



Thanksgiving



For all the glories of our land, for men and women good and grand, for noble deeds that deathless stand, for what the fathers wrought and planned, guided by Heaven's wise command, and for the shaping of Thy hand

To-day we thankful lift our voice,

And for the wealth stored in Thy hills, the yielding valleys, rivers, rills, the mighty music of the mills, the lavishness that overfills, the love that bounteous welfare wills,

Our hearts do glow and we rejoice,

And for our much beloved State, for all that Michigan holds great, for those who work to weave her fate and ne'er, to do or dare, are late to make of Destiny her mate, Thy mercies, Lord, do not abate—

For these to-day we give our praise,

And if at times we would complain beneath some passing grief or pain, seeing no blessing in the rain or cloud that casts its shadow-stain, heedless that snowstorm's counterpane but shields the morrow's yield of grain,

Forgive us for our mortal ways.

Perry C. Ellis.



"State Seal" Brand Vinegar

has demonstrated itself to do all that has been claimed for it. The very large demand it has attained is selfevident.

Mr. Grocer! It increases your profits. Ask your jobber.

Oakland Vinegar & Pickle Co., Saginaw, Mich.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Are You In Earnest

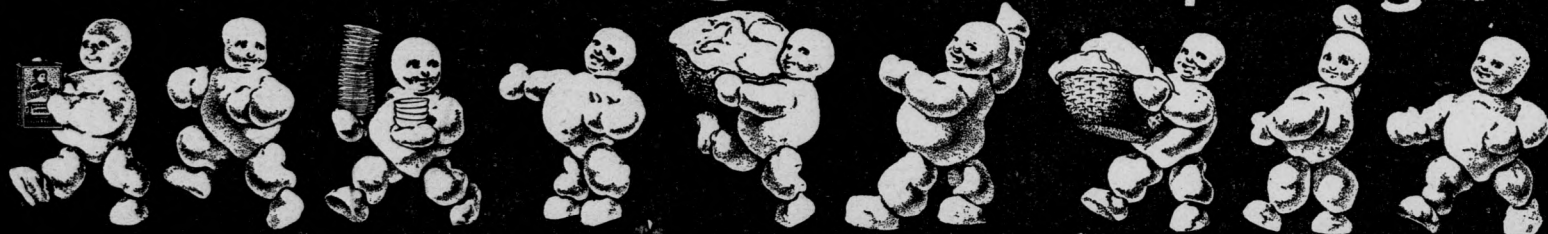
about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

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

Grand Rapids, Michigan

Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 24, 1909

Number 1366

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ALIEN OWNERSHIP.

Under the new State constitution the municipalities of Michigan have home rule instead of being dependent on the Legislature for everything. It is true none of the cities in the State have as yet availed themselves of the home rule privileges, but the great reform is at least within reach and, no doubt, in time the people will try it out.

Having achieved home rule for municipalities, why would it not be a good plan to start a movement for home rule of the public utilities?

This city boasts of its energy, its enterprise, its wealth and its "know how." And yet who owns and controls the utilities which are so important to its life and progress?

The Gas Company is owned by the American Light & Traction Co. It has a local manager and a dummy local directorate, but the source of all real authority is in New York and to New York must we go for favors that may be desired or concessions that may be demanded.

The Street Railroad is controlled from Philadelphia. This company, too, has a local manager and a dummy local directorate, but it is Philadelphia that decides whether extensions shall be made to meet the needs of a growing city, and to Philadelphia must we look for everything outside the ordinary routine.

The Grand Rapids-Muskogon Power Co. is controlled from Muskegon and Jackson. The company has a local manager, but it does not, like the Gas and Street Railroad Companies, see the need of keeping up an ornamental dummy local board of directors.

The Citizens Telephone Co. is a local institution, owned here and locally managed, and this local interest, no doubt, has been to it a great source of strength; but the Michigan Bell Co., which shares the field with the Citizens, is controlled from Detroit and we must call up Detroit if we want anything.

Even our daily newspapers are controlled either by outsiders or by special or personal interests; and either the outsiders or the special or personal interests must be consulted before their policies are defined.

Summing up the situation, in the matter of gas, street railroads, electric light and power, newspapers and telephones, the city's position is that of tenant. Our landlords live in New York; Philadelphia, Detroit and other distant points. It is our privilege to pay; the landlords take the profit.

Is this foreign ownership of the utilities good for the city? Is it conducive to the city's best interests, to its growth and prosperity? Is it a condition in which Grand Rapids can take pride?

GENEROUS BUT UNPRACTICAL.

A tentative proposition has been put before representatives of our municipal government, which contemplates the conditional gift to the city of a beautiful homestead, to be used perpetually as a museum of art. The conditions enjoined are that the building shall not be altered nor added to, except in one certain direction; that it shall never be disposed of; that collections such as are now in our scientific museum shall never be exhibited therein, and that the proposed art museum shall never be placed under the control of our public library commission.

Without in any way criticizing the generous public spirit and civic loyalty indicated by the proposition, and leaving entirely out of consideration the last three conditions indicated, the fact remains that the location of the property in question and the stipulation that the structure shall not be altered nor added to reveal the offer as not at all a desirable one to be accepted by the city.

As art museums are now conducted, abundant wall space adequately lighted and so arranged that there may be large and small galleries is essential; then, too, there should be a lecture room with stage and with a seating capacity of several hundred chairs; also there must be offices for the director and his assistants and repair rooms, packing rooms and storage rooms. Finally, the absolutely unqualified factor is that the building shall be fireproof.

None of these things are possible in the building under consideration and, under the conditions imposed, can not be acquired. Unless our art museum, when we get one, be perfectly fireproof, it would be folly to accumulate there a large permanent collection of art works and, not only that, but it would be absolutely impossible to secure for public and temporary exhibition any one of the many splendid collections that are

continually making the rounds of the various great art museums throughout the country.

A MEANINGFUL RESOLUTION.

Five hundred club women recently met at the Hotel Astor, New York. There was adopted a resolution demanding that the State Legislature compel all males who desire to get married to pass an examination before a reputable physician, and to prohibit the marriage of all males who can not show a "clean bill of health." The presenter of the resolutions had something to the point to say as a preliminary to the resolutions, a single clause of which will be enough to furnish a good idea of the rest: "Let us prohibit by law the marriage of innocent girls with men who are unfit for that state of life."

For some reason, known only to themselves, when social purity is the subject under discussion, the woman, when tried by her peers, is pronounced the guilty party by the women of the social world, who then by a verdict as merciless as it is oftentimes cruel pronounce her an outcast and send her adrift to meet as best she may the miserable death which the best authorities affirm is not far off.

Granting that the woman is simply reaping what she has sown, there are still certain facts which will bear consideration. The crime is a dual one. Is it right that one should suffer for the two? In the olden time Moses commanded that such should be stoned, and yet in the face of that it was Christ who said to such a sinner, "Go and sin no more." Without palliating the offense can not the human in such instances follow in the footsteps of the Divine and with fervor repeat to the woman at least, "Go and sin no more."

The resolutions, however, are not intended to cover such instances. They reach far beyond them. They are meant to underlie a condition of society that is simply appalling. City or country, the same evil exists, and the word that covers the whole idea is pollution, or, if a shorter word is wanted, take smut. It will be found in common use everywhere; and is it too much to say that every grade of life uses it? It is the bane of school life, public or private, and from the lowest grade to the highest it will be found to have taken possession. There is hardly now anywhere such a thing as "childish innocence." The other day a man with a son of the right age on his hands asked the editor of a popular periodical if he should send the boy to college—he wanted to make a man of his son and he feared the debasing influence of a college course. If that man is so simple as to believe that his son is as innocent as he supposes, he had

better make a few searching enquiries. In the language of the world he will be found to "know a thing or two," and if the young man and his dad get to matching stories, the sire must not expect to come out ahead! It is a sad statement to make, but the boy, supposed to have been ruined at college, had "his baptism of fire" long before his matriculation, and too often it happens—if there is any happen—that the father, offended at such an idea, is the very man who believes that his son, because he is his son, is the last boy on earth of whom such a statement can truthfully be made.

The question now is not, What shall be done about it? but, What shall we—it ought to be in capitals—do about it? And short and sharp and stinging comes the answer: Put a stop to it. Let age and middle life and mature young manhood and young womanhood protest against and repel the slightest indication of the unclean. It is the world's greatest terror. Of the deadliest pestilences this is the most to be feared and it is by far the most prevalent. High and low, rich and poor—all are in its clutches; and if, as the resolutions declare, "80 per cent. of the deaths of women are caused by men" and "75 per cent. of the operations upon women are caused by men," and if "children are destroyed by men who should not have been married," then, indeed, the resolutions have not been published a moment too soon and society, individually and as a whole, should bend its every and its best endeavor to the eradication of an evil which is doing more to undermine the Nation's very life than all the most malignant diseases which have so far assailed mankind.

THE OLD, OLD STORY.

The Tradesman publishes elsewhere in this week's paper an exposure of a bad collection agency at Flint. There can be no question as to the fraudulent character of the institution, because the man who evidently owns the agency is a convicted perjurer—convicted on his own admission of guilt. A person who would commit perjury for a consideration is certainly a very poor sort of an individual to conduct a collection agency.

The Tradesman is unable to understand why business men will repose confidence in a man of such character or a man who is a total stranger to them. For twenty-seven years the Tradesman has preached the doctrine of confining business operations to men who have an unblemished character and an established reputation. The experience of those who have been duped by the Flint fraud furnishes a fresh illustration of the value of this advice.

Write Us Today

THE BEST OF ALL CHRISTMAS PRESENTS
JEWELRY, DIAMONDS, WATCHES, CUT GLASS, SILVERWARE, MEDICAL INSTRUMENTS

Men's, Women's & Children's Ready to Wear GARMENTS
Fall 1909 Winter 1910

Timely Suggestions for HOLIDAY GIFTS

Chicago Lead Department Store
D. SLEPYAN, Prop.
WITTENBERG

W.E. DOYLE
FARMER, ALA. CHANG, INDIANA

LIGAN & CO.
General Merchandise
VILLAGE, OHIO

A Message from SANTA CLAUS LAND

THE RELIABLE
W. B. BARKER
Almost F. MILLER

HEADQUARTERS BARGAIN HUNTERS

To Defeat Retail Mail Order Competition

Write for full information

COME TO OUR STORE
and take advantage of the great bargains shown on the following pages. Every item is offered at a record breaking low price. Don't miss this opportunity to save money. Come in and inspect the values for yourself. With the best bargains you will agree that these are the best undersold you have ever seen. We are never money will always go farthest in our store. Let us show you these bargains in our store. You are now that it pays to trade with us. The goods are now on sale ready for your inspection. Come in and look the values over. You are equally welcome whether you buy or not. Read the "Special Notice" on Page 23.

For increasing the merchants' business, our plan has already accomplished more than any other project or plan heretofore devised. Our plan will be given to only **one merchant in each town** and the moment he adopts same it will place him on an equal footing with his strongest retail mail order competitors, and also make his store the **busiest in the community**.

The adoption of our plan will act as a tonic on your trade. It will help to move your own stock more rapidly and will also place you in a position to fill orders for merchandise that you do not ordinarily carry in stock.

✍ WRITE US TODAY ✍



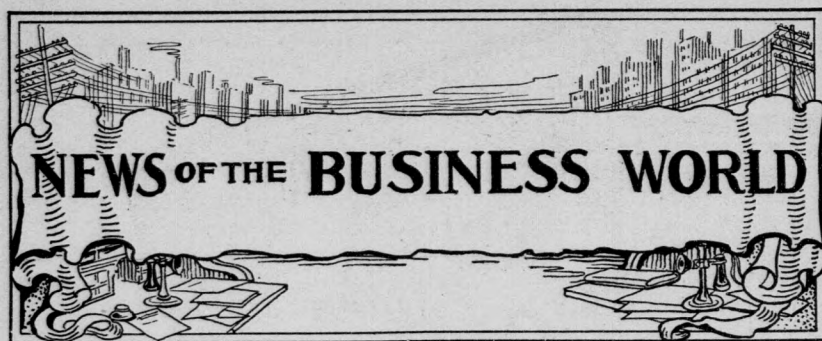
LYON BROTHERS

Wholesalers of General Merchandise

MADISON STREET

CHICAGO





Movements of Merchants.

Otsego—N. E. Herrick has opened a bakery here.

Hudson—Clemmer Bros. have opened a new meat market here.

Dowagiac—John Stewart succeeds Scott & Coble in the meat business.

Cadillac—Hoffman & Lyte have engaged in the meat business here.

Adrian—Truman Brainard has sold his stock of groceries to J. L. Hudson.

Allegan—Cronkhite Bros., of Dunningville, have opened a meat market here.

Lansing—The Cameron & Arbaugh Co. has changed its name to the F. N. Arbaugh Co.

Detroit—The Ames & Wimmer Co. has changed its name to the J. H. Wimmer Supply Co.

Detroit—The principal office of the Koenitzer Tanning Co. has been changed to Saginaw.

Lansing—The F. N. Arbaugh Co. succeeds the Cameron & Arbaugh Co. in the general merchandise business.

Dollarville—The Danaher Hardwood Lumber Co. has decreased its capital stock from \$150,000 to \$25,000.

Polatka—Joseph Prosser and John Loomis have formed a copartnership and engaged in the mercantile business at this place.

Mesick—C. Dean has sold his interest in the produce firm and the business will be continued under the style of Clark, Travis & Co.

Battle Creek—C. D. Morrison has sold his stock of groceries to Mrs. J. D. Parker, who will continue the business at its present location.

Coopersville—The Durham Hardware Co. has consolidated its two stores, and is now doing business exclusively on the north side of Main street.

Detroit—The Hartz Clothing Co. has been organized with an authorized capital stock of \$50,000 all of which has been subscribed and \$5,000 paid in in cash.

Owosso—T. O. Christian has sold his stock of jewelry and fixtures to H. F. Steck, recently of Washington, Iowa, who will continue the business under his own name.

Detroit—A new company has been organized under the style of the Dixie Lumber Co., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Fountain—Chas. L. Wing, Wm. Rath, Warren A. Cartier and others have opened a bank at this place under the name of the Bank of Fountain, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Kalamazoo—Walters & Woodward have sold their stock of groceries to W. H. VanDeburg, recently of Hillsdale, who will continue the business at its present location under his own name.

Beulah—E. Gilbert, the pioneer merchant of Sherman, has moved to this place, where he will go into business again. Mr. Gilbert is perhaps one of the best known men in Wexford county.

Kalamazoo—The Ezy Payment Suit Co. has been incorporated with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed, \$1,500 being paid in in cash and \$250 in property.

Manistee—The National Grocer Co. has purchased the wholesale grocery stock of Frank Firzlafl and will continue the business at the same location under the management of Howard Musselman, of Traverse City.

Detroit—The Gillespie Auto Sales Co. has engaged in business for the purpose of conducting an automobile garage, with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed and \$18,000 paid in in cash.

Oxford—A new company has been organized under the style of the Ensley-Bellaire Co. to engage in a general produce business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Flint—The Vehicle City Lumber Co. has been organized to engage in the sale at wholesale and retail of lumber, lath, shingles, etc., with an authorized capital stock of \$15,000, which has been subscribed and \$5,000 paid in in cash.

Grayling—A. M. Lewis, dealer in drugs and books, has merged his business into a stock company under the style of A. M. Lewis & Co., with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in property. The business office is located at Newberry.

Leslie—George Rumsey has resigned his position as manager of the Leslie Elevator Co., which position he has held for many years, and will devote his entire time to the wool buying business. W. F. Prescott, who has long been connected with the same firm, will succeed Mr. Rumsey.

Houghton—The Peninsula Wholesale Grocery has completed its removal of stock and offices from its old quarters on Isle Royale street to its new building on the lake front and Isle Royale street. The new offices are splendidly appointed and unusually well lighted. The fixtures are in

golden oak and the floors of gray tile. The city salesroom is a particularly attractive room.

Marquette—Geo. W. Hager, senior member of the firm of Hager Bros. Co., Ltd., died suddenly at his home this week. Mr. Hager was one of the best-known business men in this city and had been a resident here since 1871, having been engaged in the furniture business all that time. Mr. Hager's success was due to his delightful personality, strict integrity and upright methods of dealing with all with whom he came in contact and his demise is sincerely mourned.

Manufacturing Matters.

Detroit—The Refined Solvents Co. has changed its name to the Michigan Wood Products Co.

Battle Creek—The Wolverine Optical Co. has increased its capital stock from \$5,000 to \$10,000.

Dimondale—Delmarle Bros. will rebuild their evaporator which was recently destroyed by fire.

Muskegon—The name of the Gray Motor Car Co. has been changed to the Henry Motor Car Co.

Athens—The Nottawa Valley Creamery Co. has decreased its capital stock from \$5,000 to \$3,200.

Detroit—The Nielson Motor Car Co. has been organized with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Mt. Pleasant—The Whitney-Taylor Co. has engaged in business to manufacture hub blocks and cement products, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,250 paid in in cash.

Detroit—The American Auto Trimming Co. has engaged in business to manufacture and deal in automobile parts and accessories, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in cash.

Flint—A new company has been organized under the style of the Michigan Lumber & Cedar Co., with an authorized capital stock of \$10,000, all of which has been subscribed, \$4,271.36 being paid in in cash and \$5,728.64 in property.

Detroit—The Renfro-Wheeler Manufacturing Co. has been organized for the purpose of manufacturing, buying and selling motor vehicles and accessories, with an authorized capital stock of \$50,000, which has been subscribed and \$5,000 paid in in cash.

Detroit—The Eby Auto Parts Co. has been organized for the purpose of manufacturing, buying and selling automobile parts, appliances and accessories, with an authorized capital stock of \$2,000, of which \$1,200 has been subscribed and \$850 paid in in cash.

Niles—A new company has been incorporated under the style of the Folding Fibre Box Co., with an authorized capital stock of \$50,000 common and \$25,000 preferred, of which \$50,000 has been subscribed, \$2,000 being paid in in cash and \$48,000 in property.

Detroit—The Templeton-Du Brie Car Co. has engaged in business to manufacture, buy and sell conveyances, automobiles, air ships, boats,

etc., with an authorized capital stock of \$150,000, of which \$75,020 has been subscribed, \$20 being paid in in cash and \$75,000 in property.

Detroit—The Detroit Magneto Co. has engaged in business to manufacture, buy and sell autos, engines, motors, motorcycles, appliances and accessories with an authorized capital stock of \$100,000, of which \$76,550 has been subscribed, \$1,600 being paid in in cash and \$74,950 in property.

Saginaw—The Valley Boat & Engine Co. has been incorporated for the purpose of manufacturing, buying, selling and dealing in boats, engines and conducting a boat and automobile garage, with an authorized capital stock of \$20,000, of which \$16,300 has been subscribed and \$4,050 paid in in cash.

Detroit—A new company has been incorporated under the style of the Owen Motor Car Co. for purpose of manufacturing, selling and dealing in all kinds of machinery, engines, motors and motor carriages, with an authorized capital stock of \$500,000, of which \$250,000 has been subscribed and \$50,000 paid in in cash.

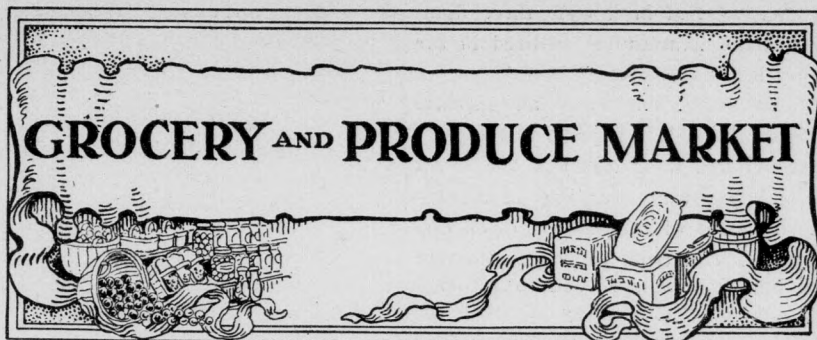
Detroit—A new company has been incorporated under the style of the Acme Electric Heater Co., for the purpose of manufacturing, buying and selling electric appliances and devices, with an authorized capital stock of \$40,000 common and \$10,000 preferred, all of which has been subscribed and paid in in property.

Detroit—The Abbott Motor Co. has engaged in business for the purpose of manufacturing, buying, selling and dealing in mechanisms or any part or parts thereof propelled by motors, with an authorized capital stock of \$250,000 common and \$50,000 preferred, of which \$282,500 has been subscribed, \$12,500 being paid in in cash and \$270,000 in property.

Detroit—Steel automobile axles will be the principal output of the new Metal Products Co., capitalized at \$200,000, which filed articles of incorporation at Lansing. Six acres have been purchased on the outer belt railway at Waterloo street, and a concrete factory building is under construction. It will be four stories, 60x200 feet in dimensions.

Bay City—The Crystal Ice & Water Co. has organized with \$75,000 capital, to manufacture artificial ice. The Crystal Water Co. takes part of the stock and turns over its distilled water plant to the new concern. All the stock has been subscribed and the plant will be ready for business next summer. The plant will have 50 tons' daily capacity. Work will begin as soon as plans for the buildings have been secured.

Houghton—The Tamarack Mining Co., now controlled by Calumet & Hecla, has sent out notices of a proposition to form a separate corporation and to develop the Cliff lands, belonging to Tamarack. The new company is to have the regular Michigan capitalization of 100,000 shares, par value of \$25, and the shares will be issued at \$13 paid in. Sixty thousand shares are to be offered to Tamarack stockholders, the balance constituting treasury stock.



The Grocery Market.

Sugar—The market is stronger at the advance of last week. All of the Eastern refiners, with the exception of Federal, are holding granulated at 5.15c. Federal is getting 5.10c on contract and 5.05c for immediate shipment. Michigan granulated is still held on the basis of 4.95c.

Coffee—Rio and Santos options have advanced on account of speculative rumors that the next crop would be reduced. Actual Brazil coffee, however, has been dull and in some cases sales have been made at concessions, owing to heavy crop movement. Mild coffees have been steady and quiet. Java and Mocha are unchanged and only moderately active.

Canned Goods—The demand is strong and active. Jobbers are hard put to it to make shipments in time, but there are some lines in which the pressure is greater than in canned goods. Tomatoes are still in the low grades. Good standards are steady. Care is necessary in buying tomatoes as the quality shows a wide range. Corn is very firm and offerings of desirable brands are light. Even low grade corn is firm. Peas are quiet. Wisconsin peas are in demand and firm. String beans are showing a firmer tendency. Spinach is in good request. In fruits there are few changes. The market is steady for Eastern fruits. California packs are firm. Salmon is selling at a seasonable rate, but the supply is small. Pink salmon forms the chief source of supply for which offers come from the Coast and 65c f. o. b. is the general quotation there. Domestic sardines are selling at a concession from packers' prices, holders here supplying the wants of competitors in need of small lots. Packing continues light.

Dried Fruits—Currants are active at unchanged prices. The decline in dates duly came as predicted, but proved to be only 1/4c. Figs are strong and in good demand; it looks as if the price would be maintained. Citron is unchanged and active. Prunes remain unchanged and in fair demand. Peaches seem a little weaker and the demand is not very large. Raisins are about unchanged. The demand is very light, but the coast holders are still maintaining the advance of 1c per pound. No sales showing anything more than a very slight advance, however, have been made in secondary markets.

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

Starch—The Corn Products Co. has declined Muzzy bulk and all grades of Best gloss starches 10 points.

Syrups and Molasses—The Corn Products Co. reduced glucose 20 points on Nov. 15 and 10 points more on Nov. 23. Both bulk and tinned syrup were marked down in the same proportion. There was no immediate reason for the decline, although it was generally agreed that glucose had been higher than it ought to be upon the basis of the corn market. Compound syrup is in good demand at the decline. Sugar syrup is strong, high and in excellent demand. The supply of good molasses is light and there is considerable poor stock coming forward. Very likely this condition will continue during the entire season.

Rice—The demand is fair, buyers taking freely for immediate wants, which are by no means small for the season. Assortments are unusually attractive and prices reasonable as compared with the general run of bread stuffs and much cheaper than many staple foods. Japan sorts are over 1c lower and Honduras styles 1/2c lower than last year, equal date.

Provisions—Dried beef, barreled pork and canned meats remain the same, with a good demand. Pure lard remains steady at unchanged prices. Compound is firm and meets with ready sale. There is not likely to be any change during the coming week on the above products.

Fish—Salmon is quiet and about unchanged in price. Domestic sardines show no change from the last quotation and the demand is still very light. Imported sardines are about unchanged and in moderate demand. Norway mackerel continues steady and in good demand. Cod, hake and haddock have been suffering on account of the warm weather, but will develop a demand now that a cool spell has arrived.

C. C. Follmer has purchased the interest of Emmet Hagadorn in the Tubbs Machinery Co., corner Canal and Newberry streets. The business will be continued by Mr. Follmer and Mr. Tubbs as a stock company, under the style of the Economy Machinery Co.

Chas. W. Kalder, of Hillsdale, for the past year with A. C. McClurg & Co. in the Far West, will represent the Diamond Ink Co. in the States of Michigan, Indiana, Kentucky and Tennessee for the coming year.

This is always a heartless world to those who crate up their hearts for fear of hurting them.

The Produce Market.

Apples—\$3@3.25 per bbl. for all winter varieties.

Beets—\$1.25 per bbl.

Butter—There has been a firm market in the price of butter, both solid and print, with a good demand. All grades have been cleaning up on arrival. The outlook is for a firm market next week at unchanged prices. Local dealers hold factory creamery at 31c for tubs and 32c 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—There is no particular market for fresh owing to scarcity. Some dealers are offering as high as 30c. There is a very good demand and receipts clean up on arrival. There is not likely to be any change during the coming week.

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 Malagasy.

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 Californians.

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 Duchesse; \$1 for Kieffers.

Potatoes—The market is steady on the basis of 20c at the principal buying points in Northern Michigan.

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 13@14c for dressed; turkeys, 14@15c for live and 17@18c for dressed.

Squash—1c per lb for Hubbard.

Sweet Potatoes—\$3.50 per bbl. for genuine kiln dried Jerseys and \$1.90 per bbl. for Virginias.

Turnips—50c per bu.

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

Failure of Fred G. Kleyn, Holland Shoe Dealer.

On Nov. 4 Fred G. Kleyn gave his brother-in-law and sister, Adrian and Josephine K. Westveer, a chattel mortgage on his shoe stock for \$2,000. He used the proceeds to pay off a \$1,900 note at the First State Bank of Holland which bore the endorsement of his mother. The utterance of the mortgage created something of a commotion among the creditors, in consequence of which he uttered a

trust mortgage on his stock to secure all the creditors, naming John S. Dykstra as trustee. Hon. Peter Doran thereupon filed a petition in bankruptcy and the matter of appointing a receiver will be taken up in the Bankruptcy Court on Saturday of this week. The stock, fixtures and book accounts are inventoried at about \$3,100.

The liabilities aggregate \$9,082.70, distributed among fifty-eight creditors in the following amounts:

Arnold Shoe Co., North Abington, Mass.	503.30
A. H. Berry Shoe Co., Portland, Me.	184.40
C. R. Beach & Co., Boston	102.30
Behring Shoe Co., Cincinnati	29.10
S. M. Bixby & Co., New York	38.60
Chicago Rubber Co., Chicago	31.90
Dunham Bros., Battleboro, Vt.	132.80
Dodgeville Felt Shoe Co., Dodgeville, N. Y.	37.25
Fargo, Keith & Co., Chicago	145.68
Fisher Bros. Paper Co., Chicago	19.53
Herriott Bros. & Co., St. Louis	19.08
Harper, Kirschten Shoe Co., Chicago	150.70
Herold-Bertsch Shoe Co.	365.00
Kalt, Zimmers Mfg. Co., Milwaukee	17.50
Edward F. Logan, Lynn, Mass.	117.60
Preston B. Keith Shoe Co., Cambridge, Mass.	83.05
Lunn & Sweet, Auburn, Me.	60.30
John Kelley, Rochester	558.80
Lamkin & Foster, Boston	134.23
Maumee Rubber Co., Toledo	114.16
Lamkin & Foster, Boston	390.49
Metropolitan Shoe Co.	119.50
Modern Shoe Co., Pontiac, Ill.	92.75
J. L. Obeart, Lynn, Mass.	11.93
Pontiac Shoe Mfg. Co., Pontiac, Ill.	110.78
Piehler Shoe Co., Rochester	30.00
M. A. Packard Co., Brockton, Mass.	244.00
P. N. Rowe, Chicago	15.00
Racine Shoe Mfg. Co., Racine, Wis.	157.65
Rubber Mfg. & Distributing Co., Chicago	64.64
H. B. Reed & Co., Manchester, N. H.	170.90
Starnes, Copeland Co., Columbus	62.40
Simmons Boot & Shoe Co., Toledo	220.48
Aaron F. Smith, Lynn, Mass.	54.00
Stephen Putney Shoe Co., Richmond, Va.	29.40
Sherwood Shoe Co., Rochester	36.50
Schoenecker Boot & Shoe Co.	65.00
Snesheimer, Bach & Co.	152.55
Timson & Co.	92.30
Timson Bros.	57.60
Victor Shoe Co.	48.00
Utz & Dunn	24.28
Union Shoe Mfg. Co., Chillicothe, O.	72.00
M. A. Sooy	300.00
Western Shoe Co., Toledo	20.00
Wise & Cooper, Auburn, Me.	83.85
Williams, Hoyt & Co., Rochester	59.40
Arthur A. Williams Shoe Co.	69.00
Weber Bros. Shoe Co.	47.70
Edward P. Young & Co.	113.67
Cappon & Bertsch Leather Co., Holland	25.00
Joseph Dykstra, notes, Holland	125.00
John Schoon, Holland	425.00
Adrian Westveer, Holland	2,000.00
J. Van der Sluys, Holland	55.00
E. T. Wright & Co.	75.70
J. E. French Shoe Co., Rockland, Me.	87.00
Diekema & Kollen, Holland	308.00
Total	\$9,082.70

Local bakers and shippers are pleased over the success of the National Bakers' Association in securing a reduction by the express companies in the price for carrying bread baskets. The price which had been in effect for several years and until a short time ago was 5 cents a basket for any distance, but the express companies boosted the price to 10 cents a basket. This brought a vigorous kick from those affected. The old rate again went into effect the latter part of last week.

Mrs. Sarah Loucks has engaged in the grocery business at Boyne City. The Lemon & Wheeler Company furnished the stock.

Hugh O'Hanlon, of Hillsdale, will represent the Worthing, Alger Co. in Wisconsin and Minnesota during the year of 1910.

Dimondale — Ripley Bros. have leased the Diamond flouring mill and will operate it in connection with their grain elevator.



Florists Treat the Public to Brilliant Coloring.

Poor Mr. Turkey Bird has had to count his breaths by dozens for a few days aback. Countless thousands of him have sacrificed their lives on the altar gustatorial, giving up the ghost to make glad the spirit within of others of the human family.

By evening of this Wednesday all forehanded people will have gotten for the Thanksgiving dinner the piece de resistance, whether turkey, chick, duck, goose or wild fowl.

But there are innumerable things to go with the meat course—or courses if one isn't sufficient to satisfy epicureanism—and with the courses that follow the principal one: potatoes (both the Murphies and the sweet tubers), squash, corn or succotash, peas, cabbage ("cold slaw," to use an old-fashioned term), beets, cauliflower, onions, carrots, turnips, cukes, tomatoes, Brussels sprouts (those funny little vegetables which are sometimes referred to as "cabbage with a college education"), dainty salads galore, olives, horseradish, pickles, cranberry and other jellies, jams, spiced marmalades, pumpkin and mince and other kinds of pies, cheese, nuts, raisins, dates (stuffed and unstuffed), figs, grapes, oranges, apples, etc.

All these and many more goodly eatables may be brought to the gastronome's attention when he is about to order his dinner for the last Thursday in November. It is not too late to suggest many of these toothsome concomitants even at this late moment—Wednesday p. m.—as there is always some one who is as dilatory about attending to the Thanksgiving table requirements of his spouse as he is about seeing to many of his matters of business.

What happy housewife does not fairly dote on "laying herself out," in the preparation of a Thanksgiving dinner! Usually the table groans under the responsibility of the viands considered inseparable from this feast and there is twice as much "good stuff" as can be eaten. But how good it tastes for luncheon the next day when the digestive apparatus has recovered from its overworked condition resulting from the too-muchness of the day before!

Of course, long before the day preceding Thanksgiving the linen has all been cared for, so that nothing remains for the drygoodsman to do towards pushing sales for the big dinner by charming window displays. All that has been done weeks before-hand.

But the florist will be busy until the last minute before closing time.

Belated shoppers are even willing to be their own deliveryman if they are able to find what they want at the "eleventh hour," so to speak, for no Thanksgiving dinner—nor one at any other time of the twelvemonth, for the matter o' that—is perfect without these contributions of smiling Nature, alias the greenhouseman. It goes without saying that the flowers must harmonize or contrast pleasingly with the principal tone of the dishes to be used, else the fine effect is ruined.

Have you noticed how much, now, florists are doing along the line of beautifying their windows? Whereas apparently they used rarely to give any thought to the bunching of blossoms of the same shade, now they give magnificent pictures of vivid masses of color that cause folk with artists' eyes to fairly revel in enjoyment of the scene presented.

Greenhouse flowers used to be considered an extravagance, something to be indulged in only by the wealthy, but now—now they are only looked upon as an actual necessity by everybody but the very poor.

One of the handsomest displays ever seen in Grand Rapids—depending on goods of quality and few of them, with a background representing a broad fireplace of substantial design, simple lines and dark brown shade—is that noticed this week in Foster, Stevens & Co.'s easternmost window. All the goods shown are of brass, mostly in a dull finish. The contrast of the metal and the deep brown of the entire background is striking. Any out-of-town dealer could learn from this display how to create a good window by exhibiting just enough merchandise. The trouble with most windowmen is that seemingly they are not content unless they thrust to the front a sample of everything in the establishment. This is never a fault with the man who gets up the excellent displays of this prominent pioneer hardware firm.

The more important stores are continually striving to eliminate goods instead of introducing a quantity at a time. Thereby the attention of inlookers is not scattered but is focused on a few articles and they are retained in the faculty of remembrance.

Think on this: If you would get up a strong window don't fill it chuckful of hodgepodge. There is lots of time a-comin' and every object in the store can have its innings at some future season.

One of the prettiest windows ever

gotten up had in it only three dummy ladies sumptuously attired in the very latest creations.

The background was an expanse of orange-yellow paper roses closely massed and floor was just the same. The ladies were treading on roses—a treatment of flowers not often discovered in a trim. The great extent of but one color served to separate this window from every other on the street in the thought of each person who beheld it.

* * *

The smell of Christmas is already abroad in the land—already the idea is beginning to trouble folk as to what they shall give to So-and-So and So-and-So and So-and-So ad infinitum.

The stores—many of them—appear to have anticipated and to be prepared for a big trade, judging from their statements when questioned on the subject, and it is to be hoped that their expectations will not meet with disappointment.

* * *

We Try To Make
Each Day
Eclipse
The One Before

Come In
and
Get
One of Our Little Books
Containing
Fashion Information
Worth Knowing

These Are Like
The Togs
That
Made a Hit
on
State Street

We Have Made Ourselves
a
New Stunt
We Want the Trade
Of
One
Out of Each

Family
in
Grand Rapids

Is Our Name
Indelibly Impressed
on
Your Think Pan
?
If Not
Then Let Us
Hammer It In

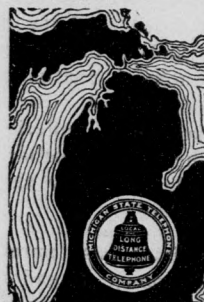
We Wouldn't Deceive
for
a
Ten Acre Lot
In
The Heart
of
N. Y.
Fact
!
If You Don't Believe It
Come In
and
Be Convinced

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building



**A Michigan
Corporation**

**Organized, Incorporated
and Operated Under the
Laws of Michigan . . .**

**OPERATING 38,004 miles of toll wire in Michigan.
CONNECTING 1,100 towns and 172,000 telephones in Michigan.
EMPLOYING 3,500 men and women in Michigan.
OWNING - - 25 buildings in Michigan.
LEASING - 180 buildings in Michigan.
PAYING OVER \$100,000 taxes to the State of Michigan.**

Furnishing Michigan Service for Michigan People
and also direct toll line service to most of the cities, towns
and villages in the United States and Canada over the
lines of the "Bell System."

