

# MICHIGAN TRADESMAN

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Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 1, 1909

Number 1367

## *The House by the Side of the Road*

There are hermit souls that live withdrawn  
In the peace of their self-content;

There are souls, like stars, that dwell apart  
In a fellowless firmament;

There are pioneer souls that blaze their paths  
Where highways never ran;

But let me live by the side of the road  
And be a friend to man.

Let me live in a house by the side of the road  
Where the race of men go by—

The men who are good and the men who are bad,  
As good and as bad as I;

I would not sit in the scorner's seat  
Nor hurl the cynic's ban;

Let me live in a house by the side of the road  
And be a friend to man.

I see from my house by the side of the road,  
By the side of the highway of life,

The men who press with the ardor of hope,  
The men who are faint with the strife;

And I turn not away from their smiles or their tears,  
Both parts of the Infinite Plan;

Let me live in my house by the side of the road  
And be a friend to man.

I know there are brook-gladdened meadows ahead  
And mountains of wearisome height,  
That the road passes on through the long afternoon  
And stretches away to the night;  
But still I rejoice when the travelers rejoice  
And weep with the strangers that moan  
Nor live in my house by the side of the road  
Like a man who dwells alone.

Let me live in my house by the side of the road  
Where the race of men go by;  
They are good, they are bad, they are weak, they are strong,  
Wise, foolish—so am I;  
Then why should I sit in the scorner's seat  
Or hurl the cynic's ban?  
Let me live in my house by the side of the road  
And be a friend to man.

Sam Walter Foss.

## Christmas Decorations

We are Headquarters for

Fancy Mountain Holly  
Bouquet Green Festooning  
Fancy Holly Wreaths

(Our Holly Wreaths are made up fresh day of shipment and are strictly first-class)

Order Early---Prices Guaranteed

Alfred J. Brown Seed Co.

Grand Rapids, Mich.

Corner Ottawa and Louis Streets





## "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

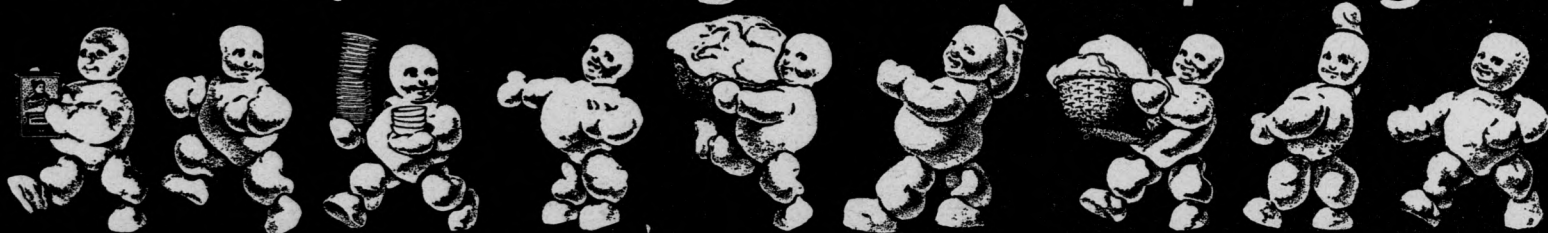
about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

## 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.



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## SPECIAL FEATURES.

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## THE NOISE PROBLEM.

While Grand Rapids is making constant and commendable effort to keep to the front in most matters of municipal improvement—civic arrangement, water, parks, smoke and many other factors affecting its relative standing—in the matter of noise it seems content to remain as a veritable village, or, a better comparison, a regiment of villages condensed into one.

Lack of space precludes going into the importance of the subject to any great extent. The fact that it is endured with such apparent indifference shows that a great work is to be done in arousing public sentiment. Were half of its seriousness realized a wave of public protest would quickly bring a change of conditions. How many are there who appreciate its importance as influencing local development? For instance, many wonder why it is that the course of wealthy residential growth has gone off into the uninviting country to the East. The reason is found in an instructive effort on the part of some refined pioneers to find quiet, and the remainder "have followed the crowd." Thus the owners of property in a large area toward the South are relatively losing investors and the region is hindered and doomed to second class occupation, simply because there extends from the center of the city to its southerly limits a belt of barbarous and unnecessary noise. Other cities not much larger than Grand Rapids are taking hold of this problem to some purpose. In these the electric gong in each room of factories has replaced the village factory whistle. The great volume of railroad yard whistling and bell ringing is replaced by quieter and more sensible methods. All alarm whistling, except for imminent danger, is forbidden—street noises are also being effectively handled. Vending cries or sounds of any kind are being forbidden. Noisy

trucking and street gong sounding are being regulated. The whole gamut is getting effective attention.

