarch, 90 lb. sacks 2 55
		Sur Extra Fine 22	Quaker, 18 Regular 1 50
		Extra Fine 19	Quaker, 20 Family 4 60
		Fine 15	Cracked Wheat
		Moyen 11	Bulk 3 1/4
		Gooseberries	24 2lb. packages 3 50
		Standard 1 75	CATSUP
		Hominy 85	Columbia, 25 pts. 4 15
		Lobster	Snider's pints 2 35
		4 1/2 lb. 2 25	Snider's 1/2 pints 1 35
		1lb. 4 25	CHEESE
		Picnic Tails 2 75	Acme 16 1/2
		Mackerel	Gem 17
		Mustard, 1lb. 1 80	Jersey 17 1/2
		Mustard, 2lb. 2 80	Riverside 17 1/2
		Soused, 1 1/2 lb. 1 80	Springdale 16
		Soused, 2lb. 2 75	Warner's 17
		Tomato, 1lb. 1 50	Brick 18
		Tomato 2lb. 2 80	Leiden 15
		Mushrooms	Limbinger 18
		Hotels 24	Pineapple 40
		Buttons 28	Sap Sago 20
			Swiss, domestic 18

## 8

CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Yucatan	55
Spearmint	55

## CHICORY

Bulk	5
Red	7
Eagle	7
Franck's	7
Schenner's	6

## CHOCOLATE

Walter Baker & Co.'s	24
German Sweet	31
Premium	35
Caracas	35
Walter M. Lowney Co.	32
Premium, 1/2	32
Premium, 1/4	32

## COCOA

Baker's	39
Cleveland	41
Colonial, 1/2	35
Colonial, 1/4	35
Epps	42
Huyler	45
Lowney, 1/2	36
Lowney, 1/4	36
Lowney, 1/8	40
Van Houten, 1/2	20
Van Houten, 1/4	20
Van Houten, 1/8	20
Webb	72
Wilbur, 1/2	39
Wilbur, 1/4	40

## COCOANUT

Dunham's 1/2 & 1/4	26 1/2
Dunham's 1/8	27
Dunham's 1/16	28
Bulk	12

## COFFEE

Common	10@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
Common Santos	12@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19
Fair Maracaibo	18
Choice	19
Choice Mexican	16 1/2
Fancy	19
Choice Guatemala	15
Choice Java	12
Fancy African	17
O. G.	25
P. G.	31

## MOCHA

Arabian	21
Package	
New York Basis	
Arbuckle	14 25
Dillworth	13 75
Jersey	15 00
Lion	14 25
McLaughlin's XXXX	
McLaughlin's XXXX sold	
to retailers only. Mail all	
orders direct to W. F.	
McLaughlin & Co., Chicag-	

## EXTRACT

Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

## CRACKERS

National Biscuit Company	
Brand	
Butter	
N. B. C. Square	6 1/2
Seymour, Round	6 1/2
Soda	
N. B. C.	6 1/2
Select Soda	8 1/2
Saratoga Flakes	13
Zephyrette	13
Oyster	
N. B. C., Round	6 1/2
Gem	6 1/2
Faust, Shell	8

## SWEET GOODS

Animals	10
Atlantics	12
Atlantic, Assorted	12
Arrowroot Biscuit	16
Bumble Bee	11
Cadet	8
Cartwheels Assorted	8
Cavalier Cake	14
Chocolate Drops	14
Circle Honey Cookies	12
Current Fruit Biscuit	10
Cracknels	16
Coffee Cake, plain or	
iced	10@11
Cocanut Taffy Bar	12
Cocanut Bar	12
Cocanut Drops	12
Cocanut Honey Cake	12
Cocanut Hon. Fingers	12
Cocanut Hon. Jumbles	12
Cocanut Macaroons	18
Dandelion	10
Dinner Biscuit	20
Dixie Sugar Cookie	9

## 4

Family Cookie	8
Fig Cake Assorted	12
Fig Newtons	12
Floral Cake	12 1/2
Fluted Cocanut Bar	10
Frosted Cream	8
Frosted Ginger Cookie	8
Frosted Honey Cake	12
Fruit Honey Cake	14
Fruit Tarts	12
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Ginger Nuts	10
Ginger Snaps Family	8
Ginger Snaps N. B. C.	7 1/2
Ginger Snaps N. B. C.	8
Square	8
Hippodrome Bar	10
Honey Block Cake	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Honey Lassies	10
Household Cookies	8
Household Cookies Iced	8
Iced Happy Family	12
Iced Honey Crumpets	10
Imperial	8
Jersey Lunch	8
Jubilee Mixed	10
Kream Klips	25
Laddie	8
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Fruit Square	12 1/2
Lemon Wafer	16
Lemona	8
Mary Ann	8
Marshmallow Walnuts	16
Molasses Cakes	9
Molasses Cakes, Iced	9
Molasses Fruit Cookies	10
Iced	10
Mottled Square	10
Nabob Jumbles	14
Oatmeal Crackers	8
Orange Gems	8
Penny Cakes, Assorted	9
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzettes, Hand Md.	9
Pretzettes, Mac. Md.	9
Raisin Cookies	10
Revere, Assorted	14
Rosalie	8
Rube	8
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	16
Spiced Ginger Cake	9
Spiced Ginger Cake Iced	10
Sugar Cakes	8
Sugar Squares, large or	10
Sunnyside Jumbles	10
small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Vanilla Wafers	16
Victors	12
Waverly	10

Graham Crackers	8
Ginger Nuts	10
Ginger Snaps Family	8
Ginger Snaps N. B. C.	7 1/2
Ginger Snaps N. B. C. Square	8
Hippodrome Bar	10
Honey Block Cake	14
Honey Cake N. B. C.	12