Michigan State Telephone Co.

Every "Bell" telephone is a long distance station.

Requirements of a Good Leather Cutter.

Not long ago a man applied to the foreman of a large shoe factory for a job as cutter.

"Have you had experience?" he was asked.

"I have had ten years."

"Are you a rapid workman?"

"Not especially, but I can get more uppers out of a piece of leather than any man in the business."

Upon the strength of this statement the man was given a job in the basement cutting room, where the thin leathers for shoe uppers are all cut. The man, true to his word, proved that he had developed almost an abnormal eye for judging leather. There are many men in this field who do marvelous "stunts" with raw material.

The foundation of nearly all industry is to get as much as possible out of raw material. Do not make any scrap if you can help it. Especially is this so in textile and shoe factories where cutting is done by hand and where raw material is an exceedingly vital factor in the cost of production.

The skill of the modern cutter of textiles or leather is amazing. He must work rapidly, too. He must grab up a hide and be able to tell at a glance without measurement the manner in which to cut it in order to leave the least waste. Not least among his troubles is the fact that after he is all through an error may show up any time.

With textiles it is not quite so difficult as with leather, because the

textiles come in uniform sizes, but hides always vary and there are never two just alike. The cutter cannot waste time by measurement. He must know at a glance.

Textiles and some thin leather are cut with electric cutters to a large extent, and by this means the cutter can take a large number of thicknesses at once and cut them, thus saving much time. The electric cutter is a hand affair with a small motor inside which revolves a blade. The old style is done by means of the knife, and silk is necessarily cut with a knife to this day.

"It's pretty exacting business, cutting textiles or shoe leather," said one old cutter, "and this is because of the fact that after you've once plunged your knife into a hide you've got to keep going, and if you've made a mistake it will show up in the last piece. There are no set rules for cutting such material. Every case is different. We have to use our own judgment and as the cutter has got to keep awake and watchful at all times his wages have increased in proportion and to-day he will make easily from \$3 to \$7 per day, depending upon the quality of goods he handles. A silk cutter will often make as high as \$10.

"Once in a while the cutter strikes a puzzling proposition—a freak hide or an odd scrap of textile—and then he must stop to measure it. It is an easy matter to ruin a hide by careless work, and from the time one begins in the morning until late at night one is constantly on the alert. It not only

takes tact and skill to cut a hide, but it also requires strength in the arm."

Lyne S. Metcalfe.

Shellac Product of a Scale Insect.

Shellac, or lac, is a mystery and romance. Long familiar to us in the form of sealing wax, varnish, furniture polish, hat stiffening, and in the decoration of every conceivable Indian novelty, trays, boxes, tables, beds, shields, and a hundred and one other things, it is rapidly rising into vastly greater importance because it has been found essential in electrical work and because it is largely required in the preparation of gramophone records. Hence the exports from India have quadrupled, and in 1905 amounted to 6,000 tons for the United States alone.

Shellac, or lac, as it is known in its initial stages, is a product of the animal kingdom and may be defined as a resinous excretion by a scale insect known as *Tachardia lacca*, a close relative of bugs, plant lice, and the like, and a native of India. It lives upon many varying trees, including the banyan and mango. Great numbers of the insects develop closely together upon the trees, and each is an animated siphon. At the mouth of every one is a tiny lancet with which it pierces the tree and through the opening thus made it inserts a sucking apparatus. Then it draws up into itself the living sap of the tree.

This passes through its body, is modified in the process, and passes out as lac. The lac accumulates and is

gradually built up round the insect into a small red dome-shaped excrescence. Owing to the myriads of these excrescences they tend to run into one another and form a regular incrustation on the branches.

Lac is almost invariably collected by natives. The collection is made by breaking off the incrustated branches and twigs. These are sold as "stick lac" to middlemen, who take them in large quantities to factories. Here they are broken up into short lengths and crushed either by hand or by machinery. This crushed matter is divided into three parts, the wood, which is used as fuel; the dust, sold to makers of bangles and toys; the true granular lac, which is known as seed lac.

The next process is to wash the seed lac for twenty-four hours. The water which runs away from it is a deep purple color and formed the once valued lac dye, which has been supplemented latterly by the aniline dyes. Drying follows, the substance being spread out and finally bleached. It is put into wormlike cloth bags, ten to twelve feet long and two inches wide, and held over open fires. The bags are slowly twisted and the melting lac oozes on to the floor. It is stretched into thin sheets and sold.

Babies are born mimics—they use the same kind of language their mothers do.

She is a wise woman who shuts up before she runs out of something to say.

A DOUBLE PROFIT

Royal Baking Powder Pays a Greater Profit to the Grocer Than Any Other Baking Powder He Sells

Profit means real money in the bank. It does not mean "percentage," which may represent very little actual money. A grocer often has the chance to sell either:

1. A baking powder for 45c a pound and make a profit of 5c or 6c or,
2. A baking powder for 10c a pound and make "20 per cent. profit," which means only 2c actual money. Which choice should you take?

Royal Baking Powder makes the customer satisfied and pleased not only with the baking powder, but also with the flour, butter, eggs, etc., which the grocer sells.

This satisfaction of the customer is the foundation of the best and surest profit in the business—it is permanent. Do not take the risk of selling a cheap alum baking powder; some day the customer may find out about the alum, and then your best profit—viz., the customer's confidence—is gone.

Royal Baking Powder pays greater profits to the grocer than any other baking powder he sells.



DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

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E. A. STOWE, Editor.

November 24, 1909

THANKSGIVING.

Thanksgiving Day is only a bit of National localizing in the territory of time. An affection purely American, it sprang into being on this side of the sea and from the personal both of section and individual has grown with the growth and strengthened with the strength of American life and character and a nation of ninety millions on that day will offer up praises and thanksgiving to the Parent of Good for the countless blessings which the spring-time and the harvest have brought.

Now in the presence of these grateful millions, praising "God from whom all blessings flow," the song and praise are by no means lessened when it is considered what God has wrought between the first Thanksgiving day and this, the last. February 22, 1631, is the date of the first. "Our harvest being gotten in, Governor Bradford sent four men out fowling, so that we might after a special manner rejoice together after we had gathered the fruit of our labor. They four in one day collected as much fowl as with a little help beside served the company almost a week," the company being made up by Massoit, who came in with "some ninety Indians, who for three days were entertained and feasted, for which purpose he brought in five deer." It is hardly necessary to state that turkey was among the fowl brought in and from that first feast until now the Thanksgiving turkey has held its undisputed place at the table on the National feast day.

In the presence of this general joy it must be conceded that from whatever point of view our prosperity is looked at it is the individual who is most affected, and there has never yet been sunshine so bright as to remove or even lighten the shadows which the pessimist is sure to see and condemn. In the midst of the bountiful goodness which is everywhere not only brimming but running over our garners let the pessimist for once have full and unquestioned sway, one reason at least for him to be thankful for. "Our country has, it is true, been wonderfully blessed. The ground has poured forth her increase. The

wheatfield and the cornfield have checked with their rivers of grain a thought of coming hunger, even afar off. The flocks, unnumbered, that graze upon upland and plain wherever the green grass grows and the cotton with its singing gatherers, in terms not to be mistaken, are declaring that the spindle and the loom shall not lack the material needed to clothe the trusting millions. Oh, our possessions are fair enough, nobody can question that; our institutions are free, thank God! and many and prosperous; our resources are fruitful and exhaustless and it is also true that our heritage is a goodly one, rocked in the cradle of the Puritan and strengthened by the lullaby that the spirit of Liberty crooned over our New England cradles; but what do these things, the results of humanity's toils and tears, amount to when the Nation's one idea of thanksgiving lies in the fact that the American dreadnaught is the mightiest war ship afloat?"

Let him make the most of his single crumb of comfort from the darkness that is all his own and let us rejoice and be thankful for the transcendent blessings which even the pessimist is compelled to acknowledge.

It is the domestic side of Thanksgiving, however, that gives to the day we celebrate its greatest gladness. The old home now is the center of all that is near and dear. The year has been one of unwonted prosperity and the children—there are swarms of them—are coming home. How the big old mansion under the elms in stately dignity stands ready to greet the happy-hearted throng! Since September came in the old homestead has been getting ready for them, every one of them in her heart. How the orchards, hard at work all summer, have done their best to be equal to the demands to be made upon them; and now with barrels and bins piled high with the biggest and the best to be seen anywhere, how impatiently they wait for the year's crowning joy! The frost and the falling leaf and the coming cold have done their best to sadden the pleasures already in sight and have failed. "The frost is on the pumpkin," but the big sphere of gold gives it no heed while it laughs "with the fodder in the shock" as it ripens and waits for the good time coming and to the success of which it will give up its best.

What an air of importance the old home puts on as the day draws near! The Indian summer sun through open windows and doors steals in to brighten and sweeten the big old rooms, "hung thick with memories that can never fade." Big fires are lighted in the old-fashioned fireplaces and after daylight fades, the dancing firelight sends out the heartiest greeting which the homecoming traveler knows. And what lively times there are and have been going on in the kitchen! What sights and sounds and, oh blessed memories, what smells are there! And then with the long, wide table, surrounded with loving hearts and spread with the good

things that the earth alone can give, with loving eyes looking tenderly into loving eyes and with hearts full of an affection which the dear old home only can give, it is no wonder that thanksgiving and praise float heavenward then and there and that Thanksgiving Day finds its best realization in the home where we were born and bred.

After all the idea of Thanksgiving Day is a personal one. The whole is greater than a part, and if the individual has reason to be thankful, the family and the nation claiming that individual must partake of the feeling that thrills him; but there will be more than one heart this day who in its forgetfulness will ask: "What have I to be thankful for?"

To this at such a time there can be but one answer. In the first place "God lives" and that means everything. After that there never was a better time than now to be alive. The conveniences of life and living can hardly be counted. Compare what we have to-day with those for which Governor Bradford was thankful. "Let there be light" and instantly there is light. How was it February 22, 1631? It is a voyage of four days and a few hours over from England to America. How long was the Mayflower in reaching Plymouth Rock? The journey of Governor Bradford's coat from the sheep's back to his own was one of lingering physical weariness; how many hours was it that the same task was done in not so very long ago? These are things to be thankful for and thankfulness is the heart's crowning joy. Is this a good land to live in? The pessimist has already answered that; the American just returned from foreign travel affirms it; the friends that are about us; the comforts that we enjoy; the food we eat; the roof that shelters us; the free, life-giving air we breathe—everything, tending as it does to make individual existence dear and sweet, is filling the heart with gratitude to-day and that gratitude can and will express itself in no better way than by the thankfulness that every one, true to himself and true to his home and true to his native land, will tender for the merciful bounties which he this day enjoys.

THANKSGIVING WINDOW.

A collection of fruit is as appropriate a one as can be made for the Thanksgiving season. Select a fancy basket; or if you do not keep these as a part of your stock an ordinary market basket answers the purpose nicely when covered with white or slightly tinted crepe paper.

Grapes of various colors may be combined with the very finest of apples. Michigan has a National reputation for supplying the latter fruit possessing a richness of flavor quite in keeping with the highly colored exterior. Other states may furnish apples as beautifully colored, but many of them are flat and tasteless in comparison with the rich, juicy ones of Michigan. Compose the window of oranges heaped into a great pyramid. Purple grapes and rich yellow pears combine nicely; in

fact, any fruit at hand will suggest a combination.

If you deal in fowls a great turkey surrounded by festoons of the rich red cranberry, strung on string, is suggestive. The tails and wings of these birds could be easily purchased of the producer, and after their mission as material for decoration is ended they would still have a commercial value for dusting and cleaning purposes.

Nuts also offer almost endless possibilities. A branch of chestnut burrs with half-opened fruit would form a most attractive background, although unless saved weeks ago it could not well be supplied this season. Effective combinations of our native nuts flanked with peanuts, brazil nuts and almonds will suggest themselves. A cocoanut in the outer husk may prove an attraction to the uninitiated and a few dolls with hickory nut heads held in place by tiny red handkerchiefs will add novelty. Even if you have only potatoes or the most commonplace commodity—fill your window with something. Let the spirit of bounteous Thanksgiving prevail.

"GIGANTIC INDUSTRIES."

The Grand Rapids Herald, in an editorial which smacks more of rhetoric than good horse sense, calls upon the Board of Trade to make good by locating a "gigantic industry" in this city. The Tradesman dislikes to dissent from the opinion of its learned contemporary, but candor compels the statement that every time Grand Rapids people have invested in a "gigantic industry" they have lost their investment. Experience has demonstrated that the best method to build up a town is to start small industries and permit them to grow within themselves, the management keeping pace with the increase in capital as business develops and the scope of the industry expands. All of the successful institutions now doing business in Grand Rapids began in a small way. Those which were launched on a gigantic scale have long since passed through the Bankruptcy Court, leaving behind nothing but bitterness and disappointed hopes.

The main reason why Grand Rapids can not secure manufacturing industries more rapidly is because of the handicap under which the city suffers by reason of the unfair freight rates extorted by the railroads. It will be next to impossible for Grand Rapids to secure any large industry employing a large number of men and requiring a heavy tonnage of raw material until this handicap is overcome; and it will not be overcome until the daily papers join with the business men in demanding that justice be done our city, to the end that its growth may not be further impaired and its prosperity placed in jeopardy.

Some never see the difference between giving friendly counsel and hurling advice at one.

He who has piety only to save himself has neither enough to help him nor to hurt him.

Your future depends on what you are making the present.

ROMANCE IN TRADE.

The minds of men have been always strangely influenced by the historic past. They find the greatest delight in what was done in the days of old. They have pleasing pictures of what mighty men did when all the world was young, and with a feeling akin to regret, if not to an inborn sorrow, they wish with all their hearts that the days of the old romance, the Golden Age, could come back again, that they might do something in these prosaic times the remembrance of which would stir men's blood and bring their names to the lips of those who have their being long after the doer of the deeds has passed away.

The man, the men, who feel these things strongly need not, however, indulge in troubled hearts. Romance is not the creature nor the condition of time or place, and while the deed done to-day or to be done to-morrow may lack the glamour which only the years can give, the worthy action done, the foundation act of all romance, is an acknowledged fact and ever after the years are busy weaving the shimmering mantle of mist in which a well-meaning imagination joyously enwraps it. So Homer sang of Troy and the Grecian hero became the warrior's inspiration; so Virgil followed with the fateful wanderings of Aeneas; so Milton took his pen and Satan is the doer of deeds that the Puritan poet embalms. They did the deed, these heroes—something considered above the common—and romance has done the rest, a fact that confirms the thought that it is the common after all that romance builds upon and that men to-day may be romancemakers if they only will; and they are!

It needs no logic to convince the world that there is no romance in trade. There is nothing above the common in the transaction of daily business. Men buy and sell. There are so many pounds to be weighed, so many yards to be measured, so many values to be exchanged, and the day's work is done. Morning and afternoon and now sometimes at night, and the tale of trade is told, "signifying nothing." Dull, monotonous, stupid, there can be no romance here; there is and can be no place for the uncommon; but with that for a single test does plain, common-place trade to-day offer no modern instances where this one fact appears? The grocer at the corner gets tired of his daily round of measuring and weighing. So did Russell Sage, but his worthy wife to-day is scattering the millions he began to accumulate at the country store and humanity, benefited by them, is living and dying with his name upon their lips. Is there anything out of the common in that?

The business world is hardly yet out of the shadow cast by the colossal monument that Harriman put up before he died. Poverty-blessed, he grappled with Fate and conquered. For years he waited and watched and worked. For years he went out and came in in places where traders most do congregate and nobody knew him or cared for him—they certainly did

not fear him. His days were days of drudgery. Morning and afternoon—all day and all night sometimes—his busy brain was pressing toward the coveted goal, how eagerly, how determinedly the health and the life he sacrificed declare and at last the world of trade proclaimed him king. His fortune, money-measured, reached from one cipher to seven of them, headed by an integer. Was this at all out of the common, and is the uncommon intensified by the fact that this enormous fortune was accumulated in less than a score of years? If Croesus, the Lydian King, whose vast possessions have sent his name afloat along the centuries was a fitting toy for romance to trifle with, is it too much to say that there are mighty men living in these days and that the romance of trade can claim a liberal share of them?

The other day it was announced that the beginning of the end had come to the death-dealing hookworm. A million dollars had been given for the accomplishment of this benevolent purpose and this amount from a single source, the reading public learned, is a contribution of a man who has given his life and his energies to trade. That same tradesman with his gains went out into the Western prairies and founded a university whose beacon light is already classed among the best and brightest in the realm of learning. Money is needed in other forms of philanthropy and the coffers of this same man in trade are opened and, winged with blessing, these dollars of trade are relieving the wants of the multitudes, already enjoying them. Romance? Is this gift-giving common and has the tradesman, since buying and selling began, marked his progress by the millions he has strewed along his traffic-bordered way? That is the test and there is the answer. Where in the romance days has this giving—and such giving!—occurred before? Do "the days of old" show anything like it?

There is no need of arguing the question. There is nowhere anything like it; and the basis of the modern romance like that of the Golden Age is the common, every day affairs of life, lifted into the realm of the ideal to become glorified just in proportion as they reveal the genuine good that is in them? "And the basis of this last trade-romance?" Here it is straight from the lips of the trader: "Often I meet nothing but struggle; but I think it is a great blessing. I remember when I first learned to swim, in New York, sixty years ago. I had to kick and splash and struggle. I have been struggling ever since. If we did not have to struggle we would be weaklings. To be strong we must struggle always."

The days of romance then are not over. Here and now it is alive and has full sway; and he who true to himself and the good that is in him does faithfully the task that his hands have found need not fear the result. The future will take good care of that and the romance that all men love will so enfold the good deeds in its shimmering mantle that other toilers in the working world of the future

will hear and read and be benefited by them.

A JUDICIAL SLOPOVER.

A man's opinion, confined to his own realm of experience, is sure to receive respectful consideration, unless, as it sometimes happens, "With purpose to be dressed in an opinion Of wisdom, gravity, profound conceit,"

he becomes Sir Oracle and goes out not only of his realm but out of his way to deliver an opinion that subjects him to the sharpest criticism. The distinguished Judge whose decision last year released the Standard Oil Company from its heavy fine, seems to have made up his mind in matters not wholly judicial and says, if he has been correctly reported, that so far as woman is concerned she can write fiction and interpret music and that there her powers end.

It may be as the Judge declares it is, but there are those whose point of view enables them to see things in a different light and many of them are affirming with considerable earnestness that certain unquestioned facts have enabled them to reach different conclusions. Aside from the fiction and the music about which there can be no dissent the judicial position the same as says that a woman in science is a misnomer; that she does not know the difference between a right-angled triangle and the multiplication table; that in the professions she does not appear to advantage and that in business she is simply non est, or words to that effect.

To avoid anything that even suggests wrangling let the Judge's assertion stand unchallenged, with the privilege of asking a question or two: In science, for instance, how is the discovery of radium to be accounted for if Madam Curie is requested to repair to the rear of the hall and be seated; and if her efforts in the scientific laboratory be accounted as nothing and she as a nonentity in the field of scientific discovery, how does it happen that on the death of her distinguished husband she, his wife, was appointed Professor of Physical Science at the Sorbonne?

In the Judge's experience the mind that can understand the relations between quantities is purely masculine and, therefore, exists only in the male; but, conceding that, there are people foolish enough to ask if once on a time there was not a woman named Caroline Herschel who discovered eight comets and added 800 stars to the catalogues of the astronomers? And was not the one-time Professor of Mathematics at the University of Stockholm, Sonya Kowalesky, a woman who filled her place fairly well, although laboring under the great disadvantage of not being a man; and was not Mary Somerville somewhat noted in this same department of a somewhat difficult science?

As a judge, the occupant of the woosack should know whereof he affirms, but is it not true that there are to-day women lawyers practicing in the courts, and does not the reader know at least one of these women who is standing well in the

practice of her profession? It may be the exception that confirms the Judge's opinion, but there is in the wide world more than one community with a woman M. D. in it who as an alleviator of human suffering has vindicated her right to the well earned title; and there are many modern instances where the woman in the pulpit has shown conclusively that she is not out of place. Will the Judge kindly account for these?

It is unfortunate in these strenuous days, where results alone count, that the woman has shown herself an utter failure; and it certainly does not speak well of the masculine management that has filled the most responsible positions under it with the business woman whose unbusiness-like qualities render her wholly unfit for the duties of the position she has presumptuously assumed. In the list of business management does the name of Hetty Green strike the reader's eye familiarly, and did not the Chicago Board of Education after due deliberation elect a woman to the responsible position of City Superintendent of Schools?

With these acknowledged facts and the proofs attending them it does seem as if there were a screw loose somewhere, a statement that so far is best explained by the off-hand remark that the whole matter is best disposed of by calling it a judicial slopover.

George Kennan, the famous Siberian explorer, lecturer and magazine writer, who has long been noted for the fairness of his methods and the candor of his statements, has disappointed thousands of his friends by undertaking to discredit the claims of Dr. Cook and, inferentially, boost Peary's plea for recognition. In the Outlook of Nov. 20 he replies to a recent editorial published in the Tradesman on the relative merits of the claims of Cook and Peary and, incidentally, takes the Tradesman to task for using the words "black-guard" and "paltroon" in referring to Peary. The terms objected to may be a little strong, but most people will concede that they are justified under the circumstances because Peary has voluntarily placed himself beyond the pale of candid discussion. By his unfortunate conduct, both in the Arctic region and since his return to civilization, he has disgraced the country that gave him birth; dishonored the Navy that holds him in contempt; destroyed all confidence in his claims as a discoverer; brought discredit on himself as a citizen and dismay and chagrin to his friends. When a polecat invades one's premises the average man does not put on a pair of white gloves and undertake to deal with the varmint at close range. Instead he seizes a stone or a club or an empty bottle—he does not stand on ceremony in using whatever comes handy. If ever an end justified the means, the Tradesman was warranted in using the terms Mr. Kennan complains of in speaking of the man who has placed himself in a class by himself—a class in which no good citizen would wish to be included.

UNFAITHFUL TO MOTHER.

Girl Who Is That Not Worth One-Eyed Button.

Written for the Tradesman.

The weather that year in Meadowlands was what the inhabitants of that goodly community insisted was the regular thing, especially if they were talking to people out of that latitude. September had been a model for all coming Septembers and wound up with a good sharp frost that turned the foliage and opened the chestnut burs good and wide. Then after she had got her bearings October went out, besom in hand, and the way she beat the chestnut trees was a terror to the trees but a delight to the young people of that particular locality.

On the afternoon following the quieting down of the wind storm Flora McFlimsey and Susan Bayne, sauntering along the single street that Meadowlands was beginning to be proud of, met Ted McKee, sounding his "Hello, girls," afar off, who exclaimed as soon as he was within talking distance, "Isn't this glorious, girls! What do you say to a nutting party to-morrow with a luncheon in the woods? And, say, girls, Benson's woods is just the place and if you say so I'll jump on Jim and ride over there now if you say you'll go, and get Benson to 'shoo off' anybody else until we get through. Is it a go?"

There could be but one answer to that and while Ted McKee was repeating Paul Revere's ride with a far different purpose the girls at once started in to make this nutting party the event of the season so far as Meadowlands was concerned. One thought bothered both: Had they better say anything to Nellie Osborn? The only daughter and her mother a widow might find it embarrassing to meet the requirements of such preparation as even an impromptu nutting party called for. At all events they could put off speaking to her about it until the last thing. There could be no harm in that and Flora McFlimsey said that she would see to it anyway and when the time came all she would have to do would be to call to Nell over the back fence, "the fence, you know, divides our back yards."

Two hours after the young people's confab on the street McKee tied his horse at the McFlimsey's front hitching-post long enough to tell that young lady that Benson was all right, he had just come from there and the ground under the trees of his chestnut grove was fairly covered with chestnuts, "the biggest chestnuts, Flo, you ever saw in all your life."

Then there was a stir in every kitchen of that attractive little village. Work-aprons, reaching from neck to ankles, were hastily donned and arms that Juno would have envied—she was a goddess, all right; but she was a jealous jade!—gladdened the sunshine as the owners' sleeves were rolled up. Then there followed such a sifting of flour and such a crushing of sugar and such egg-beating as Meadowlands had never known and when long after dark the sleeves were rolled down from

the satisfied "There's!" everywhere expressed, it was evident that the nut-gatherers would have something good to eat on the morrow if they didn't have anything else—all but Nellie Osborn; because, you see, Flora McFlimsey forgot!

The rendezvous was the school-house yard and the gathering hour was 9. Of course on such an occasion everybody intending to come was on hand and waiting and when Ted McKee a few minutes later arrived and looked the crowd over, pretending to have forgotten something with a "Gracious!" he darted off like a flash and didn't stop until, breathless, he was rapping at the Osborn backdoor, which was promptly opened.

"Come on, Nell, everybody's waiting! Gi' me your basket and don't stop to prink!" and then it was that both found out that Nellie had not heard of the party and there she was—"jiggered!"

Of course they were mad and who blames them? Nellie was the first to speak. "Of course, Ted, I can not go. There's a mistake somewhere. I have not a thing prepared and in addition to that the dishes are not washed yet and I wouldn't leave them for mother to wash for a dozen chestnut picnics. It will take me half an hour to get ready anyway; so you go on and we'll be all ready for the next one."

"That's all right, Nell, we will; but if you don't mind, we'll be ready for this one. I'll skoot over to the yard and tell them to go on and the day is so fine and the lake road so beautiful that they'll go that way. So get ready as soon as you can and we'll take the cross-cut over the hills—I'll drive around for you and we'll get to the woods as soon almost as they do. Is it a go?"

By this time Mrs. Osborn put in an appearance and things were at once straightened out. As soon as the dishes were done she would have the luncheon ready—there was always cake in the house and ham sandwiches were never to be despised—not hers anyway—and what with fresh bread—as luck would have it, she had baked yesterday—and pickles and a big bottle of coffee to heat in the woods, they couldn't starve. So Paul Revere went on another ride and the party started for the woods by the lake road, and sure enough by the time Ted and Nell had reached the woods and Ted was hitching his horse up came the jolly nut-gatherers and the woods were soon resounding with happy harvesters.

"Oh, Nell! Oh, Ted! I'm so sorry; but I was so carried away with getting ready—the whole thing was so sudden, you know—that I utterly forgot all about telling you until Ted came and looked and darted over after you. Will you ever forgive me, darling?"

She was forgiven on the spot, the forgiver only regretting that her lunch-basket was not so large nor so full as it might otherwise have been; and this is a good place to say that when the feast was spread and the good things were displayed it was the

Osborn basket that was soonest empty, while the coffee—well, to be strictly truthful about it, it was good and hot and abundant and you who like coffee know exactly what that means at any time and especially so at a time like that.

The whole affair was a roaring success from beginning to end. The party came home, every one of them, with brimming baskets of big, fat chestnuts, samples of which appeared at almost every social gathering all that winter. There was only one thing about the party and that hurt: Since Ted McKee took Nellie Osborn over to the picnic, as a matter of course he had to take her back again and as in the morning circumstances over which they had no control prevented them from taking the long way round going over it was to be expected that they would come home that way and they did. As if that wasn't enough, Ted drove home by the Welden Pond road, the loveliest drive in that part of the country, and if that wasn't autumnal splendor, Welden Pond, I mean, then there isn't any such splendor anywhere. The road follows the winding shore for quite a distance, the water was as smooth as a looking-glass and the foliage in all the tints of autumn, reflected by the "standing pond," presented a bit of nature painting which they will never forget. They reached home long after the rest of the party, as Flora McFlimsey, who watched and waited, could have said had she been so inclined. She could have told, too, that it was a good half hour between the coming of the buggy and its going; and then she wished—how she did wish that she hadn't forgotten!

Some four or five years later—how many has nothing to do with the story—the little church at Meadowlands threw open its doors to what everybody pronounced the happiest wedding party that had ever approached its portals. June had gladdened the event with one of her perfect days. "All the air was balm" and, look where he would, the sun was obliged to confess that in all his round of summer loveliness the roses at Meadowlands this year were surpassed nowhere. Within the church it was a bower of bloom, and the sweetest blossom among them all was the lovely bride as, "with God's benediction upon her," she stood beside the happiest man that Meadowlands has known.

With the passing out of the bridal party came the crowd of admiring friends, burdened with blessings which welled from brimming hearts and joyful lips, among them, passing out together, Flora McFlimsey and Susan Bayne.

"Well," remarked Miss McFlimsey when they were outside where no one could hear, "the story is told and the marriage has taken place as everybody believed it would; but for the life of me I should like to know what in the world attracted him. It can't be her beauty for everybody knows she isn't even pretty. It isn't her money for you know and so do I that it has been a mystery for years

how they have managed to live. We shall probably find out sometime and I'm willing to admit that I don't want to die until I do;" and the bachelor maids separated wondering.

Well, there were a long wedding journey and a happy homecoming, and in a home of their own the household gods were set up and another heaven on earth begun. Better than that it continued an earthly heaven. He thought—his actions betrayed him—that there was only one good woman on earth and he had married her, and she never got over the idea that in the world of superior men Theodore McKee was chief and he was her husband. They both are of the same mind to-day. They look it and they act it—yes, and they are living it and when anybody in Meadowlands asks, when he wants to be considered smart, if marriage is a failure, the answer is always ready, "Ask Ted McKee what he thinks."

There was a dinner party at the young McKees' not many days ago, a "swell" affair, that everybody not invited tried to make fun of. Miss Flora McFlimsey and her friend, Miss Susan Bayne, were among the guests and the question incidentally came up as a matter of course. Miss Flora improved the opportunity at once—too eagerly some thought—and with her head on one side she begged "Ted" to tell them what decided him in choosing "Nell."

The answer was preceded by a long hearty laugh.

"Do you remember, Flo, a certain chestnut picnic party, once on a time? If you do you will also remember that you forgot to give Nellie her invitation so that when I reached the schoolhouse everybody was there but she and I went over after her. 'I can't go,' she said. 'There isn't a thing prepared, the dishes are not washed and I wouldn't leave them for mother to wash for a dozen such picnics. It'll take half an hour anyway to get ready, so don't mind me. We'll have better luck next time,' or words to that effect. She stayed and washed the dishes and then I remembered a bit of advice I found in a newspaper and concluded to follow it. Here it is as I remember it:

"I was once young but now I am old and I never saw a girl unfaithful to her mother that ever came to be worth a one eyed button to her husband. It isn't in the Bible. It is written large and awful in the life of misfit homes. If one of you boys ever run across a girl with her face full of roses, who says as you come to the door, 'I can't go for thirty minutes for the dishes are not washed yet,' you wait for that girl. You sit down on the doorstep and wait for her, because some other fellow may come along and carry her off, and right there you have lost an angel. Wait for that girl and stick to her like a burr to a mule's tail."

"Funny what little things lead to great results, isn't it?"

They both said it was and Miss McFlimsey hasn't gotten over the funny side to this day, although she has found out what it was about Nellie Osborn that attracted Ted McKee.

Richard Malcolm Strong.

'Tis with our judgments as our watches, none
go just alike, yet each believes his own.

Alexander Pope.

As a Matter of Information



—you ought to see the “Viking” line of clothes for Young Men, Boys and Little Fellows. Even if you have made up your mind to handle some other line for the coming Spring and Summer season, you ought to at least look at ours. It will give you an idea as to what you should exact from the other fellow in quality, style and value. We set a standard you should insist upon having. It has been proven good by enough successful concerns to enable us to know that your interests will be helped first, ours next. The simplest and surest way of getting that quality is to fill out the form on this page. It means very little effort on your part and pays tremendous dividends in profits, prestige and satisfaction.

“Graduate” and “Flossy” styles for Young Men.

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We want to show you this line—will you look?

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will send to you
specimens of our
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tising equipment

BECKER, MAYER & CO.,
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Sign and Mail This at Once

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

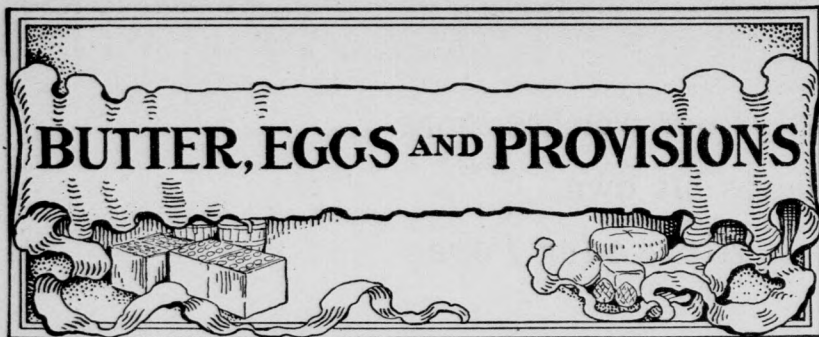
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BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
BEST MADE CLASSY CLOTHES



Observations of a Gotham Egg Man.

Just after our last issue I received from a prominent Chicago operator a letter criticising my last and previous estimates of storage egg stocks in Chicago, which, he says, are considerably above the fact. This correspondent gives a tabulation of the stock remaining in Chicago warehouses at the end of the first week in November, which he declares is not a guess nor an estimate but based upon "accurate information." He declares that at the highest point this season (sometime in August), the Chicago public warehouses did not hold more than 777,500 cases, and that their output, up to the end of the first week in November, amounted to 283,500 cases, leaving only 494,000 on hand.

This estimate, or supposed report, does not allow anything for holdings in the stock yards district, but even with a liberal allowance for stocks held there, it would be considerably below the estimates that I have previously printed for Chicago holdings.

The statements that I have previously made, as to estimated Chicago egg stocks, have included holdings at stock yards and have been based upon reports and estimates from a number of Chicago operators, who should be as well informed as any; the individual estimates and reports have varied considerably and the figures used in my tables have been conservative in relation to the estimates received. I mention the above criticism and statement of stocks to show how various is the information received from the Chicago market. It can only be regretted that that market will not supply to the egg trade a more certain and reliable statement of the actual quantity of eggs held there. The attitude of secrecy and mystification in this matter can not be regarded as anything but unfriendly to the interests of egg men in general and tends to throw doubt upon the statements of those who claim to have "accurate information."

In the recent pressure to sell storage eggs in this market values have fallen about 1 cent a dozen. The market is still unsettled and irregular, but seems to have reached bottom for the present. Dealers are not disposed to buy beyond near future requirements and a good many lots of storage eggs have been coming here from outside points, the forced sale of which has gone a good way toward supplying current needs at lower prices than holders would accept for equal quality in local storage. Naturally, sales of storage eggs in local refrigerators

could be forced beyond current needs only on a speculative basis; and most holders have declined to accept speculative values, feeling that on that basis they would as soon take the chances of the future themselves. At the close there appears to be a less urgent offering, due perhaps to the advent of cold weather in some Far Western sections and a slightly firmer tone is resulting.

I hear of a lot of 190 cases of August eggs, held here by an Ohio shipper, for which the selling value on this market was about 20 cents, ordered back to Ohio by the owner and shipped back late last week. This is rather an unusual occurrence, but as storage eggs held at interior Western points are still coming here for sale, it can not be taken as indicating the beginning of any considerable movement from East to West, such as some of the Western operators have been anticipating.

The weather now has a material influence upon the tone of the egg market in general. We can expect no material increase in fresh production this month, no matter how mild the weather may continue, but if we should have a continuance of present mild conditions up to the first part of December it is quite likely that larger supplies would begin to come in at primary points. In the meantime our receipts continue in excess of last year, and it looks as if holders of reserve stock have little to bank on beside the possibility of an early beginning of wintry conditions.—N. Y. Produce Review.

Getting and Holding Country Trade.

This is one of the most difficult as well as the most interesting subjects with which the merchant has to deal with in a small town; therefore the merchant who handles his trade to a successful end must have certain qualifications.