Grand Rapids has yet to take its first step in the direction of regulation. Every train coming into the city, notwithstanding it is only adding an ineffective note to the bedlam, sounds its warning blast with all the enthusiasm attending its approach to Coopersville or Nunica. Factory whistles still try to keep the time for employes, notwithstanding a hundred are annoyed where one is benefited, as they do in Hastings. The field is a virgin one and it seems to the Tradesman as though we were sufficiently near the time of emergence from a village state for an effective movement to be inaugurated.

## THE TRADE PAPER.

When teachers who stand for the highest type of intellectual development neglect or refuse to take an educational paper we can not wonder that those following other vocations follow in the same steps of indifference. Yet the mistake is one which will sooner or later cause a stumble; for no one can do his best work without efficient tools.

The world moves. The way which was best yesterday is not the best to-day. Your rival who keeps abreast of the times will soon outdistance you if you keep in the old way. You need enthusiasm, new blood, so to speak, to get out the best of which you are capable. New goods, new window trims, new methods of making sales—these and many more topics press for attention.

You need the daily to keep you posted on the news of the times. But still more do you need your own trade paper to give the technical knowledge that is not found elsewhere. If your specialty is shoes you want to know which way the prices in leather and rubber are trending to make the best purchases. If it is dry goods you are interested in the styles promised for the coming season. And if fruit or vegetables a single hint may give a superior arrangement which will bring a profit that will more than pay for the subscription.

Keep your trade paper not only where you can read it yourself but where the clerks can see and profit by it. They will gain many points which may seem trite to you, but which they will put into practice with an enthusiasm that only youth can give. They will work more earnestly because of the manifest help on your part. They will imbibe the real principles of salesmanship. Better goods, better sales and better customs may all be traced to the trade paper.

A wise man dreads no criticism but his children's.

## TIPS FROM TOYLAND.

The next few weeks will show a plentiful supply of toys, the prices varying as widely as do the tastes of the children. A window full of dolls is sure to attract the notice of both little and big and when there is a child in the home a purchase is almost inevitable.

Strive to have the entire display pleasing. One of the most charming of windows was recently spoiled by the placing of a few skulls at the base of the exhibit. Although they may have sufficient attraction to the smoker as a rest for his pipe, their presence with the dolls is certainly inexcusable.

More pleasing objects may frequently be interspersed with good results. The dolls' kitchen will be a good place to display not only the quaint figures which we all like to look upon, but the tiny cook stove, the wash tub and board, the broom and dust pan—each may be represented in the hands of the liliputian housewife. A dolls' tea table affords a display of dishes as well as dolls, while the toy piano may be manipulated by the society doll in elegant costume.

Teddy bears and their comrades supply a whole circus of animals and it is well to group them together, reserving for the sleds a separate compartment. Things are usually mixed enough in the hands of the child, and this alone should be sufficient reason for an orderly display rather than a medley of juvenile offerings. Besides, it simplifies the work for those selecting toys.

Strive to choose a substantial offering, one which will give good returns. The cheap, frail toys which scarcely last a day deserve to be weeded out from the assortment. Let the collection be comely and dear to the child heart; one which may suggest purity and beauty as well as pleasure.

## THE FLORAL CARD.

This of all seasons should be one of surprises. It is the unexpected which gains and holds the eye. If this surprise is clothed in Beauty's garb so much more impressive will be the effect. If the goods in stock do not always suggest the highest aesthetic display there is always the recourse to be had among the flowers. They are cheap, easily grown and adapted to all occasions and designs.

Just imagine the pleasure which the sudden appearance of lettering with bright golden crocuses would produce, infinitely greater than that of the electric lights and just as realistic. Crocus bulbs perfect themselves with a few days of warm sunshine. If the letters are cut out in

moss and soil and the bulbs planted within, kept moist and given sufficient warmth, they will soon arrive at perfection and may be very easily moulded to tell any story desired. Snowdrops and scillas are equally useful in forming floral lettering, which may be the name of the firm or certain goods which they wish to push.

A well-grown potted plant as a centerpiece around which to cluster any stock on hand, be it lace collars or wire nails, is always appropriate. Blooming plants, especially those with ornamental foliage, are equally in favor. The rubber tree is of sub-tropical aspect and readily grown. The century plant, well grown, is sure to be admired, and if you can come upon one of Nature's curious subjects the novelty of the thing is sure to interest the public. A banana tree in bloom would be a most excellent subject for the grocer or vender of fruit. Some of the orchids are beautiful, and even our native pitcher plant, with its queer, cup-shaped leaves, may be an ornamental as well as interesting center of display.