6

<b>Spring Wheat Flour</b>	
Roy Baker's Brand	
Golden Horn, family..5 75	
Golden Horn, bakers..5 65	
Duluth Imperial.....5 95	
Wisconsin Rye.....4 20	
Judson Grocer Co.'s Brand	
Ceresota, 1/2s.....6 60	
Ceresota, 1/4s.....6 50	
Ceresota, 1/8s.....6 40	
Lemon & Wheeler's Brand	
Wingold, 1/2s.....6 00	
Wingold, 1/4s.....5 90	
Wingold, 1/8s.....5 80	
Worden Grocer Co.'s Brand	
Laurel, 1/2s cloth.....6 10	
Laurel, 1/4s cloth.....6 00	
Laurel, 1/8s cloth.....5 90	
Laurel, 1/2s cloth.....5 90	
Voigt Milling Co.'s Brand	
Voigt's Crescent.....6 30	
Voigt's Flourloft	
(whole wheat flour) 6 30	
Voigt's Hygienic	
Graham.....5 70	
Voigt's Royal.....6 70	
Wykes & Co.	
Sleepy Eye, 1/2s cloth..6 20	
Sleepy Eye, 1/4s cloth..6 10	
Sleepy Eye, 1/8s cloth..6 00	
Sleepy Eye, 1/2s paper..6 00	
Sleepy Eye, 1/4s paper..6 00	
Sleepy Eye, 1/8s paper..6 00	
<b>Meal</b>	
Bolted.....3 90	
Golden Granulated.....4 00	
St. Car Feed screened 28 50	
No. 1 Corn and Oats 28 50	
Corn, cracked.....28 50	
Corn Meal, coarse.....28 50	
Winter Wheat Bran 24 00	
Middlings.....26 00	
Buffalo Gluten Feed 33 00	
<b>Dairy Feeds</b>	
Wykes & Co.	
O P Linseed Meal.....35 00	
O P Laxo-Cake-Meal 32 50	
Cottonseed Meal.....34 00	
Gluten Feed.....30 00	
Brewers' Grains.....28 00	
Hammond Dairy Feed 25 00	
Alfalfa Meal.....25 00	
<b>Oats</b>	
Michigan carlots.....43	
Less than carlots.....45	
<b>Corn</b>	
Carlots.....65	
Less than carlots.....68	
<b>Hay</b>	
Carlots.....14	
Less than carlots.....15	
<b>HERBS</b>	
Sage.....15	
Hops.....15	
Laurel Leaves.....15	
Senna Leaves.....25	
<b>HORSE RADISH</b>	
Per doz.....90	
<b>JELLY</b>	
5lb pails, per doz.....2 25	
15lb pails, per pail.....55	
30lb pails, per pail.....98	
<b>LICORICE</b>	
Pure.....30	
Calabria.....25	
Sicily.....14	
Root.....11	
<b>MATCHES</b>	
C. D. Crittenden Co.	
Noiseless Tip.....4 50@4 75	
<b>MOLASSES</b>	
New Orleans	
Fancy Open Kettle.....40	
Choice.....35	
Good.....22	
Fair.....20	
Half barrels 2c extra	
<b>MINCE MEAT</b>	
Per case.....2 90	
<b>MUSTARD</b>	
1/2 lb. 6 lb. box.....18	
<b>OLIVES</b>	
Bulk, 1 gal. kegs 1 40@1 50	
Bulk, 2 gal. kegs 1 35@1 4	
Bulk, 5 gal. kegs 1 25@1 40	
Manzanilla, 3 oz.....75	
Queen, pints.....2 50	
Queen, 19 oz.....4 50	
Queen, 28 oz.....7 00	
Stuffed, 5 oz.....90	
Stuffed, 3 oz.....1 45	
<b>PIPES</b>	
Clay, No. 216 per box 1 25	
Clay, T. D., full count 60	
Cob.....90	
<b>PICKLES</b>	
Medium	
Barrels, 1,200 count.....6 00	
Half bbls., 600 count 3 50	
Small	
Half bbls., 1,200 count 4 50	
<b>PLAYING CARDS</b>	
No. 90 Steamboat.....85	
No. 15, Rival, assorted 1 25	
No. 20, Rover, enam'd 1 50	
No. 572, Special.....1 75	
No. 98 Golf, satin fin. 2 00	
No. 808 Bicycle.....2 00	
No. 632 Tourn't whist 2 25	
<b>POTASH</b>	
Babbitt's.....4 00	
<b>PROVISIONS</b>	
Barreled Pork	
Mess, new.....22 00	
Clear Back.....24 50	
Short Cut.....21 50	
Short Cut Clear.....21 50	
Bean.....20 50	
Brisket, Clear.....24 00	
Pig.....24 00	
Clear Family.....21 00	
<b>Dry Salt Meats</b>	
S. P. Bellies.....16	
Bellies.....16	
Extra Shorts Clear.....13 1/2	

7

<b>Lard</b>	
Pure in tiers.....13 1/2	
Compound Lard.....9	
80 lb. tubs.....advance 1/2	
40 lb. tubs.....advance 1/4	
20 lb. tubs.....advance 1/8	
10 lb. pails.....advance 1/16	
5 lb. pails.....advance 1/32	
2 1/2 lb. pails.....advance 1/64	
<b>Smoked Meats</b>	
Hams, 12 lb. average..14	
Hams, 14 lb. average..14	
Hams, 16 lb. average..14	
Hams, 18 lb. average..14	
Skinned Hams.....15 1/2	
Ham, dried beef sets..16 1/2	
California Hams.....11 1/2	
Picnic Boiled Hams.....15	
Boiled Ham.....22	
Berlin Ham, pressed..11	
Minced Ham.....11	
Bacon.....17 1/2	
<b>Sausages</b>	
Bologna.....8	
Liver.....5	
Frankfort.....10	
Pork.....11	
Veal.....11	
Tongue.....11	
Headcheese.....9	
<b>Beef</b>	
Boneless.....14 00	
Rump, new.....14 00	
<b>Pig's Feet</b>	
1/2 bbls., 40 lbs.....2 00	
1/2 bbls., 80 lbs.....4 00	
1 bbl.....9 00	
<b>Tripe</b>	
Kits, 15 lbs.....80	
1/2 bbls., 40 lbs.....1 60	
1/2 bbls., 80 lbs.....3 00	
<b>Casings</b>	
Hogs, per lb.....32	
Beef, rounds, set.....25	
Beef, middles, set.....80	
Sheep, per bundle.....90	
<b>Uncolored Butterine</b>	
Solid dairy.....10 @ 12	
Country Rolls.....10 1/2 @ 16 1/2	
<b>Canned Meats</b>	
Corned beef, 2 lb.....2 75	
Corned beef, 1 lb.....1 60	
Roast beef, 2 lb.....2 75	
Roast beef, 1 lb.....1 60	
Potted ham, 1/2s.....50	
Potted ham, 1/4s.....50	
Deviled ham, 1/2s.....50	
Deviled ham, 1/4s.....50	
Potted tongue, 1/2s.....50	
Potted tongue, 1/4s.....50	
<b>RICE</b>	
Fancy.....7 @ 7 1/2	
Japan.....5 1/2 @ 6 1/2	
Broken.....5 1/2 @ 6 1/2	
<b>SALAD DRESSING</b>	
Columbia, 1/2 pint.....2 25	
Columbia, 1 pint.....4 00	
Durkee's, large, 1 doz. 5 25	
Snider's, large, 1 doz. 2 35	
Snider's, small, 2 doz. 1 35	
<b>SALERATUS</b>	
Packed 60 lbs. in box.....3 00	
Arm and Hammer.....3 00	
Deland's.....3 00	
Dwight's Cow.....3 15	
L. P.....3 00	
Wyandotte, 100 3/4s.....3 00	
<b>SAL SODA</b>	
Granulated, bbls.....85	
Granulated, 100 lbs. cs. 1 00	
Lump, bbls.....90	
Lump, 145 lb. kegs.....9	
<b>SALT</b>	
Common Grades	
100 3 lb. sacks.....2 25	
60 5 lb. sacks.....2 1	
28 10 1/2 lb. sacks.....2 05	
58 lb. sacks.....32	
28 lb. sacks.....17	
Warsaw	
56 lb. dairy in drill bags 40	
28 lb. dairy in drill bags 20	
Solar Rock	
56 lb. sacks.....24	
Common	
Granulated, fine.....80	
Medium, fine.....85	
<b>SALT FISH</b>	
Cod	
Large whole.....@ 7	
Small whole.....@ 6 1/2	
Strips or bricks 7 1/2 @ 10 1/2	
Pollock.....@ 5	
Halibut	
Strips.....14	
Chunks.....15	
Holland Herring	
Pollock.....@ 4	
White Hp. bbls. 8 50@9 50	
White Hp. 1/2bbls 4 50@5 25	
White Hoop mchs. 60 @ 75	
Norwegian	
Round, 100 lbs.....3 75	
Round, 40 lbs.....1 90	
Scaled.....13	
Trout	
No. 1, 100 lbs.....7 50	
No. 1, 40 lbs.....3 25	
No. 1, 10 lbs.....90	
No. 1, 8 lbs.....75	
<b>Mackerel</b>	
Mess, 100 lbs.....14 50	
Mess, 40 lbs.....6 20	
Mess, 10 lbs.....1 65	
Mess, 8 lbs.....1 35	
No. 1, 100 lbs.....13 00	
No. 1, 40 lbs.....5 60	
No. 1, 10 lbs.....1 50	
No. 1, 8 lbs.....1 25	
<b>Whitefish</b>	
No. 1, No. 2 Fam.....9 75 @ 3 60	
100 lbs.....5 25 @ 1 90	
50 lbs.....5 25 @ 1 90	