We will first have to take up a new business, just commenced, which necessarily must have its first customers. Should the merchant be a new resident he must of necessity become acquainted with his first customers not only in a business way, but must also learn their names. And now comes the prime consideration—whether he is to make them feel at home in his store or whether he is to make them feel at a great distance from him. He must study their natures, as well as their needs, for should he not know their natures it will be of no use to know their needs.

He should take them into his confidence, talk to them when they drop in just as though they were in his own home and parlor. During the

conversation he should incidentally speak of some article he has which he thinks might appeal to them. Nine times out of ten a customer will want to see that article and then he is an interested customer. Maybe the article is not just what the customer wants, but is like some particular brand which the customer would use. If such is the case it would be well to order a small quantity, for no doubt there are others who use the same brand in the same locality and the customer now becomes an adviser to that merchant. This is just what the merchant needs, as well as what the customer needs. The merchant and customer are now working in unison and the trade is established. The next, although not the least, question is: How to retain the trade now established.

In the first place I would say, not by a haughty look and bearing, but rather by being a servant to his customers, always willing to serve them and that cheerfully. He has learned his customers' habits, traits and wants. He has made a friend of all satisfied customers and the customers will surely tell others of it. He has learned something of their domestic life, a very important asset to his business success. He has been called upon to mourn in their mourning and rejoice in their rejoicing. He has heard of the little ones at home and sent to them some little advertising novelty; also he knows of relatives

in distant states, of daily toil. He is interested in them and enquires about them. The occupation of each customer is clearly before him; he is interested to know how everything goes with them. He knows their whims and fancies and guards against saying things that will cause bitter argument.

In conclusion I would say that every friend a merchant makes is a customer as well, and the only way to retain them is to please them and, above all things, never deceive them.

Jas. B. Dodge.

Affection is never guilty of affectation.

Hot Graham Muffins

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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.

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OMNIPRESENT CRITICS.

Women and Their Value To Retail Merchants.

Written for the Tradesman.

Somebody has suggested that the head of the street cleaning department in a great city should be a woman, supporting the idea by the well known fact that the average woman knows instinctively almost how to keep things about her home in a wholesome and orderly condition.

Acting upon the suggestion a lady in Chicago who has long been connected with the Public Works department of that second city in America has entered the lists as candidate for the superintendency of the street cleaning department of that great metropolis.

Whether or not the average retail merchant can endorse this proposition it provides a suggestion which may well be considered by every retail dealer.

Who are they that appear in all mercantile houses where goods are sold at retail most numerous as customers? Women.

Who are they that are most observing and most accurate and appreciative as observers? Women.

"Why is it?" was asked of a matronly, educated and refined lady whose home is noted for its spontaneous and splendid hospitality and whose table is invariably a feasting-place for kindred and friends, "that you never bring a portion of your trade to my store? Mine is the nearest retail grocery store to your home and I have been established long enough for you to learn as to the character of the lines I handle and the service I give."

The questioner, in relating the incident to the representative of the Tradesman, told how the lady had invariably treated him with courtesy, how it was that her husband was always cordial toward him and he at last made up his mind that he would find out as to the cause of being ignored as a retailer, and so "plumped the question squarely at her."

"The lady was in her carriage waiting for a friend who was in my store buying a few trifles," continued the merchant, "and as she had bowed very pleasantly to me I made the break. And what do you suppose was her reply?"

No supposition other than a negative shake of the head being returned the merchant resumed: "Well, sir, she alighted from her carriage and inviting me to follow her stepped up close to one of my front windows. I have sidewalk gratings in front of each window, and pointing downward she said: 'There's one reason. Every time I look down into one of these—and I have done it frequently—it appears just as it is now, filthy, musty, gloomy and repulsive.' Then, telling me, with a laugh, that she was glad I had brought the matter up, she added: 'I have one more reason.'"

"Still following her at her request, and I confess not a little chagrined, we walked up to the corner and turning walked to the alley and up that to the rear of my store.

"Quite frequently I find it neces-

sary to drive my horse to or from the stable and so pass this picture. Look at it," said the lady.

"I have an open area back of my store 22x35 feet and between that area and the store proper was an old one-story lean-to. The roof of that addition was a sight. An old chair with one leg and its back missing, a broken and twisted section of rusted eaves trough, several bits of lumber lying helter-skelter and various empty tin cans, to say nothing of several old shoes, decorated that roof; and in the center of the area was an ash-bin brimful, with old boxes and barrels piled around it, leaving just room for a delivery wagon to drive to our backdoor and, making the turn, drive out again."

The merchant told how he confessed his shiftlessness and how the lady had concluded that, no matter how neat his store might be where it was open to public view, she could not but suspect that out of sight things were different and so did not care to trade there. He told also how he apologized and how he got busy, tore away the old lean-to, put up a new and neat rear addition; how he cleaned up the basement from end to end and improved the ventilation and lighting thereof and how, when the renovation had been completed, he thanked the lady for her frankness and courage and escorted her and her husband through his establishment.

"That was nine years ago," he concluded, "and I have had that lady for a steady customer ever since."

The women are the unconscious and silent critics of a store. They, of course, take note as to the well swept floors, the dusted shelves and the polished windows and showcases; they observe the tasteful arrangement of packages and the neatness of counter tops, and all that, but they do more:

If there is a bit of cobweb floating from the ceiling or the ledge top of the shelving they see it; if there are atoms of dust in the weighing scales they see them; if there are bits of litter between boxes, barrels or baskets they see them. They may not, will not probably, call the merchant's attention to them, but they remember the facts and such facts in such custody are harmful.

The average husband going home to dinner will draw a long, deep breath of satisfaction and pride, impressed by the general appearance of cleanliness, neatness and domestic perfection as he enters the living room on Friday. And just as he is about to compliment his wife on the appearance of things the lady says: "Isn't it just dreadful, James, the way things look? The maid didn't come back this morning as she promised to do and the dust is an inch thick everywhere. I'm just about discouraged."

Either that or James, being an unobserving man who never comments upon any condition at home, is greeted by the wife with: "Really, James, I don't believe you would know the difference between living in a well kept house or in a mussed up stable," and then she begins to cry.

Then James makes matters worse by indulging in the conventional: "Why, what's the matter, dearie?" as he folds her in his arms.

"Matter?" indignantly echoes the wife. "Look at this house. You can write your name anywhere on the table, the piano, the window seat—anywhere! Suzanne went 'out' yesterday afternoon and has not returned and I've worked every minute to get things in order upstairs. Look at those rugs; just look at them!"

And James rushes to the 'phone to order the C. O. S. or some other resource to "send up a cook and second girl at once. Wages cut no figure."

With the retail merchant the situation is different. The ladies, that is the great majority of his patrons, go into hysterical convulsions over any disorder, shiftlessness and dirt they may see in a store, but they do not feel authorized to complain and so go elsewhere for the supplies they may be needing. Max Wurfel.

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

CONSIGN YOUR EGGS TO
GEORGE E. CUTLER
22 HARRISON ST. NEW YORK
OUR OUTLET UNEXCELLED
COMMISSION EXCLUSIVELY

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

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

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

Post Toasties

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

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

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



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

Why not a retail store
of your own?

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

EDWARD B. MOON,

14 West Lake St., Chicago.

IN LITTLE BELGIUM.

How Merchants Do Business in Leopold's Realm.

Antwerp, Belgium, Nov. 9.—The business man of Belgium thinks slower and acts in accordance and therefore gets ahead less rapidly than does his American brother.

He partially makes up for this difference because of his specializing. For instance, the apothec (pharmacist) keeps medicine and chemicals (with proprietary medicines) out of sight and nothing more. No perfumery nor cigars, not even toilet necessities to any extent, can be obtained in these shops, that are of such a diminutive size (12x16 would be as large as the average), and thus the druggist is able to give his comparatively small charge his complete attention. This is easily made manifest to the observer in the cleanliness that prevails in the arrangement and order of things and in the absence of all articles seen for sale in a conspicuous place bearing other than the proprietor's name.

One quickly discerns that the proprietor of the chemik is there to make all that lies within his legitimate field. Another instance we may refer to that will illustrate the point is that of the partissiere (fancy cakes and confections), who limits his output to the dainties in the baking line, together with that of confectionery, leaving bread in all its shapes and sizes, from the small loaf to the long one (sometimes one yard in length), to be put on the market by the baker (baker).

If you desire some perfumery you will need to go to the exclusive shop (the parfumerie), where it alone is sold, or to the coiffure (hair dresser), who quite often is found, when his location will make it possible, to have divided his small shop so that about one-third of the space is devoted to the sale of hair tonics, cosmetics, face powders and perfumes.

Let us add right here that these stores have the best window displays (and this people make much of this splendid and profitable way of advertising) of any of the business places on the street. This manner of conducting business prevails largely throughout the country. However, there are some exceptions to this for the department store has found its way over here (we venture through Yankee enterprise) and is conducted along the same lines as in our cities. It is yet in its infancy, for we found only one in Antwerp, a city of 350,000, the second city in size of this country.

The business man will not be found as early as you might expect, neither does he remain later, also you will find him away from his business with some friend during business hours drinking the social glass.

This custom prevails here to an enormous extent. In fact, everything else is subservient to it. More places are found where liquor can be obtained, along some of the principal streets, than all the number combined of other lines of business. Much of the sidewalk—sometimes all but space sufficient for one person

to walk—is given up to this traffic. Rows of tables are often screened off from the next place of business by a fancy glass partition or a row of potted plants, and here may be seen scores of men and women drinking together. Very often the business man sits and reads his paper while sipping his beer, and sometimes writing letters, while between the thoughts he takes times to drain the contents of the schuper glass, which he has long since ordered.

No such thing as soda water has found its way over here yet, but chocolate, tea and coffee may be obtained everywhere. When your order has been given for a dinner, should you not have ordered any wine or beer, you will find covert charged, which is the pay for what they consider necessary for everybody to include, viz., something in the liquor line, and this charge will run from four to ten cents.

No restaurants are considered complete until a line of liquors have been added and none can be found where they are not made the most prominent feature. Reference has been made to the window displays and I feel that it may be wise to explain regarding same: A nickel framework, sometimes 5 feet high, was so constructed that from the standards at end (if of sufficient length then from center also) brackets were placed so that by means of an 8 to 10 inch width sheet of glass shelves were formed and upon these the goods were placed. One who has not seen this arrangement can form little idea of the beauty and the practicability of such a way of displaying goods. Fewer goods will be needed, too, for no space need be covered to hide anything unsightly. However, one can place a large amount of goods and do it advantageously, both as to the appearance and from the profitable standpoint which a window display should mean to a merchant without exception. Almost every confectioner and hair dressing establishment had this outfit, as we noticed. With the other lines of business, all of whose modes of conducting the same interested us, we observed another point which we feel the average American merchant could well profit by. It is the marking of all goods used in window displays in plain figures (selling prices). Hardly an exception to this was found in any city visited, it mattered not what class of goods were displayed. May I add that the price mark tags were almost without exception well shaped, neatly printed bits of cardboard. Care must always be observed here as the otherwise good effect can be almost entirely spoiled if this rule is not observed.

Belgium uses the franc and centime of France for her money (100 centimes equalling one franc in value). However, her imprint is upon the various pieces, King Leopold on the silver and the Belgian lion (the one with a tail) on the smaller coins. Grocers and confectioners sell much of their stock by offering it in five ounce lots. This brings us the ne-

cessity of adding that English weights are used, so that the merchant is advising you how much per quarter pound he is asking you for his goods. This will apply, of course, to the smaller items only in the grocery lines, but to nearly all that the confectioner has to offer you.

After this dissertation on the business man of Belgium one might well ask, How can he exist, let alone prosper in the doing of business under such limitations? The answer will be found in the fact that the business affairs of the country are based on the diminutive size peculiarly of the business man. Fewer stores of a kind exist; hence a larger business is done and the turning over often of the stock in trade is found to be the result.

To the visitor who will come over here next year we can state that a striking difference will be found in the reckoning of time and in the expression of same on paper. When the time table is consulted your 3 p. m. train will be found to leave at 15 o'clock and your return trip, which may be a few minutes before midnight, will be expressed as 23.42 o'clock.

This little country of all others can alone boast of this feature. Let us say in conclusion that our country has much to do in the improvement of train service to equal Belgium. More train departures and arrivals will be found here than on any of our best roads and this will be found in the service between all of the larger cities. Practically speaking, one need not bother to enquire about the time his train goes; merely go to the depot and purchase your ticket, when you will find a wait of but several minutes is before you. Your ticket is shown as you pass from the waiting room at both the place of departure and arrival, you, of course, retaining the same unasked for until you are at your destination.

This closes my letter on Belgium and the next will treat of the adjoining country—Holland.

Charles M. Smith.

In the District Court of the United States for the Western District of Michigan, Southern Division, in Bankruptcy.

In the matter of Bert E. Crandall and Thomas J. Skelton, co-partners doing business under the firm name and style of B. E. Crandall & Company, bankrupts, notice is hereby given that the assets of said bankrupts, consisting of a stock of general merchandise, including groceries, dry goods, clothing, cigars, tobaccos, etc., together with furniture and fixtures and book accounts, will be offered by me for sale at public auction, according to the order of said court, on Friday, the 3d day of December, A.

D. 1909, at 11 o'clock in the forenoon of said day, at the store of said B. E. Crandall & Company, in the village of Barryton, Mecosta county, Michigan. The sale will be subject to confirmation by the court. The inventory of said assets may be seen at the office of Dr. Colin Walker, at Barryton, or at the offices of Hon. Kirk E. Wicks, Referee in Bankruptcy, Houseman building, and of Peter Doran, Fourth National Bank building, Grand Rapids, Mich.

Colin Walker, Receiver.

Peter Doran, Att'y for Receiver.

Dated at Barryton, Mich.,

November 20, 1909.

Cudahy's Milwaukee

SAUSAGE

**Absolutely Pure No Cereal Used
Only the Choicest Meats and
Purest Spices Used**

This is the reason that each year shows an increase in the sales above the preceding year.

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

T. J. McLaughlin, care Wayne Hotel, Toledo, O.
F. E. Drew, 648 S. LaFayette St., Grand Rapids, Mich.
F. L. Bents, Box 42, Ludington, Mich.
A. E. Leighton, 317 Genesee St., West, Lansing, Mich.
A. C. Malone, 117 S. Seventh St., Saginaw, Mich.
Geo. Bessor, 297 Broadway, Niles, Mich.
W. A. Wilson, care Marquette Hotel, Marquette, Mich.
G. P. Farney, 316 Barnum St., Ishpeming, Mich.
R. J. Hill, Houghton, Mich.
Chas. Haase, care New Ludington Hotel, Escanaba, Mich.
C. B. Fenton, Box 474, Iron Mountain, Mich.
J. E. Coogan, Marinette, Wis.
W. R. Goe, Box 403, Ironwood, Mich.

or by ordering direct from the packers:

Cudahy-Milwaukee

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE

52

HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA



Registered
U. S. Pat. Off.

**A perfect food, preserves
health, prolongs life**

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

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.

LOOKING FOR THE BEST.

Thanksgiving Should Mark Beginning of New Habit.

Honest gratitude is simply the ability to give expression to true appreciation. Thanksgiving is much more than ability to recall past favors in the expectation of present benefits; it is one step in the cultivation of that habit of mind which so magnifies life's blessings that it is largely indifferent to its bane.

If religion is our reaction to life's ideals, our search after the good, the true and the worthy, then the religious mind ought habitually to dwell on the good, ought to cultivate the powers of appreciation of the beautiful in this world, and constantly find itself moved to praise and thanksgiving for the joy of living, for the happiness there is in the world, and for the chance to make life sweeter and richer.

It makes a tremendous difference whether you approach the days with the spirit of appreciation or of depreciation. You will find in each just what you look for. Make up your mind that the world is bad, that life is not worth the living, that men are false and unfriendly, and you can depend on it the universe will not disappoint you.

Pessimism makes neither for peace nor for progress. People who vent all their breath in sighs find themselves short winded for life's walk. You can not make up for a year of doubt and discontent by one day of thanksgiving for the crops of the year. The only kind of thanksgiving that is worth while is that of the life which is always glad to be, glad for the pure joy of living and for the chance to make life mean more to all.

Thanksgiving ought then to be habitual; it ought to stand for the attitude of the whole life. The wise man knows there are sorrow and evil in the world, but he determines to gather to himself all the good, all the powers of blessing, all the joy of love, that with these he may be able to face and to overcome the powers of evil, that he may so enrich his own life with joy as to have an overflowing cup for all.

How foolish we would be if, while giving thanks annually for the fruits of the field and the material blessings of the year, we should fail to see that all these are but indicative of the goodness that governs every concern of life; these are but the letters, as it were, in which infinite love seeks to spell out the story of a universe designed in goodness and calling for perpetual gratitude.

How trivial is our religion if we can have faith that seedtime and harvest shall not fail and fail to have the confidence in the order and law that are over all as a law of love, fail to see written all through life that which should make us glad to be alive. Faith in the goodness of the world is faith in the God of the world.

The deep, satisfying joy of the thanksgiving season lies not in that we can say there are so many million bushels of corn or wheat, or so many dollars accrued to our credit during

the year; it lies in the home gathering, in the clasp of hand of friend, in the glimpse through eye of soul, in affections, memories, and joys of human love and aspiration.

Here are the real causes for gratitude, not alone in the crops of the field save as these suggest the bounty that is over all, but rather in the fruits of the soul, the joys of the spirit, the permanent and abiding blessings that each day brings to those who sincerely seek them. To count our wealth in terms of home and friend, of joy given and stored in other lives, of happiness found in little everyday deeds of kindness—this is to find enduring satisfaction, habitual thanksgiving.

The people who are trying to make this a better world are the ones who believe in it; gratitude for life as it is leads to endeavor for life as it yet may be. The best way to observe Thanksgiving, to show your appreciation of the past, is to make this the beginning of the habit of looking for the best, of faith in the triumph of the good and confident endeavor, knowing that we do not work alone, toward the best we can hope for ourselves and for others or may dream for our world.



Not the Same.

Customer—What is venison now?
Butcher—Venison is deer.

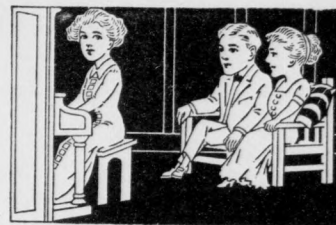
Customer—I know that's what it should be, but the last I got here seemed to be veal.

The Difficulties of a Window Dresser.

Where a window dresser has a varied assortment of merchandise to handle his ability is put to the hardest test possible—that is, he must be proficient in every detail of each branch in order to display goods intelligently. You may have in mind a certain idea, but find it difficult to frame it in clearly defined terms. Public speaking and window dressing are in many ways alike. Oftentimes when called upon to make a speech men are unable to put clearly and concisely some new or important thought, and many window dressers are afflicted with the same trouble. They find themselves at a loss to demonstrate in a satisfactory manner their best ideas. In both instances it is practice only that is needed to

develop this faculty. The fact that many windows, elaborately trimmed with the newest of the season's merchandise, have apparently nothing to say evidences this want of expression. Everything in window dressing, even the ability to conceive ideas, is an acquisition, and unless the artist is sufficiently interested in his work to seek new ideas and how to apply them his window speeches will not be convincing. They will not make the impression that a distinguished orator does upon his audience, who sways his listeners not so much by his thoughts as by his eloquence.—Haber-dasher.

Occasionally a schoolgirl is so romantic that she imagines all poetry should be printed in Italics.



You May Have a Piano for \$10

down and your promise to pay the balance in small monthly payments. When you can secure a GOOD piano so easily does it not seem a pity that you should be without the entertainment one affords?

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

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

"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.

BANK DEPOSITS.

Their Growth an Indication of Our Prosperity.

The bank statements published last week showing conditions at the close of business Nov. 16 are very satisfactory. They show a substantial gain in loans and discounts and in the matter of deposits new high water marks are made. Here are the figures, together with comparisons:

	Nov. 16, 1909	Sept. 1, 1909	Nov. 27, 1908
Loans and discounts...	\$17,833,560 40	\$17,065,881 38	\$16,514,448.04
Stocks and mortgages..	7,288,897 47	7,466,090 85	6,633,560 54
Reserve and cash.....	6,120,676 38	6,058,500 38	5,816,599 87
Surplus and profits....	1,799,929 32	1,683,264 46	1,699,379 84
Commercial deposits ..	10,130,480 52	10,038,048 69	9,590,176 24
Certificates and savings.	13,714,830 31	13,562,622 67	12,718,452 20
Bank deposits	3,151,530 85	2,955,000 52	2,448,831 52
Total deposits	27,186,427 13	26,721,046 47	25,081,928 74

An increase of \$768,000 in the loans and discounts in ten weeks is not bad, and it may be taken as an indication of the awakening activity in business and industrial circles. Men as a rule do not borrow money except to put it to work in ways that will bring more dollars back, and when money is in demand it means that new enterprises are being launched and old ones expanded. The loans and discounts are \$1,709,000 greater than the low mark reached Feb. 5, last, but are still \$1,292,000 short of the high mark of August 22, 1907, just before the panic. The old high mark will undoubtedly be reached and passed the coming year, but it will be a different high mark in that it will have a solid foundation in real prosperity, while the old high mark represented a degree of inflation.

The stocks, bonds and mortgages show a shrinkage of \$178,000. One of the banks reduced its holdings to the amount of \$186,000 and another did the same for \$118,000, while the others made slight increases. Under the circumstances there is no great significance in the change. Compared with a year ago the holdings are \$655,000 greater and with two years ago \$1,791,000 greater.

The reserve and cash and cash items now represent 22.6 per cent. of the total deposits. On Sept. 1 the percentage was 22.7 per cent. A year ago it was 22.5 per cent. and two years ago it was 20 per cent. Last February, when loans were at the lowest level, it was 26 per cent.

The surplus and undivided profits show a total of \$1,799,929.32. This is an increase of \$116,664.86 since Sept. 1. The October 1 dividend disbursements were \$24,000, which added to the increase makes \$140,664.86 gain in ten weeks, or about 4 per cent. on the total banking capital. The increase in the surplus and undivided profits for the year has been \$100,549.48, which represents about 3 per cent. increase for the year. The current statement brings the Peoples Savings Bank close up to the "honor" mark. Its surplus and profits to-

tal \$95,702.46, which is only \$4,297.54 short of being equal to the capital.

The commercial deposits show an increase of \$92,000 since Sept. 1 and \$540,000 in the year. The savings and certificate deposits have increased \$152,000 since Sept. 1 and \$996,000 in the year. The bank deposits now are \$196,000 greater than on Sept. 1 and \$703,000 greater than a year ago. The total deposits have gained \$465,-

000 since Sept. 1 and \$2,105,000 in the year. The United States deposits are \$118,000 less than a year ago, and there is practically no State money in town, whereas a year ago there was considerable. This adds to the significance in the present total deposits. The banks tributary to this financial center, however, have added \$703,000 to their balances and this helps the showing.

Two interesting facts in connection with the present showing is that for the first time on record the Fourth National's total deposits exceed \$3,000,000, and the Commercial Savings passes its \$2,000,000 mark for the first time. The City Trust and Savings passes the half million mark and the South Grand Rapids is well beyond the quarter million mark, both high marks for these junior institutions.

The growth of the bank deposits is an indication of the prosperity of Western Michigan and of the greater strength of Grand Rapids as a financial center. The total now is \$3,151,530.85, which is an increase of \$703,000 for the year. The total now makes a new high mark. It may be noted that the State banks are going after some of the rural money. A year ago the Kent, Peoples and Commercial each had a little to a total of \$135,173.57. During the year the Grand Rapids has been added to the list and the total now is \$262,611.97. The old State Bank, under Daniel McCoy's management, always did carry outside bank accounts, but the old Kent did not seem to care much for this business. Since the consolidation the Kent State has doubled this account. The Commercial Savings started business with outside deposits and has had them ever since. The Peoples went after the outside money in 1903 and has had more or less ever since. At different times the Grand Rapids Savings has had some, but the past year it seems to have become established.

Great characters shine out through small crevices.

The great chances never come by chance.

Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT FROM THE VERY CHOICEST SELECTED NUTS

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

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

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

Send to us for particulars regarding all our packages.

The Franklin Baker Co.

700 N. Delaware Ave.

Philadelphia, Pa.

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



Fallacy of the "Wool Sack" Advice.

I have before me an utterance of a successful business man in New York, made just before his last illness, in which he advised the young men at large to go to that place where they wanted to live, there to choose the work which of all others they wanted to do, and in doing this work hold before them the task of doing that work better than it ever had been done before.

"The money will come," he assured these young men whom he was addressing. "Don't let the thought of money enter your mind; you need every bit of your energy to devote to your work if you are to make it a success."

After which—in true reminiscent style of the old fashioned man who talks that way to modern youth—the speaker went on to tell how he began working in a New England store, sacking wool, at \$4 a month.

I had no personal acquaintance with this man; I never saw him. But I know his type, no matter what his position and financial success.

And he was a "wool sacker" to the last. He never grew an inch above his mental stature after he began sacking wool and doubtless all his personal life he devoted himself to shredding that wool into the eyes of the young man who sat at his feet and listened. Men of this type are fond of reminiscences. They are egotists, almost without exception. One of these men who at 20 years old was working for \$10 a month holds a feeling of enviousness for the modern young man who at 20 years may be making \$10 a week. He won't understand that conditions are changed in almost every perspective. He is in the position of the senile old pony express rider who might sit up to-day and tell how long it will take a letter to go from St. Joseph, Mo., to San Francisco—because he used to carry them himself.

When this particular successful business man in New York went to work sacking wool in the New England general store he was working under an individual employer as narrow as himself. Probably he boarded, free, at his employer's house. In the end he may have got his first start in life by marrying the employer's only daughter and succeeding to the store. And I shouldn't be at all surprised if the boy who sacked wool under the new management got only \$2 a month—and made a hopeless failure.

Those old, narrow men who have surprised themselves beyond measure in looking back to see how far they have gone most often have a one sided view of their egotistical progress. Not one in a thousand of them ever had a clear cut, youthful conception of what they were to attain. With a good constitution, a doglike willingness to follow and do bidding without question, and withal just narrow and unimaginative enough to plod soberly and sturdily on, they got somewhere, finally, beyond the wild-est dream they ever had.

Having diagnosed their own progress in another age altogether they

are egotistical enough to ask the young man of to-day to sit down and see the wool sack opened and its contents scattered over them.

Business to the average young man is about as nebulous a proposition as is the woman he finally is to marry. He has a dozen agonizing spells of "puppy love" before he finally marries and settles down. In the same proportion this average young man is susceptible to the call of the wanderlust and to the half dozen, or the full score, of things he would like to do. That youngster, living in a railroad division town, who never nursed the idea of being a locomotive engineer or conductor, isn't a natural sort of boy. The same type of youngster in the river town who hasn't nursed the thought of standing on the bridge of a steamboat, wearing a cap and peak, probably was called a "sissy" by his fellows. Yet there is no overplus of sober railroad or steamboat men.

Most men of the old school, advising the young man, of whom they know little or nothing, prepare a careful premise. According to this recipe in hand the young man has only to choose that place where he would live, grasp hold of the work that he has decided to do—and then do it better than ever it was done before! Thereafter the future is assured!

Heaven knows it ought to be. But is it?

To-day that young man who marks out his field of opportunity, grasps his chosen work, and settles down to it—where is he? If he shall find himself in some great institution where the maximum chances seem to lie, he must begin at the bottom, or he must have prepared by special training to take hold a little higher up. But in all likelihood he will find himself under the authority of a mere employe, who gets his orders from another mere employe, who in his turn may have three or five other mere employes between him and that ultimate power who can say "Yes" or say "No" without chance of question. And all up and down the line of salaried sub-superiors, jealousy, envy, dislike, suspicion, fears, doubts, and throat cutting methods may troop almost unhampered.

When our speaker sacked wool for the country storekeeper at \$4 a month he knew the man he was working for. How many men to-day work years in an establishment without ever having seen their real employers!

In my opinion, knowing how such things exist, I would say to the young man, "Get your money first." As you grow to be of more worth, get more money! See that you get more money.

The fact is, you are in the position of admitting that you are "no good" when you haven't nerve enough to ask for that which you feel you are worth. No millionaire establishment has economic or moral right to accept \$100 of value received and pay you \$25 or \$50 for it. It is this situation off which your salaried superiors fatten.

"Jones?" repeats the Power that is. "That man's a wonder; he's running

that department for half what it used to cost us!"

Where do you come in on that speech, young man? Why, you are buried deeper than you'll be in your grave. Your real employer can see only your department head! He forgets there is a department composed of human beings who are doing the actual work. Your loyalty is worth as much to the house as is the loyalty of the head of your department. Can you do \$100 worth of work for \$50 and feel that you should throw in a measure of loyalty? Do you have any to throw?

To-day, those young men trained to the silent, plodding sacking of wool are not making financial successes. It's hopelessly bad training for something bigger and better. Accurate knowledge and sane initiative are the needs of the times. When you have made yourself worth something and determined what that worth is, I know of no better exercise of initiative than to go after your pay for that work.

John A. Howland.

Why Foam Is White.

Beer is brown, but its foam is white. Shake up black ink and you get white foam. Shake up red ink and the result is the same. A body that reflects all the light it receives, without absorbing any, is always white. All bodies powdered into tiny diamond form, so that they throw back the light from many facets absorb none of it and are white by consequence. Powdered black marble,

for instance, is white. And foam is water powdered into these small diamonds and hence its whiteness.



Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE
TELEPHONE CO.

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

50 Years
the People's
Choice.

**For the
Laundry.
DOUBLE
STRENGTH.**

**Sold in
Sifting Top
Boxes.**

Sawyer's Crystal Blue gives a beautiful tint and restores the color to 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**

WARE'S THANKSGIVING.

Good Illustration of the Personal in Advertising.

Written for the Tradesman.

Ware Emmons wasn't thinking he had nothing to be thankful for, but he was thinking that he wasn't getting his share of the things worth while. He had youth, and good looks, and health, and a grocery. What more, under the canopy of high heaven, would a fellow want? Besides, he had his name, which was Beware Stinckney Emmons. The boys called him Ware for short. The father and mother who had given him this wonderful cognomen had died full of years, and remorse, and solicitude for the future of a boy all tangled up with a name like that. They left him his eighteen years, a note due at bank in thirty days, a delivery horse with one game leg and the grocery, stationed in a building on a corner. The stock in the store was low and credit was not a part of his capital.

The week before Thanksgiving the boy got in quite a stock by going to a wholesaler his father had owed and telling him that he'd have to go out of business and get a dray to drive if he couldn't get hold of something to sell. The wholesaler rather liked the nerve of the boy and let him have what he wanted. The young merchant was not of age, but he would pay the bills his father had left behind if given half a chance. At least, that is the way the wholesaler looked at the matter. Anyway, he stocked the store and decided to keep the boy in mind and give him a few volumes of advice for his own good if he saw him going wrong.

"You've got the largest stock of goods this store has held for any number of years," he said to Ware. "If you have the nerve in selling that you had in acquiring the stock you'll have your name over the door of a department store before you are 30. Have you thought how you are going to work this stock off? How has trade been here for the past month?"

"Rotten!" replied Ware.

"You have in mind a remedy, I presume?"

"Sure! Why, I've just got to sell these goods."

"I like your spirit," observed the wholesaler, "but you must consider that there are about a thousand grocers in this city who have got to sell goods. They'll use all the tricks of the trade to draw customers. What are you going to do in that line?"

"I'm going to send out a lot of personal letters," replied the boy. "You see, Sister Mame is just dying to get into this firm, and she's going to run the typewriter night and day from this time on. We're going to be mighty personal in our advertising. We have decided on that. Say, if I have to beat some one up will you bail me out?"

"If you beat a man up in a worthy cause," replied the wholesaler, "I'll bail you out. Now, get to going on this personal advertising I have been told about."

That evening, after the store was closed, Ware and Mame withdrew to a back room where there were a drop-

light and a typewriter and set to work. No authors in picking first paragraph words ever used more caution than they did in concocting the first letter. It was to a benevolent old lady who lived in a white house with old-fashioned green blinds at the front and a bull dog from Missouri behind.

"I have been thinking all day," the letter said, "of the kind advice you gave me when father left this business in my hands. It cheered me a lot, and I want you to know it. I also want you to know that we've got a stock of goods that backs all past efforts off the boards, and that we're going to sell for cash. I see by the books that you are not now one of our patrons, but I believe this to be merely an oversight on your part, as you feel so kindly toward me. If I had all the friends and well-wishers in the world, and they all bought of my competitors, I wouldn't have much, after all. Would I, now? Sure I wouldn't. It is the friends who think of you when they have to buy something in your line that count. If you'll tie up the bull dog that reigns supreme at your back door, I'll call in the morning and get your order. When I deliver I shall have change for a twenty with me."

"What do you think of that?" asked Ware as he ceased dictating.

"It is fierce!" replied Mame, who is a matinee girl proper and knows all that is worth the knowing of the new words which have not yet found their way into the dictionary. "You're insulting Bruno, the bull dog, and refusing her credit she'll take a clip at you for that when she sees you. I wouldn't send it."

"It goes, just the same," replied Ware. "Now, here's one to old Bascomb, who is worth having if he is slow."

"You needn't stay away from the store," the letter read, "because you have owed a bill for a month. I know I shall not lose the money you owe, for you're all right when you can think of things, but I'm afraid I'm going to lose you as a customer. You put on your hat when you get this and come down to the store and see what you can buy to make your family thankful that you're alive. Get a move on and I'll set up the cigars. Say, but we have in a dandy lot of Thanksgiving things. Store looks like the corner of State and Madison these days. Come early and avoid the rush."

"That'll bring Old Bascomb," commented Mame. "Give him a cigar and a game of pool and he thinks he's 19 again. Good old geezer, that!"

"Mame," corrected Ware, "you've just got to stop talking slang if you are coming into this firm! You've got the unabridged backed up a blind alley. You sound like Calhoun Place, Chicago."

"Oh, I guess you've got a few snide ones connected with that talker of yours," observed Mame. "Loosen up with another letter."

"I've got two hundred dollars to pay at your bank within thirty days," the next letter began, "and I don't see how I can pay it unless I can sell the goods I've just stood a friend

Child, Hulswit & Company
BANKERSMunicipal and Corporation
BondsCity, 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

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.

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. Widdicomb

Wm. S. Winegar

We Solicit Accounts of Banks and Individuals

THE NATIONAL
CITY BANK
GRAND RAPIDS

WE CAN PAY YOU

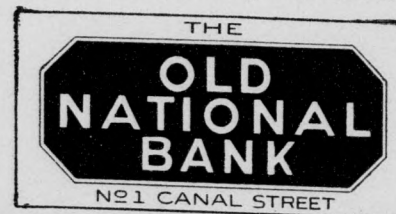
3% to 3½ %

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 toCapital
\$800,000Resources
\$7,000,000

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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

off for. The estate is about as valuable as a bee in a chair seat, and I'm an infant in the eyes of the law, but I'll pay your old note if you'll come down here and patronize me. If you don't buy much, the having you coming in here will start others to coming. That plug hat and Prince Albert you wear certainly are in the way-up class. Come along, now, and give us an order."

"You'll make a hit in polite society, talking about plug hats," observed Mame. "If I had that vocabulary of yours I'd get into a ten, twenty, thirty stunt."

"I'm not in this business for elegance of diction," replied Ware. "These letters are designed to fill the cash drawer with those greasy ones with yellow backs."

"I was much interested in the little talk you gave about Thanksgiving," began the next letter. "It was at the church Sunday night, you know. You said that we should strive for a thankful mind and should exert ourselves to the utmost to make others glad that we're alive, or words to that effect. Now, you can make me glad you're alive. Just come in here and buy a ton or two of provisions for the poor of the city. I need the money. I can hardly, as a matter of fact, afford to risk this two-cent stamp on you, but I reckon you'll drop in and see me. He that buyeth of a grocer in hard luck is greater than he who governeth a city, as the good book says."

"I think it is just scandalous, this sending out of such windy letters!" cried Mame, hunting in her lap for her gum. "I don't believe one of these men will come here, unless they drop in to give you a poke in the jaw for your impudence."