## UNDER THE SPELL.

An official of the Grand Rapids Board of Trade recently visited Flint for the purpose of ascertaining if it were possible to secure the location in this city of a branch factory of the General Motors Co. He was informed that such a proposition was out of the question, so long as Grand Rapids is discriminated against by the railroads in the manner it is. Mr. Durant, the head of the General Motors Co., stated that all of the factories of that corporation would be kept within the Detroit zone until such time as the railroads give the Grand Rapids district a fair show, which they are not doing at this time.

Instead of finding fault with the Board of Trade for not capturing more manufacturing enterprises, the daily papers could employ their time much more profitably in assisting the Board and the recently-organized Michigan Shippers' Association to secure a more equitable freight rate, which would place Grand Rapids in a position to compete with other cities of similar character in securing new manufacturing industries, as well as retaining those already here. Unfortunately, some of the daily papers appear to be under the same spell which affects some of the banks and other institutions of the city—a spell which ties them, hand and foot, when railway matters are under discussion or consideration.

Nature placed man's brains in his head to get them as far away from the earth as possible.



## LOST INDUSTRIES.

### Manufacturing Houses No Longer in Existence.

Written for the Tradesman.

The manufacture of wool fabrics for clothing was carried on quite extensively in Grand Rapids forty years ago. Geo. M. Huntly and A. P. Collar operated a mill on the East Side canal at the foot of Erie street and manufactured very good suitings for men. In style and quality nothing was lacking. The industry was destroyed by fire. Mr. Collar barely escaping with his life. He was badly burned. John E. Earle & Sons operated the Kent Woolen Mills, located on the East Side canal in the rear of Dodds' machine shops. A part of the factory is still standing. The business was discontinued after the death of John E. Earle, in the early 70's. R. W. Reynolds was associated with the firm for a time. Mr. Earle was the father of L. C. Earle, artist, J. Edward Earle, attorney, and the Misses Earle, of South Union street.

Clay & Locke operated a factory, located on Shawmut avenue adjacent to the railroad, for the manufacture of clothespins, butter bowls, potato mashers and other articles of wood-ware. Special machinery, invented and patented by Mr. Locke, was used. The business was discontinued about 1884 by the death of Mr. Locke and the destruction of the plant by fire.

H. B. Miller & Co. operated a factory on Erie street, on the site of the Leitel Iron Works, for the manufacture of vases, card receivers and many like articles of gypsum rock. The firm carried on a large business on account of the novelty of the products. Mr. Miller closed out the business to engage in farming and fishing on Reed's Lake.

L. S. Hill manufactured successfully during a number of years equipment for fishermen. A trolling hook was a specialty that he sold largely.

Aldrich & Ledyard manufactured seed separators and milk safes previous to 1870. When they discontinued the business it was taken up by Wheeler, Green & Gay, operating a factory on the ground now occupied by the Oriel Cabinet Co.

The Alden Fruit Co. operated a fruit drying plant a number of years. Its capacity was so much larger than the stock obtainable that it was run but a few months each year and was never profitable. The building forms a part of the Grand Rapids Show Case Co.'s plant.

The Folding Chair and Table Co. manufactured folding chairs exclusively in 1880. Later a general line of tables was substituted, the chair business having proven unprofitable. William B. Remington was the President of the company and A. Judd Davidson (deceased) Secretary. The factory was destroyed by fire fifteen years ago.

Sash, doors and blinds were manufactured on a large scale and carried in stock years ago. E. F. Ward & Co., William A. Berkey, Stockwell, Belknap & Co. and W. K. Wheeler operated the largest plants.

Ten large sawmills, located on either side of the river, were employed in cutting lumber thirty-five years ago. The output amounted to upwards of 100,000,000 feet annually.

Tinware, lime, carriages, plows, agricultural machinery and implements were important industries previous to 1884.

Henry S. Smith manufactured saleratus and agricultural implements, including snaths, handles and ox yokes, in a red building at the corner of Kent and Newberry streets.

C. C. Comstock operated a large plant for the manufacture of tubs and pails and staveless barrels were the product of the Michigan Barrel Co.

Arthur S. White.

### Mottoes, Suggestions and Notices for Busy Merchants.

Written for the Tradesman.