8

10 lbs.....1 12	55
8 lbs.....92	48
<b>SEEDS</b>	
Anise.....10	
Canary, Smyrna.....4 1/2	
Caraway.....10	
Cardamom, Malabar 1 00	
Celery.....15	
Hemp, Russian.....4 1/2	
Mixed Bird.....10	
Mustard, white.....9	
Poppy.....6	
Rape.....6	
<b>SHOE BLACKING</b>	
Handy Box, large 3 dz 2 50	
Handy Box, small.....1 25	
Bixby's Royal Polish.....85	
Miller's Crown Polish.....85	
<b>SNUFF</b>	
Scotch, in bladders.....37	
Maccaboy, in jars.....35	
French Rappie in jars.....43	
<b>SOAP</b>	
J. S. Kirk & Co.	
American Family.....4 00	
Lusky Diamond, 50 8oz 2 80	
Lusky D'nd, 100 6 oz 3 80	
Jap Rose, 50 bars.....3 60	
Savon Imperial.....3 00	
White Russian.....3 15	
Dome, oval bars.....3 00	
Satinet, oval.....2 70	
Snowberry, 100 cakes 4 00	
Proctor & Gamble Co.	
Lenox.....3 00	
Ivory, 6 oz.....4 00	
Ivory, 10 oz.....6 75	
Star.....3 00	
<b>Lautz Bros. &amp; Co.</b>	
Acme, 70 bars.....4 00	
Acme, 30 bars.....4 00	
Acme, 25 bars.....4 00	
Acme, 100 cakes.....3 25	
Big Master, 70 bars.....2 80	
Marseilles, 100 cakes 5 80	
Marseilles, 100 cakes 5c 4 00	
Marseilles, 100 ck toll 4 00	
Marseilles, 1/2bx toilet 2 10	
<b>A. B. Whisley</b>	
Good Cheer.....4 00	
Old Country.....3 40	
<b>Soap Powders</b>	
Lautz Bros. & Co.	
Snow Boy.....4 00	
Gold Dust, 24 large 4 50	
Gold Dust, 100-5c.....4 00	
Kirkoline, 24 4lb.....3 75	
Pearline.....3 75	
Soapine.....4 10	
Babbitt's 1776.....3 75	
Roseine.....3 50	
Armour's.....3 70	
Wisdom.....3 80	
<b>Soap Compounds</b>	
Johnson's Fine.....5 10	
Johnson's XXX.....4 25	
Nine O'clock.....3 35	
Rub-No-More.....3 75	
<b>Scouring</b>	
Enoch Morgan's Sons.	
Sapolio, gross lots.....9 00	
Sapolio, half gro. lots 4 50	
Sapolio, single boxes.....2 25	
Sapolio, hand.....2 25	
Scourine Manufacturing Co	
Scourine, 50 cakes.....1 80	
Scourine, 100 cakes.....3 50	
<b>SODA</b>	
Boxes.....5 1/2	
Kegs, English.....4 1/2	
<b>SPICES</b>	
Whole Spices	
Allspice.....10	
Cassia, China in mats. 1	
Cassia, Canton.....16	
Cassia, Batavia, bund. 25	
Cassia, Saigon, broken 40	
Cassia, Saigon, in rolls 55	
Cloves, Amboyana.....22	
Cloves, Zanzibar.....16	
Mace.....55	
Nutmegs, 75-80.....35	
Nutmegs, 105-10.....25	
Nutmegs, 115-20.....20	
Pepper, Singapore, blk. 15	
Pepper, Singap. white 25	
Pepper, shot.....17	
<b>Pure Ground in Bulk</b>	
Allspice.....14	
Cassia, Batavia.....28	
Cassia, Saigon.....55	
Cloves, Zanzibar.....24	
Ginger, African.....15	
Ginger, Cochon.....18	
Ginger, Jamaica.....25	
Mace.....65	
Mustard.....18	
Pepper, Singapore, blk. 17	
Pepper, Singap. white 28	
Pepper, Cayenne.....20	
Sage.....20	
<b>STARCH</b>	
Corn	
Kingsford, 40 lbs.....7 1/2	
Muzzy, 20 1lb. pkgs. 5 1/4	
Muzzy, 40 1lb. pkgs. 5	
Gloss	
Kingsford	
Silver Gloss, 40 lbs. 7 1/2	
Silver Gloss, 16 3lbs. 6 1/4	
Silver Gloss, 12 6lbs. 8 1/4	
Muzzy	
48 1lb. packages.....5	
16 5lb. packages.....4 1/2	
12 6lb. packages.....6	
50lb. boxes.....4	
<b>SYRUPS</b>	
Corn	
Barrels.....31	
Half barrels.....33	
20lb. cans 1/2 dz. in cs. 2 10	
10lb. cans 1/2 dz. in cs. 1 95	
5lb. cans 2 dz. in cs. 2 10	
3 1/2lb. cans 3 dz. in cs. 2 15	