"If they drop in that will be something," replied Ware. "The purpose of these epistles, Sweetheart, is to attract attention. If you don't see that the men who get them will scatter abroad the news that I've gone daffy you've got another see coming. Mind that?"

"It is all right to tell a fellow to be thankful, whether he's got the price of a square meal or not," said the next letter, "but the better way is to see that he has the square meal. If you don't come and buy some of the groceries I've been buying, depending on your trade, I'll be in the soup Thanksgiving so deep and so greasy that I'll have to ring for the fire department to bring a ladder and fish me out. Spread the news that I'm more afraid of losing my mind than my trade. Back close up to the curb if you want to order in large lots."

Never were such trade circulars sent out. Some merchants put whirly signs out in front to attract attention. Some ring bells in front of their stores, when the police do not object, and some give to charity to get their names in the newspapers, but Ware sent out personal letters. Some of them were very personal. About a hundred fat-faced business men got them, and each one called the attention of his friends to the state of Ware's mind. Most of them

went to the store to look him over, and most of those who did this reached the conclusion that he was about the sanest young merchant in the city and that he had brought them to his place of business in about the only way it could have been done. The benevolent old lady brought her bull dog along with her to show the boy that it was safe to call at the back door for orders, especially as the dog, like many bugbears we fear, had no teeth.

Ware's Thanksgiving was observed in a store that was virtually denuded of goods, for the daring advertising dodge rather took the people under the ribs, and they went and bought just to roast him. There may be a moral around here somewhere. If there is, it is this:

"When advertising don't be afraid of attracting too much attention."

And don't be afraid that your circulars will be shown about the city! What in the name of the seven seas do you send them out for? Put something very personal, or very sensational, or very catchy in your advertising. If it doesn't attract attention it is money thrown away.

Ware will tell you that his good luck began with "personal" letters.

Alfred B. Tozer.

Scheme for Little Banks.

Money can not easily be borrowed in small communities, and when it is found the rate of interest is usually high. A law has lately been passed in Massachusetts intended to relieve this condition by permitting the establishment of small co-operative banks. They are to be based on substantially the same principle as that on which are founded the Raiffeisen banks in Germany and Italy.

The Raiffeisen bank is really a group of neighbors, living in the same community and familiar with one another's affairs, formed for the purpose of uniting their credit in borrowing money for such of them as need it. Every member of the group must be industrious and of good moral character. When he wishes to borrow money he must explain what he plans to do with it. If the Lending Committee approves his purpose the money will be advanced to him at a low rate of interest, usually 5 per cent. Then a general supervision is kept over him to see that he spends the money in accordance with his announced purpose, and so conducts himself as to be able to pay it back when it falls due.

It is said that this system has not only relieved the German farmers from the oppressions of the usurers, but has also improved the moral tone of the country. As loans are made only to members, and as all the members are jointly liable for the payment of loans, they all watch one another to see that there is no waste of money in drunkenness or in other loose living.

A Keen Observer.

Ethel, aged 3, had been to visit her cousins, two fun-loving and romping boys. She had climbed upon her father's knee and was telling him of

her visit: "Papa, every night John and George say their prayers, they ask God to make them good boys," said she. "That is nice," said papa. Then thinking soberly for a few minutes, she said: "He ain't done it yet."

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.

All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids

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

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China Gasoline Stoves, Refrigerators Fancy Goods and Toys

GRAND RAPIDS, MICHIGAN

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

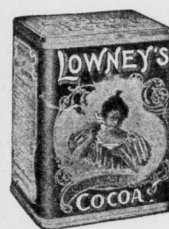
Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit
Mason Block, Muskegon

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
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



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

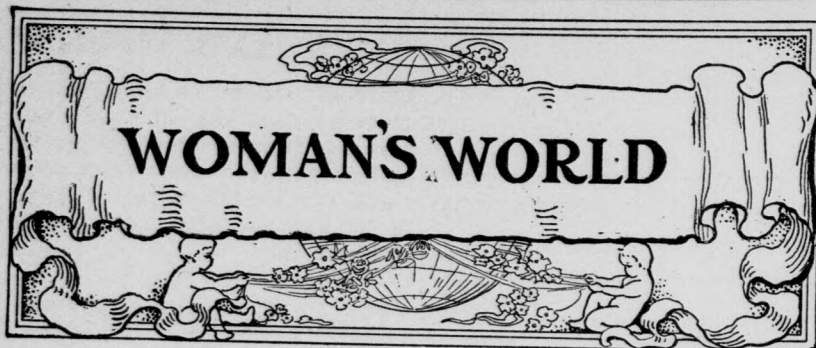
One Full Size Carton
Free

when returned to us or your jobber properly endorsed.

PUTNAM FACTORY, National Candy Co.

Makers

GRAND RAPIDS, MICH.



Rejection Need Not Be the End.

When a man makes a proposal of marriage which is rejected the choice is open to him whether to accept such rejection as final and go his way to "seek fresh fields and pastures new" or to try again, hoping that, after the manner accredited to womankind, the lady of his heart may change her mind and her "nay" into "yea." If he is really and truly in earnest and feels sure that she is the one and only woman in the world for him he should weigh the rejection carefully and find out for himself whether her refusal does not veil an invitation to persevere. There is an old saying that a woman's "no" often means "yes," and the lover who fails to take this phase of feminine character into consideration sometimes does so to his own and the lady's lasting regret.

There are plenty of happy marriages which have begun with "no" and ended with "yes." Nor will either husband or wife fail to acknowledge that they are glad it all ended

as it did. It frequently happens that the woman who refuses the first time consents very willingly the second or third. Nor is the reason for this far to seek. Indeed, there are several reasons, each and all of them fairly good, as a woman's reasons go.

In the first place, when a woman is in doubt as to the state of her own feelings, is halting between two opinions as to the acceptance of an offer, she is much more likely to say "no" than "yes." To this there are many exceptions. There are women who say "yes" tentatively, wishing to keep hold of an admirer until some one better appears; women who like to drag their captives at their chariot wheels, and who think always that an engagement is not binding upon a woman unless she so desires, the creed of Miss Flora McFlimsy and her like.

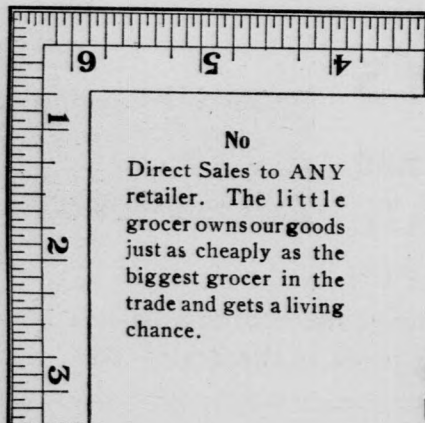
The woman who answers in a negative which is but half meant does so believing that if her suitor really means what he says he will not accept dismissal without making an ef-

fort to reverse her decision. In the days of our foremothers any lady who accepted a lover on the first time of asking was held to be sadly lacking in a proper sense of her own value. Coyness, in "ye olden time," held high rank among feminine virtues, and to be overready to be won was derogatory to womanly dignity. Moreover, our grandfathers maintained and practiced the doctrine that if any gentleman paid any lady attentions so pointed as to induce, still more to warrant, the belief, on her part or on that of their mutual acquaintance, that he was in love with her, it was his bounden duty to make her a formal offer of his hand and heart, so that none could charge him with trifling with her affections. Wherefore the maidens of that day were expected to answer "nay" as the test of the suitor's sincerity; even as the men of the same period crossed swords harmlessly upon slight provocation and were good friends thereafter. "It was all in the game." Men are far from such chivalry nowadays, but custom and tradition are lasting and she who doubts a lover often makes use of the same touchstone, and that to her cost, since the modern lover has a fashion of walking away and marrying some one else, forgetting all about his first love.

There are, so far as we know, no accessible statistics compiled upon the subject, but there is much hearsay evidence which goes to prove that the average man marries about the fifth or sixth girl to whom he takes a fancy. There have been some-

thing less than half a dozen charm-ers, each of whom has been for a time the one and only woman worth while in all the world. But he has married another after all, and it is probably quite as well for all the paragons and himself. It is not only women who are fickle!

Still, a man who really is in love will be wise to persevere with discretion. All women love to be loved and he who can convince any one whose heart is not already pre-empted of his own undying devotion to her scores a strong point in the running to her favor. The astute lover, when declined as a husband, begs humbly for friendship and proceeds to make himself necessary to her comfort and happiness. He studies her tastes, humors her whims, is always on hand when needed, yet never is in the way. In short, he plays the part of "cavalier servant" so adroitly that some day when he betakes himself to Japan or to Paris his ladylove wakes up to the knowledge that he has become indispensable to her, a part of her life which, withdrawn, leaves a sense of lack, a void. Most fortresses will capitulate if the siege be long enough and well conducted and the rule holds good in love as well as in war. There are some men who fail to grasp the sense of a rejection at all, who camp upon a woman's doorstep, so to speak, and win her in the end by force of sheer persistency. It is, however, to be doubted whether such a course often is wise, since it is apt to be not love which has induced the acceptance



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

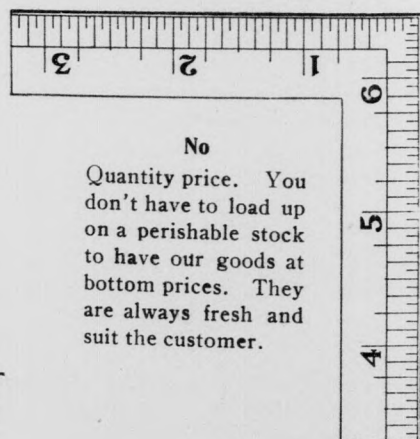


W. K. Kellogg

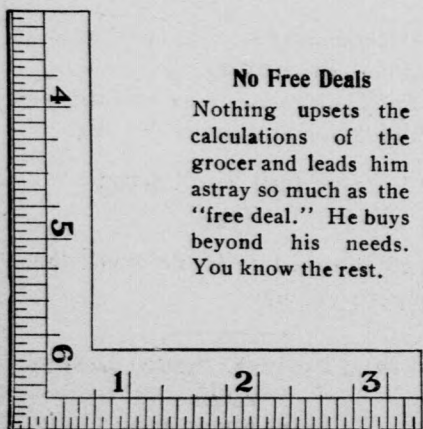
Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

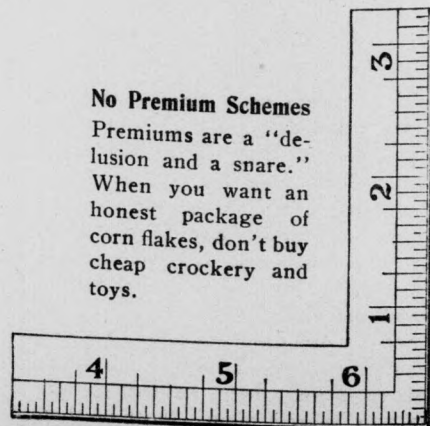
PROFITS SURE AND CONTINUOUS



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



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



No Premium Schemes
Premiums are a "de-
lusion and a snare."
When you want an
honest package of
corn flakes, don't buy
cheap crockery and
toys.

but the feeling of weariness which is described as "marrying a man to be rid of him." Neither is it always love on the part of the man which produces the insistence. It may be the determination not to be beaten, to triumph over opposition, and a marriage from such motives can scarcely be happy.

"She is a woman, therefore she is to be won," has passed into a proverb, but it is a proverb which does not always hold. There are women who fully know their own minds, whose "no" can not be changed to "yes" by any amount of tender or specious pleading. In such a case a man should accept his dismissal in manly fashion—"take it standing," as the saying goes. It may be a genuine disappointment, a blow to his hopes, but he will do well to bear it bravely. Time will do great things for him. Fortunately for humanity the heart is adaptive and heals, in most cases, readily. The less he thinks about his grief the better, and work is always the surest relief for any sorrow. In many cases the wound is rather one of vanity than of the real heart and, while wounded vanity stings, the pain is not permanent.

There is an Egyptian proverb which runs thus: "If thou, O! son of Hoshti, hast emptied out thy heart, and it brings no fruit in exchange, curse not thy gods and die, but build a pyramid in the vineyard where thy love was spent and write upon it, 'Pride hath no conqueror.'"

The best punishment for the woman who has had the bad judgment to reject a good offer is to prove to her how desirable it was. For which reason, instead of "going to the dogs"

because of disappointed love, let the man who respects himself find through his sorrow a pathway to the stars.
Dorothy Dix.

Cold Plays Big Economic Role.

The Congress of Cold in Paris develops that ice and other means of producing cold are used for a great many purposes and play an important economic and social role.

Prof. Vercies, of Dijon, has shown that the development of buds, even when partly opened, can be arrested for a considerable period, and that cut flowers, including roses, lilies and hyacinths, can be kept fresh in cold storage several weeks without losing their fragrance. When the plants and flowers which have been treated in this way are brought into the open air they behave precisely as if they had developed naturally.

For a long time artificial cold has been employed to give skaters an opportunity of practicing their favorite sport in summer. Artificial ice rinks are to be found in many large cities. The finest perhaps is the ice palace in Berlin. Artificial cold is used in many other ways in every day life. Furs are protected from moths by being kept in cold storage at a temperature of about 39 deg. Fahrenheit, at which the eggs of the moth can not hatch. Dealers in furs and woolen goods protect their wares against insects by keeping them exposed to a current of cold dry air.

Artificial cold is used for the crystallization of sugar and salt, manufacture of chemical and pharmaceutical products, glue, gelatine, photographic plates, India rubber, dye stuffs, explosives, beer, cheese, butter, candles, soap, perfumes, etc., and in labora-

tories, observatories and elsewhere. It is of inestimable value for the transport and preservation of fresh foods of all kinds. The engineer and promoter finds in artificial cold a valuable means of boring shafts in soft, wet ground. By refrigerating tubes sunk vertically into the ground the whole mass is converted into a solid frozen block, in which the shaft can be excavated as in rock.

Cold seems to be the only agency which certainly prevents decomposition and spontaneous explosion of gun cotton and like explosives. So the ammunition rooms of warships are always provided with refrigerating machines. In a theater in Cologne the temperature is kept below 70 deg. Fahrenheit on the hottest days in summer by causing rapid evaporation from moist surfaces by means of a strong current of dry air, thus utilizing the great absorption of heat which occurs when water passes from the liquid to the gaseous state.

By the use of powerful blowers it is thus possible to lower the temperature of large rooms by eight or ten deg. Fahrenheit. This method of refrigeration is used in some large factories in Italy and in the United States. Also in several large restaurants of Berlin and London. In several American cities artificial cold is distributed to houses from a central station, as steam is distributed.

People's Laboratory Brussels Innovation.

A people's laboratory is a Brussels novelty. Dr. R. Goldschmidt has established it with so simple an arrangement that even a common workman may familiarize himself first with elementary ideas and after-

ward with more complex problems of electricity. On the ground floor are installed those fundamental experiments which form the basis of modern electrical science and which can be performed with comparatively simple apparatus. He passes from the lodestone to the properties of magnets and electro magnets and the explanation of electric motors; from electricity of friction of glass to the operation of complex machines.

In the first story is the apparatus for the demonstration of the principles of electrodynamics. In another section are measurements and experiments made by competent persons attached to the Bureau of Electrical Installation. There is a lecture hall equipped with projecting apparatus, which, by the simple pressure of a button, exhibits a hundred pictures of scientific novelties. A room is reserved for manufacturers, in which they can show their products without charge.

There are four small laboratories, which can be employed by specialists for individual research. There is also a library. There is a workshop which enables the student to acquire practical knowledge of the construction of electrical apparatus.

Perfectly Simple.

"Maria, what's this salad made of?"
"Chopped celery, onions, vinegar, salt and pepper."

"Yes, I can taste those, but what are the other ingredients?"

"The scraps of everything we had left from dinner yesterday, if you must know."

A man likes a giggling girl about as well as he does a crying baby.

Tradesman Company

Engravers

W & P

TELEPHONE NO. 5095

PRINTERS AND PUBLISHERS.

GRAND RAPIDS, MICH.



CHILD DAGOES.

The Part They Play in Larceny from Stores.

Written for the Tradesman.

"You would be utterly dumbfounded, if you didn't work in a store where you were right with it all the time, to see the number of small children who are addicted to thievery—downright boldfaced thievery.

"Whether these children are brought up to it—have it drilled into them from earliest childhood—or whether they have acquired the habit of taking things that do not belong to them, stealing either from their playmates, at school or in stores, I do not know; but the fact remains that we find them, in our place of business, adepts at purloining.

"Many of these childish criminals are distinctively of the foreign element, most of those we are troubled with being the offspring of parents reared in beautiful Sunny Italy.

"These dirty little Dagoes look so very honest, with their wideopen big brown eyes, that one would be quite loth to suspect them of any evil intent with reference to one's goods, and yet some of the most innocent appearing of these are the very ones we have to look out for the most.

"Only the other day I had to call one of these little Big-Eyes down.

"She had a rather large basket on her arm, a basket about eight by ten or twelve inches and six inches high. She carried it on her left arm. The basket had a cover which opened easily, but which had a peculiar fastening.

"Her actions, I noticed, as she roamed around the store, were suspicious. I saw her when she first was in the place. I followed her about on the ground floor for a while, apparently busying myself in talking to the clerks or the customers—a word here and a word there, enough to allow me to keep my eye on the child but not so long as to let her see that I was watching her.

"She flitted from counter to counter and from department to department, always with her weather eye open for detection, although she was so quiet about looking around that if you had not had experience with this sort of thing you would not, perhaps, have noticed what the kid was up to.

"I let her step into the elevator without me, but took the next car up, finding out from the man in charge at which floor she got off.

"As I expected, when I stepped out of the cage the girl was still walking seemingly aimlessly about. I had not

seen her take anything on the first floor, but now I became even more alert as she paused longer at each of her stoppingplaces.

"I now picked up a daily newspaper that was lying on a showcase and to all intents and purposes became perfectly absorbed in its contents.

"The child redoubled her vigilance, keeping stricter tab on my meanderings than before, but she wasn't so swift in her calculations but that out of the corner of my eye I saw her adroitly pick up a baby's comb and brush and slide them quick as a flash into the basket depending from her arm, the lid of which she had open ready for the act.

"Following her closely after the initial stealing I saw go into the same convenient receptacle a three-cake box of expensive soap; four pairs of costly scissors; a celluloid back comb; a silk faccloth, sponge, chamois skin and box of La Blanche complexion powder and cheap manicure set; a lady's leather belt; a remnant of wide satin ribbon and a child's rubber ball.

"Quite a haul for one time! If everybody coming in got away with so much merchandise without paying for it—I had observed that this little Dago didn't pay for a single article that I saw her swipe—you can see how our profits would come out at the end of the year.

"When the child showed signs of leaving by the way that she had come up I let her get to the elevator door and just as she was about to push the button by two dexterous moves I grabbed her basket and her arm at the same moment.

"Startled by the suddenness of my attack she had no time to premeditate a course of conduct.

"I led the small culprit gently—but with no earthly chance for her to escape—down the aisle between high piles of goods to a compartment curtained off from the rest of the salesroom. Calling softly to a lady clerk on the way to accompany us I took the child into the curtained recess. Still holding her tightly by the arm for fear she would get away, but not so as to hurt the tender flesh, I had the clerk open up the child's basket and disgorge it of its stolen contents.

"Below what I had seen her take off our own counters, separated by a piece of white cloth, were other new articles, that I knew were not our goods but that were probably confiscated from other stores, as they were not of a nature to be necessities in a family such as that from which the child evidently sprung.

"What did I do with the unconscionable little shoplifter?

"I ought to have made an example of her conduct right then and there, but I let her off with the severest word drubbing of which I am capable when things go wrong and in addition I promised her faithfully that if she ever set foot in our store again I would thrash her within an inch of her miserable little life and besides send her to jail!

"I conjecture that my threats were availing, for from that day to this I have never set eyes on that child-of-fender's face.

"This is but one out of many similar cases, differing only in details, in the treatment of which we have to be governed entirely by the circum-

stances, but I assure you they are in no wise pleasant to deal with. One hates to be unnecessarily harsh and yet something has to be done and done quickly, too."

Beatrix Beaumont.

We are manufacturers of

Trimmed and Untrimmed Hats

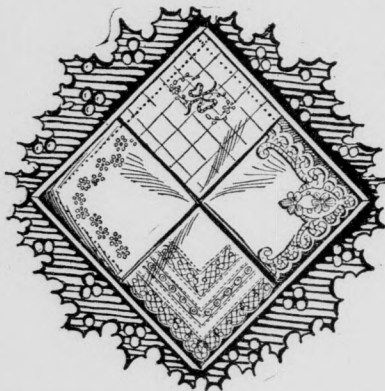
For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.

Handkerchiefs



Handkerchiefs are going fast, but we still have a large stock to select from in Ladies', Gents' and Children's. These goods were bought months ago when cottons and linens were at the lowest, enabling us to give you splendid values. Prices from 12c up to \$4.25 per dozen. Also a large line of Auto Scarfs to retail from 50c to \$1.50 each. Mail orders promptly and carefully filled.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan



Kersey Trousers Are Good Sellers

Now is the time to fill in your line. We aim to carry loose stock of the best selling waist measures and inseams. Prices are \$18, \$24 and \$30 per dozen.

We Also Offer

some exceptional values in Mackinaws and Duck, Kersey, Leather and Sheep Lined Coats.

LET US FIGURE WITH YOU

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

CHRISTMAS SHOPPING

Should Be Done Early To Avoid the Rush.

The merchants are making their annual pleas for early shopping. They are using the same arguments that have been used in other pre-holiday seasons. The early shopper will have the first pick of the stock, which in itself is a great advantage. Selections can be made with deliberation and judgment, and if what is taken home does not prove satisfactory the goods can be changed for something different. And then the clerks have time to be polite and accommodating. These are old arguments but they are all good, as applicable this year as in other years, and are deserving of the thoughtful attention of those who have holiday shopping to do. But there are other arguments for Christmas shopping which apply especially to this season.

It is expected the holiday trade this year will be exceptionally large. Labor is more fully employed than in many years before and labor prospects for the future are bright. Those commercially engaged are prosperous with more prosperity to look forward to in the future. The manufacturers are busy and expect a busy spring. The farmers have money. All the indications point to a more liberal loosening up for Christmas this season than in the past. And when is the buying to be done if it is not done early? The new labor law limits the hours of female employment. No more than ten hours in any one day and not more than fifty-four hours a week are permissible under the law. This means that the hours for doing business will be restricted for those stores employing women clerks. Early shopping will distribute the rush over five weeks, but if the shopping is delayed until the last week and then everybody gets into the game there will be trouble for everybody. The shorter hours for women clerks which the law prescribes should be borne in mind and shoppers should make their plans accordingly.

Another reason for early shopping which the merchants do not love to dwell upon is the prospect, in fact, the certainty of a shortage in some lines of merchandise. The ordering for the fall, winter and holiday trade is done in the spring and early summer. This year at ordering time Congress was still fussing with the tariff and the uncertainty as to the outcome made everybody conservative. The manufacturers shared the cautious feeling and proceeded to cut stock very little, if any, in excess of actual orders. When the merchants awoke to the fact that they would need goods they rushed in additional orders and the manufacturers are unable to meet the demand. The early shoppers will find what they want, but those who delay will have to take what they can get.

The new labor law which restricts the hours of female labor is not working to the satisfaction of the

class for whose benefit it was ostensibly enacted. The women who should be and are most interested in it are not enthusiastic in its behalf. It may be added that the law was not enacted in response to any feminine appeals, but was passed at the dictation of the labor union with the double purpose of handicapping female competition and making shorter hours by law for women a step toward shorter hours for men. In practical operations the law makes it impossible for women to work over time in the rush seasons. However well disposed they may be to help out their employer and however they may desire to earn that extra money for the holidays which over time brings, the law says they shall not. They can not hope to earn more than the same old pay and will have to get on without the extras which in other seasons they have been glad to earn. The law will make many women and girls pinch their pennies this holiday season and many homes will lack the good cheer which a little over time work and the extra pay that goes with it brings.

In another way the law is proving a stumbling block for women: Employers are putting on men and boys to do the work which used to be done by women. They may have to pay more, but the law does not put a limit on male labor. The men can work ten, twelve or fourteen hours a day if need be to weather a rush season. Employers avoid over time work whenever possible because experience has taught that it is not profitable, but emergencies will arise when the question is not what the cost may be, but to get out the goods on time. Male labor without restrictions as to hours can be depended on; female work limited to nine hours a day is an unsafe proposition. The law in other ways is placing a limit on female usefulness in the industries and in trade. It is handicapping women in their efforts to earn an honest living. It is not giving those who must support themselves a fair chance. But the labor unions seem to be satisfied.

But to return to holiday topics: It may not be generally known that this city has one of the largest concerns in the country producing fancy goods for the holiday trade. The business is carried on by Fred A. Wurzburg, and with a modest start ten years ago it has grown to such proportions that shipments are made from Maine to California. His line includes those fancy articles that are so much in demand for the holidays and that are equally appropriate for birthdays and other festive occasions when the desire is to give something that may be useful as well as ornamental and not prohibitive in price. It is fancy work, embroidery, sofa pillows, calendars, dresser scarfs, articles for the bedroom and countless other things of a similar nature. The goods are of canvas, linen, cardboard and other materials and they are stenciled, stamped, embroidered or otherwise treated to make them attractive. Above his Monroe street store Mr.

Wurzburg has about thirty girls and women constantly employed making up his goods and fifty or sixty more take work home with them to make up in their spare time. The business was begun in a small way, but has grown to be one of the largest of the kind in the country, and it is still growing. A full working partnership in the enterprise is held by Mrs. Wurzburg, and Mr. Wurzburg freely admits that without her the concern would pretty nearly want to quit business. Mrs. Wurzburg does all the designing and her skill as a designer and her artistic ability have been the firm's best asset.

The candymakers are having their busy season just now getting ready to satisfy the great Christmas appetite for sweets. Just why everybody wants candy on Christmas, even those who will not touch it at other seasons, is not known, but that everybody does want it and seems to get what is wanted is proven by the statistics of the candy trade. And the candymakers, eager to please, are just now working to capacity to get the goods out that the children cry for and the older folks will have. The big factories like the Brooks and the Putnam, which supply the trade, started their holiday campaigns several weeks ago and just now are making heavy shipments as well as producing heavily. For the candy stores which make their own confections the rush season is just beginning, and from Thanksgiving until Christmas week they expect to have all they can

do. The impression in candy circles is that the demand this season will be heavier than ever before and that the call for the better grades will be much stronger than in former seasons. Great quantities of 25 cent candy will, of course, be sold, but a much larger movement of the 40 and 60 cents a pound brands is looked for and plans are being made accordingly. Every season a few novelties in candy are brought out, but candy fashions this season will not be far different from those of a year ago. Chocolates in great variety promise to lead in popularity, especially in the grades that command 40 cents and above. But for everyday use nothing has yet been discovered that will beat the old fashioned peppermint and wintergreen lozenges. There may not be any great amount of style about the lozenge, but it seems to satisfy a long and often felt want. One of the local factories produces five tons—10,000 pounds—of lozenges daily, and the demand for them is not a fluctuating holiday affair either. It is a constant, an all the year round demand that seems never to be satisfied.

Nothing will thaw the frigid heart of a man as quickly as a pretty woman's tears.

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

CAL THOMPSON'S BET

One That Was Well Worth Making.

Written for the Tradesman.

Everybody liked him, that is, if you mean Cal Thompson. In the first place his face was the home and so the abiding place of good nature. The darkest day stood no chance when that bunch of sunshine was around. From "Old man" in the office to the boy who was supposed to sweep out and didn't, the "hello" was a cheery one and one that always came to stay. The young fellow's position was a modest one—his counter was devoted to the calicoes, but it began to be an important one to him the minute he stood behind the counter, and the "Gee whiz!" of the man who kept an account of sales night after night, when he came to "calicoes," had something of prophecy which promised well for the clerk who was piling up a record.

There is no use in wasting time in trying to furnish the other qualities that went with the sunshine. A smile on a scowling face transforms the scowl into something akin to a glimpse of clouded glory and a scowl had never yet disfigured Cal Thompson's face. Something of a la-de-dah? Not on your life! Jim Carrol, who was rather proud of the fact that he sold silk, thought so when Thompson first came among them; but his chin came in violent contact with Cal's right fist one day and after that he concluded that it did not pay to "monkey with 'Calico.'" Of course, this is only another way of saying that the man with the fist had a square chin of his own, well backed up with an abundance of sinew and muscle; that he stood some five feet ten in his stocking feet with a chest measure that was a credit to him and a neck that suggested that he was playing the part of Atlas to the round world that he had held up for something like two score and three years. As a kindness I will add that his complexion leaned heavily to the olive; that his hair was as black as the ace of spades; that a heavy eyebrow extended from eye-end to eye-end with a slight dip halfway, and that his eyes, when he knocked Jim Carrol down, looked like a couple of snake's eyes.

Of course with that expression of good cheer on his face the snake look

did not have much of a chance with the black eyes and one gray Monday, when it did seem as if everybody and everything were going into a protracted case of the sulks, open came the door and in stalked a gray-haired well wrinkled woman of an age something over half a hundred, with the corners of her mouth pulled down until that opening in her face resembled an isosceles triangle with the jawbone for a base.

She went straight to the calico counter and began pulling over the goods. She didn't bother about being waited upon and that gave "Old Sunshine"—the "old" in such cases is only a term of endearment—a chance to size up his customer, which he at once improved. From the black demoralized hat, as far down as the counter-line allowed, he took her all in, including the big-eyed steel spectacles and the facial triangle aforementioned and the cloak of rusty black, all telling a pitiful story of a long and continued struggle with want; and with it all was a something so suggestive of "treading the wine press alone" that the clerk forgot spectacles, triangle—everything but the wine press idea—and wondered what the story behind them all was.

Here was evidently the culmination of the long fight of a losing game; and there is nothing in the whole world of discouragement like that to take the tuck out of the human heart. Hadn't the game gone on long enough? How would it work to flash a gleam of sunshine from his own sun-flooded life upon this woman's gloom-shrouded existence, just to see the transient effect if nothing more; and so he was studying the question when the customer, reaching the end of her search, looked up.

The old story of darkness and daylight was again told, only in this instance the day was flooded with joy and the startled darkness had about it all the glad surprise that comes when from the inky clouds there comes a burst of the brightest of unexpected sunlight.

"I was looking for a firm piece of calico that resembles delaine. The delaine I couldn't afford, but I thought I might make up the calico so it would carry out the idea and that is all I can expect. You don't happen to have anything like that, do you?"

and with her thin, wrinkled hand resting on the goods that wouldn't do, the big spectacles were lifted to the young man's face.

"No, and I'm glad I haven't; but I'll tell you what I can do: here is a piece of delaine and, if you are not particular, about the figure, it may answer;" and the goods in question were placed before the spectacles and the triangle.

The thin, blue-veined hand fairly clutched the coveted goods and then detecting the all-wool feel of the genuine stuff she put it slowly away, with a reluctant shake of her head.

"Oh, it's exactly what I want, but I simply can not afford it! How soft it is and how dainty; but it's no use; 'Lead us not into temptation!' I simply can not and that's all there is to it."

"Yes, but it's barely possible that that isn't all there is to it. If the goods suit and you can afford the calico, you can afford this; for it never has been a good seller and I will let you have it for the same price as the calico."

"The woman who hesitates is lost" and this woman hesitated. The little hand with the well worn wedding ring on it continued the pleasing test and then with hope in her eyes she wanted to know what the lining and other essentials would amount to.

Something more than sunshine gleamed then from Cal Thompson's eyes. There was something in the hand and the slender ring and in the voice of the customer that reminded him of another woman not so old as this one with now and then a silver thread in her hair. If she had only lived—the questioning glance of the woman interrupted the contemplation of the picture that memory held up for a moment before him and brought him again to himself. "I'm going to throw in the lining, ma'am, and what goes with it. With the first pattern sold, the rest will soon follow—it's the way of the world, you know—and I want to thank you for starting the ball, which will now be kept rolling. Is that all?"

"Except to thank you for your kindness."

"Oh, that's all right. Give me your address, please, and I'll see if I can get an early delivery."

"I'll take the goods with me. I

don't dare to let such a bargain go out of my hands."

"All right; but if you will leave with me your address I'll post you if another bargain comes my way."

So the address was taken and a happy woman with a firmly clutched bundle was soon homeward bound. She had hardly gone when Jim Carrol, bending double, let loose a flood of hardly suppressed laughter.

"That's a little the best ever. How did you, how could you do it, and how did you happen to think of that delaine that Crane's been trying to get rid of since—oh, since? And what a dear old hen she is, though! Here's \$4 that milk right from the cow would curdle the minute it got within sight and sound of that vinegar face of hers! 'D you notice that mouth? Here's \$3.75 that both corners are hitched to her collar bone! Take me up?"

"I'm not much on the bet; but I'll tell you what I'll do: I'll bet your \$4 and your \$3.75, put together, that within a year I'll have those mouth-corners hitched to her eyebrows instead of her collar bone."

"Good! I'll shake on that;" and they shook.

Well! Turning mouth-corners may or may not be something of a job. Limited to childhood and youth it isn't much of a task to lift or to depress them; but when humanity at 55 finds the said corners down, it is something akin to a miracle to give them an upward tendency and, if that is going to be done, the sooner the doer thereof gets down to business the better for all concerned. That was what Cal Thompson thought, and without caring so much for the amount of the bet he began to wonder what ought to be done first to change the direction of the corners. The first thought that came to him was that the woman was about starved. The next was that she had skimped and pinched until what energy she had had reached its limit. That being so that was the place to begin and he'd hike right over as soon as he had swallowed his supper.

He found what he had expected: a single room on a by-street in an unhealthy part of the city, neat as a pin, with almost nothing in it; and the woman trying to keep body and soul together with such sewing as would be likely to come to a work-

It's a Bread Flour



"CERESOTA"

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

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

woman whose best days have long since passed. It was the neatness and the little touches of womanliness everywhere prevailing that settled the question with Thompson, and after regretting that Mrs. Wayland—I have forgotten to mention her name before—did not care to take advantage of a glove sale to begin the next day, he took his departure, feeling now very sure that the lower angles of the triangle would soon loosen a little.

As he approached the nearest corner he saw it occupied by a grocer and he stepped in. Did a Mrs. Wayland live in that vicinity? She did. Was she one of the grocer's patrons? She was. "Well, then, you are the man I want to see. Whatever she buys give her more than she asks for and take the price of the extra from this \$7.75 which I am going to leave with my address. When the money is gone let me know. Will you?" It was agreed to and for a week the old story of the meal in the barrel and the oil in the cruse was repeated with such changes as the modern conditions called for.

Before he was halfway home the whole matter had taken shape in Cal Thompson's mind and for the next few days there wasn't a busier boy in the city. From the advertisements in the evening paper he found a house for rent in a "dandy" part of the city and ringing up the agent he secured the refusal of it for a day or two. Ten minutes later—this was after business hours, remember—he had the manager of a furniture house in a chair on the other side of his "evening lamp" and they were figuring at their liveliest over the cost of house-furnishing, "good, substantial articles, Ferguson, with not a gimcrack among 'em, at your lowest price. I rather expect to occupy the front chamber with an alcove and I'll try to get around to-morrow and see what you have that will suit me. You don't happen to know anybody who wants one room or a suite over on Brayton avenue, do you?"

"That depends on the rooms. I'll take a suite of two rooms and Hawley'll take another. Doesn't that sweep the deck? What's more we all want to furnish our own apartments, which will make it an easy thing for whoever's going to take care of us. Who is she?"

"I can tell you better to-morrow after I have had a talk with her. Her name's Wayland and I'll 'phone you the minute I hear from her."

To save a lot of needless detail let me say at once that before the week was over everything was happily arranged and in due time No. 365 Brayton avenue was ablaze with light and from that time on the whole house from basement to attic was put down among the choicest residences on that somewhat select thoroughfare; and I may as well say here and have done with it that the whole undertaking from beginning to end was a success. It took a good even month to get things to working smoothly, so that only eleven months remained for the turning up of the mouth-corners and hitching them to the eyebrows, if that

last condition should be insisted upon.