There is no pleasure for us in transacting business unless our customers are pleased.

If debt is a burden on your mind keep out of it. If debt is not a burden, or at least an incentive to work and plan to pay that debt, excuse us from being the creditor.

For 312 days each year we are your humble servant. You have no claim on our Sundays.

We never expect to receive a prize for good looks, but our goods look good to us. Take a good look at them.

"Stop! look! listen!" And when you hear the price you'll buy here.

No use beating about the bush, we are in business for money; but we will earn it.

This is not an amusement hall nor side show. We are here to transact business—to sell goods.

Time is precious. We pay our clerks for their time. Their time is yours—but not to needlessly waste.

Your credit may be good, but it will not pay our bills.

We want your money on the same basis that you want our goods—full value in exchange.

Credit may be good, but cash is better. We give the best; we want the best.

We are pleased only when our patrons are pleased.

We are not in sympathy with the motto: "Business before pleasure," because we are in business for pleasure—yours first and ours contingent upon yours.

Tell us your needs and preferences that we may buy accordingly.

Every dollar paid or received should be a memento of a pleasant transaction. We do not want cold cash.

In this busy world we have no time to seek for pleasure. Let us then make it as we transact business together.

The merchant or clerk may be subject to "blue Mondays" the same as other people. Can you help him forget them?

Beware of cheap goods. You pay for poor work on poor material and you lose.

We are pleased when we learn that a customer is posted as to quality and price.

Poor work and poor material are

fractions. Multiplied together they diminish the result. Good material and good work are whole numbers. Multiply one by the other and you get an increased product.

If we owe you anything we want to settle. Debt destroys freedom in business.

Don't fear to ask for what you need. Don't imagine that we have not the article or can not get it for you.

Please do not delay the deliveryman. Phone us your orders or complaints.

Our clerks are all gentlemen—except the ladies. If you think any are not please inform the proprietor.

The farmer who robs his soil will sometime have to leave his land because it will not yield him a living. Just so the merchant who robs his patrons will have to keep moving to new fields. We want to stay right here and make our living from serving the people. Therefore we want to give you full value and save you money when we can.

E. E. Whitney.

### Mercenary.

Arthur: Mother, I've been a real good little boy since I've been going to Sunday School, haven't I?

Mother: Yes, dear, very good indeed.

Arthur: And you trust me, don't you, mother?

Mother: Why, certainly, Arthur!

Arthur: Then why do you still keep the preserves locked in the pantry?

### Knew His Fault.

Among the many admirers of a charming Washington girl is an attache of one of the embassies at the National Capital. The young lady is herself very fond of the young man in question, albeit she is obliged from time to time to rebuke him for a certain egotistic strain.

"I know two men for whom I have a real admiration," announced the young chap on one occasion.

"Indeed?" queried the young lady, "and may I enquire who is the other man?"

The courts will not enforce unconscionable contracts.

Faith never travels far when it forgets the facts.

## The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

## 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



## GETTING A LIVING.

## Obstinate Chums Have Ideas on the Subject.

Written for the Tradesman.

It happened the other day that two near graybeards were discussing children and one of them observed: "By the way, your younger daughter; how old is she now?"

"Twelve her last birthday," responded the other and, fairly bursting with pride, he added: "And greatly to my satisfaction she is doing well at school, particularly with her arithmetic; which, as you know, was always beyond my reach."

"How's her writing? Does she write a neat, plain hand?" was the next question, and assured that the little girl is a good penman the enquirer continued, "And her spelling; how is that?"

To this the reply was: "She's clever at spelling and really a very good reader."

"Well, now you want to see to it that she gets her geography lessons well and learns to like that study, and, doing this, she will be sufficiently educated," continued the first speaker as he shifted his position in his office chair and assuming a look of intense interest added: "Do you know I sometimes wish I were younger that I might adopt a family of young children and educate them according to my notion."

"And what does your notion embody in a general way?" the other graybeard asked.

"Just about what I have stated, I might add a little grammar and possibly quite a bit of American history; but that would be my limit—so far as the public schools and colleges would be concerned."

Thereupon the gentleman was informed that he was viewing the problem entirely from the standpoint of business; with a view solely to being able to earn one's own living. In giving an affirmative reply to this the gentleman observed: "Of course. That is really what is most needed. I look upon it as little less than criminal, I don't care how wealthy a man or woman may be, to bring up a child purely as a parlor ornament—a popular social decoration and one who would be utterly helpless in supporting herself or himself, as the case may be, in event of a sudden and insurmountable change in fortune."