9

Pure Cane	
Fair	16
Good	20
Choice	25
TEA	
Japan	
Sundried, medium	24 @ 26
Sundried, choice	30 @ 33
Sundried, fancy	36 @ 40
Regular, medium	24 @ 26
Regular, choice	30 @ 33
Regular, fancy	36 @ 40
Basket-fired, medium	30
Basket-fired, choice	35 @ 37
Basket-fired, fancy	40 @ 43
Nibs	26 @ 30
Siftings	10 @ 12
Fannings	14 @ 15
Gunpowder	
Moyune, medium	28
Moyune, choice	32
Moyune, fancy	40 @ 45
Pingsuey, medium	25 @ 28
Pingsuey, choice	30
Pingsuey, fancy	40 @ 45
Young Hyson	
Choice	30
Fancy	40 @ 50
Oolong	
Formosa, fancy	45 @ 60
Amoy, medium	25
Amoy, choice	32
English Breakfast	
Medium	25
Choice	30
Fancy	40 @ 45
India	
Ceylon, choice	30 @ 35
Fancy	45 @ 50
TOBACCO	
Fine Cut	
Cadillac	54
Sweet Loma	34
Hiawatha, 5lb. pails.	55
Telegram	30
Pay Car	33
Prairie Rose	49
Protection	40
Sweet Burley	41
Tiger	41
Plug	
Red Cross	31
Palo	35
Hiawatha	41
Kylo	35
Battle Ax	37
American Eagle	33
Standard Navy	37
Spear Head, 7 oz.	47
Spear Head, 14 oz.	47
Nobby Twist	55
Jolly Tar	39
Old Honesty	43
Toddy	34
J. T.	33
Piper Heldsick	69
Boot Jack	86
Honey Dip Twist	40
Black Standard	40
Cadillac	40
Forge	34
Nickel Twist	52
Mill	32
Great Navy	36
Smoking	
Sweet Core	34
Flat Car	32
Warpath	26
Bamboo, 16 oz.	25
I X L, 5lb.	27
I X L, 16 oz. pails.	31
Honey Dew	40
Gold Block	40
Flagman	40
Chips	33
Kiln Dried	21
Duke's Mixture	40
Duke's Cameo	43
Myrtle Navy	44
Yum Yum, 1 1/2 oz.	39
Yum, Yum, 1lb. pails	40
Cream	38
Corn Cake, 2 1/2 oz.	26
Corn Cake, 1lb.	22
Plow Boy, 1 1/2 oz.	39
Plow Boy, 3 1/2 oz.	39
Peerless, 3 1/2 oz.	35
Peerless, 1 1/2 oz.	39
Air Brake	36
Cant Hook	30
Country Club	32-34
Forex-XXXX	30
Good Indian	25
Self Binder, 16oz. 5oz.	20-22
Silver Foam	24
Sweet Marie	32
Royal Smoke	42
TWINE	
Cotton, 3 ply	24
Cotton, 4 ply	24
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium N	24
Wool, 1 lb. balls	8
VINEGAR	
State Seal	12
Oakland apple cider	14
Barrels free.	
WICKING	
No. 0 per gross	30
No. 1 per gross	40
No. 2 per gross	50
No. 3 per gross	75
WOODENWARE	
Baskets	
Bushels	1 10
Bushels, wide band	1 25
Market	40
Splint, large	3 50
Splint, medium	3 00
Splint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, small	6 25
Willow, Clothes, small	7 25



# Special Price Current

## AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon ..... 55 6 00

## BAKING POWDER

### Royal



10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

## BLUING



C. P. Bluing

Doz.  
Small size, 1 doz. box .40  
Large size, 1 doz. box .75

## CIGARS

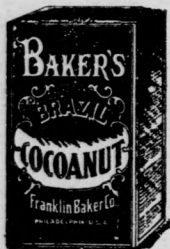
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .....31  
El Portana .....33  
Evening Press .....32  
Exemplar .....32  
Worden Grocer Co. brand  
Ben Hur  
Perfection .....35  
Perfection Extras .....35  
Londres .....35  
Standard Grand .....35  
Puritans .....35  
Panatellas, Finas .....35  
Panatellas, Bock .....35  
Jockey Club .....35

## COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60  
36 10c pkgs, per case .2 60  
16 10c and 36 5c pkgs,  
per case ..... 2 60

## FRESH MEATS

### Beef

Carcass .....6 1/2 @ 9 1/2  
Hindquarters .....8 @ 10 1/2  
Loins .....9 @ 14  
Rounds .....7 1/2 @ 9  
Chucks .....7 @ 7 1/2  
Plates .....@ 5  
Livers .....@ 5

### Pork

Loins .....@ 16  
Dressed .....@ 11  
Boston Butts .....@ 15  
Shoulders .....@ 12 1/2  
Leaf Lard .....@ 13  
Pork Trimmings .....@ 11

## Mutton

Carcass .....@ 10  
Lambs .....@ 12  
Spring Lambs .....@ 13

## Veal

Carcass .....6 @ 9

## CLOTHES LINES

### Sisal

60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
90ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..1 50

### Jute

60ft. ....75  
72ft. ....90  
90ft. ....1 05  
120ft. ....1 50

### Cotton Victor

50ft. ....1 10  
60ft. ....1 35  
70ft. ....1 60

### Cotton Windsor

50ft. ....1 30  
60ft. ....1 44  
70ft. ....1 80  
80ft. ....2 00

### Cotton Braided

40ft. ....95  
60ft. ....1 35  
60ft. ....1 65

Galvanized Wire  
No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

## COFFEE

### Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.....  
White House, 2lb.....  
Excelsior, M & J, 1lb.....  
Excelsior, M & J, 2lb.....  
Tip Top, M & J, 1lb.....  
Royal Java .....  
Royal Java and Mocha.....  
Java and Mocha Blend.....  
Boston Combination.....

Distributed by Judson  
Grocer Co., Grand Rapids.  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fleibach Co.,  
Toledo.