After the newness wore away and living began to assume its normal condition there was a gathering of the roomers in the front room with the alcove and with the three, cigars a-going, having a good time, Thompson started: "Fellows, I've a bet on my hands with the boys at the store and I want you to help me win it. Mrs. Wayland within less than a year has her mouth-corners curve up or I'm out \$7.75." Of course there was a loud laugh. "Now the one thing and the only thing that will do it is to make and keep that good woman happy and without any bet that result is worth striving for. She's getting now all that she wants to eat; her home is just what she wants and she's getting there with her wardrobe. The one thing that she will want soon is a little more of the social side of life and there is where you fellows can come in with your women friends and help the thing along. Mrs. Wayland is equal to all the requirements and if we can only locate her socially those corners are going gracefully up and we are going to have for a landlady the loveliest woman on the street. To be honest about it I don't care for the bet, but I would like to see if a sour-faced wornout woman hurrying on towards 60 can by a little—or much—home treatment get back something of her old good looks and be the first-class woman she was when she and all the world were young. Are you up to it?"

"You can count on me."

"And on me. I'll have my sister over here calling on her before the week's out;" and as Mrs. Livingston Storey's position was unquestioned in the social world, after the call, followed not long after by an automobile ride with two other society leaders, that part of Mrs. Wayland's social career was unquestioned ever after in that city.

So with three young men devoted to her the careworn expression took to itself wings and flew away; roundness drove off the tendency to flabbiness; now and then a wrinkle yielded to coaxing, little or much, and with the three young men full of their jokes and constant good cheer not a cloud of sadness drifted across her sky during the whole of that joy-filled year. There were some parties and balls and she attended them. The opera and the play often found her among the gayest circles, and then one glad day when peace and abundance and happiness had done their work Cal Thompson invited his landlady to come to the store to examine and pass judgment on some handsome stuffs that had just been brought in. "Come at 3, if you can;" and "when the clock was striking the hour" Mrs. Wayland and a friend stepped from the latter's auto to be received by Thompson, whose latest promotion made it easy for him to devote his time to the ladies.

"Great guns!" exclaimed Jim Carroll as the door closed behind the two women. "Tell me who. The little one is a stunner! And, say, wasn't she got up to kill?"

"Remember ever seeing her before?"

"Never, s' help me."

"Notice anything peculiar about the mouth?"

"Only that it would do me good to kiss it, if she is old enough to be my mother?"

"Did the mouth-corners look as if they were hitched to her eyebrows?"

"What you giving us?"

"A fact straight from the shoulder. Don't you remember 'spectacles' and 'triangle' something less than a year ago? Well, that's she, and all you have to do is to turn over that \$7.75 you bet then. See?"

In due time the bet money exchanged hands and the bet-winner passed it on to his landlady, who thought and said that the proper thing to do under the circumstances was to invite the payer to dinner; and that day week Jim Carroll feasted upon the best dinner that he "ever got outside of," as he put it. When they reached that place where even Dickens' Oliver couldn't repeat his famous one-worded speech Cal told the story behind the bet, winding up with the thought that that sort of bet is the only kind worth paying and that ever ought to be paid, when the lady at the coffee urn said as she only could say it: "Yes, gentlemen, for behind such bets there is always throbbing a kind heart and there is nothing better than that to strengthen the eyesight or, as Mr. Carroll expresses it, for turning upward the mouth-corners which want and discouragement have turned down and hitching them to the corners of the eyebrows!"

Richard Malcolm Strong.

His Threat To a Conductor.

Some time ago a man at Ypsilanti became crazed on the subject of hypnotism and was sent on a Michigan Central train to an asylum. When the conductor asked for the tickets the crazy man began telling him of his hypnotic powers.

"I'll hypnotize you," he said.

"Fire away," replied the conductor.

The man made several passes before the conductor's face.

The conductor looked the part as best he could.

"You're a conductor," the hypnotist said.

"That's right," replied the victim.

"You're a good conductor," went on the hypnotist.

"Right again," said the conductor.

"You don't smoke, drink or swear at passengers. You are honest. You turn in all tickets and money you collect from passengers. In fact, you do not steal a cent."

"That's right," asserted the conductor.

The hypnotist eyed him a moment, then said:

"What an awful fix you'd be in if I left you in this condition."

Lots of garrulous people make a specialty of saying nothing.

It's a lot easier for a child to inherit red hair than brains.

A little learning makes a bore doubly tiresome.

VOIGT'S

A Trade Secret

No merchant can afford to build up a flour trade with an inferior brand.

He may succeed in getting a good start due to his own efforts, but the flour cannot back him up, so before he realizes it his customers have become the customers of another dealer.

It's a wise thing to push one brand of flour, but be certain that it's worth pushing.

Your past experience, if you've ever handled "Crescent" flour, will convince you that every customer buying that brand is highly pleased. If you've never had the pleasure of selling "Crescent" flour, a small trial order from us will enable you to test its merits—and we ask you to select your most particular customers for this test.

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT

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

A GOOD SCHOOL.

Mutual Relations of the Home and the School.

Eleventh Paper.

My task to-day is a simple one—simplified by the many who have taken up the same task before me, to bring still nearer to each other in sympathy and harmony of action two persons who are already very near and very friendly, the mother and the teacher. The literature of the home in relation to the school is large and some of it old. My own interest in it was first aroused by reading Haufe's *Natural Education*, still a suggestive book. All this literature very properly exalts the home above the school and home life above school life. Unquestionably of all the educational influences acting upon young people the home stands first; probably the community and community life second, and the school third.

I will quote a few sentences from a recent article in the *Popular Science Monthly*, vol. 47, page 48, by Professor McKeen Cattell, on the subject of the home and the school.

"The school weakens the family."
* * * "It takes the children away from the home and gives them interests not centered in the home."

"The present advantage of reading is small, while it is injurious to family life." * * * "The main benefit of reading is as a substitute for alcohol." * * * "School work in arithmetic is of little use." * * * "Accuracy of spelling secured by school drill is useless." * * * "Nothing much can be said in favor of geography, history and literature as now generally taught." * * * "The lack of initiative and vitality in our entire school system is appalling; the influence of our half million of teachers on the problems of democracy and civilization is quite insignificant."

* * * "The ultimate result of letting the celibate female be the usual teacher makes us ask whether it would not be an advantage to the country if the whole school plant could be scrapped."

These quotations, taken by themselves, show something of that violence that we instinctively connect with weakness, so that on reading them one is inclined to quote Coleridge: "Irritability is debility under excitement." But the article is really a strong one, setting forth with some power a possible school system in which the family and school are one: a home and community life in which all who know are teachers, and all who do not know and desire to know are learners. The intemperate judgments quoted above have regard to schools as we know them compared with such an ideal school-home. I confess that this ideal attracts me, but I can not forget that whereas we know something of the evils of the schools as they are we do not know the evils of this ideal scheme. Did we they also might "appall" us. While I feel that the school should act upon the home and the home upon the school to a greater extent than is now the case I do not see how either can ever absorb or replace the other. The modern school is as truly a prod-

uct of evolution as the home. The great principle of division of labor which brought the school into being will perpetuate it. The parent is indeed the natural teacher, as he is the natural physician of his children, but in advanced society he will exercise both functions through others. Moreover, the State will never dare to lay violent hands upon the home as it does upon the school. A very great change must come over society before it can deal with incompetent parenthood as it does with incompetent instruction. Indeed, this relation of parenthood is so precious that all things are forgiven to it. We may almost say that there are no absolutely bad homes: only what an infinite pity that many homes are not better than they are! But that which offends us in a squalid, unsanitary home is, fortunately or unfortunately, not so offensive to its inmates, who look for and find even among rags and dirt help and consolation in the desperate crises of life. How these people stand together! How faithful they are to each other! How mutual affection shines through misery and squalor! And so in better homes, where there are often bickerings and strife and much apparent want of consideration, what fundamental goodness is usually found! People who seem to be always weary at home, to have worn out their stock of patience, good clothes and good manners abroad and always appear at home in a physical, mental and moral dishabille, how really kind to their kin they are after all. The usual home reversion to a more primitive type of society reveals the solid virtues of that type—those inbred and instinctive virtues that are the glory of our race. With all its noise and confusion, its saintliness fruiting in selfishness, its want of organization and restraint, what a dear blessed place even the poorest home may be!

And yet the modern home can not safely introduce young people into the modern world. It is too genial, too artless, too narrow. It is deficient in discipline. Individuality is excessive, often running into conceit and self assertion. Even the best homes incline to be clannish and provincial, the language often becoming a patois and the manners grotesque. We have many examples in biography and fiction of home education with little aid from the school. John Percyfield was a man whose character and college preparation were entirely a home product. His mother gave him lessons in French and his grandfather taught him to ride, swim and tell the truth. He also learned some things by himself; but schools and tutors were equally barred. We are not informed how he got through his entrance examination at Harvard, but that is a detail. He certainly was a charming man and most people will agree that he gained something by not being too much common-schooled; also that he lost something. He took himself too seriously and there was a sense of unreality about all that he did. He found it difficult to work with others and he bore about with him all his life that heaviest of all burdens, an excessive self conscious-

ness, which he might have thrown off at a public school. No, we can not yet afford to "scrap" the public school.

These random thoughts lead to some practical suggestions concerning means of bringing the home and the school nearer together in spirit and action. This may one day lead up to the school-home of Haufe or Cattell.

A good home life is the best possible preparation for a good school life. Home duties, the discipline of set tasks, the repression of excessive egotism and self-assertion make the transition to school life easy. Delightful indeed is the pupil who comes from a well ordered home.

The school in trying to take up the refrain of the home should not make the mistake of losing its essential character. It may be genial without being easy-going. In the vain endeavor to become a good home it should not fail to be a good school: a place where preparation for community life is made by daily living and working together in harmony; a place where every pupil has constant assistance in conquering those demons of disorder, inertia and selfishness which will make a useful life impossible.

Parents should feel it a duty to express their views occasionally to the proper authority—teacher or school board—concerning school methods and school policy. If this expression is brief, friendly and made in the general interest it will be well received and may be very important. Parents know more about the child life in the community than the teacher can. And if all do this the chronic complaints of a few people of peculiar views will be placed in proper perspective.

Miscellaneous school visitation is not probably useful in proportion to the loss of energy that it causes. The European feeling is better on this head than our own. Still every parent should know school conditions and school life with some minuteness and should realize in a general way what the children are doing from day to day and the purposes of the teacher with regard to them. This will be best secured by making the school-house a social center, as many towns are already doing.

The mothers' meetings of a few years ago should be resumed and made more simple, social and friendly. Held, at least occasionally, in the school building, with the teacher as hostess, they may be very suggestive and helpful.

Criticisms of the public schools like those by Prof. Cattell quoted above are so frequent that many parents are coming to be skeptical about the utility of school work and regard with ill-concealed contempt the school tasks which they see preparing around them at home. No mistake could be greater. The critics themselves would say that. The school of to-day has its rights as well as the visionary school of to-morrow. Rather exalt school tasks and school work as worthy and if well done as deserving all praise. Even the busiest and least scholarly parent can give a moment each day to the school exer-

cise that has cost so much labor. This will give to school work a sense of reality as having a place beyond school walls and able to interest grown people.

I have urged above an honest criticism of the school to those whose business it is to make school conditions what they ought to be; but above all things let us not speak harshly and intemperately of the school in the presence of the children. What untold evil a neglect of this reasonable rule has caused! The children will doubtless know your opinions: it is impossible to conceal anything from the American boy or girl; but why arm them against the school with your hot and cruel words? Why make it impossible for your own children to get any further good from the school? The teacher's life is a hard one and she deserves sympathy and kind judgment.

Edwin A. Strong.

How the Whale Lost Its Teeth.

Evolution by atrophy is the lesson of whales and their teeth. Primitively tooth bearing, they have become almost toothless. And this not by any sudden process but, as it were, by slow starvation, each tooth as it passes the point of usefulness disappearing by a slow process of absorption. The last stages of tooth degeneration are carried out in secret, as it were, the developing tooth, so to speak, being smothered before it cuts the gum.

The evolution of toothlessness among whales begins with the beluga, where the reduction is already far advanced, only nine teeth remaining on each side of the upper and lower jaws. The grampus has from three to seven teeth, on the lower jaw only. The narwhale has but two teeth. These are in the form of the well known tusks. Generally only one of these is well developed.

The whales furnish one of the most extraordinary substitutes for teeth to be met with among mammals. These are the baleen plates of whalebone whales. And it is therefore all the more remarkable that in this embryonic state the jaws contain their full complement of teeth, although these never cut the gum.

The earliest tooth bearers among limb bearing vertebrates are to be found among the shark tribe. And it is here that the scientist looks for the origin of teeth. The earliest, most primitive forms of teeth are nothing more than modified scales. In the sharks, as in the dogfishes, surface of the skin is incased in a mosaic of tiny closely fitting little bones. Skin so covered was at one time in great demand for commercial purposes and was known as shagreen. In the embryo dogfish the skin covering the jaws is perfectly continuous with that of the body and is similarly incased. But later the scales in this region become enlarged and assume the characteristic form of teeth. Among the sharks this dentition has become modified in many ways, the most striking of all being the evolution of "pavement" teeth, broad, flat plates symmetrically disposed and used for crushing purposes.

We Don't Bleach Our Flour

But you'll find it makes whiter bread than many of the flours which are bleached.

Lily White is guaranteed under the food laws of the U. S. and the State of Michigan.

It is 100 per cent. pure,

And it is not bleached.

We have always made white flour and we do not favor bleaching. Some millers who cannot make white flour without bleachers are anxious to have the right to use them.

The government was right.

The decision should stand.

Millers should not be allowed to use bleachers of any kind and those who are doing it now in defiance of the law should be stopped.

If you buy

LILY WHITE FLOUR

"The Flour the Best Cooks Use"

You may be absolutely certain that you are getting the pure product of the best wheat, ground under the most sanitary conditions modern science is able to establish.

You will have white, light, wholesome, digestible bread, the flakiest and tenderest piecrust, fine grained, delicious cake and cookies that melt in the mouth.

Be one of the best cooks—use Lily White.

Don't be careless or indifferent about the flour you use.

A little carelessness, a little indecision, a little lack of firmness when buying flour makes a big difference in the baking results.

Valley City Milling Co.

Grand Rapids, Mich.

THE MAIL ORDER MENACE.

Practical Suggestions on Going After Country Trade.

Special Correspondence.

The rapid development of the mail order business has given rise to a great deal of discussion pro and con. Those who favor the mail order houses contend that these distinctively modern merchants have established their method of merchandising upon an extremely frank and honest basis of treatment for the consumer; that the perfectly marvelous development of the business was (and is) inevitable when one stops to consider that the big mail order houses enjoy exceptional buying facilities—taking in some instances the entire output of a factory or a chain of factories—and the wide range of selection which, to the small buyer in the little towns and cities, is of course impossible.

On the other hand, the contention is made that these big mail order houses necessarily operate under heavy expense. Their rent, advertising, clerk hire, transportation charges and many other incidental expenses must all be paid for by the consumer. Furthermore, the consumer does not see what he is buying until it is ordered, paid for and in due time delivered. If it is a pair of shoes they may not fit; or the shoes may not look as good as the catalogue halftone cut. It would be strange indeed if there should not be an occasional discrepancy between the article as it is and the highly colored and extremely optimistic verbal descriptions of the thing.

Thus the debate waxes warm and interesting (if not always dignified and convincing) as between the advocates of the big catalogue houses and the antagonists thereof.

While the controversy is going on (and the probabilities are that it will go on just like Tennyson's brook) we can console ourselves that the following points are now fairly well agreed upon by both parties to the controversy:

First. The mail order houses are here.

Second. The mail order houses are doing a big business.

Third. Since the mail order houses are here (and getting business in encouraging quantities) the merchants of the smaller towns and cities and villages and rural communities have some aggressive, wide-awake opposition that they will have to meet fairly, honestly and vigorously.

You can not cuss the mail order houses out of existence. If that could have been done there wouldn't be a blooming catalogue house on top the earth.

You can not exhaust the financial resources of these mighty industrial institutions by sending in lists of fictitious names to divert their supply of catalogues, thus entailing upon your competitor an enormous outlay and loss. That method has been tried out.

Even your most cunningly devised "loyalty-to-the-community" talk will not avail. Business must rest upon something more substantial than sentiment. You know that. If you are

a grocer you've got to sell just as many bars of "Wash-'em-clean" soap for 25 cents as your competitor, Bill Snodgrass, does. If you don't your cousin, Cynthia Toadvine, and your sister-in-law, Josephine Mullen, will advertise the fact over the back fence and—buy soap from Bill.

Now I am firmly persuaded in my own mind there is a method of meeting competition of the mail order houses; but it must be based upon downright honesty, efficiency, goodness of product and economical methods of getting the goods from the producer to the consumer.

In other words, in order to meet the fierce and ever-increasing competition of the great mail order houses the storekeeper must develop into a real merchant and light withal a publicity-candle in his "small corner."

Do you know, I sometimes think we are all just about as lazy as circumstances permit. A little external prodding now and then is a good thing for the wisest and best of men. And it is a good thing occasionally for the small dealer. Put him on his mettle. It makes him hot under the collar to see the mail order houses or his alert near-competitor cajoling off the trade and articulating with coin that logically belongs to him. Thus it not unfrequently happens that, under the stimulus of sheer wrath, a small dealer gets busy along profitable lines.

If the big mail order houses had done nothing more than metamorphose a few somnolent, joggling-along shopkeepers into spunky

and vigilant merchants their existence would be justifiable in the economy of present-day merchandising.

And do you know they have done just that in many instances? Many a small dealer—you may know some of them—has been virtually compelled to sit up and ask himself sundry questions of a highly practical character about the secrets of his competitor's success? Right vigorously have some of them scratched their craniums—and profitably, too. They have risen to the occasion with commendable grit. They have learned to buy more intelligently; to install system in the store; to keep the store looking better; to make the shop and its wares inviting; to trim their windows; to cultivate their customers and to advertise in their newspapers.

Some of them have discovered resources in themselves undreamed of by themselves or their friends. The way they have "spruced up" in many cases is notable to a degree. They have circularized the community, built up a mail order business of their own and turned out purple persuasion that would be put in Class A by the publicity Solons. They have inaugurated the "feature-advertising" and cultivated the "bargain habit." They have done divers and sundry stunts in their respective communities, the like of which were hitherto unknown, and the effect has been worth while. It has broken the Sabbath calm of those communities and increased the profits of the merchants themselves.

Now I started out to give a few practical suggestions on country ad-

Highest Grade Canned Goods

PACKED BY

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

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

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary

conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS.

Send for Catalogue.

Ask Your Jobber for Hart Brands.

W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON.

Judson Grocer Co., Distributors, Grand Rapids, Mich.

vertising during the summer season. When I got to thinking about the necessity for advertising in the rural sections I naturally got to thinking about some of the causes that make country advertising imperative.

The dealer in the small town or city must necessarily draw a large per cent. of his trade from the country. Country advertising is therefore necessary if the dealer hopes to draw trade in satisfying quantities. The problem is to discover the most direct and economical methods of covering his territory.

Newspaper advertising is, of course, indispensable. The merchant of the county-seat town, or the smaller towns of the county, should select his newspaper mediums with care—seeking to cover his territory as thoroughly as possible. His "territory" may be the entire county or a part of it. It may take one paper, two papers or several papers to cover the territory—depends on the size of the territory and the "covering qualities" of his mediums. But no matter how small and local the dealer's business may be he will have some country customers who read certain papers. This small local dealer should be there with some sort of an advertisement—modest and inexpensive although it be. The bigger the merchant's country trade the more occasion for extensive campaigning through the papers for more trade.

Another good plan for getting country trade is to cover the county—entirely or in part—with painted or printed signs or cards. I have seen some right clever and effective signs done on packing-case boards. I have seen the entire side or end of a large barn occupied by the advertisement of a local concern.

Paint can undoubtedly be used to good effect—and it has the added virtue of being more lasting; but it is doubtful if it is as economical and good as printed signs.

Cards of various sizes can be gotten out in one and two colors and in lots of from one to five thousand. They should be printed on a good cardboard and paraffined. Thus treated they will last a long time.

In some lines, such as shoes, for example, they can be had in stock.

Tin signs, although more expensive, last for many years.

I know of one aggressive merchant in my town—it is a county-seat town—who personally superintends the distribution of this sort of advertising matter. He chooses the hottest and dullest season of August, gets him a light spring wagon and horse from the livery stable, loads his wagon with cards and signs and then sets out for a thorough-going campaign. It takes him the better part of two weeks to cover his county. He has several styles and sizes of cards stacked up in separate piles in his wagon. He takes time to do his work right. Selects the best fence posts, trees, telephone poles and top rails or boards for his cards. He has, by the way, some narrow cards, about $5\frac{1}{2} \times 24$ inches, for board fences. He does not spare tacks. In putting up his tin signs he uses nails.

This merchant covers his county with more thoroughness than any other merchant in my town—and he does a bigger business than any other merchant. He says country advertising pays; says he started at it on a small scale. His first batch of advertising was a lot of 500 cards 14×15 inches, in one color, costing him \$3.75. From this very modest beginning he has gradually increased the quantity and quality of his advertising until to-day his signs appear on almost every prominent pole, tree, fence post or barn throughout the country.

This merchant also attends the annual Fair of his county; has an attractive tent 16×18 feet, with a striped awning in front supported by real circuslike red and blue poles. He carries out to the Fair two or three big trunks full of shoes, findings and souvenirs for boys, girls and grown-ups. Talk about your glad hand and winning smile, this merchant friend of mine has it to a fare-you-well. The boys all like him. His tent, exhibit, souvenirs and irresistible bonhomie constitute a feature of the big picnic event of the year. He sees the people there who buy wares in his line; gets acquainted with them personally and gets some direct tips on their wants.

The practical way to meet opposition from the outside is for the local merchant to wake up and develop into a live merchant. Let him fill his newspapers with clear-cut, attractive advertisements, cover his county with signs and cards and then see the people and know them by name.

Charles L. Garrison.

If men could make money as easily as they can make love we should all be millionaires in a short time.

The average man is satisfied with his past if it is past finding out.

Why the Physician Did Not Patronize Them.

A Plainwell physician recently received a personal letter from Sears, Roebuck & Co. It was a well written advertisement and closed by saying: "If there is any reason why you do not buy of us, please give us your reasons in the enclosed stamped envelope and we will strive to remove the cause." The physician answered as follows:

"Your letter of recent date asking why I have not traded with you for a long time received and, as you ask me to tell you frankly why, I will give you a few reasons:

"First. I am in business in this community and am looking to this community with its varied industries for my support. I can not ask the merchants of this town for their support if I do not give them mine.

"Second. In looking over my books I fail to find either Mr. Sears, Mr. Roebuck or other of the company's names, which reminds me that neither of these gentlemen has ever given me a penny's patronage. Why is this? Am I too far away or has neither of them needed a physician, or are they afraid of the mail order plan when it comes to the practice of medicine? I can certainly give as good satisfaction by mail as your house can and will appreciate a call from either of them when in need of medical service.

"Third. In looking over the subscription lists for improving our streets and public highways I have failed to find the name of either member of your firm down for one penny to assist in the work. Also I have failed to find your name on any of the charity lists where help has been rendered to our poor; in other words, you are not down as a contributor to our Helping Hand Society.

In fact, in all the movements for the betterment of our condition, where our community has needed the united efforts of her public-spirited citizens, I have failed to find your name among the list of our contributing merchants. Your name is not on our city tax books, nor do I find where you have paid a city license to do a mercantile business in competition with our home merchants.

"These are a few answers to your questions and I trust you will see the justice of them."

Beat Them at Their Own Game.

The country merchant must do his duty if he desires to compete with the catalogue house. He must beat such establishments with their own weapon—advertising. He, too, must have special prices on certain articles if he wishes to hold the home trade. Grocers and country merchants who think they are so located that they can not advertise successfully should study the subject of advertising. There is probably no store, city or country, whose business could not be advertised successfully if the proprietor only knew how and had the nerve and patience to do it. There are a few country merchants in remote localities who have mastered advertising so successfully that mail order competition does not bother them. The idea that you have lived in a town so long that everybody knows you and you don't need to advertise is a mistake. This very indifference to doing business the way business should be done in this day and age is what has enabled the mail order houses to grow from mere nothings to great concerns.

As long as a man can find something to kick about he feels that life is worth living.

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

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.

KEPT HIS WORD.

Administered the Best Beating Keane Ever Received.

Montgomery Pitt-Morgan Going was the one scion of the house of Going who had the Old Man scared. The name was one of the things that helped to do it. Montgomery Pitt-Morgan was the youngest of the three boys.

Montgomery, etc., had been born after Mrs. Going firmly had established the family at the top of the social ladder and after she had expended thousands of dollars getting to the root of the Going family tree. Mrs. Going got her money's worth—the family had a way of doing that—and the genealogists brought her the news that her side of the family ran straight back to William the Conqueror, that Going's side had contracted chilblains at Valley Forge, and that she was perfectly entitled to incorporating the aristocratic names of Montgomery, Pitt, and Morgan in the family nomenclature.

"Rot!" said the Old Man. "Bill and Jim have been good enough for the other boys. I guess Charley will just about fit the next one's case—if there is a next one."

"The next one—if there is a next one," said Mrs. Going, firmly, "shall be named as befits a descendant of a glorious line."

So when the next one did come he was labeled as described, and the Old Man shook his head over him and said: "Montgomery Pitt-Morgan Going! Poor little devil! What has he done to deserve all that?"

"We are getting on in years," retorted Mrs. Going, "and we must have all those names in the family."

The Old Man began to feel afraid of Montgomery from that day. He thought of the other boys as Bill and Jim and felt no compunction in wallowing them in loving parental fashion when they went beyond his notion of the limit of conduct. But the long named one—the mother absolutely forbade shortening it to Monty, and what father could think of spanking a young man who rejoices in such an aristocratic title, including the hyphen?

But that, the name, was only the beginning. Montgomery at the early age of 6 promptly indicated that he was going to live up to his label.

"Mother," said he, "the butler has an American accent. It jars me to hear it."

"Dear Montgomery!" beamed the proud mother. "What a true little aristocrat you are! And yet Shakespeare found it necessary to ask what is in a name."

The butler instantly was discharged in disgrace, and Mrs. Going scoured the best families of the land for a butler who had just the proper accent to soothe Montgomery's aristocratic nerves.

Montgomery lived and prospered and developed strictly along these lines. At 11 he had proved his ancestry; he despised his father for a moneymaking mucker and marveled how he, old Going, could be the parent of such a choice plant as him-

self, Montgomery. By 21 he had delighted his doting mamma with a splendid little speech on the inferiority of American to London clubmen. They had taken him over to England and back three times by then, and little Montgomery had taken to an eyeglass more rapidly than to the bottle.

"America is so uncouth," said Montgomery, yawning. "What can one expect of its men? Besides, they have no breeding back of them. O, there are many reasons for their—ah—boorishness."

At that moment the man back of Montgomery, his father, was wearing out his shirtsleeves making the stuff that the little Englishman expected from one American man, the money to be an aristocrat on. It would have shocked Montgomery had he known to what lengths his father went in pursuit of the filthy lucre. Why, in time of stress the Old Man actually put on a pair of rough gloves and went into the works himself, something that certainly would have made Montgomery disown him on the spot had he been there.

"Somehow," said he, "I don't seem to be able to convince myself that I am his Old Man. He's my superior. I have to admit it, but he certainly is. If I want to call down one of the servants I have to raise my voice loud enough to raise the roof to get any action; all he has to do is to lift those black eyebrows of his and even that English butler gets down and licks his boots. Now, don't tell me that that isn't superiority, because I know better. It's aristocracy—that's what it is. Why, Montgomery could get a job as a head waiter in the swellest hotel in town. Yes, and what's more, he'd hold it, too. Me—I'd split my coat down the back showing people to their seats."

The Old Man heaved a sigh of woe at his own shortcomings.

"The other boys, Bill and Jim, I feel at home with. I licked 'em both when they were young, that's why. Montgomery, who in the devil would dare to spank a kid with that name?"

Montgomery went the way of all true Anglicized Americans, Eton first, then Oxford, where he was plucked—his mother never failed to mention that Montgomery had been "plucked" at Oxford; it was so English—and then a course of private tutoring during the inevitable continental tour. When it was over Montgomery had the beginning of a mustache that drooped at the ends, and was as bored of living as if he had been at it for 100,000 years.

"Montgomery has more than justified my expectations," said Mrs. Going to the duchess de Bunkombe. "Even now he refuses to recognize his American friends when he meets them in the Row."

"Yaas," said Montgomery, "a chap must draw the line somewhere, you know. Jockeys, bruisers, bally dawns—all right, y' know; but Americans—thanks, I'll not have any."

"Dear Montgomery!" cooed his mother, "what would they say if they could see you on Prairie avenue?"

"Aw, I say, mater, cawn't you forget that misfortune, you know?"

This was just a short time before Lord Hookinsome discovered his sure system for beating the bank at Monte Carlo, and confided the discovery to his clever young friend, Montgomery Pitt-Morgan Going. Montgomery, being thoroughly jaded with everything else, dying of ennui, and loaded with letters of credit, instantly saw the beauties of the system, and patted Lord Hookinsome on the shoulder.

"Dear boy, have your man book us to Nice at once. It's a proper sporting, by jove."

One month later an enterprising newspaper correspondent at Nice sent the following to his paper in New York:

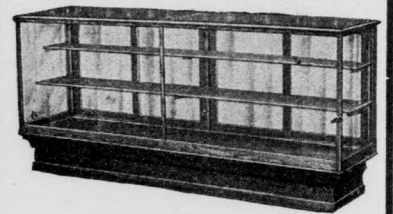
"Going-Hookinsome cleaned out. Lost \$200,000. Going money. Going half crazy."

In answer to his wife's pleadings for more money for the wayward son old Going wired: "Come back. Bring him with you if you think he's worth the price of passage." And Montgomery, still haughty, still treating the soil of America with a spurning foot, came back to his native heath, to Chicago, and finally to the office of the house of Going. He came in an electric runabout with a chauffeur in whipcord on the seat, and he so pitied the Old Man and Jim and Bill for working in such a deuced hole, you know, that the Old Man said: "If you will condescend to work a couple hours here each day I will build you a private room beside mine,

and allow you a salary that will enable you to live as befits your station—sir."

The experience at Monte Carlo had thrown a crimp into Montgomery. He had returned to the shelter of the Old Man's bank account like a frozen child to the fire. He despised the office, but if the governor would put up a decent room and do the right thing, why, yes, he'd condescend to spend a couple hours a day in the bally place, though—deuced bore, y'know, deuced bore.

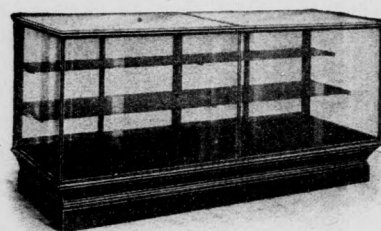
"Thank you," said Old Going, opening the door to let Montgomery out. He still was afraid of the boy when he met him face to face. Montgomery hadn't lost any part of that awe-inspiring manner of his; he still made



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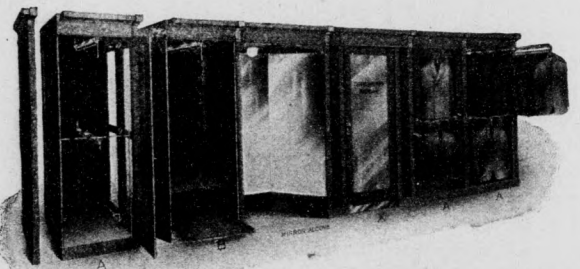
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With our new addition we will have a capacity of \$2,000,000 annually, which means you can get more prompt deliveries than from any other manufacturer. We will carry an enormous stock in the white, ready for finishing.

Let us figure with you for one case or an outfit



Grand Rapids Show Case Co.
Grand Rapids, Mich.

the butler grovel when he raised his eyebrows.

They put him in charge of the surplus investment department. That is, he sat in his office and received visitors with ideas, promoters, builders, etc., who wanted to secure Going & Co. money to back them in their enterprises. Montgomery first chilled them with his manner, insulted them with his insolent stare, and sent them away feeling smaller than a plugged dime by the way in which he yawned, made a note, and said: "I'll think it over—if I have time," to indicate that the interview was at an end.

The Old Man in the next room tore his hair in silence at the way Montgomery was turning down good chances for profitable investment, but so cowed was he that he would no more have dared to reprimand him than he would have failed to roast Bill or Jim when the spirit moved him. He knew that Montgomery was costing him thousands of dollars in interest, but for once the Old Lion was afraid. He sat in his office and heard Montgomery let opportunities slip through his fingers and didn't dare to open his mouth and say a word.

Bill and Jim weren't afraid of Montgomery. Besides, they liked him. They were sorry to see him going along as he was, but they couldn't quite screw themselves up to the point of hurting his feelings. They knew there must be good stuff in him—they had that much respect for their father—and they were worried mightily, for the sake of Montgomery.

They were talking the thing over in the back room of Tom Keane's place one night after the day's work.

"All he needs," said Bill, "is to be waked up."

"But who is going to be the waker?" sighed Jim.

Tom Keane, bull necked, red faced, Irish of brogue and big of fist, came through the swinging doors with the drinks.

"Ah!" said Bill.

"Ah!" said Jim, stricken with the same idea.

"Bring yourself a drink, Tom," said they. "Come and sit down. We have something to say to you."

And thereupon they proceeded to concoct a scheme.

Next morning at 11 Montgomery was lolling in his chair with a copy of the Graphic in his hand, and wishing himself back in dear old London when Tom Keane, bull necked, red faced, Irish of brogue and loud of manner, pushed into his office.

"Hello, young feller," said Keane, "where's your boss?"

Montgomery eyed him with a look of pain.

"I beg your pardon, my good man; what is it you wish?"

"Huh? What do I wish? What do you suppose I wish, young feller? Money; that's what I wish. I want to put up a six story building on the ground where my saloon is standing, and I want you to put up the money for it. It'll cost about \$65,000. When do I get it?"

Montgomery started the freezing English stare, but—

"Now, don't try any of that stalling, young feller," warned Keane, hotly. "I've spanked kids for looking at me that way. You think you're quite some important gazabo in this world. Well, let me tell you something, me boy: you don't amount to as much as the youngest bill clerk in the dump. You think you're doing the old man a favor by sitting here in the office, and let me tell you you're nothing but a spoiled deuce in a hand with three aces. You don't know enough to make a living. You've got such a swell head—why, if my coco was the size of yours I'd go out on Halsted street and stick it under one of those long Sixty-third street cars. I don't see why you don't do it. Nobody would miss you. You're no good. Now, think that over while I go in and get my \$65,000 of your Old Man."

And in Tom Keane went and he got the \$65,000, because Bill and Jim had fixed it up with the Old Man.

Montgomery drifted into Keane's place a few days later and bought two drinks, one for himself, one for Keane.

"Mr. Keane," he said, sadly, "am I really what you said, or were you merely angry?"

Keane came out from the bar and took him by the hand. "Mont., me lad," said he, sincerely, "you were all that I said and more."

"Mr. Keane," said Montgomery. "I'm going to come in here one month from to-day, and if you repeat that statement I shall whip you for the liar you will be."

And he did, and Keane admitted afterwards that it was one of the best beatings he ever got.

Allan Wilson.

A Proud Moment.

"I knowed my son Ben was in the college football 'leven," said the old farmer as we drove along the highway in his wagon, "but I never asked him anything about it nor was at all interested until I went up to New Haven one day to take him some money. There was a practice game on, and Ben said I must see it. As I had to wait for my train I went out to the ground, along with a heap of others. I wasn't a mite interested in the purceedin's, although other folks yelled themselves hoarse. I couldn't help but think all the time that if Ben had worked half as hard splittin' rails or hoein' corn on the farm I could have afforded to pay him \$15 a month and board. I was waitin' for him when the game was over, when along comes a college man and says:

"Are you Mr. Jones?"