Peerless Evap'd Cream 4 00

## FISHING TACKLE

1/2 to 1 in. ....6  
1 1/2 to 2 in. ....7  
1 1/2 to 2 in. ....9  
1 1/2 to 2 in. ....11  
2 in. ....15  
3 in. ....20

### Cotton Lines

No. 1, 10 feet .....5  
No. 2, 15 feet .....7  
No. 3, 15 feet .....9  
No. 4, 15 feet .....10  
No. 5, 15 feet .....11  
No. 6, 15 feet .....12  
No. 7, 15 feet .....15  
No. 8, 15 feet .....18  
No. 9, 15 feet .....20

### Linen Lines

Small .....20  
Medium .....26  
Large .....34

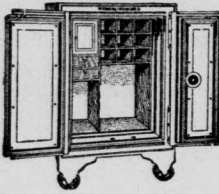
### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

### GELATINE

Cox's, 1 doz. Large ..1 80  
Cox's, 1 doz. Small ..1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's .....1 50  
Knox's Acidu'd. doz. ..1 25  
Oxford .....75  
Plymouth Rock .....1 25

## SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Thirty-five sizes  
and styles on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

## SOAP

Beaver Soap Co.'s Brand



100 cakes, large size..6 50  
50 cakes, large size..3 25  
100 cakes, small size..3 55  
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

## TABLE SAUCES

Halford, large .....3 75  
Halford, small .....2 25

## Lowest

Our catalogue is "the  
world's lowest market"  
because we are the  
largest buyers of general  
merchandise in America.

And because our com-  
paratively inexpensive  
method of selling,  
through a catalogue, re-  
duces costs.

We sell to merchants  
only.

Ask for current cata-  
logue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

## HIGHEST IN HONORS

# Baker's Cocoa & CHOCOLATE



Registered,  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

# COUPON BOOKS

SUPERCEDE  
BOOK-KEEPING  
DISPUTED ACCOUNTS  
BAD DEBTS  
We make four grades of book:  
in the different denominations.

CIRCULARS  
SAMPLES ON INQUIRY  
TRADESMAN COMPANY,  
GRAND RAPIDS, MICH.

# What Is the Good

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

Tradesman Company  
Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.



# BUSINESS-WANTS DEPARTMENT

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

## BUSINESS CHANCES.

For Sale—4-light F. P. gas lighting system at half price. Address F. A. Weston, Paw Paw, Mich. 160

On account of poor health, new stock of shoes, dry goods and notions for sale or trade. 319 South Clay St., Sturgis, Mich. 178

Farm for sale or trade for stock of merchandise. A good one of 98 acres in Western Michigan fruit belt. Good buildings with modern improvements. Give description and price of stock in first letter. Address No. 176, care Tradesman. 176

Business Location—Fine storeroom and basement 30x100 feet. Main street, East Toledo, Ohio. No ladies' and children's ready-to-wear or piano store in population of 50,000. Splendid opportunity. Rent reasonable. Address Chas. K. Friedman, 1026 Ohio Bldg., Toledo, Ohio. 177

For Sale—The only sheet metal and plumbing business in a fast growing town of 2,000. Tools and stock all in good shape. About \$700 buys a good money-making business. Address Box 326, Syracuse, Ind. 175

For Sale—Complete coffee roasting plant, perfect condition, 1/4 original cost. McKinney & Co., Binghamton, N. Y. 174

For Sale—Japanese mechanical show window display, consisting of landscape, scenery, imitation water, moving boats and figures, etc. A wonderful mechanical masterpiece for Christmas display. Cost \$1,000. Will sell for \$250. Espenhains, Milwaukee, Wis. 173

## Trade Winning Premium Plan

A proposition of special interest to general store merchants. The wonderful success of this unique plan proves its merit. Can be operated at a profit. Brings new customers, retains old ones. A lasting advertisement to the store using the plan. Only one merchant in a town gets it. First come, first served. Write today for full particulars. Peerless Premium Plan Co., 907 Ohio Building, Toledo, Ohio.

For Sale—Stock of drugs, paints, stationery, patents, cigars, candies, complete line of sundries. Liquid Carbonic soda fountain and ice cream cabinet. No competition nor cut rate to contend with. Up-to-date country drug store. Will pay to investigate if looking for a good location and paying business. All communications answered promptly. Address L. Daugherty, Benton, Mo. 172

For Sale—Bargain, grocery, market stock and fixtures. In first-class condition, between \$3,500—\$4,000. Live town about 15,000. Ill health, reason selling. Address 170, care Tradesman. 170

For Sale—First-class grocery and meat market, doing first-class business in good hustling town. Will invoice \$3,200. Other business, reason for selling. Address Vollmer & Burnworth, Bangor, Mich. 166

For Sale—4,800 acres timber land, California; 650 acres, copper mine, Colorado. T. G. Sortor, St. Joseph, Mo. 169

For Sale—Clean up-to-date stock of drugs in Central Michigan city of 4,500 population. Address H., care Michigan Tradesman. 164

For Sale—At a bargain, first-class wall paper and paint business; well established and in excellent location; business growing nicely; will sell for cash or trade for good real estate; good reasons for selling. Address Bargain, care Michigan Tradesman. 995

For Sale—Photographic studio in Central Illinois town. Address Lock Box 202, Farmer City, Illinois. 144

For Sale—Dental rubber factory, everything complete, large profits. \$3,000 invested, will sell for \$1,500. Reason for selling is other business in another city. Would give time for part and teach business. Anyone can learn it. Located at Muskegon, Mich. Write to H. Rubber Works, 15 Canal St., Grand Rapids, Mich. 148

For Sale—At a sacrifice, good elevator, feed mill and lumber business in thriving town. Fine farming section. Will give good reason for selling. A rare chance. C. A. Kern, Auburn, Bay Co., Mich. 147

For Sale—Dry goods and grocery stock in a good live town of 1,000 inhabitants. Doing a business of about \$21,000 yearly. Address No. 158, care Tradesman. 158

For Sale—A stock of general merchandise in the corn belt of Indiana that has netted the owner \$1,800 a year, besides a good living; invoice about \$8,000; no trades considered. Address No. 156, care Tradesman. 156

For Sale—Or trade, 200 barrel flour mill located in South Dakota. Write us, Morton & Martin, Lewistown, Montana. 153

For Sale—Well-established implement business in a Southern Michigan town. Clean stock, invoicing about \$10,000. Address B. C., care Tradesman. 150

For Sale—Only music store in town of 3,000; good country; write for particulars. C. S. Phipps, Fenton, Mich. 149

For Sale—Best business corner in one of best towns of its size in Michigan. Adapted for any business. Address 138, care Tradesman. 138

For Sale—In Southern Michigan, a general store, complete stock, in fine location, best trading point in the State, with building if desired. Address No. 124, care Tradesman. 124

1909 Nuts—Hickory, shellbark, \$2 bushel. Black walnuts, \$1 bushel. Elmer Wood Co., Moulton, Iowa. 114

## IF SPOT CASH

and quick action appeals to you, we will buy and take off your hands at once all the Shoes, Clothing, Dry Goods, Furnishings, etc., or we will buy your entire Shoe, Clothing, Dry Goods and Furnishing stocks. We buy anything any man or woman wants money for. Write us today and we will be there to-morrow. Paul L. Feyreisen & Co., 184 Franklin St., Chicago, Ill.