"I are."

"Father of Ben Jones?"

"The same."

"Then come with me."

"I went with him to where there was a little crowd assembled and there I beheld Ben a-lyin' on the grass. His nose was busted, teetn knocked out, eyes blacked and his shoulder out of jint and he was so white and still that I asked:

"Who's been a-killin' of my only son and where is the murderer?"

"Then a man steps up and lays a hand on my shoulder and says:

"Your only son is jest a-restin', and nobody has murdered him. Gaze on him, old man, and remember this as the proudest minute of your life. He headed the center rush and the diskivery of the North Pole hain't a-patchin'!"

Where Turtles Are Safe.

At a place called Kotron, on the French Ivory coast, the natives believe that to eat or destroy a turtle would mean death to the guilty one or sickness among the family. The fetich men, of whom there are plenty, declare that years ago a man went to sea fishing. In the night his canoe was thrown upon the beach empty. Three days afterward a turtle came ashore at the same place with the man on his back, alive and well. Since that time they have never eaten nor destroyed one of that species, although they enjoy other species. If one happens now to be washed ashore there is a great commotion in the town. First the women sit down and start singing and beating sticks; next a small piece of cloth (it surely must be white) is placed on the turtle's back. Food is then prepared and placed on the cloth, generally plantains, rice and palm oil. Then, amid a lot more singing, dancing and antics of the fetich people, it is carried back into the sea and goes its way rejoicing.—London Globe.

Some men seem to combine faith in their God with pride in fooling him.

They who have time to burn never light the world on the right road.

Seeing the purpose of pain robs it of its power to hurt.

A thing of duty is seldom a joy forever.

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

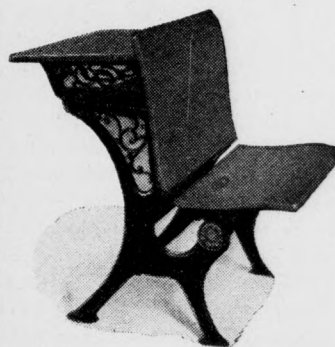
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We can fill your order now, and give you the benefit of the lowest market prices.

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

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American Seating Company

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Retail at 5c. \$4.80 per gross
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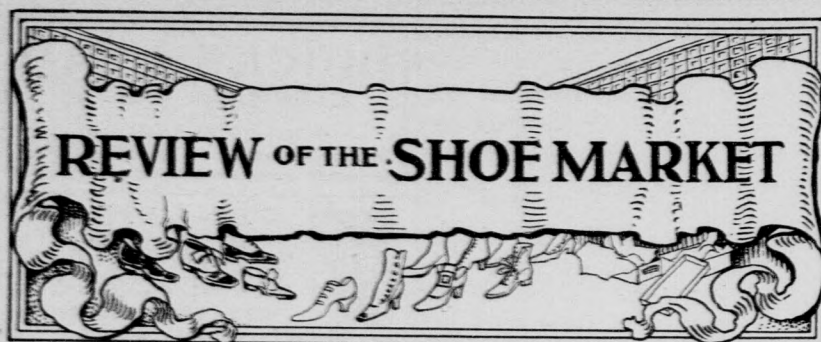
These Be Our Leaders

MOTOR DELIVERY

McIntyre

Catalog 182

Auburn, Ind.



REVIEW OF THE SHOE MARKET

Striking the Popular Keynote For 1910.

Written for the Tradesman.

Yes, that's the secret of the whole business, the substrate of success and the fruitful source of congeniality and profit in the shoe retailing industry, this striking the popular keynote.

To be sure the principle is a broad one—too broad to be compressed and kept within the limits of a single business like ours. It finds its application everywhere in life and confers its benefits both near and far. But, to use a fine old figure which we like because it grew out of the soil of our business, we'll stick to our last and limit our study of the principle to that department of life's industry best known to us, namely, shoe making and shoe retailing.

In the first place the shoe manufacturer's success depends upon his ability to strike the popular fancy. To that end he designs his lasts or pays somebody else for designing them for him. To that end he studies and compares leathers, trying out this, that and the other new product whose outer attractiveness and inner merit are heralded from time to time. There is just enough uncertainty in the quest for the popular keynote to make the game of seeking it a thing of perpetual interest.

Sometimes a new material such as tan, or suede, or white canvas, or bronze hits the bull's eye of the public's fancy, so to speak, and the pleasure and collateral profit of this keynote business forthwith appear. And then there are times when the popular keynote seems particularly difficult to find. Take, for instance, the bronze proposition for 1910. Will bronze hold up for another season? This is a question that has received very serious consideration. The impression seems to be quite general that the bronze shoe has seen its day of greatest popularity, and that the outlook for it is decidedly precarious. Some manufacturers who make the better grade of women's shoes are counting on a somewhat restricted call for bronze leather; but the cheaper grades of bronze have proved unsatisfactory and the novelty of the leather (along with the externally-applied bronze of the cheaper sort) has worn off, so to speak. For that reason it is not expected that there will be much doing in the bronze line for the spring and summer of 1910.

When it comes to tans the situation is somewhat different. Tans are rapidly becoming staple in character—particularly for the season for which they are fitted to be worn;

namely, summertime. Tan leather does not absorb heat like dark leathers, and it is pliant and porous, and these qualities make it comfortable for summer wear. Take it all in all it is one of the very best of leathers for hot weather uses and people who have worn several pairs of tans are thoroughly convinced of this fact. Of course the departure from conventional dark colored leathers to Russia calf and tan kid was a radical departure; it took conservative people a long time to get converted, and even with the more forward there were periodic eras of backsliding; so that the question, "Will tans go next season or not?" was often a perplexing problem. And you couldn't tell until next season came. But, as I said, tans have settled down to a more permanent basis; and the manufacturer can now count on a pretty strong and a fairly uniform call for tans. Consequently the shoe manufacturers, in their effort to strike the popular keynote, are not overlooking the tan proposition for 1910.

The correspondent of an Eastern shoe center which is famed throughout the world for its enormous output of high grade women's footwear predicts a veritable glass-bead fad for 1910. "Glass beads," he says, "will be extensively used for adorning footwear as well as dress, and not alone in this country but abroad." In proof of his assertion he goes on to say that the Vienna beadmakers, who are the most expert and resourceful beadmakers in all the world, are hard put to it just now to fill orders for beads; while the shoe manufacturers, who are banking heavily on the beaded girl for 1910, are experiencing difficulty in finding enough women who are skilled in the art of sewing on beads to meet their requirements. It is thought the beaded shoe for women's wear will prove a good seller both in the popular priced lines and in the more extravagant and costly creations; and the correspondent from whom this tip comes says: "The beaded patterns run up in the different grades to the gold beaded, gold kid slippers that some retailers carry in stock at \$15 and \$20 a pair and to the elaborately beaded dress boots that retail at from \$25 to \$50 per pair." If this prophecy should come true—and the indications seem to be that it will—the beaded girl of 1910 will be much in evidence, with "beads from the vamps of her shoes upon her ankles to the beaded collar about her neck." It will be nice for the shoe manufacturer and the shoe retailer who are prepared to meet this call for the beaded sort.

He Forgot the Price But He Remembered the Quality

A certain farmer who had purchased a farm wagon from an implement dealer eighteen years ago called on the implement dealer with the view of purchasing another wagon, when the following conversation ensued:

Farmer—"Eighteen years ago I bought a wagon from you, and now I need another, and I want the same make, as it was a mighty good one. What's your price?"

Dealer—"I remember. I've got the same make, and it's the best there is. The price is \$70."

Farmer—"What! Seventy dollars? That's too much."

Dealer—"Now, I believe you were well satisfied with the deal we made before, were you not? Well, if you remember, you were out of ready cash at that time, and I agreed to accept 300 bushels of corn for the wagon, and this you hauled me. Am I not right?"

Farmer (reluctantly)—"Ye-yes, I-I guess that's right."

Dealer—"Well, now, we'll not haggle about the price. You just haul me 300 bushels of corn and I'll give you the same wagon you got before, and I'll throw in a road wagon, a Portland cutter, a single harness, a lap robe and a whip."

The farmer thought a minute and said he'd take the wagon at \$70.

The point we want to make is: The farmer forgot about the price, but the quality was fixed in his mind.

ROUGE REX Shoe quality will always bring your customer back for another pair. It is a business builder.

Write

HIRTH-KRAUSE COMPANY

Shoe Manufacturers

Grand Rapids, Mich.

Snow and Slush

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

Hood and Old Colony

Get in touch with us NOW

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

Grand Rapids Shoe
and Rubber Co. (INC.)

The popular vogue of short skirts for street wear, it is predicted, will not only continue during the season of 1910 but will even be more pronounced than heretofore. That means, of course, that both shoes and hosiery will be more in evidence. Since footwear will be more plainly visible, modish and well made shoes for women's wear are going to be in demand. Handsome hosiery will match the costumes worn. Shoe manufacturers are banking heavily on the call for pumps in various leathers, such as patent, gun metal, calfskin, patent kid, kidskin, as well as suedes in black and white, tan Russia calf, dull black calf—and even black velvet for women's pumps. Not only will these various materials be used but some of them will be used in combinations; as, for instance, pumps with patent kid vamps and dull kid collar and strap, Russia calf vamps with buff cloth toppings and sundry other combinations of dull and shiny leathers.

Verily, it seems as if the stylemakers' ingenuity had all but exhausted itself in preparing novel and smart effects for the dressy woman of 1910! And everywhere the penchant for openwork effects is decidedly strong. Pumps, slippers and even boots will indulge in straps. Slippers and oxfords are being shown with one strap, two straps and three straps. Generally the straps go straight across the instep—and they may tie or button; but sometimes they criss-cross. And there are collar effects, buckles, "simulated tongues," square and circular perforations, contrasting the underlay, and there is ornamentation ranging from the simplest to the most elaborate. Rhinestone buckles and circular ornaments will be used.

In their efforts to strike the popular keynote manufacturers of women's footwear seem to have assumed that the call for 1910 shoes will be primarily a call for trim and attractive footgear. In order to meet this demand vamps will have to be shortened somewhat and heels built as high as prudence will permit. Women's shoes will, for the most part, be built on dainty lines rather than the heavy, mannish lines that were so much in evidence a few seasons back. To state the trend in a single sentence, the popular woman's shoe for 1910 will be handsomely made, made to appear as small as possible, and made to exhibit as much hosiery as is consistent with necessary foot-protection. And in the production of this feminine footwear for 1910 various leathers and materials will, as we have seen, play a part.

From what has been said in the foregoing paragraphs concerning the style tendency (particularly in women's footwear) for 1910 it is abundantly evident the retail shoe merchant has a good many competing styles from which to make his selections. He can not, of course, carry all of them in stock and it would not be good policy to do so even if his resources were adequate—which is hardly thinkable. So many di-

verse styles and effects would prove very confusing to the average customer of the feminine persuasion. She would become so addled by such a wealth and variety of selections that she would scarcely know what to buy, and, even if she bought, the length of time required in making the sale would render the transaction unprofitable. But the shoe merchant can make his selections with reference to certain tendencies now strongly marked—tendencies which, in all human probability, will prevail in 1910, namely, the feminine desire for smart, dressy pumps and slippers suggestive of girlishness and adapted to the display of hosiery; slippers and pumps that will make her feet appear as small as they may, and of which she will not be ashamed when she dons her short skirt for street wear. Any selections of the medium and better grade lines of women's footwear that seem to meet these broad requirements would appear to be likely to strike the popular keynote for 1910 insofar as the feminine contingency of the populace is concerned.

When it comes to forecasting styles in men's footwear for 1910 and determining the "vicinity" of the keyboard wherein the keynote is like liest to be struck, the task is somewhat simpler. Men's shoes are naturally built on more conservative lines and the style feature is not so pronounced nor so important. And it is not likely that there will be any radical departures either in lasts or in leathers. Of course there is the high school or the college boy who keeps his weather eye open for ultra creations; but not so the staid business man, nor yet the average Plebeian. The ordinary man takes somewhat gingerly to new and radical departures in footwear. He must be led gradually. You can not coerce him. And if you attempt to spring a spanking new leather or an ultra last upon him he bucks. It took him a long time to get used to tans; and as for wines he took to them not at all—at least not with anything like the avidity that the tanners and the manufacturers anticipated. So the old favorite leathers, the time-tried and trusties, will be in evidence next season.

True, they do tell us that black satin pumps will be worn for evening wear next season—worn, perchance, by that limited coterie of very dressy men who have a vast amount of darning along with a lot of surplus money, but a good many of us never owned half a dozen pairs of pumps in our born days, and as for black satin pumps—well, we wouldn't want to own them even if we could afford them.

Speaking on the score of another departure in men's boots and predicting a probable call for 1910, one style-prophet picks black buck as a winner. This black buck, be it understood, is confined to the tops of the shoes. It appears in combination with patent leather vamps and the effect is described as being richer than that produced by cloth tops in conjunction with patent vamps. And again the writer is willing to admit

that a few men would even dare to purchase the black-buck-patent-vamp innovation; but not many.

And when it comes to gray suede tops—well, maybe for stage wear, but hardly for the sober householder of a calm afternoon in the open—no; not if he loves his wife and has a normal regard for his reputation for sobriety and normality!

Tans he will wear and dull leathers; combinations of dull leathers with shiny stuff, gun metal, wax calf, vici, calfskin and enamel; but when it comes to ultra smart combinations and new spectacular leathers the average man will stand back and look askance.

This is not tantamount to saying that there will be no new departures. There will be. They are slated to appear. But they will concern themselves more with lasts than with leathers. In fact, the possibilities in the way of suitable leathers for men's shoes would seem to be fairly well exhausted. The knob last will doubtless continue to be a strong seller. The tendency to shorten up on the vamps is quite as marked in men's lines as it is in women's. This shortening up of the vamps exacts certain modifications of the toes, for it is a cinch there must be room somewhere in the shoe for five toes. The toes will, therefore, be built on roomier dimensions. What is taken from the vamp will, to all intents and purposes, be added to the toe. And the heels may be built a trifle higher. Neat and shapely styles will be more in evidence than the heavy, bull-dog effects.

From all of which it will appear that this thing of striking the popular keynote for 1910 is not the simplest thing under the canopy. Not everyone that tries will succeed; but many will; and those who do will reap a reward commensurate with the risk assumed. And that is what adds perennial zest and interest to the splendid game of shoe retailing.

Cid McKay.

One Way of Doing Business.

Billy Emerson, the minstrel, took a company of black-face artists to Australia in the old days and had hard luck. On the way back he landed at Shanghai and gave a show.

Emerson saw there was a good house. "Doing pretty well?" he said to the box office man.

"Fine," that official replied; "we've got in \$400 in money and \$1,400 in chits."

"In what?" gasped Emerson.

"In chits."

"What are chits?"

"Why, promises to pay. Everybody uses chits here. Give a chit and settle at the end of the month."

"Do you mean to tell me that you have let \$1,400 worth of seats go for them chits, as you call them?"

"Sure; why not?"

"And those people just signed their names and didn't pay cash?"

"Certainly."

"What a business I could do in the States!" groaned Emerson.

All like the friend in need, but few the needy friend.



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.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 20.—We have a steady coffee market, but while this may be true, the volume of business is not especially large. It seems probable that the country is pretty well supplied at the moment and, besides, there is usually a slowing up about holiday time. In store and afloat there are 4,490,919 bags, against 3,819,438 bags at the same time last year. At the close Rio No. 7 is firm at 8½c in an invoice way. Mild coffees are steady and quotations are firmly sustained.

Sugar has had a very quiet week. The Thanksgiving season is given over to seasonable goods and sugar is rather neglected, as are some other staples of the grocer's stock. Granulated is quoted in most cases at 15c, less 1 per cent. cash.

While teas are also suffering some neglect at this Thanksgiving time as compared with previous reports, there is still quite a satisfactory amount of trading going forward and prices are well maintained. Supplies are apparently ample for all requirements, but it seems probable that the country generally is willing to take arrivals promptly and several steamers are on the way.

Rice is quiet but holders look forward with a good deal of confidence to the future and prices show no weakening. Prime to choice domestic, 5½@6c.

An active market has characterized the spice trade all the week and the aggregate business must be very satisfactory. While quotations do not seem to be noticeably higher there is a tendency that way and it would seem to be a good time to buy.

Molasses is moving with greater freedom, as the colder weather has given a decided impetus to the trade. Supplies are not over-abundant, nor does there seem to be a dearth. Good to prime centrifugal is quoted at 26@30c, which is the same as for some time. Syrups are without change in any respect.

Jobbers generally report a pretty good trade in canned goods, but packers complain that there is no profit. Standard 3s tomatoes seem to be plenty at 57½c, but there are many holders who flatly refuse to shade 60c. New York State corn seems to be "shy" and some good round lots might be worked off if it were more in evidence. It is quoted at 80@85c. Peas are steady and the general list shows no weakness.

Top grades of butter are very firm and creamery specials have advanced to 32c; extras, 31c; creamery specials, 31c; held extras, 30c; Western imitation creamery, 26@27c for firsts; factory firsts, 24½@25c; seconds, 23@24c.

Cheese is quiet, but quotations are still tending ractionally higher, closing at 16¾@17½c.

Eggs are higher. The demand for better sorts keeps the market well cleaned up. Extra Western, 36@37c; extra firsts, 33@34c; Western and

Southern, 29@32c; refrigerator stock, 24@25c.

What Other Live Cities Are Doing.

Written for the Tradesman.

Members of Flint's Pure Water Commission have returned from a trip of inspection to the filtration plants at Toledo, Youngstown and Ann Arbor.

The Saginaw Board of Education has accepted the generous offer of \$2,000 made by W. R. Burt towards the establishment of a trade school in that city.

Muskegon is seeking to have the Grand Rapids, Grand Haven & Muskegon Railway Co. and the Muskegon Traction Co. enter into an agreement to give and receive transfers, as is done in Grand Rapids, for the accommodation of the public.

The franchise recently granted the Manistee County Electric Co. by the Supervisors of that county for construction of seven dams on Manistee and South Branch Rivers has been accepted by the company. Work must begin within two years and the first dam must be completed within four years. Manistee hopes for great things industrially through the cheap electric power that is promised.

Toronto will have a public Museum of Art. Through the generosity of Dr. Goldwin Smith and the late Mrs. Goldwin Smith its permanent home will be the Grange, with a beautiful park of six acres in the heart of the city. For the present the Art Museum will be located in the new Public Library building.

"Bring the World to Memphis" is the slogan just adopted by the Bureau of Publicity and Development of the Business Men's Club of that city. A fund of \$50,000 will be raised for securing new industries and advertising purposes during 1910.

St. Paul will have a Sales Managers' Association, affiliated with the National organization formed in Chicago about a year ago.

Some of the mushroom towns of Oklahoma will have to look sharp or their building records will be surpassed in Michigan. For instance, a count of the new houses erected in Flint since Jan. 1, last, shows the number to be in excess of 1,800 and it is stated that fully 200 more will be completed before New Year's day. This is a gain of fully 40 per cent. over the total number of homes in the city the first of the year.

Boston's new Museum of Art was opened to the public Nov. 15, with an attendance of 4,000 people.

Kansas City will soon vote on a new street car franchise, which the Council has already passed. It provides for 4 cent fares with universal transfers, 8 per cent. of the gross earnings in lieu of all taxes, strict regulations and two miles of extension every year. The present franchise has still sixteen years to run, but in order to secure an extension for practically fifty years the company agrees to give 4 cent fares and to make the other concessions.

The Chamber of Commerce of Birmingham, Ala., has adopted the plan of organizing a "500 Club," a corporation whose capital stock with-

in five years will be half a million dollars, and will enter into a campaign for new industries.

The Mayor of Ft. Wayne this year renews his recommendation that an appropriation be made for a municipal asphalt plant. The city has about thirty miles of sheet asphalt pavement and the usual charge of asphalt companies for repairs is \$3 per square yard. The experience of Detroit, Columbus, Indianapolis and even small cities like Marion and Bluffton, Ind., that have municipal plants is that repair work and resurfacing may be done at a cost ranging from 70 cents to \$1 per yard. Another advantage is that the work may be done without delay.

The Newark, N. J., Board of Trade has approved the plan of the City

Clerk in establishing a Municipal Employment Bureau. It will not be conducted as a charitable institution, with undue publicity attending it, and it will be entirely separated from politics. The Bureau was opened in the City Hall Nov. 15 and is under the direction of the City Clerk.

Philadelphia has been trying the experiment at one of its public schools of providing children with "penny lunches" and it has been so successful that the system will be extended

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Our Hard Pan, the original and genuine shoe of this name, has given the public this sort of shoe-satisfaction for a quarter of a century.

It has many imitators, but our pentagon trade mark on the sole stamps it as genuine and guarantees your customer the Hard Pan quality and Hard Pan wear he is paying his money for.



Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

to other schools, some philanthropic persons having agreed to advance the \$3,000 necessary. The plan is to supply the simplest foods for a penny, that is, a roll, a few crackers or a bowl of wholesome soup at noon, as a substitute for cheap candies and the stuff sold by street vendors.

Almond Griffen.

Movements of Working Gideons.

Detroit, Nov. 22—A. C. Holmes expects to start soon for Jacksonville, Florida, to join his brother in the mercantile business. Brother Holmes has been in poor health for some months and it is hoped the change will restore him to complete soundness of body. Mrs. Holmes will remain in this city for a time at least.

The Michigan Gideons will hold a rally at Jackson Dec. 4 and 5. All are invited.

Walter J. Hoshal, of Burr Oak, called on his friends and customers at Kalamazoo last week.

Gordon Z. Gage is now located at 281 Lincoln avenue, Detroit.

The Griswold House meeting was led by C. H. Joslin, with his wife presiding at the piano. Appleton Smith gave the main address on the subject, "Blessed are the meek, for they shall inherit the earth." It would seem from first observation that the meek would be the ones to be pressed out and have no share in the earth, but they are the ones who possess the cool careful thought and have full possession of all their faculties, and in the end will win the victory. J. Frank Supplee, assistant to the President of the United States Fidelity & Guaranty Co., of Baltimore, gave an interesting address. He was a guest of the hotel and found a Bible in his room and was attracted to the meeting from the invitation found in the book. Henry H. Schwenker, Camden, N. J., was present and gave an interesting address. He was a guest at the Oriental Hotel and found a Bible in his room and was thus attracted.

Aaron B. Gates.

Causes and Effects of Age.

The alchemists of old and the scientists of to-day alike look for remedies for old age. The ancients thought that an old man could be reinvigorated by infusing into his veins the blood of a young man. They made the experiment, but unsuccessfully, because the transfusion of blood can not remove the effects of the old age of the organs. A living creature extracts from surrounding mediums the

matter necessary for the performance of its vital functions. It transforms this matter, assimilates the useful portion and rejects the useless portion as well as the waste products of the system. These waste products accumulate. When the activity of the organ is reduced so that the elimination is not rapid enough a sensation of fatigue and a need of rest and sleep are experienced.

In sleep the chemical transformations are retarded, the waste products are eliminated and the sensation of fatigue disappears. But there are insoluble substances of bony and cartilaginous nature which are continually formed in the processes of life and which are imperfectly or not all eliminated during sleep. These products accumulate in the system and produce the phenomena of old age. The muscles of old animals are much tougher than those of the young, owing to the accumulation of cartilage. But in general it is not the accumulation in the muscles that is most injurious. The accumulations of these substances in the walls of the blood vessels is more dangerous, because the blood vessels are thus made more brittle and liable to rupture. A man is as old as his arteries.

Another cause of senility is found in the formation and retention of bacterial poisons in the large intestine. Hence the utility of purgatives which remove these poisons and of a milk and vegetable diet which diminishes their production. Hence the utility also of certain fermentation products of milk, especially yoghurt.

Dr. Carrel, a French physician residing in the United States, has succeeded in transplanting the kidneys of an animal to another animal of the same species. It is not impossible, in theory, that the same experiment would succeed in the human species.

What the Home Merchant Does.

When you buy a buggy or some piece of farm machinery or a cook stove of the catalogue house how much will they allow for the old one which you want to "trade in?" Funny, isn't it, that the home dealer can make some allowance for these old worn out things when the catalogue man will not give you a red cent for them? The home merchant is not such a bad fellow after all, is he? He wants to accommodate you, he wants your trade, often, too, he wants your butter and eggs and sometimes your oats and hay. He wants to see you get good roads in your section and

he is willing to stand his share of taxation necessary to do it. He wants good schools, too, and like yourself he is interested in everything that will make the town and the county better and more prosperous. He is willing, too, to supply you with his merchandise at prices that make it exactly as cheap to do your trading at home as to send your money to Chicago.

Felt Badly Treated.

"Gee whiz! Here's the rain coming down again and somebody's stolen my umbrella."

"Somebody's stolen what?"

"Well, the umbrella I've been carrying for the last two weeks."

He who has no heroes is fundamentally deficient in reverence.



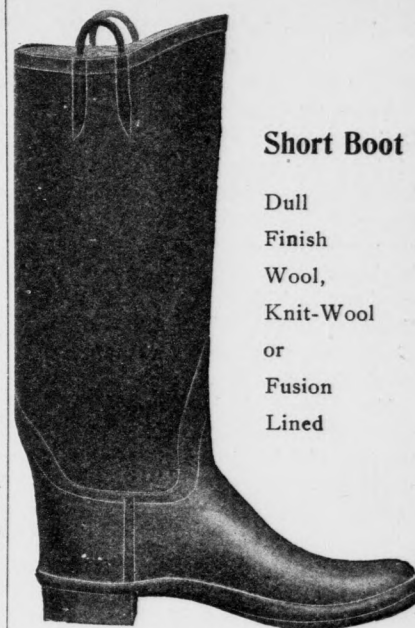
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Mean good business, daily sales, season round sales, rubbers that are wanted by your trade, and the customer who doesn't get them won't be fooled again. There'll be plenty of those who do get them to tell that person where to go.

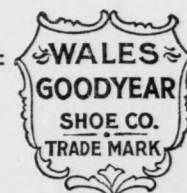
The season's business is just beginning that will keep us hustling to keep up our ready-to-ship-at-a-moment stock where it belongs.

Let us have your order early—today.

A new Wales Goodyear catalog for a postal.

HEROLD-BERTSCH SHOE CO.

Agents for
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Christmas and New Years Cards ON COMMISSION

You do not pay a dollar until goods are sold.

I Take All the Risk

You never make less than 33 1/3 % profit on all you sell

Send for Illustrated Booklet explaining my liberal offer, references and press notices

You may have the finest and most up-to-date Christmas and New Years assortment ever displayed in your place for the asking.

GEORGE S. CARRINGTON

Dept O

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A SHIFTY CHAP.

Well Known in Grand Rapids Years Ago.

Written for the Tradesman.

Away back in the days when the Daily Eagle plant had just been moved into the new building at No. 49 Lyon street, which the late Hon. Aaron B. Turner, one of the real pioneer newspaper men of Western Michigan, had erected, he had as an employe in his press room Benjamin Franklin Sliter, who was later City Clerk and still later an attorney of good ability and wide popularity.

Mr. Turner had bought a power press, the first one brought to Grand Rapids, and his brother was building a small steam engine designed to operate the press.

Ben. Sliter was a good pressman; knew how to make rollers and how to handle type forms, was an expert in mixing inks, and all that, and being a shifty chap soon gained a working intimacy with the operation of the power press—at that time it was operated by hand; James Vandersluis and others still living might tell something of that phase of the matter.

The daily run of the Eagle at that time, sufficient to supply eight or nine carrier routes and the mailing list, was approximately 1,000, and under no circumstances was the publication permitted to have more than four pages. In those days, too, print paper came in sheets and by the ream instead of rolls, so that each sheet was required to be fed separately into the press, and Ben. was counted, among many other things, as being a good feeder.

Aspiring to the law, having a deep resonant voice that "carried" well and having had some experience as an elocutionist and a little as an actor, Ben. had become an omnivorous reader of Shakespeare, Milton, Holmes and a lot more and was so much of a student that often while feeding the press he would have a law book or a volume of poetry propped up before him.

Another attache of the Eagle was the late D. R. Utley, who was the city circulator and who, by the way, had a voice of his own and for many years was the leading basso profundo of Grand Rapids.

As city circulator Mr. Utley was frequently anxious, especially when the paper went to press late in the afternoon, as to the rapidity with which the printed sheets were brought to the folding tables, and one day when things were moving slowly he visited the basement press room to investigate.

He found the "power"—the man at the fly-wheel—turning the press very lazily while Ben., sitting on a high stool, was feeding in a sheet now and then and at the same time reading from a copy of "Hamlet."

"Say, Ben.," called Mr. Utley, "I'll double dare you to get all the papers out inside of half an hour."

The man at the wheel stopped in surprise and Ben. thundered out: "I dare do all that may become a man; who dares do more is none."

Mr. Utley turned on his heel and

returned to the room upstairs and within fifteen minutes the last copy of the day's edition was upstairs.

Another illustration of Ben. Sliter's ready wit occurred when the late James Ballard was Principal of the West Side Union School and on the last day of a spring term. A feature of the closing exercises had been a very effective recitation by B. F. Sliter and Stephen H. Ballard of Campbell's "Lochiel's Warning," the boys having been well drilled by Stephen's father. Another youth, whose name need not be mentioned as he is still alive and an honored resident of Grand Rapids, took it upon himself after school was out to guy both Sliter and Ballard about their dialogue. After he had "rubbed it into" the young elocutionists a rough and tumble fight ensued, with Sliter getting very much the best of his opponent. Just then Rev. Mr. Ballard appeared and separating the youngsters delivered severe reprimands to both and turning to Ben. said: "I am more than surprised at you. How did it begin?"

Ben. replied that he couldn't tell exactly, and added that it was "A strange coincidence, to use a phrase, by which such things are settled nowadays."

Later, when Ben. had achieved his majority and no little local fame by his recitations of "The Bells," "The Raven," "The Vagabonds," etc., as well as by some good acting in "Rob Roy" and other old time dramas, he accepted an engagement to play "juveniles" in a traveling dramatic company. As frequently happened with such organizations in the late 50s and 60s, the histrionic artists found themselves stranded and penniless in a small Michigan town with their manager gone and taking whatever of funds there were. Ben. and the low comedian of the troupe were not long in deciding what to do. When evening came and after bidding the hotel proprietor and everybody else available good night they retired to their room, second floor and just above the bar-room; there they took the bedcord from the bedstead in their room and by its assistance lowered two medium sized trunks, one on each end of the fifty foot rope, to the ground below.

Then they stole downstairs and out to the backyard, where—they found the landlord, all smiles, calmly awaiting their arrival. The result was that the trunks were carried back into the hotel by the actors and there they found the village marshal and a deputy sheriff in charge of three or four others of the dramatic company. Then the landlord declared himself. Every one of the artists had got to sing a song or dance, and then all of them had got to agree to give a benefit performance in the hotel diningroom, the beneficiary being the hotel man.

The singing and dancing began, each member doing whichever best pleased him, until it came time for Ben. to do his turn. Assuming a look of deep regret and in melodramatic tones addressing the landlord—a jolly old chap, he said: "For you and

I are past our dancing days,' while as for myself, I do not sing. 'Alas for those that never sing but die with all their music in them!' However, I will take great pleasure in making amends by giving you the soliloquy of Gimlet, Prince of Dunkirk." And then he rendered the "To be or not to be" musings.

It was the hit of the impromptu programme and in the evening Ben. scored another triumph by his rendition of the leading part in "The Drunkard." The stranded actors soon made their respective ways to Grand Rapids, Detroit and Chicago and to this day no one ever questioned Ben's use of the title: "Gimlet, Prince of Dunkirk." L. F. Rand.

Look Prosperous.

There is no doubt in the world of the truth of the old saying that "nothing succeeds like success." The very next thing to having success is looking like it. Many people smile when you talk about the great American game of bluff, but there is a whole lot to it, if it is not overworked. Some publication has said, "Him that has gets," and it is the surest thing in the world. Rats desert a sinking ship and customers will fight shy of a store whose proprietor is reported on the ragged edge, just as certain as they will flock to a prosperous merchant. There is only one deduction: look prosperous, talk prosperous, act prosperous. The hardest day you have to meet put on your very best suit of clothes and see that you spell prosperity from head to foot. Whether you have to interview your banker or greet customers, it is all the same. Your "front" will count for a whole lot, while a careless, Oh-I-am-discouraged appearance will start customers away on the run.—Stoves and Hardware Reporter.

Used Expensive Paint.

Silas Morgan, living on Whidbee Island, Wash., found several dozen cans containing a substance resembling paint and, believing a case of red paint had washed ashore, painted his house with the material. On taking a sample to town he was told that the sticky fluid was pure opium and each can was worth \$300. He had used or spilled nearly thirty cans of the opium and wasted more than \$9,000.

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THE PREACHER-EDITOR.

Brief History of Career of Rev. C. B. Smith.

Written for the Tradesman.

Yale University graduated from its literary and scientific department sixty or more years ago a class of young men that, individually and collectively, gained great distinction in the years that followed: Morrison R. Waite, distinguished in the legal profession, died while occupying the office of Chief Justice of the United States. William M. Evarts served his country as Secretary of State and Senator, representing the great State of New York. Professor Silliman gained distinction in the sciences and as an educator. It was a very remarkable class. For very many years there lived in Grand Rapids Rev. Dr. Charles B. Smith, one of its members. Dr. Smith was a native of the State of New York. After being graduated at Yale he took up the study of theology and, when qualified for the ministry, located in Iowa and preached the gospel from the viewpoint of a Baptist. He was a very able, talented man, a worthy representative of the famous Yale class mentioned and was noted for his honesty, his bluntness in speech and his eccentricities. When the war between the states ensued Dr. Smith, fired with patriotic enthusiasm, engaged actively in the service of raising troops for the Federal army. Traveling throughout the State of Iowa, from pulpit and from platform his powerful pleas to patriots to rise and take arms to save the Union stirred the people to the utmost. He denounced the enemies of the Government bitterly and declared on one occasion that if all the traitors in the land were placed on a platform suspended over the mouth of hell and the Lord should call for some one to cut the ropes that sustained them he would not hesitate an instant before doing so. Dr. Smith located in Grand Rapids soon after the close of the war, having been called to fill the pulpit of the Second Baptist church, which occupied ground on North Division street nearly opposite St. Mark's cathedral. He preached liberal doctrines and remarked upon one occasion: "I preached hell fire for thirty years before I became convinced that God is a merciful Father and not a fiend incarnate. If He will forgive me for my sins against Him in the past I will teach my people that God is a kind, patient, loving Father, whose mercies are boundless and whose watchfulness over the destinies of His children upon the earth is never relinquished." He took an interest in politics and to the day of his death never faltered in upholding principles and policies which he considered conducive to the welfare of the whole people. With advancing years he recognized the necessity of making provision for the care of his family, when he resigned his pulpit and engaged in the real estate business very successfully, buying, selling and erecting houses. In the winter of 1867 he accompanied his son, George Wickwire Smith, the founder of the Public Museum, to South Carolina and

Florida, the health of the young man having become impaired. He spent several months in those States, which afforded him opportunities for studying the carpet bag governments set up following the close of the Civil War. When he returned, after burying his son, who died away from home, he purchased an interest in the Grand Rapids Democrat and commenced an editorial career that was to be continued eight years. Denouncing carpet bag rule and the political party responsible for it, calling attention to and denouncing abuses that existed in both our state and municipal governments, he exercised a great moral influence in the State. His vigorous, trenchant, bold and convincing style caught the favor of the people and the Democrat became a widely read and influential journal. In local election campaigns he spared no one whom he suspected of practicing trickery or dishonesty. About 1870 George B. Morton, a prominent citizen in whose honor the Morton House was named, was nominated by the Republican party for Mayor. Among his vigorous supporters was the late Noyes L. Avery, a banker, postmaster and church deacon. Reports reached Dr. Smith that Mr. Avery, in the conduct of the campaign, had engaged in practices not creditable to his standing as a citizen and a gentleman. He opened his heavy guns upon Mr. Avery and denounced him in violent terms. Morton was beaten and Avery, smarting and humiliated, determined to be avenged. He brought suit against the newspaper for slander, published a statement exonerating himself from the charges made by Dr. Smith and caused an investigation to be entered upon by the masonic fraternity, of which both were members. Dr. Smith had entertained only kind feelings toward Mr. Avery and when he denounced him in print his motive was that of public interest. A few weeks later Mrs. Avery died and Dr. Smith wrote an obituary for publication. No man who ever lived in Grand Rapids could express such tender, delicate sentiments, could hold up the light of hope to sufferers in darkness and despair as Dr. Smith, and when he learned of his old friend's misfortune he forgot the ill feeling that Mr. Avery had evinced toward him and penned a most eloquent, pathetic and beautiful tribute to the memory of the departed. A day or two after the funeral Mr. Avery unexpectedly met Dr. Smith and rushing toward him with outstretched hand and streaming eyes the hatchet was buried and the friendship of years was re-established.