For Sale—New clean stock of groceries, Central Michigan town. Invoices about \$1,000. Rent reasonable. Good reasons for selling. Address No. 80, care Michigan Tradesman. 80

Wanted To Rent—Store in live town, possession before Sept. 1, 1910. Address 81, care Tradesman. 81

Colorado—50,000 acres coming under irrigation adjoining city of Denver. Buy now, and double and quadruple your money quickly. Information furnished. Address John H. Deeds, 1728 Welton St., Denver, Colo. 122

For Sale—Two confectionery, ice cream, soda fountain businesses, both places fully equipped with electrical machinery, candy manufacturing utensils. Located Coldwater and Hillsdale, Michigan. All condition. Reason selling, other business and territory. Address No. 110, care Tradesman. 110

For Sale—One of the best plumbing, heating and tinshop businesses in Michigan. Address Adin P. McBride, Durand, Mich. 108

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

For Sale—A first-class meat market in a town of about 1,200 to 1,400 inhabitants. Also ice house, slaughter house, horses, wagons and fixtures. Address No. 707, care Tradesman. 707

Write Pekin Egg Case Company, Pekin, Ill., for prices on egg case fillers. 94

For Sale—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan. 86

For Sale—Bazaar and millinery stock and building in a small town. For particulars write L. M. Noble, Spencer, Mich. 85

## BUSINESS CHANCES.

For Sale—Clean general stock, located in small railway town contiguous to strong agricultural country. Stock will inventory about \$5,000. Sales during September were \$1,700. Small expense. Terms satisfactory. Address Will S. Canfield, Judson Grocer Co., Grand Rapids. 76

I want to buy a going business. Will pay cash. Give particulars and best price. Address M. T., Box 313, Cherry Valley, Ill. 58

For Sale—After Jan. 1, old established drug and stationery business in the best part of Michigan. Owner going West. Can satisfy purchaser as to business done. Look this up. Address Capsicum, care Tradesman. 48

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

For Sale—Implement store in most hustling town in Michigan. On account of age and poor health I must get out. Address Implements, care Tradesman. 513

Build a \$5,000 business in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write to-day for free pointers and new plans. American Collection Service, 145 State St., Detroit, Mich. 805

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

## HELP WANTED.

Wanted—Manager for dry goods and shoe department. Must be first-class salesman and hustler. Give amount of experience, reference, etc. Parsons & Holt, General Merchants, St. Charles, Mich. 157

Partner Wanted—With experience in the cutting and manufacture of overalls and pants. Must have \$1,500. Good proposition to the right man and worth investigating. Address No. 60, care Michigan Tradesman. 60

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Agents Wanted—You to make and sell 200 kinds soap. T. G. Sortor, St. Joseph, Mo. 168

## AUCTIONEERS AND SPECIAL SALESMEN.

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

## SPECIAL FEATURES.

Guaranteed a good bargain in real estate at Crystal Springs, Mississippi. Address or call on Mrs. A. L. Spence, Crystal Springs. 161

Companies incorporated under laws of Delaware, the leading incorporating state; lowest rates. Delaware Incorporating Co., Harrington, Dela. 171

Wanted—By northwestern hardware jobber, young men, high school graduates, two years or more retail hardware experience. Address No. 165, care Tradesman. 165

After Nov. 6 Hotel Hauck, Owosso, Michigan, formerly American, will be run on the European plan. Meals served at all hours. The same well lighted, steam heated rooms. Address No. 167, care Tradesman. 167

\$10.00 for name of best opening in Michigan for dry goods, where I decide to locate, vacant store preferred. Box 81, care Tradesman. 163

Wanted—To communicate with registered pharmacist who would consider position in good small town at good wages. Permanent position. Must furnish references as to honesty and character. R. J. Barnes, White Cloud, Mich. 162

Wanted—Raw furs of all kinds, highest market price paid at all times. Send for price list to Wm. Craig, Postmaster, Luce, Mich. 152

Mr. Registered Pharmacist, if you want to go in business on small capital, write No. 90, care Tradesman. 90

Wanted—To buy stock shoes, clothing or general stock, give price, description, first letter. W. F. Whipple, Galesburg, Ill. 134

Models made for inventors. Low prices. Howard Merriman, Towson, Maryland. 141

Counter Checks—Charges or credits on same are readily filed in Shaw counter check file, no separate indexing required. Particulars, James C. Shaw, Clarksville, Mich. 111

Party with too much other business will sell wall paper and paint stock; best location and largest trade in town; excellent opportunity to pick up an established business. Address Con. W. Lloyd, Real Estate, Ashland, Wis. 119

Big opportunity in best town in Michigan for live merchant. Double store for rent. In new and modern brick building. Centrally located. A sure winner for right man. Webber's Real Estate Agency, Cadillac, Mich. 131

Want Ads. continued on next page.

**ELECTROTYPES**  
DUPLICATES OF  
ENGRAVINGS & TYPE FORMS  
SINGLE OR IN  
QUANTITY  
TRADESMAN CO. GRAND RAPIDS, MICH.

# Here Is a Pointer



Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.



**"A GOOD SCHOOL."**

So constituted that we permit the hustle and bustle of things purely material to dominate our mental attitude, the average citizen who truly believes he is really patriotic has only a superficial and somewhat perfunctory interest in the public school system.

Periodically this citizen casts his ballot for members of the board of education in his bailiwick and then, delegating all other individual attention to school matters to his wife, lets it go at that.

True enough, he sometimes utters a protest when a tax is imposed for a new school building and true, also, he does not hesitate to criticize curriculum or to condemn the methods of teachers. At the same time he becomes reminiscent and tells us what was or was not taught in the 70's or 60's, as the case happens.

For these reasons the Tradesman, as a journal catering to representative business men, has taken pride and experienced great satisfaction in presenting weekly an uncommonly authentic and superior estimate of "A Good School," as viewed by Professor Edwin A. Strong, of the faculty of the State Normal School at Ypsilanti.

Fifty-one years ago Professor Strong became interested in the system, equipment and practices along the lines of popular education in Michigan, and that interest, intensified, clarified and enlarged by actual and constructive participation through the half century and to the present time, is to-day that gentleman's chief matter of regard.

And in his review, as given to the public by the Tradesman, his breadth of view, his fairness, his moderation and his perfect mastery of the topic are spelled large and permanently. Like the manly man who appreciates the audience he addresses, Professor Strong speaks to business men who "must in the long run determine both the amount and kind of education that the public schools shall offer. They are the men to make or mar the public schools."

Professor Strong has a clear view of the higher future usefulness of our public schools and calls upon business men to see to it that the inevitable and important changes to be made shall be judicious and opportune. While he holds that the endowed or private schools add greatly to the educational opportunities, express devotion to high social ideas and enrich our civilization, still he holds the public schools paramount as vital to the success of our institutions.

The public schools exist for the communities in which they are situated and, on a par with, if not supplanting, the old preparatory schools, they prepare pupils for college. This result is not because of any specific department, but because of the school as a whole, where the lower grades are as vitally important as the higher. He advocates the bringing into all the grades of the public schools the same thoroughness, individual contact, subdivision of classes and expert work usually called for in the high school and says: "Should fifty or even

twenty university and college graduates who know and love children be attracted to primary education in this State it seems to me that college preparation would marvelously advance."

Admitting the main defect of our schools, the oft-repeated criticism that they are not thorough, do not tend to make thorough men, that they encourage dawdling, inaccuracy and half-knowledge, he answers the question: "How far carry public education?" by saying, "As far as the people choose." Then, showing that the legislative powers of the local school board seem almost unlimited and the courts seem little disposed to limit them, he calls attention to the fact that the local boards are thus placed under bonds to use their powers wisely; to see that the elements of an English education be not neglected and that the elite of the teaching staff do not expend their efforts upon a few pupils in a few unimportant subjects. "There is little hope of a pupil, however extended his course, who has not learned how to think, to study and to read, write and spell."

Profoundly convinced that religion furnishes the only motive sufficiently universal, abiding and deep rooted in human nature to create the impulse for public education the Professor shows that a considerable part of the religious motive is comprehended by the word, civilization, a term under which he includes the major morals, the minor morals (if there are any) and manners. And so he urges a high and fine civilization as an efficient motive in popular education.

After discussing the public school and its relation to and important influence upon our national spirit he says: "Democracy is here to stay. All question, except in the most academic way, of any immediate change in our form of government is the wildest of daydreams and even in an academic way it is playing with fire." Then he points out, as great mistakes in the teaching of patriotism, the attempt to simulate the feeling without any basis of knowledge nor any object of action and the failure to bestow in such connection a knowledge of our country, its history, polity and place in the modern world. Many young people are harassed by doubts as to whether they have any patriotism and it is sometimes said that events like the firing upon Fort Sumter and the sinking of the battleship Maine make patriots. No, such occasions simply reveal to men their manhood and patriotism. "Ages ago the care, defense and enlargement of ourselves and all that belongs to us were packed away in our very blood and bones. It only needs regeneration—taming and instruction—just like personal selfishness."

Grand Ledge—The Sunfield Creamery Co. has discontinued business at that place and consolidated with the Island City Creamery, making the local concern one of the most complete and up-to-date concerns in the State. Over four tons of cream was received in one day last week, which is a good record for this time of the year.

**Manufacturing Matters.**

Devereaux—Elmer Bros. have engaged in the creamery business here.

Detroit—The Acme Box Co. has increased its capital stock from \$75,000 to \$150,000.

Ypsilanti—The G. H. Scharf Co. has increased its capital stock from \$50,000 to \$60,000.

Detroit—The Gray Motor Co. has increased its capital stock from \$100,000 to \$250,000.

Detroit—The Barr Manufacturing Co. has increased its capital stock from \$15,000 to \$40,000.

Sault Ste. Marie—The Connolly Harness Co. has changed its name to the Connolly Manufacturing Co.

Detroit—The American Metal Screen & Rack Co. has increased its capital stock from \$6,000 to \$50,000.

Holland—The New Century Rod & Bait Co. has built an addition to its plant and will install more machines.

Benton Harbor—The Benton Harbor Malleable Foundry Co. has increased its capital stock from \$40,000 to \$70,000—\$50,000 common and \$20,000 preferred.

Sault Ste. Marie—The Fiborn Limestone Co. has engaged in business with an authorized capital stock of \$100,000, of which \$65,000 has been subscribed and paid in in property.

Battle Creek—The Pneumatic Truss Co. has been incorporated with an authorized capital stock of \$10,000, of which \$7,750 has been subscribed, \$250 being paid in in cash and \$7,500 in property.

Saginaw—The Automatic Safety Water Gauge Co. has been incorporated to manufacture and sell steam specialties, with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,000 paid in in cash.

Detroit—The Detroit Steering Wheel & Wind Shield Co. has engaged in business with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed, \$42,500 being paid in in cash and \$7,500 in property.

Lansing—Irving A. Murphy, assistant manager of the Gerson-Carey Co., has purchased an interest in the Jackson Brass Foundry Co. and will leave Lansing December 1, to take charge of the Jackson concern in the capacity of manager.

Detroit—The Watt Motor Co. has been incorporated for the purpose of manufacturing and selling automobiles, parts, engines, etc., with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and paid in in property.

Detroit—A new company has been organized to manufacture and sell hardware specialties, automobile accessories, toys, models, tools and designs, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Battle Creek—Contracts have been awarded for the erection of a \$110,000 addition to the Union Steam Pump Co.'s plant and, as this will be followed by another involving the expenditure of \$60,000, the city is assured of \$170,000 distributed among

workmen, builders, and sellers of material. H. V. Snyder & Co., of this city, secured the \$110,000 contract.

Manistee—A new company has been organized under the style of the Triple A. Machine Co. to manufacture and sell floor scraping machines, with an authorized capital stock of \$100,000, of which \$60,000 has been subscribed, \$5,000 being paid in in cash and \$50,000 in property.

Detroit—A new company has been organized under the style of the Auto Gas Co. for the purpose of manufacturing and selling acetylene gas and auto parts and accessories, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash. Operations will be carried on at Baltimore, Maryland.

Holland—Changes which have been anticipated in the management of the Cappon-Bertsch tannery since its sale to Armour & Company were made at a meeting of the stockholders of the company, an almost entire new Board of Directors being elected and a clean sweep being made in the list of officers. As was expected, John J. Cappon was re-elected manager by the directors, and also holds the position of Second Vice-President of the company. The projected improvements which have been discussed will be made at the North Side tannery soon, probably within a year, and it is expected that with the additions the capacity of that plant will be more than trebled, giving employment to a much larger force of workmen. The Armours bought absolute control of the plants and will develop them into the largest in this section of the State if the plans are carried out.