A few years before his death Dr. Smith suffered a severe attack of pneumonia. He was attended in his illness by Dr. Zenas E. Bliss. After the disease had progressed several days Dr. Bliss mildly suggested to his patient that if he had any business affairs needing attention he should call in his attorney; if there were friends he desired to see they should be summoned at once. Dr. Smith immediately arose from his bed, spitting blood and very much ex-

cited. "What do you mean? You infernal scoundrel, I shall not die. Why do you come here to alarm my wife? When you have been dead ten years I shall be alive. Out of my house and never show your face here again."

Four years later Dr. Bliss died, while Dr. Smith recovered and lived ten years longer. Arthur S. White.

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I can double your coffee business and
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Get prices on my roasted coffees.
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CORN PRODUCTS
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FASHIONABLE FIGURES.

Discoveries Made in Searching For Them.

"No," said the corset fitter, as she eyed the figure of her customer critically in the big cheval glass, "it is not, so to speak, a crime to have hips this season, as it was last. And glad I am, for I nearly wore myself out lacing up some of those stout ladies in those long corsets. But the fashionable figure is still slim."

And there you have it. While I, having hearkened to the words of wisdom of the corset fitter, went out upon the street and sought to gaze upon that All-to-Be-Desired, the Fashionable Figure.

Believe me or not, I still found some stout women and I wondered how they dared have the temerity to show themselves abroad among their fellow women.

At last I went into that carefully guarded sanctuary, the private room of a great modiste, and made obeisance and spake beseechingly, "Tell me, oh Great One, what is the Fashionable Figure?"

And the Great Modiste, whose mind was wandering among creations of salmon pink and sky shaded lavender and heart breaking ashes of roses, looked at me sternly and made answer:

"The Fashionable Figure is still slender, lithe, with no suggestion of stiffness or binding. The waist line is neither above nor below its normal place, yet it must be but faintly indicated, a long and shallow curve being the proper line both for back and front. The hips are visible but not obtrusive. The neck is long, the shoulders drooping, yet not too drooping. In fact, the Fashionable Figure of to-day is exactly like the best sculpture of ancient Greece."

I made more salaams and withdrew. And then I started out on a voyage of discovery among those of my acquaintance who had found or who were seeking the Fashionable Figure.

The first I saw was a young matron with a figure just verging on the overabundant. At least, that was the way she had looked when I saw her last. But to-day she was wearing a charming one piece dress on medieval lines, and she was certainly thinner. The long, shallow curves were certainly there instead of the shorter and more full ones which I so well remembered.

"Tell me how you did it," I demanded.

The young matron smiled a wise smile. "It's my corset," she said. "I am wearing a new model and it is two whole inches bigger around the waist and I don't care. Two whole inches, mind you. Thus the loose flesh about the waist remains in its proper position and is not forced down, making the hips seem over large. The top of the corset is low, leaving the bust in its proper position and not pushed up—that always gives a fat look. And, oh, it is so comfortable. I feel better and I look better and I walk better. I'll never go back to my old figure." (But she will if the styles change.)

Then I went on my way and talked to a middle aged woman whose mother and aunts were enormously stout. But she was not. She was not so slender as the young matron, but she was slender enough to look well—and to wear the new style frocks.

"How do you do it?" I likewise demanded of her.

"Well," she began apologetically, "a good bit of me is pure deception. You see, I wear clothes in dark colors and plain materials and the simplest of lines—for they always make a person look more slender. And I never wear tight collars or sleeves—they are so fat looking, you know. And I pile my hair up on top of my head and wear hats which are big enough to give me height."

"That may all be true," said I, "but there's something more."

Then she confessed: "I was always so afraid I'd be fat like mother and Aune Martha and Aunt Jessica, and the more I dieted the less good it did me and the more exercises I took the more I gained in weight. So I made up some rules of my own. Here they are: I eat anything I want, but only enough to satisfy my appetite. I never eat an extra bite of anything just because it tastes good. Then my own special plan of exercise is to roll on the floor ten minutes night and morning."

"What?" I almost screamed.

"She nodded. "Yes, roll on the floor. I have a good soft carpet and I put on my kimono and roll over and over, back and forth, and it is perfectly splendid exercise to take off fat. It must be persevered in, though. And, of course, I have lots of fresh air and get as much outdoor exercise as I can. I never take a cab or a car if the distance is at all reasonable for walking."

"And is that absolutely all?" I asked.

It was absolutely all, and I came away asking myself helplessly, "What next?"

The next friend I went to see was a girl who was, a year ago, a perfect skeleton. Thin she was, thinner than the proverbial rail. I thought it was not much use to look for the fashionable figure there, but I'd take a try anyway. Perhaps she would do as a horrible example of what one's figure ought not to be.

Maybe you won't believe me, but she was a sylph. I led her aside and asked her sternly: "Where are your bones?" And she told me this:

"Last year," she said, bending gracefully toward me in regular sylph style, "I bought some empire gowns and when I saw my lank skinniness in those lank skinny skirts I was simply appalled. I realized that now or never something had to be done. So, my dear, I took to a gymnasium and I also began lessons in fancy dancing."

"Fancy dancing ought to have made you thinner still," I said.

"It didn't," she said. "It made me graceful and the gymnasium strengthened my muscles and gave me an appetite. And I ate more and more, and it was not long before I felt a little cushion of flesh over my too prominent bones, and in a few months

I began to show real curves, and I felt better than I ever had in my life. I could put on my empire frocks and wear them without being afraid of myself in the glass, and this season's things certainly look well on me, now don't they?" And she complacently settled her gown and looked at me.

"They certainly do," I said.

"I'm taking swimming lessons now," she went on, "for that's fine for your figure. And pretty soon I'm going to take fencing lessons."

I went away pondering on all these experiences. It seems to me that the consensus of opinion of how to have the Fashionable Figure is to live sensibly, dress sensibly, take plenty of exercise and either train fat on the too thin woman or train it off of the too fat one.

The woman who has been wearing the tight corset will do better to loosen it at the waist line and inaugurate a series of daily walks in the fresh air to get her figure into the required suppleness. The stout woman, in addition to this, must have some special exercises—I don't suggest my friend's rolling on the floor—her own physician certainly could best prescribe for her. The woman who is too thin must have special exercises, too, exercises which will develop flabby muscles, expand the flat chest and start flesh on the too protuberant bones. These a physician must also prescribe.

As for the woman who is the proud possessor of the figure that is neither too thin nor too stout, she should give thanks to the gods of fashion that they have decreed styles for this season that show off her charms to the best advantage and she should observe the rules of proper selection and proper mastication of food, of fresh air in her sleeping room, of daily baths, of long hours of slumber, refreshing and healthful, that all these things may aid her to preserve her charm and add to it those great adjuncts to every woman's looks, a clear complexion and bright clear eyes.

And I think this little story goes to show that the Fashionable Figure may be acquired by any of us if we will but go about it in the right way.

A Strict Teetotaler.

"He is poor, is he not?"

"Yes, very poor."

"Does he drink?"

"Naw! Why, if Opportunity were to knock at his door and ask him to come out and take something he wouldn't do it."

He can not be a saint who makes the world sour.

Fur-Lined Overcoats

Our Fur-lined Overcoats are noted for their style, fit, warmth, durability and price. The special values which we have to offer mean dollars to your business in this line. They are made by some of the best coat factories in this country, and all skins are beautifully matched and thoroughly deodorized. If you want to get all the Fur Coat trade in your vicinity, get in touch with us.

Our line of Fur Coats, Cravettes, Rubber Coats, Blankets and Robes are noted for their durability.

Better investigate!

BROWN & SEHLER CO.

Grand Rapids, Mich.

Ideal Shirts

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

Chambrays
Drills
Sateens
Silkeline
Percalles
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.

For Many Purposes WOOD ENGRAVINGS

are better and cheaper than wash drawing halftones or any other method of illustration. Ask about it.

Tradesman Company

Engravers by all Processes

Grand Rapids, Mich.

BAD COLLECTION AGENCY.

Beware of the United States Merchants' Association.

No Expense To Merchants
THE UNITED STATES MERCHANTS ASSOCIATION
Michigan Office, 110 Patterson Bldg., Flint, Michigan.
Geo. P. Gaffney,
Claim Solicitor.

Evart, Nov. 19—I enclose herewith a card from a collection agency in Flint, who we find are frauds and cheats. We gave them several good accounts there and find they have collected same and retained the money. A doctor here gave them two hundred dollars' worth of notes and accounts, parties in Clare the same, and all are unable to hear a word from them. I went to Flint and saw one of the concern, who made an excuse and got out of the office and did not show up again.

As they are operating all over the State I thought it would be a favor to your readers to notify them and you can use this if you wish in your next issue as a warning.

E. H. Davis.

On receipt of this letter it was ascertained that the man Gaffney hailed originally from Detroit, and the Tradesman's correspondent at that place was thereupon appealed to for a detailed statement as to his character and antecedents. The reply was prompt and conclusive, as follows:

Detroit, Nov. 22—The responsibility for the establishment of this concern seems to rest with Geo. P. Gaffney, who was formerly in this city. Gaffney lived at 276 Baker street, Detroit, during the years 1906 and 1907. His occupation was a tile layer. Later he worked as a collector.

Gaffney was arrested for perjury on May 18, 1907. He acted as witness for the plaintiff in the case of Jos. Galvin vs. the Detroit United Railway. Galvin had sustained an injury as driver of a pop wagon and Gaffney, as a witness, described the accident in detail, swearing that the car was fully 150 feet from the wagon when the frightened horses jumped on the track. As a matter of fact, it was learned that Gaffney was not in Detroit at all when the accident occurred and is said to have been residing on a farm near Cass Lake. Bail for Gaffney was fixed at \$1,000. He appeared for trial before Judge Connolly on May 11, 1909. He entered a plea of guilty and was probationed on his own recognizance in the sum of \$100 to appear for sentence May 11, 1910.

Gaffney is not considered responsible or worthy of confidence. Several dealers have reported that they have placed claims for collection with this concern and have been unable to secure a proper accounting.

Incident in Experience of a Clerk.

Written for the Tradesman.

The cheerful girl behind the counter was telling me a few of the ludicrous things that had come under her particular observation or about which she had individually heard:

It happens that the cheerful girl owns a nice brother. He clerks in the same store in which she is employed.

He is in the book department.

It also happens that the young brother is bothered all the year round with an abundant supply of real yellow freckles—enough, in fact, for an entire family, and his people call him "Freckles" for short.

There also happens to be a book entitled "Freckles."

One time a young lady came to "Freckles" section of the store. Without lifting her eyes to the cheerful girl's brother she began exploring the books on a small table in front of the counter.

Manifestly she could not find that for which she was searching, as a shade of disquietude passed over her pretty face. Still with her eyes on the books under hand she said to the clerk: "Have you 'Freckles'?" The young man, of course, knew that the girl was referring to the book by that name, but he thought he would have some amusement out of the situation, so he answered: "Yes, Miss, I'm very sorry to say that I have. I've been troubled with them ever since I was a small kid. You couldn't advise me some way to get rid of them, could you? The folks at home fairly tease the life out of me and I'd be so glad if you could help me out of my dilemma!"

The young clerk rattled off this lingo as fast as his breath would let him and had his little speech about concluded before the girl had time to gather her scattered senses enough to know what he was talking about.

Finally, when it dawned on her that she and the clerk were not speaking about the same thing she became covered with confusion and was angry on the spur of the moment.

Then the clerk's eyes began to twinkle and, with a swift glance over his face, the girl took in the situation.

Then the fun of the affair stole over her and she began to laugh and at the same time to apologize for her remark.

The young man's wrath was easy to appease, for there wasn't any wrath there. When he told the girl that she wasn't the first on whom he had played this trick she felt more tranquil over her seeming mistake.

H. E. R. S.

The Price Cutter.

There is no merchant who is going to get all the trade of the community. Personality draws certain trade, a well-kept shop draws some more, but good goods sold at fair prices is the magnet. If you go to cutting prices for a time trade may come in your direction, but it will be only temporary; so, for heaven's sake, don't cut and slash the prices. Put out some leaders if you desire, but hold the general lines up to a point where you will get a living profit. Work along conservative lines and do a square business. This plan, any successful merchant will tell you, will drive the price cutter to the wall.

He can never be a power with men who can feel no pity for men.

The gushing preacher often leaves a desert.

FINE CALENDARS



NOTHING can ever be so popular with your customers for

the reason that nothing else is so useful. No housekeeper ever has too many. They are a constant reminder of the generosity and thoughtfulness of the giver.

We manufacture everything in the calendar line at prices consistent with first-class quality and workmanship. Tell us what kind you want and we will send you samples and prices.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.



Salesmanship Too Frequently a Mysterious Art.

The mystery of the art of salesmanship is one of the things that make business interesting. Why can one man sell goods to somebody who can't be persuaded by anybody else? Why will a man buy of one man where another couldn't drag him to sign an order?

If these questions could be answered the worries of sales managers throughout the land would be materially decreased and the selling end of the business game would lose a whole lot of attraction. The fact that there is an element of uncertainty in entering a man's store to try to sell him something is what makes the salesman work harder than the mere fact of the monthly salary. It is more fun to tackle a strange customer than to enter the place of one old and tried, where an order is to be expected as a matter of course. All the world loves to gamble. The most interesting work is the one where the chance element is predominant.

Some day perhaps some psychologist will explain just why a certain storekeeper is willing to buy of a certain salesman, and will lay out rules for sending the right salesman to the right merchant. Until then you never can tell. Here is a case which a large implement house still is wondering about:

They had a star city salesman on their list. He could swing big orders with a certainty that made him a marvel. He sold stuff to everybody in the city. Other salesmen saw the things that he did and were amazed. The fact that a potential customer had been labeled impossible by other men didn't disturb this star at all. He went in, talked as he would to anybody else, and in most cases placed his firm's tools where they never had been before.

The house began to go after country trade with new energy. It had developed city trade nearly to its limits of possibility; but in the country it was behind. A new campaign was started. New literature was prepared, new salesmen were put on, and a war for outside trade was begun. The star was one of the salesmen who was slated to work in the country.

"But I don't want to spare him," protested the city manager. "He's too valuable a man right here in town."

"I know," said the sales manager, "but I've thought that all out. He's a valuable man here, that's true, the most valuable that we've got. But he will be more valuable in the country. Here he's doing wonders with

trade that's been fought and chewed over year after year. Outside, where he'll be working virgin territory, he'll tear the roof off things. Sorry you've got to lose him, but out into the country he goes."

They gave him a route through Wisconsin. It consisted mainly of small towns, some places running down to the country village of 200

THE MAN WHO DELIVERS THE GOODS.

There's a man in the world who is never turned down, wherever he chances to stray; he gets the glad hand in the populous town or out where the farmers make hay; he's greeted with pleasure on deserts of sand and deep in the aisles of the woods; wherever he goes there's the welcoming hand—he's the man who delivers the goods. The failures of life sit around and complain; the gods haven't treated them white; they've lost their umbrellas whenever there's rain and they haven't their lanterns at night; men tire of the failures who fill with their sighs the air of their own neighborhoods; there's one who is greeted with love lighted eyes—he's the man who delivers the goods. One fellow is lazy and watches the clock and waits for the whistle to blow, and one has a hammer with which he will knock, and one tells a story of woe; and one, if requested to travel a mile, will measure the perches and roods; but one does his stunt with a whistle or smile—he's the man who delivers the goods. One man is afraid that he'll labor too hard—the world isn't yearning for such—and one man is always alert, on his guard, lest he put in a minute too much; and one has a grouch or a temper that's bad, and one is a creature of moods; so it's hey for the joyous and rollicking lad—for the one who delivers the goods!

Walt Mason.

(Copyright, 1909, by George Matthew Adams.)

souls. The star left with a nice little flourish of trumpets, and the sales manager sat back and waited for the orders that would make the factory work overtime. It was a great stroke, that sending the city star into the tall grass. He would show them what real salesmanship was.

The big orders did not come. Even the small ones came slowly. The business that the star sent in did not make the factory work overtime. No, it didn't even rush it. His orders made the poorest showing of all the new country salesmen; and the firm sat down hard and said: "He must have taken to boozing. Call him in."

"Why can't you sell goods any more?" he was asked when he came.

"I don't know. I don't seem to be able to put it over them out there."

"Been 'tending to business?"

"Do I look it?" He did. He was wrinkled, worried and weary and he had lost ten pounds.

"Well, what's the matter?" they asked. But neither he nor they could answer. He could not sell goods any

more—in the country. That was all. For some reason his brilliance had gone out like a rocket. He was through—in the country.

The funny part of the case is that he went back to his city work and astonished everybody by breaking his own old records. He was as good in the city as he had been bad in the country. He fell down out in the little "easy" towns and in the great city, where competition was at white heat, he reached the heights.

Nobody has been able to explain it. The man himself is more puzzled than anybody else. He probably would buy a new hat for the man who could solve the mystery.

J. G. Reynolds.

Lying Not Good Business.

Among the steps of progress to be recorded in our young national career are the increased honesty and diminished dishonesty of commercial

cape, this accumulation or secretion "dampens the inside of the coat, besides making the wearer uncomfortably hot." Is it not rather a new thing for a trader to pay money to a newspaper for telling the public the defects of things he wants to sell? Collier's Weekly.

Let People See the Goods.

Keep your goods in view. This does not mean exposing perishables to sun and flies, but it does mean displaying stuff where it will be a continual reminder to the customer of something he wants and would have bought if he had not seen it. Change these displays in window and on counter frequently. It may seem like unnecessary work to move a lot of unsold stuff back to the shelves and move a lot of other stuff out on the counter—but I've met many a merchant who credits a good share of his sales to the persistent habit of putting things where people can see them and changing often. And, above all, cultivate the faculty of looking out for the little things, of doing the little things that will help you to success and of leaving undone the little things that are bound to militate against you.

Advertisers Must Deliver the Goods.

A prominent retail merchant of Iowa in discussing advertising and its relation to business says:

"I am a firm believer in the generous use of printer's ink. I attribute to a very large degree what little success I have made in business to two things: First, the effective advertising that brought people in my store and, second, the fact that I delivered the goods when they came according to the advertisement.

Success is an unreliable evidence of righteousness.

Suggestions

The cold weather suggests hot dinners. Hot dinners suggest Hotel Livingston cooking. Hotel Livingston cooking suggests "the home table." Are you open to suggestions?

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.

GONE BEYOND.

Sudden Death of Melvin J. Clark in Arizona.

M. J. Clark, the well-known wholesaler, lumberman, banker and business man, died of pneumonia at Globe, Arizona, Tuesday morning. His illness was of only a few days' duration. His wife and one daughter succeeded in reaching his bedside before he passed away. The remains will be brought back to Grand Rapids for interment.

On July 7, 1897, the Tradesman published a biographical sketch of Mr. Clark which he always insisted was the best portrayal of his life that had ever appeared in any publication. The occasion, therefore, seems opportune to reproduce this biography, as follows:

The country farm and the village store have been the cornerstones upon which the lives of many of our most honored citizens have been built. However much may be said of the narrowing influences of life on the farm, it is certain that more often than otherwise habits of industry and independence and a noble philosophy of life are acquired there in early youth that in the wider horizon of the city retain their directing force and are distinct elements of success in the most varied and intricate departments of business life. None the less the discipline of the village store contains, for all its homely simplicity, the underlying principles of all trade, whether it be in butter and eggs or in bank stocks and lumber.

Melvin J. Clark, who is generally conceded to be one of the shrewdest business men in Grand Rapids, had the advantage of these two cornerstones laid deep down in the foundation of his business career. That foundation was rendered all the more secure by the subsoil of English ancestry upon which it rested. The line of descent can be followed back to the time of the Norman Conquest of England, but for the purposes of this sketch may be considered to begin several generations ago with the emigration to America of the immediate ancestor of Mr. Clark, who settled in Ontario and made his impress felt in the county of Kent for several successive generations. The subject of this sketch was born in Kent county, October 7, 1836. His father was a prosperous farmer, and young Clark was brought up on the farm, receiving a common school education so far as books were concerned, but learning lessons of far greater value from woods and fields and running brooks. The physical development that comes from the alternating out-of-door work and play of the country had also its distinct value in this formative period of life, and when, at the age of 26, Mr. Clark left the farm to embark in business on his own account, he was a strong, well-balanced and self-reliant man.

His first essay in business was at Solon Center, Kent county, where he conducted a small store and handled shaved shingles. The store was of the most primitive character, being little more than a shanty, one side of which served as a residence, while the other side, divided by a thin partition, contained the few goods with which the start was made. The first supplies were purchased from Samuel Smith, who was then engaged in the grocery business at Grand Rapids, and had such faith in the innate honesty of the embryo merchant that he sold him his first stock on credit. Mr. Clark delights to recount the circumstances attending his first purchase. He asked for credit on five pounds of tea, expecting Mr. Smith to demur to so large a request, and was greatly surprised and more than gratified when the storekeeper insisted on his taking ten pounds instead. The business prospered from the start, as every one predicted it would when they saw how the young merchant worked, the shrewdness with which he handled his customers and the broad lines he laid down as the foundation of his subsequent success.

Finding the field at Solon Center somewhat limited for a man of his aspirations and ambitions, he removed to Cedar Springs in 1864 and formed a copartnership with his brother, the late L. M. Clark, to engage in general trade under the style of Clark Bros. Two years later, the brother sold his interest in the business and returned to agricultural pursuits, while M. J. continued the business at Cedar Springs until 1874, operating, in the meantime, a sawmill and a shingle mill. When he first began manufacturing shingles he sold his product to middlemen altogether, but about 1865 he conceived the idea of selling his brands direct to the lumber dealers, and started out on an initial trip with that object in view. His first stop was at Dayton, Ohio, and the incidents connected with his first sale at that place remain as fresh in his memory as though

they happened but yesterday, instead of over thirty years ago. The dealer on whom he called was busy at the time, so he set his gripsack outside the door and waited his turn. When the visitors came out he entered the office, introducing himself and his business, and began praising the merits of his several brands of shingles. The lumber dealer happened to be irritated and, wheeling around in his chair, said, "Young man, that is all I care to hear from you. There is the door. Grab your satchel and get out of here as quickly as your legs will take you." The young salesman walked out of the office in a dazed condition and went to his hotel, but was unable to eat any supper, nor did he sleep that night. In the morning he got his breakfast and made another call on the lumber dealer, who had just arrived at the office and was building a fire. The young man put his head through the door and enquired if he could come in the office if he left his gripsack outside. The man dropped his poker, and turning around, said, "Young man, come in. I did not sleep last night, thinking of the ungentlemanly manner in which I treated you last evening." The two soon became well acquainted and before the young man left the office he carried an order for four cars of shingles. The acquaintance developed into friendship, and so long as

Jewell & Co., and subsequently the business was incorporated under the style of the I. M. Clark Grocery Co., under which style it was continued until a few months ago when the corporate style was changed to the Clark-Jewell-Wells Co. Mr. Clark still retaining a controlling interest in the business and occupying the position of President of the corporation.

Mr. C. akisrl- ---- tbdEticVBffilf
Mr. Clark is a director in the Grand Rapids National Bank and President of the Clark & Rowson Lumber Co. He is interested in 40,000 acres of mineral and timber land in the vicinity of Duluth; is President of the Clark Lumber Co. and President of the Clark & Jackson Lumber Co., also President of the Clark & Scudder Lumber Co. His mineral possessions comprise some of the finest fields of Bessemer ore in the country and are chiefly valuable by reason of the facility of getting at the ore.

Mr. Clark is the owner of the new and beautiful Clark building, located at the corner of South Ionia and Island streets. The building is 100x150 feet in dimensions, comprising six stories and basement, and is regarded as an ornament to the city and a credit to the owner.

Mr. Clark was early attracted to the Duluth region on account of the desirable opportunities for investments in pine

of 240 acres. This test showed the finest grade of Bessemer ore which has yet been developed on the Range, and an option thereon has been given an English syndicate to purchase the property for \$350,000. The option runs six months from April 1, but, judging by the tests made since the option was given, the syndicate will close the deal and take the property. The Clark & Scudder Lumber Co. owns several hundred acres of land on this Range and will probably strike other mines of similar value as the properties are developed from time to time.

While Mr. Clark has been uniformly fortunate in his investments, he looks back upon one deal which he made a mistake in not consummating. In 1881 the citizens of Duluth offered to deed him a block of land on the main street of the city if he would erect on one corner a hotel costing \$40,000. He considered the proposition for several weeks and at one time was about to accept it, but finally reached the conclusion that he would rather invest in pine land than city property. In eight years the block of land which the citizens of Duluth proposed to give him if he would erect thereon a \$40,000 hotel sold for an even million dollars!

Mr. Clark was married when 26 years of age to Miss Emily Jewell. They reside in a beautiful mansion on Lake avenue, formerly known as the "Paddock Place." Three children—two boys and a girl—grace the family circle. His family relations have always been exceptionally pleasant and the manner in which he protects and assists relatives less fortunate than himself is a matter of common knowledge and the occasion of frequent favorable comment.

Mr. Clark is frank enough to admit that he has three hobbies—business, horses and farms. He has an excellent farm in Nelson township and one of the finest farms in Solon township and is the happy possessor of a span of horses which are the envy of many less fortunately situated in life. He is also the owner of a ranch at Petaluma, California, about thirty miles from San Francisco, where he usually spends the greater portion of the winter months. He was unable to visit California last winter on account of the duties devolving upon him in connection with the completion of his new block, but insists that he will never let another winter go by without a visit to his ranch in the Sonoma Valley.

Mr. Clark attributes his success largely to his familiarity with the lumber and pine land business. He saved his earnings as a young man and in after years, when the returns came thick and fast, he did not increase his expenses in the same ratio, but lived nearly as economically as was his custom in the days when he was striving to acquire a foothold. His personal expenses are by no means large, being a member of no secret orders and having no ambition to shine in society. He has never done anything for effect, has never been a heavy borrower and has never found it necessary to bolster up his credit by pretense or subterfuge. He is a man of strong likes and dislikes, having little use for the man who has crossed his path, but never lowers himself by resorting to petty vindictiveness to resent an injury. His sturdy honesty is a matter of general avowal and those who have come to know him well realize that his bond is as good as gold and his word as good as his bond. He is a born diplomat, meeting exceptional success in adjusting losses and trying lawsuits, while his ability as a collector of doubtful accounts is universally recognized.

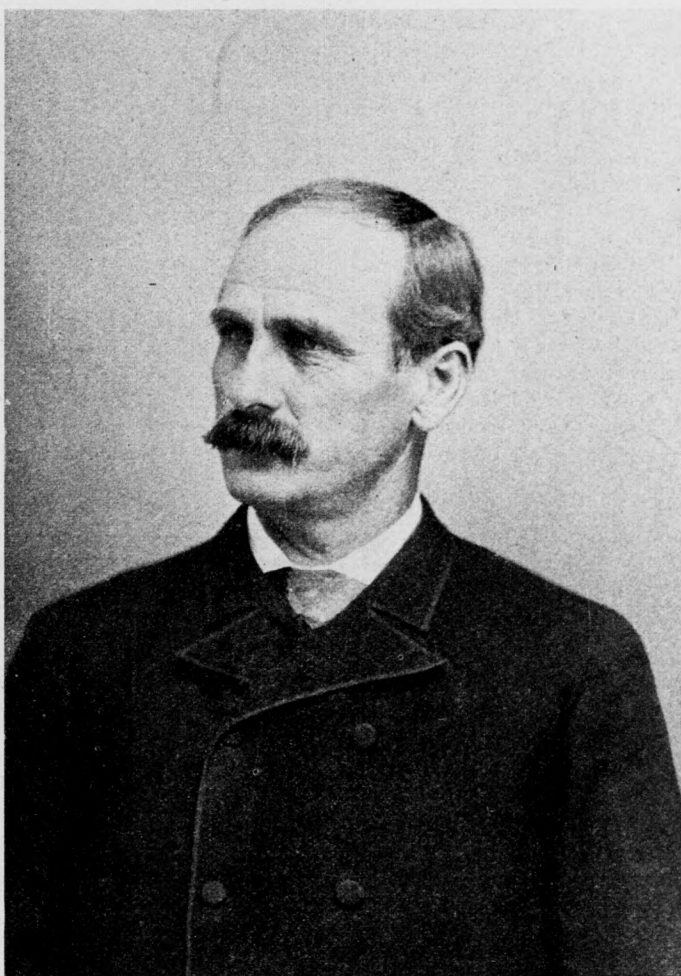
Simple in his habits, quiet in his tastes, vigorous in his treatment of matters of business, masterly in his comprehension of deals involving vast sums of money and requiring years of development to complete, Mr. Clark has every reason to be satisfied with the success he has achieved and to regard with complacency the years of enjoyment which close the career of a well-spent life.

The sympathy of the fraternity will go out to William H. Jennings and family in the death of their oldest daughter, Mrs. Charles McGunigle, at her home in Pawtucket, Rhode Island. The fatal termination of her illness was so unexpected that only one member of the family, a sister, had time to reach the bedside before death occurred.

From now on, the Hotel Hauck, at Owosso, formerly the American, will be run on the European plan. Meals served at all hours. The same well-lighted, steam heated rooms.

There is only one test the true church can apply to any man, and that is, "Do you need?"

A dollar bill in the hand beats two due bills in your mail.



Melvin J. Clark

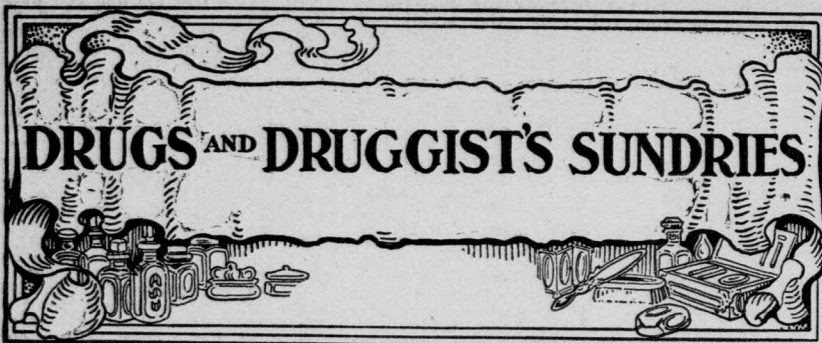
Mr. Clark remained in business the lumber dealer at Dayton was a customer on whom he could always rely for orders whenever he had anything to sell.

The same spirit which prompted him to change his field of operations from Solon Center to Cedar Springs then caused him to seek a location more in keeping with his capital and his ambitions. It is here that Mr. Clark believes he made a mistake—on the theory that he could have made five millions in Chicago or New York with the exercise of the same energy and ability he has shown in accumulating a million dollars in Grand Rapids. Possibly he was right in the belief that he could have achieved greater distinction and a greater competence in the larger field, but those of us who have our million yet to make—and would be satisfied to stop a little this side of the million mark—will be excused for suggesting that a million dollars is quite enough for one man to make in the course of a third of a century, and that anything beyond that amount is simply a source of annoyance, without any compensating advantages.

On removing to Grand Rapids in 1874, Mr. Clark formed a copartnership with his brother under the style of I. M. Clark & Co. and engaged in the wholesale grocery business on Pearl street. The firm name was afterwards changed to Clark,

lands and has been a constant visitor to that city for the past eighteen years. In 1881, while on the train fifteen miles out of Duluth, he said to his brother-in-law, Frank Jewell, who was with him on the trip, "Do you see those pine tree-tops over there? They belong to a section of Government land which can be purchased for \$1,500. Do you want to go in with me on the deal?" Mr. Jewell declined the proposition, on the ground that the timber did not appear to be thick enough to make the investment a good one. Mr. Clark, however, purchased the tract and ten years later he sold the timber for \$20,000 and the land for \$60,000. The land was platted and sold for suburban property during the time of the real estate boom at Duluth, but at the present time would probably not bring over \$10 per acre.

Another incident tends to show the good fortune which sometimes follows investments of this character: Acting in behalf of the Clark & Scudder Lumber Co., Mr. Clark purchased several tracts of land in 1881 on Government tax titles. Considerable of this land has since become famous because of its being located on the Mesaba Range, although at the time the purchase was made nothing but the value of the timber was considered. Test work has since been done in three localities, one locality comprising a tract



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.

Recent Laws Regulating the Sale of Spraying Materials.

East Lansing, Nov. 19—For a number of years considerable trouble has been experienced with Paris green and other insecticides from what has been attributed to their adulteration. With the idea of controlling this the last Legislature passed two laws, one of which related only to Paris green and the other to all materials used as insecticides or fungicides for the spraying or fumigating of fruit trees.

This law requires all manufacturers in the State and dealers who handle goods made without the State to file with the Director of the State Experiment Station at the Agricultural College a statement showing the names of the brands handled, the name of the manufacturer and his address, the weight of each package and the percentages of its essential ingredients, together with the chemical combinations in which they occur. This is to be a guarantee to the purchaser of the weight and purity of the contents of each package.

Whenever a manufacturer has filed the above statement dealers who handle the goods are relieved from all responsibility.

Every original package of insecticide or fungicide sold in the State must have upon it a label showing the above facts.

The Director of the Experiment Station is also required to have samples of the different brands analyzed and report the results.

The violation of any of the provisions of the act and the selling of spraying substances that have not been labeled is made a misdemeanor for which a fine of fifty to one hundred dollars, together with the cost of the action, may be imposed.

I find that very few dealers or manufacturers are aware of this law and I desire in this way to bring it to their attention as at the present

time any one who sells insecticides or fungicides in Michigan renders himself liable to prosecution.

L. R. Taft, State Inspector
 Nurseries and Orchards.

Thirty-Four Members Added To the List.

Traverse City, Nov. 22—Thirty-four new names have been added to the membership list of the Michigan Retail Druggists Association during the past week, as follows:

D. E. Bradford, Holland.
 Chas. Dykstra, Holland.
 H. R. Doesburg, Holland.
 G. T. Haan, Holland.
 Haan Bros., Holland.
 Jno. W. Kramer, Holland.
 Geo. L. Lage, Holland.
 Walsh Drug Co., Holland.
 J. Roland Clark, Grand Rapids.
 Theron Forbes, Grand Rapids.
 John Gezon, Grand Rapids.
 Otis Jones, Grand Rapids.
 Alfred Kraft, Grand Rapids.
 F. B. Post, Grand Rapids.
 W. H. Quigley, Grand Rapids.
 W. H. Tibbs, Grand Rapids.
 C. M. Woodworth, Grand Rapids.
 W. P. Wolf, Grand Rapids.
 E. N. Wheeler, Grand Rapids.
 Crawford's Drug Store, Ithaca.
 A. E. Dore, Chicago.
 J. N. Haan, Zeeland.
 D. Van Brue, Zeeland.
 F. G. Hawkes, Detroit.
 J. W. Learney, Detroit.
 A. W. Huntley, Saranac.
 H. P. Miller, Milwaukee.
 Miller & Blake, Adrian.
 F. J. Maus, Kalamazoo.
 Jas. H. Robertson, Lansing.
 C. H. Spencer, Cincinnati.
 Palmer & Taggart, Mt. Pleasant.
 P. C. Taylor, Mt. Pleasant.
 J. V. Sarsaman, Charlotte.
 C. A. Bugbee, Pres.

Kea Parrot a Sheep Killer.