Ionia—Beginning with less than nothing—that is to say, with a thousand dollars of borrowed money—Gen. F. W. Green, receiver of the Ionia Wagon Co., reports that during the period from Aug. 18 to Nov. 9, the sum of \$33,226.16 was received. Of this amount \$16,774.79 was paid out for stock and material, labor and salaries, notes amounting to \$1,000, were taken up and \$2,084.67 was paid out on a new boiler and building, leaving a balance of \$10,437.14 on hand. During the same period, bills receivable were increased \$2,515.13 and in spite of the fact that the works were closed fourteen days while an invoice was being taken, the company shipped 695 wagons. Moreover, there are orders on hand for 256 wagons and 490 boxes and the receiver has closed several contracts with jobbers at an increase of 5 per cent. over previous prices. Under such conditions it is not strange that the creditors' committee recommended to the Circuit Court that the suit be continued and the present receiver be retained in authority.

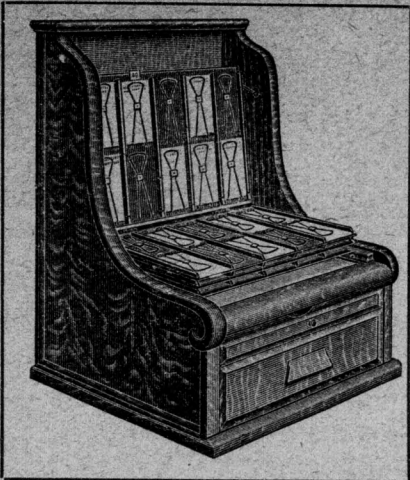
Crooked lives come from taking curves around duties.

**BUSINESS CHANCES.**

Wanted—By young man of 25, place in general store in small town. Experience in keeping accounts. References the best. Address H. N., care Tradesman. 180

For Sale Cheap—720 acres timber lands in Upper Peninsula along Soo Line R. R. A good proposition for a stove and heading mill. Plenty timber at reasonable prices. Address Box 74, Spring Arbor, Mich. 179





## A Touch Down

FOOTBALL at this particular season of the year is attracting the attention of thousands of people. TOUCH DOWN is one of the terms spoken of in describing an important feature of the game.

Do you allow your customers to make Touch Downs with you?

Do they get into your debt for forty or fifty dollars when you did not intend to let them have more than fifteen or twenty dollars' credit?

Do they ever dispute their accounts and make a touch on you for two or three dollars at time of settlement?

As Umpire and Referee the McCASKEY stands at the head of them all.

Your accounts are posted.

You place the limit.

McCASKEY stops the play at your limit mark.

There are no disputes—no foul plays.

The McCASKEY pleases the merchant and customer.

If you do a credit business you need a McCASKEY.

THE McCASKEY REGISTER COMPANY  
Alliance, Ohio.

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads, also the different styles of Single Carbon Pads.

Detroit Office, 1014 Chamber of Commerce Bldg.  
Phone Main 3565

Agencies in all Principal Cities.

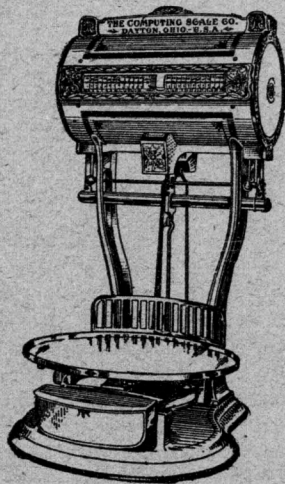
## If Your Customers Find the Cut of Our "QUAKER"



on their packages of Coffee and Spices they will be certain they bought the RIGHT KINDS.

WORDEN GROCER COMPANY  
Grand Rapids  
The "Right Kind" Wholesalers

## Blind Weighing Is Expensive



The new low platform  
Dayton Scale

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

If you are a retailer of meats you will have problems to figure such as finding the value of 14 ounces at 18 cents a pound. As the avoirdupois pound is divided into sixteenths you are confronted with the problem of  $1\frac{1}{2}$  of 18c. This is only one of hundreds of similar problems which confront the retailer each day.

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

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

REMOVE THE HANDICAP.

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

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

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



Moneyweight Scale Co.  
58 State Street, Chicago

R. M. Wheeler, Mgr., 35 N. Iowa St., Grand Rapids, Citz. 1283, Bell 2270  
Please mention Michigan Tradesman when writing

## Success

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

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

Tradesman Company  
Grand Rapids, Michigan



# The Only Reason Someone Doesn't

Make as good a ketchup as Blue Label is because they can't.

## The Only Reason We Don't

Make Blue Label Ketchup better is because we can't.



As long as we have the finest ketchup on the market we are satisfied. As long as we create an enormous demand for it by our advertising and keep your customers buying it on account of its quality and give you a good profit, we believe you will be satisfied.

When you are satisfied,  
When your customers are satisfied,  
And when we are satisfied,  
We figure that the problem is solved.

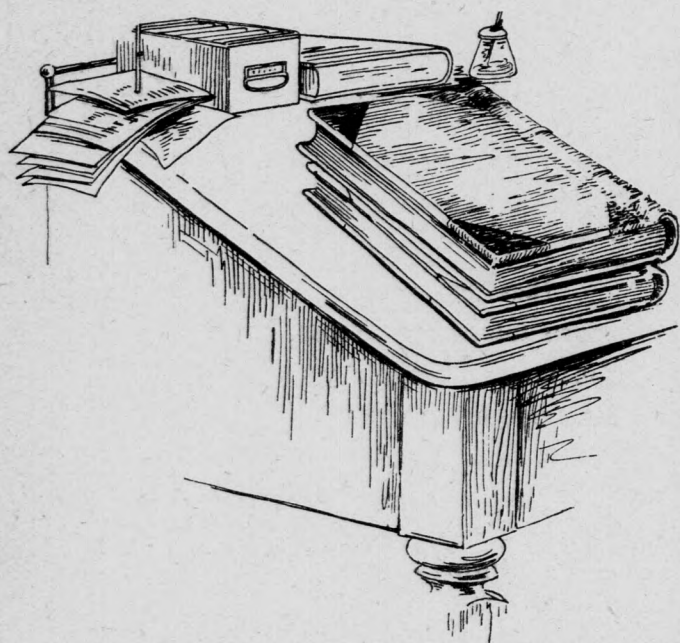
If you have a customer who doesn't buy BLUE LABEL KETCHUP from you, tie her closer to you by telling her to try it—you will only have to do it **once**.

Conforms to National Pure Food Laws

---

## CURTICE BROTHERS CO., Rochester, N. Y.

---



## Twelve O'Clock

When you wake up and the clock strikes twelve, when it's darker than pitch and the wind blows a gale, you say to yourself:

### "What a Wild Night for a Fire"

Then you think of your own place of business and you say, "Well, I'm insured." Are you? What about your valuable papers and account books—are they insured? What would be your loss if they burned? You dislike to think about it, don't you?

### Think Once More and Buy a Safe

During the winter months we have the most fires. Better get busy and write us today for prices.

---

## Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.

---