Birds on the blacklist on account of damage done by them to plant or animal which man desires to protect are headed by the kea parrot of New Zealand. For many years the kea has been under a dark cloud because of its killing sheep in the attempt to get at the kidneys thereof. The kea is a mountain dweller and ranges into the snow covered area, but during the greater part of the year lives in the subalpine area and the forests. The ground is covered with low, thick scrub, forming a roof, beneath which the keas find both warmth and food until the flowers appear on the earth and "the time of the singing of birds is come."

This bird primarily is a vegetarian and a honey eater. But insects and their larvae and worms form no small

part of their daily rations. In this love of animal food is thought to be a possible explanation of the raptorial instincts which the bird has developed. Driven down by stress of weather during the severity of winter these birds, on reaching the lower levels, would come across the meat gallows where carcasses of sheep would hang, or at least some skins with pieces of meat and fat still adhering to them would be thrown over the fence to dry.

In trying everything with its powerful beak to see if it were edible it would soon taste the pieces on the skins or even from the carcass itself, and finding them much to its taste and easily procurable it would soon acquire a liking for them. If the skins and carcasses were absent there would always be a number of sheep's heads scattered around the gallows, and the kea could there always find something to eat.

In the early days miners prospecting for gold often killed a sheep for food, and roughly skinning it would leave the skin and much offal on the ground, thus giving the kea ample opportunity to acquire a taste for meat. Finding a lack of dead sheep it would soon begin to eat the animal while it was running about. The wounds thus caused would soon mortify and cause the animal's death, and so the kea would find an ever accessible method of acquiring a meal.

Sure Proof for Polar Explorer.

The Savilian professor of astronomy at Oxford, England, has sug-

gested a method for explorers arriving at the North Pole to furnish satisfactory evidence that they had reached the exact point. He proposes that a series of contiguous photographs of the horizon or of an irregularly constructed snow wall built up all round the camera at a short distance from it might be taken in which there was a considerable and recognizable overlap in the successive plates. Then if the sun be photographed on at least three of these plates, showing three equal altitudes, the series was taken at the Pole.

Another astronomer suggests that a star near the equator might be selected which, by refraction, would appear just above the horizon, and that if this star remained at the same distance from the horizon all through the twenty-four hours a sufficient proof would be furnished. But this method requires that the sun be below the horizon. Another way would be to stay at the Pole for six months, and determine how long perpetual day or night lasted. Another method less onerous is proposed with a pendulum.

The pendulum, suspended on a point so as to be equally free to swing in any plane, set up at the pole, would appear to describe a circle about the point of suspension in exactly twenty-four sidereal hours. The drawback to this method is that it would require accurate mechanism and a good chronometer. For at a degree from the Pole the length of time required for the complete rotation would exceed that at the Pole by only thirteen seconds.

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[illegible]

GRAND RAPIDS, MICH.

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ADVANCED

DECLINED

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ARCTIC AMMONIA 12 oz. ovals 2 doz. box. 75	Oysters Cove, 1lb. 85@ 95 Cove, 2lb. 1 60@ 1 8 Cove, 1lb., oval 1 20
AXLE GREASE Frazer's 1lb. wood boxes, 4 doz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 doz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00	Plums Marrowfat 90@ 1 25 Early June 95@ 1 25 Early June Sifted 1 15@ 1 80
BAKED BEANS 1lb. can, per doz. 90 2lb. can, per doz. 1 40 3lb. can, per doz. 1 80	Peas Pie 90@ 1 25 No. 10 size can pie 3 00
BATH BRICK American 75 English 85	Pineapple Grated 1 85@ 2 50 Sliced 95@ 2 40
BLUING Arctic 6 oz. ovals 3 doz. box \$ 40 16 oz. round 2 doz. box 75	Pumpkin Fair 85 Good 90 Fancy 1 00 Gallon 2 50
Sawyer's Pepper Box Per Gross No. 3, 3 doz. wood bxs 4 00 No. 5, 3 doz. wood bxs 7 00 Sawyer Crystal Bag Blue 4 00	Raspberries Standard @ Col'a River, falls 1 95@ 2 00 Col'a River, flats 2 25@ 2 75 Red Alaska 1 35@ 1 50 Pink Alaska 90@ 1 50
BROOMS No. 1 Carpet, 4 sew 2 75 No. 2 Carpet, 4 sew 2 40 No. 3 Carpet, 3 sew 2 25 No. 4 Carpet, 3 sew 2 10 Parlor Gem 2 40 Common Whisk 90 Fancy Whisk 1 25 Warehouse 3 00	Sardines Domestic, 1/4s 3 1/4@ 4 Domestic, 1/2s @ 5 Domestic, 3/4s Mus. 6 1/2@ 9 California, 1/4s 11 @ 14 California, 1/2s 17 @ 24 French, 1/4s 7 @ 14 French, 1/2s 18 @ 23
BRUSHES Scrub Solid Back, 8 in. 75 Solid Back, 11 in. 95 Pointed Ends 85	Shrimps Standard 90@ 1 40
Stove No. 3 90 No. 2 1 25 No. 1 1 75	Succotash Fair 85 Good 1 00 Fancy 1 25@ 1 40
Shoe No. 8 1 00 No. 7 1 30 No. 4 1 70 No. 3 1 90	Strawberries Standard 1 25@ 1 40 Fancy 1 40
BUTTER COLOR W. R. & Co.'s 25c size 2 00 W. R. & Co.'s 50c size 4 00	Tomatoes Good 95@ 1 10 Fair 85@ 90 Fancy 1 40 Gallons 2 50
CANDLES Paraffine, 6s 10 Paraffine, 12s 10 Wicking 20	CARBON OILS Barrels Perfection @ 10 1/2 Water White @ 10 D. S. Gasoline @ 13 1/2 Gas Machine @ 24 Deodor'd Nap'a @ 24 Cylinder 29 Engine 16 Black, winter 8 1/4@ 10
CANNED GOODS Apples 3lb. Standards @ 1 00 Gallon 2 75@ 3 00	CEREALS Breakfast Foods Bordeau Flakes, 36 1lb. 2 50 Cream of Wheat, 36 2lb. 4 50 Egg-O-See, 36 pkgs. 2 85 Excella Flakes, 36 1lb. 4 50 Excella, large pkgs. 4 50 Force, 36 2lb. 4 50 Grape Nuts, 2 doz. 2 70 Malta Ceres, 24 1lb. 2 40 Malta Vita, 36 1lb. 2 85 Mapl-Flake, 36 1lb. 4 05 Pillsbury's Vitos, 3 dz. 4 25 Ralston Health Food 36 2lb. 4 50 Sunlight Flakes, 36 1lb. 2 85 Sunlight Flakes, 20 1lb. 4 00 Kellogg's Toasted Corn Flakes, 36 pkgs in cs. 2 80 Vigor, 36 pkgs. 2 75 Voigt Cream Flakes 4 50 Zest, 20 2lb. 4 10 Zest, 36 small pkgs. 2 75
Blackberries 2lb. 1 25@ 1 75 Standards gallons @ 5 50	Roller Oats Rolled Avena, bbls. 5 65 Steel Cut, 100 lb. sks. 2 7 Monarch, bbl. 5 40 Monarch, 90 lb. sacks 2 55 Quaker, 18 Regular 1 50 Quaker, 20 Family 4 60
Beans Baked 85@ 1 30 Red Kidney 85@ 95 String 70@ 1 15 Wax 75@ 1 25	Cracked Wheat Bulk 3 1/4 24 2lb. packages 3 50
Blueberries Standard 1 35 Gallon 6 25	CATSUP Columbia, 25 pts. 4 15 Snider's pints 2 35 Snider's 1/2 pints 1 35
Brook Trout 2lb. cans, spiced 1 90	CHEESE Acme @ 17 1/2 Gem @ 17 1/2 Jersey @ 18 Riverside @ 17 1/2 Springdale @ 17 1/2 Warner's @ 17 1/2 Brick @ 18 Leiden @ 15 Limburger @ 18 Pineapple @ 40 Sap Sago @ 22 Swiss, domestic @ 18
Clams Little Neck, 1lb. 1 00@ 1 25 Little Neck, 2lb. @ 1 50	
Clam Bouillon Burnham's 1/2 pt. 1 90 Burnham's pts. 3 60 Burnham's qts. 7 20	
Cherries Red Standards @ 1 40 White @ 1 40	
Corn Fair 75@ 85 Good 1 00@ 1 10 Fancy 1 45	
French Peas Sur Extra Fine 22 Extra Fine 19 Fine 15 Moyen 11	
Gooseberries Standard 1 75	
Hominy Standard 85	
Lobster 1/4lb. 2 25 1lb. 4 25 Picnic Tails 2 75	
Mackerel Mustard, 1lb. 1 80 Mustard, 2lb. 2 80 Soused, 1 1/2lb. 1 80 Soused, 2lb. 2 75 Tomato, 1lb. 1 50 Tomato 2lb. 2 80	
Mushrooms Hotels @ 24 Buttons @ 28	

3

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 5 Frank's 7 Schener's 6	CHOCOLATE Walter Baker & Co.'s German Sweet 22 Premium 31 Caracas 31 Walter M. Lowney Co Premium, 1/4s 32 Premium, 1/2s 32	COCOA Baker's 37 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Huyler 45 Lowney, 1/4s 36 Lowney, 1/2s 38 Lowney, 1s 40 Van Houten, 1/4s 12 Van Houten, 1/2s 20 Van Houten, 1s 40 Webb 31 Wilbur, 1/4s 39 Wilbur, 1/2s 40	COCOANUT Dunham's 1/4s & 1/2s 26 1/2 Dunham's 1/4s 27 Dunham's 1/2s 28 Bulk 12	COFFEE Rio Common 10@ 13 1/2 Fair 14 1/2 Choice 16 1/2 Fancy 20	Santos Common 12@ 13 1/2 Fair 14 1/2 Choice 16 1/2 Fancy 19	Peaberry Fair 16 Choice 19	Mexican Choice 16 1/2 Fancy 19	Guatemala Choice 16	Java African 12 Fancy African 17 O. G. 25 P. G. 31	Mocha Arabian 21	Package New York Basis Arbuckle 14 25 Dillworth 13 75 Jersey 15 00 Lion 14 25	McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	Extract Holland, 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 N. B. C. 6 1/2 Select 8 1/2 Sarotoga Flakes 13 Zephyrette 13	Oyster N. B. C., Round 6 1/2 Gem 6 1/2 Faust, 8	Sweet Goods Animals 10 Atlantic, Assorted 12 Arrowroot Biscuit 16 Brittle 11 Bumble Bee 10 Cadet 8 Cartwheels Assorted 8 Cavalier, Cake 14 Chocolate Drops 16 Circle Honey Cookies 12 Currant Fruit Biscuit 10 Cracknels 16 Coffee Cake 10 Coffee Cake, Iced 11 Cocoanut Taffy Bar 12 Cocoanut Bar 10 Cocoanut Drops 12 Cocoanut Honey Cake 12 Cocoanut Hon. Fingers 12 Cocoanut Hon. Jumbles 12 Cocoanut Macaroons 18 Currant Cookies Iced 10 Dandelion 10 Dinner Biscuit 20 Dixie Sugar Cookie 9
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4

Family Cookie 8 Fig Cake Assorted 12 Fig Newtons 12 Florabel Cake 12 1/2 Fluted Cocoanut 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. Square 8 Hippodrome Bar 10 Honey Block Cake 14 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 9 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 8 Molasses Cakes, Iced 9 Molasses Fruit Cookies 10 Mottled Square 10 Nabob Jumbles 14 Oatmeal Crackers 8 Oatmeal Gems 8 Penny, Assorted 8 Peanut Gems 9 Pretzels, Hand Md. 9 Pretzettes, Hand Md. 9 Pretzettes, Mac. Md. 8 Raisin Cookies 10 Reverse, Assorted 14 Rosalia 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 small 8 Sunnyside Jumbles 10 Superna 8 Sponge Lady Fingers 25 Sugar Crimp 8 Vanilla Wafers 16 Victors 12 Waverly 10	In-er Seal Goods Albert Biscuit 1 00 Animals 1 00 Arrowroot Biscuit 1 00 Baronet Biscuit 1 00 Brenner's Butter 1 00 Wafers 1 00 Cheese Sandwich 1 00 Chocolate Wafers 1 00 Cocoanut Dainties 1 00 Faust Oyster 1 00 Fig Newton 1 00 Five O'clock Tea 1 00 Frotana 1 00 Ginger Snaps, N. B. C. 1 00 Graham Crackers, Red Label 1 00 Lemon Snaps 50 Marshmallow Dainties 1 00 Oatmeal Crackers 1 00 Old Time Sugar Cook 1 00 Oval Salt Biscuit 1 00 Oysterettes 50 Peanut Wafers 1 00 Pretzettes, Hd. Md. 1 00 Royal Toast 1 00 Saltine Biscuit 1 00 Sarotoga Flakes 1 50 Social Tea Biscuit 1 00 Soda Cracks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters 1 00 Sultana Fruit Biscuit 1 50 Unedda Biscuit 50 Unedda Jinjer Wafers 1 50 Unedda Lunch Biscuit 50 Vanilla Wafers 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 50 Zwieback 1 00	In Special Tin Packages. Per doz. Festino 2 50 Nabisco, 25c 2 50 Nabisco, 10c 1 00 Champagne Wafer 2 50 Per tin in bulk. Sorbetto 1 00 Nabisco 1 75 Festino 1 50 Bent's Water Crackers 1 40	CREAM TARTAR Barrels or drums 29 Boxes 30 Square cans 32 Fancy caddles 35
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5

DRIED FRUITS Apples Sundried 7 Evaporated 7 1/2 Apricots 10@ 12 Citron @ 15 Currants @ 8 Imported bulk 7 1/2 Lemon American 13 Orange American 13	Raisins Cluster, 5 crown 1 75 Loose Muscatels 1 cr. 5 1/2 Loose Muscatels, 4 cr. 6 1/2 L. M. Seeded 1 lb. 6 1/2 @ 7 California Prunes 100-125 25lb. boxes 4 4 90-100 25lb. boxes 4 4 80-90 25lb. boxes 4 6 70-80 25lb. boxes 4 6 60-70 25lb. boxes 4 6 50-60 25lb. boxes 4 7 40-50 25lb. boxes 4 7 30-40 25lb. boxes 4 8 4c less in 50lb. cases	FARINACEOUS GOODS Beans Dried Lima 5 1/2 Med. Hand Pk'd 5 50 Brown Holland 5 Farina 24 1 lb. packages 1 60 Bulk, per 100 lbs. 2 50 Hominy Flake, 50 lb. sack 1 60 Pearl, 100 lb. sack 2 45 Pearl, 200 lb. sack 4 80 Maccaroni and Vermicelli Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50 Pearl Barley Common 2 00 Chester 2 00 Empire 2 65	Peas Green, Wisconsin, bu. 2 30 Green, Scotch, bu. 2 30 Split, lb. 84	Sage East India 8 German, sacks 8 German, broken pkg. 8 Tapoca Flake, 110 lb. sacks 6 Pearl, 130 lb. sacks 4 1 Pearl, 24 lb. pkgs. 7 1/2	FLAVORING EXTRACTS Foots & Jenks Coleman Brand Lemon No. 2 Terpeness 75 No. 3 Terpeness 1 75 No. 8 Terpeness 3 00 Vanilla No. 2 High Class 1 20 No. 4 High Class 2 00 No. 8 High Class 4 00 Jaxon Brand Vanilla 2 oz. Full Measure 2 10 4 oz. Full Measure 4 00 8 oz. Full Measure 8 00 Lemon 2 oz. Full Measure 1 25 4 oz. Full Measure 2 40 8 oz. Full Measure 4 50 Jennings D. C. Brand Terpeness Ext. Lemon No. 2 Panel 75 No. 4 Panel 1 50 No. 6 Panel 2 00 Taper Panel 1 50 2 oz. Full Measure 1 25 4 oz. Full Measure 2 00 Jennings D. C. Brand Extract Vanilla No. 2 Panel 1 25 No. 4 Panel 2 00 No. 6 Panel 2 50 Taper Panel 3 00 1 oz. Full Measure 90 2 oz. Full Measure 1 80 4 oz. Full Measure 3 50 No. 2 Assorted Flavors 1 00	GRAIN BAGS Amoskeag, 100 in bale 19 Amoskeag, less than bl 19 1/2 GRAIN AND FLOUR Wheat Red 1 12 White 1 11 Winter Wheat Flour Local Brands Patents 6 10 Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels, 25c per barrel additional. Lemon & Wheeler Co. Big Wonder 1/4s cloth 5 50 Big Wonder 1/2s cloth 5 50 Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Wykes & Co. Eclipse 5 20 Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/4s cloth 6 50 Lemon & Wheeler Co. White Star, 1/4s cloth 5 90 White Star, 1/2s cloth 5 80 White Star, 1/4s cloth 5 70
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6	7	8	9	10	11
Grand Rapids Grain & Milling Co. Brands. Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50 Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 00 Rye 4 00 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 75 Golden Horn, bakers 5 65 Duluth Imperial 5 95 Wisconsin Rye 4 20 Judson Grocer Co.'s Brand Ceresota, 1/2s 6 60 Ceresota, 1/4s 6 50 Ceresota, 1/8s 6 40 Lemon & Wheeler's Brand Wingold, 1/2s 6 10 Wingold, 1/4s 6 00 Wingold, 1/8s 5 90 Worden Grocer Co.'s Brand Laurel, 1/2s cloth 6 10 Laurel, 1/4s cloth 6 00 Laurel, 1/8s cloth 5 90 Voigt Milling Co.'s Brand Voigt's Crescent 6 30 Voigt's Flour 6 30 Voigt's Flour (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 Meal Bolted 3 90 Golden Granulated 4 00 St. Car Feed screened 25 50 No. 1 Corn and Oats 25 50 Corn, cracked 25 50 Corn Meal, coarse 25 50 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 32 50 Cottonseed Meal 34 00 Gluten Feed 30 00 Brewers' Grains 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal 25 00 Oats Michigan carlots 43 Less than carlots 45 Corn Carlots 65 Less than carlots 68 Hay Carlots 14 Less than carlots 15 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5lb pails, per doz. 2 25 15lb. pails, per pail 55 30lb. pails, per pail 98 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50@4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 40 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 50 Half bbls., 600 count 3 75 Small Half bbls., 1,200 count 4 50 PLAYING CARDS. No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tour'n't whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Mess, new 22 00 Clear Back 24 50 Short Cut 21 50 Short Cut Clear 21 50 Bean 20 50 Brisket, Clear 24 00 Pig 24 00 Clear Family 21 00 Dry Salt Meats S. P. Bellies 16 Bellies 16	Lard Pure in tierces 13 3/4 Compound Lard 9 80 lb. tubs advance 1/4 50 lb. tubs advance 1/4 50 lb. tins advance 1/4 20 lb. pails advance 1/4 10 lb. pails advance 1/4 5 lb. pails advance 1 8 lb. pails advance 1 Smoked Meats Hams, 12 lb. average 14 Hams, 14 lb. average 14 Hams, 16 lb. average 14 Hams, 18 lb. average 14 Skinned Hams 15 1/2 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 17 1/2 Sausages Bologna 8 Liver 5 Frankfort 10 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 3/4 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @12 Country Rolls 10 1/2@16 1/2 Canned Meats Corned beef, 2 lb. 2 90 Corned beef, 1 lb. 1 65 Roast beef, 2 lb. 2 90 Roast beef, 1 lb. 1 65 Potted ham, 1/2s 55 Potted ham, 1/4s 55 Deviled ham, 1/2s 55 Deviled ham, 1/4s 55 Potted tongue, 1/2s 55 Potted tongue, 1/4s 55 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 3/4s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 1 28 10 1/2 lb. sacks 2 05 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 15 Chunks 16 Holland Herring Pollock @ 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2 bbls 4 50@5 25 White Hoop mchs. 60@ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 3 75 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 14 50 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 13 00 No. 1, 40 lbs. 5 60 No. 1, 10 lbs. 1 50 No. 1, 8 lbs. 1 25 Whitefish No. 1, No. 2 Fam. 9 75 @ 3 50 100 lbs. 5 25 @ 1 90 50 lbs. 5 25 @ 1 90	SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 83 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 Soz 2 80 Dusky Dnd 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 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 Lautz Bros. & Co. Acme, 70 bars 4 00 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 25 Big Master, 70 bars 2 80 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SPICES Whole Spices Allspice 10 Cassia, China in mats. 16 Cassia, Canton 16 Cassia, Batavia, bund. 25 Cassia, Saigon, broken 40 Cassia, Saigon, in rolls 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singp. white 25 Pepper, shot 17 Pure Ground in Bulk Allspice 14 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/4 Muzzy, 40 1lb. pkgs. 5 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 5 48 lb. packages 5 16 5lb. packages 4 1/2 50lb. boxes 4 SYRUPS Corn Barrels 28 Half barrels 30 20lb. cans 1/4 dz. in cs. 1 75 10lb. cans, 1/2 dz. in cs. 1 70 5lb. cans, 3 dz. in cs. 1 80 2 1/2lb. cans, 3 dz. in cs. 1 90	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 56 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Falo 35 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Tiddy 34 J. T. 33 Piper Heldick 69 Boot Jack 86 Honey Dip Twist 43 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. 36 Corn Cake, 1lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. soz. 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, m'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals 1/4 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 Jz. 20 No. 1 complete 40 No. 2 complete 23 Case No.2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 60 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 25 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 15 Northern Queen 3 1 Double Duplex 2 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pikerel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2 Pelts Old Wool @ 30 Lambs 50 @ 75 Shearlings 40 @ 65 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 28 Unwashed, fine @ 23 CONFECTIONS Stick Candy Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 13 Broken 10 Cut Loaf 8 1/2 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 1 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 50 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, asst'd. 1 20 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, printed 65 Lozenges, plain 67 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80@90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 3 75 Buster Brown Good 3 50 Up-to-date Asst'm't 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Asst't 18 90 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 50 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 12@13 Brazil 12@13 Filberts 12@13 Cal. No. 1 Walnuts, soft shell 15@16 Walnuts, Marbot @13 Table nuts, fancy 13@13 1/2 Pecans, Med. @13 Pecans, ex. large @14 Pecans, Jumbos @16 Hickory Nuts per bu. Ohio, new Cocanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts @ 9 Pecan Halves @58 Walnut Halves 30@32 Filbert Meats @27 Alicante Almonds @42 Jordan Almonds @47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 Roasted 6 1/2 @ 7 Choice, H. P. Jumbos @ 7	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

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

O'Halloran Bros. Brands

Tampa Smokers 5c .30 00
Linfa
Smokers 5c .35 00
Puritinos 10c .60 00
Londres Grande 2 for 25c 80 00
Estos Si
Reina Fina 3 for 25c .55 00
Caballeros 10c .75 00
Panatellas 2 for 25c .80 00
Reina Victoria 15c .85 00
La Hija de Tampa 10c .70 00

Worden Grocer Co. brand

Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritinos .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 38 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 .6 @ 5
Livers .6 @ 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
50ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in. 6
1/4 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

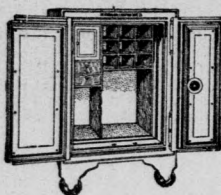
Poles

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 85
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

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 pos-
sible 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 sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce 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.

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.

A splendid town site or irrigation proposition, very cheap. D. J. Myers, Boulder, Colo. 203

We have a valuable tract of timber in Southwest Oregon for sale at a great bargain. For particulars write C. D. Dodge, Lansing, Mich. 202

To exchange for whole or part interest in stock of merchandise, a building that is bringing in a yearly income of \$165. Address Box 12, Napoleon, Mich. 201

For Sale—Restaurant in bustling Southern Michigan city; select trade. Cash. Grocery stock in town of 2500, invoices about \$2,000. Select patronage. No dead stock nor bad accounts. A bargain, no trades. Swander & Swander, Real Estate Dealers, Hudson, Michigan. 199

General merchandise stock for sale in good North Dakota country town, 600 people. The leading store, stock \$30,000, business last year \$75,000, this year well over \$100,000. Dry goods, shoes, groceries, hardware and machinery. First-class moneymaking proposition. Address Finch, Van Slyck & McConville, St. Paul, Minn. 196

For Sale—A large and complete stock of hardware, implements, vehicles, furniture and harness. Invoices from \$16,000 to \$17,000; pays good dividends; well located; established trade. Must sell account health. Double storeroom; will divide and sell stock in sections, namely, hardware and furniture about \$13,500 or hardware, implements, wagons and buggies, about \$13,000. Climate unsurpassed in rich farming section in Southern Colorado. Address R. & H., 309 Mining Exchange, Denver, Colo. 190

To the Merchant Who Wants a Special Sale



My business is that of a Merchandise Sale Specialist. I personally conduct sales that deliver the goods. If you want to reduce your stock, if you want to close out your business, I can secure the results desired. Years of practical experience. Best of references. My sales are successful at any season. Write me right now. B. H. Comstock, 907 Ohio, Building Toledo, Ohio

Farm and timber lands for sale in Eastern Texas, the best part of the state. This is the center of the farming, stock raising and fruit belt of the Great West. Good health and good society, no trouble to answer questions. S. D. Goswick, Mt. Vernon, Texas. 188

For Sale—Store, stock and dwelling, dry goods, boots, shoes, etc., 90c on the dollar. Groceries 90c on the dollar. Reason sickness. December or holiday business, five to seven thousand dollars annually. E. Wolf & Co., Worden, Ill. 186

A Snap—For Sale, a blacksmith shop, tools and business, in a good sugar beet district; working three men; city of 3,500. Good reason for selling. Chas. F. Fishbeck, 422 E. Downie St., Alma, Mich. 184

For Sale—Bakery in live town of 5,000 in Central Ohio. New and up-to-date equipment. Good opportunity for someone with some capital. For particulars address F. W. P., care Tradesman. 183

To Exchange—A store and stock in Eastern Iowa; value, \$5,000, terms part cash and balance land. Geo. P. Burgess, Graham, Iowa. 182

For Sale—Light hardware and bazaar stock and fixtures on South Division street. Address No. 181, care Tradesman. 181

For Sale—Stock of groceries and fixtures with meat market combined. Good location. Address No. 204, care Michigan Tradesman. 204

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

For Rent—Best and largest store building in Milan, Mich., completely furnished. Splendid opening for general store in thriving town of 1,600 population. For particulars address, A. E. Putnam, Milan, Mich. 195

For Rent—At Port Huron, Mich., three-story and basement brick building, suitable for first-class retail store, modern and up-to-date. Center of active retail district. Enquire W. F. Davidson, Port Huron, Mich. 191

On account of poor health, new stock of shoes, dry goods and notions for sale or trade. 319 South Clay St., Sturgis, Mich. 178

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

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—4,800 acres timber land, California; 650 acres, copper mine, Colorado. T. G. Sortor, St. Joseph, Mo. 169

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—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 moneymaking 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—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

Plumbing and mill supply stock. Can show buyer with \$15,000 mighty attractive jobbing proposition. Clean, up-to-date, prosperous retail grocery, about \$2,500. No trades. These and other openings in town 25,000. Will be 50,000 in five years. E. S. Miller, Waterloo, Iowa. 189

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—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

Address 170, care Tradesman. 170
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.

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

Now! Now!! Now!!! Last Call! Last Call!! Last Call!!!

Holiday goods you must have—right up to the last minute—if you are to get full benefit of the big prosperity that's here—if you are to end the year with all the profit you should have.

There is only one safe place to buy at this late date—and that is from our catalogue. Even our gigantic stocks are bound to break—but they are yet practically complete—and will be for the next few days. You must send your order now. Another day's delay may mean disappointment.

We knew it. When the season started we were morally sure that thousands of our customers would delay ordering their holiday goods until the last moment.

And we laid our plans accordingly.

With the result that we now have the goods—and are filling, up to the last moment, the delayed orders.

It's your good luck that we foresaw the tremendous merchandise demand which was sure to come at this late date—and prepared ourselves to meet it. We have saved you from disappointment—and a loss of good profit.

But, now, we must have your orders.

You must have the holiday goods—and this is your last chance.

Go to our catalogue number F.F. 754—or if you haven't it send at once. It's free to merchants.

Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses—Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.

MAKE YOUR MARK.

While the figurative significance of this adage has not lessened with its half-century or more of service, out of new methods of advertising has grown a literal meaning quite as imperative; and the man or firm without some characteristic mark distinguishing his business is altogether behind the lighthouse.

Simplicity, pointedness and adaptability are essential points in appropriateness. "It floats" is an excellent accompaniment to a cake of soap or an air ship, but would scarcely prove a profitable pusher to the sale of sugar or cannon balls. The Gold Dust Twins are popular because eternally doing something; and that something is entirely in keeping with the product for which they stand.

One of the best advertisements that has appeared for some time contains not a single word of reading, yet it speaks volumes. It is that of a well-known biscuit company, and consists of a bundle of three or four familiar school books together with a pound package of the product, all neatly bound together in a convenient package with a plain leather strap. The effect is more forcible than could possibly be expressed by words. We see the wholesome as well as toothsome lunch of some bright-eyed boy or girl all ready "in a jiffy" and at small cost.

But suppose we had never heard of that brand of food? It takes years of patient plodding and preparation to establish a mark that will be noticed and interpreted by all. The firm cited have put their entire stress on this simple play of words. It has flashed forth on electric letters from the tips of metropolitan skyscrapers. It has worked its way into every country store; and all by persistence. If you would make your mark—your trade mark—choose it wisely, never allow it to grow dim. Place it in the limelight of honest work.

THE GOOD CLERK.

You think you know him, yet there are certain failings which customers more quickly observe than you can yourself. And although your goods be ever so fine, your prices perfectly satisfactory, a single look or word or deed of the clerk may drive a desirable customer forever from your door.

Of course, honesty and truthfulness are indispensable qualities. No merchant can hope to thrive more than temporarily by selling goods under misrepresentation in any form. It is the straightforward manner, backed up by superior goods, which wins every time. Yet there must be back of this a modest courtesy which savors not of affectation. Rudeness, either intentional or through ignorance, can not be tolerated with safety. Politeness at all times is a rule which must not be forgotten.

The clerk should take a personal interest in the wants of a customer. The 10 cent purchase at the notion counter should be just as much a piece of his able work as the silk gown. Great fortunes are based on small beginnings and the clerk who ignores the small buyer is pretty cer-

tain to eventually miss the large one. If he can not take the trouble to hand out a paper of pins with politeness his customer will go elsewhere in future.

He should understand the quality of his goods and their uses. He will be asked questions, if this piece is fast colors or that all wool. Expert knowledge will be needed along certain lines; but it pays to work for it. The clerk who is an acknowledged expert in matching color soon draws a fastidious and choice trade to your door. While he may be wanting in details, if he have integrity, common sense and politeness there is strong hope that the shortcomings may be eliminated.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Nov. 24—Creamery, fresh, 27@31½c; dairy fresh, 22@28c; poor to common, 18@22c.

Eggs—Strictly fresh candled, 32@35c.

Live Poultry — Fowls, 13@14c; ducks, 15@16c; geese, 12@13c; old cox, 10c; springs, 13@15c; turkeys, 18@20c.

Dressed Poultry — Fowls, 14@15c; old cox, 12c; chickens, 15@16c; ducks, 17@18c; turkeys, 20@22c; geese, 13@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, 30@40c per bushel. Rea & Witzig.

Facts are dangerous on the lips of a fool.

BUSINESS CHANCES.

Local representative wanted. Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting nor traveling. Exceptional opportunity for man in your section to get into a big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, President The National Co-operative Real Estate Co., Suite 371 Marden Bldg., Washington, D. C. 207

For Sale—A first-class up-to-date cigar and billiard business, established five years and doing a good business. Address E. L. W., 313 S. State St., Ann Arbor, Mich. 206

For Sale—This 40-room hotel with ample grounds, good trade, booming town. \$7,000 cash, balance in thirteen equal yearly payments of \$1,000 each at 5½ per cent. Hotel Vaughan, Platteville, Wis. 205

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

For Sale—Well-established implement business in a Southern Michigan town. Clean stock, invoicing about \$10,000. Address B. C., care Tradesman. 150

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

For Sale—Or trade. 200 barrel flour mill located in South Dakota. Write us, Morton & Martin, Lewistown, Montana. 153

Wanted To Rent—Store in live town, possession before Sept. 1, 1910. Address 81, care Tradesman. 81

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

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, Mich. 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

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. 813

Build a \$5,000 business in two years. Let us start you in the collection business. No capital needed; big field. We teach secrets of collecting money; refer business to you. Write to-day for free pointers and new plans. American Collection Service, 145 State St., Detroit, Mich. 805

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

HELP WANTED.

Salesman—On commission or \$75 and up per month with expenses, as per contract; experience unnecessary. Premier Cigar Co., Cincinnati, Ohio. 198

Wanted—Experienced retail shoe salesman. State in first letter age, experience, married or single and amount of salary wanted. Address No. 193, care Tradesman. 193

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

SITUATIONS WANTED.

Wanted—Situation as clerk, six years' experience. Best of references. Address Box 12, Napoleon, Mich. 200

Wanted—Position as clerk in general store. Can furnish good reference. Grand Rapids preferred. Address No. 197, care Michigan Tradesman. 197

AUCTIONEERS AND SPECIAL SALESMEN.

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

SPECIAL FEATURES.

To merchants in towns of 100 to 1500 population. If the mail order houses are cutting in on your trade, we have something that will interest you. Write to-day to United Protective League, Detroit, Mich. 192

Wanted—First-class stock salesman or broker to represent a reliable mining and financial institution selling dividend paying mining stocks. Gilt edge proposition, easy seller. Write at once for full particulars. References exchanged. W. F. McQuarrie, 814-815 Ideal Bldg., Denver, Colo. 185

Wanted—A live up-to-date merchant in one of the best towns in Eastern Texas where cash is paid for every purchase, in a country where crops never fail and peace and plenty reigns. S. D. Goswick, Mt. Vernon, Tex. 181

Will Build To Suit Tenant—Chance for a large store on prominent corner in the best city in the Middle West. Address A. B. Poore, 408 2d avenue, Cedar Rapids, Iowa. 194

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

\$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

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

FREE FREE

W. A. Rogers
26 Piece Silver Set

Absolutely Free

With an Order for our Cigars

A written guarantee is given with each set

We are using this method to introduce our

High Grade Clear Havana Cigars

"The best cigars made in Tampa"

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DEALERS—Would you make more sales and secure larger profits? You can do so by selling our superior grade of cigars at popular prices.

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Write for full particulars

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The McCASKEY CREDIT SYSTEM is so simple that the average school boy can handle accounts as well as the college student.

The McCaskey Register Co.,
Alliance, Ohio.

Des Plaines, Ill., Oct. 20, 1909.

Gentlemen—I want to say that I am very glad that your salesman, Mr. Hammond, continued to call on me until I purchased a 520 Roll-Top McCaskey Register. My reasons for liking the register are as follows:

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The McCASKEY ACCOUNT REGISTER SYSTEM is a **time saver**, **trouble saver**, **money saver** and **money maker** for any merchant that does a credit business.

Complete information costs the price of a postal. You write the postal.

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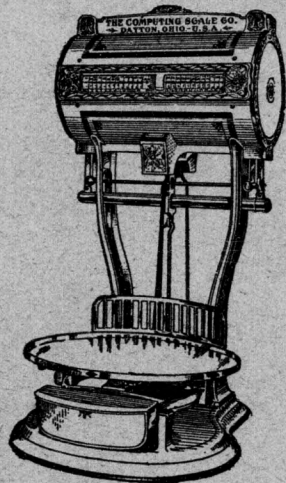


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The new low platform
Dayton Scale

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

If you are a **retailer** of meats you will have problems to figure such as finding the value of 14 ounces at 18 cents a pound. As the avoirdupois pound is divided into sixteenths you are confronted with the problem of $\frac{1}{16}$ 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

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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

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As Good as Blue Label, We Would Make it Better—But
Neither Is Possible



Every customer you ever had for BLUE LABEL KETCHUP is still buying it. Those who buy some other ketchup do so because they don't know BLUE LABEL—they couldn't have any other reason.

The best way to hold your customers is to please them. The best way to please them is to set them right when they are going wrong—tell them about the **good things**. Don't wait for some other grocer to tell them.

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We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog and they could probably have coaxed

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