"But put the shoe on the other foot," suggested the vis-a-vis. "Supposing some man or woman of large means should educate their children as you advocate and supposing these children should never come within a million miles of knowing what it is to lack cash resources. Would it be fair to those children to send them into the great world of opportunities and privileges masters and mistresses only of the three R's?"

"Sure, it would," was the reply. "If they were worth a picayune they'd learn by bumping up against the world, so that with the elementary branches to begin with they would get along anywhere—in any society. If they didn't amount to anything all the education in the world wouldn't help 'em."

"Now we're on debatable ground," declared the father of the little girl, who had precipitated the discussion: "It is true that the children who inherit great wealth can enjoy scores of pleasures and may, if they do not appreciate their own lack of education, gain access to almost any wealthy circle of society. But they are practically at sea when, by some chance, they find themselves in the presence of men and women who know and appreciate and work for the truly finer things in life. It is all very well for you to stand for the proposition that the mere 'getting a living' is the chief end of man, but there are things which can not be bought with money."

"Yes, but they are not available nor of any kind of service," put in the advocate of a rudimentary education only, "to any man or woman unless he or she is able to provide food, shelter and clothes for themselves."

"Granted. But what about those who, having the ability to get a living, even although it be only a meager one?" was the reply. "Must they be deprived of every other pleasure and privilege—and there are a multitude of such pleasures and privileges—which are within the reach only of those who are broadly and well educated and which can not be bought by the use of money? Isn't it entirely fair to such people in the absence of cash resources and possibly social opportunities to give them all the public school, high school and college education possible?"

"No, it isn't," hotly responded the gentleman; "because in doing this, promiscuously and as a matter of public policy, scores of boys and girls who might become good everyday men and women, entirely able to support themselves and their children comfortably, suddenly find themselves upon leaving high school filled with false ideas as to the dignity of labor and, lacking the force and energy to put themselves through the university at least, awoken to the fact that they can not earn a living—are practically useless in a business sense."

"On the other hand," returned the father of the little girl, "it frequently happens that exactly the situation you picture confronts the boys and girls who are graduated from the university."

"Yes, and that brings it right back to one of my first positions: The boy or girl who is really worth while will get to the front whether they are college bred or whether they start out with only a readin', 'ritin' an' 'rithmetic education as a starter," closed the argument—

Except that a few minutes later the two old cronies, while enjoying the luxury of a couple of "straight tens," were covertly, mildly and affectionately each trying to convince the other as to the error of his position.

Max Wurfel.

A gentleman is the grown up son of a good mother.

No man knows truth who wants to patent it.

## Importance of Psychology Too Often Overlooked.

Psychology plays a greater part than we know in our everyday life. Be it in getting a job, winning a wife, or marketing a product, the inner impression of the mind we seek to influence plays an all important part.

An interurban railroad not so long ago designated its various stations numerically. Each place where passengers might take cars was called Stop No. 7 or Stop No. 12, as the case might be. A real estate man whose wisdom later became evident and who had acquired a large interest in tracts along the line protested to the officials.

"Who will buy a site for a home," he asked, "at Stop No. 14 if for the same sum he can dwell at Cherryhurst, Hi-Mount, or Glenview?" The railroad men thought him a crank, but he was an influential man. To please him they allowed changes in names at several stations where he had interests.

Soon the contrast in conditions along the line became such that they hastened to follow his lead, and today every station bears a pleasing name. The numerical names have been laid aside and are buried with other mistakes.

A young man who suspected that psychology might play an important part in securing a position tried another experiment. He selected 100 firms throughout the country to write to. He had a good working knowledge of the business, all the firms being in the same line of work. Each letter was identical and told his experience and qualifications.

But in just fifty of these letters his introductory words were: "I have been informed you have a vacancy," while in the other fifty he opened with the statement: "If you have a vacancy."

As he had suspected, the former far outweighed the latter in matter of results. But the divergence in effects was far greater than he had anticipated. Ninety per cent. of the former firms answered him courteously and with deference. The letters either explained that he had been misinformed, offered him a place on the first vacancy that occurred, or an immediate position. To the letters which began "If you have a vacancy" he got not one answer.

The man who personally applies for a position must see that the psychological moment is at hand.

Even if the applicant for a job is hungry and penniless he must approach his would-be employer as one on the highest plane of success temporarily out of employment. He need not say it, but the suggestion must be that the fact that he needs or desires a place is that those who have not acquired his services have overlooked an opportunity.

Of course, this requires a certain finesse, and his personality must enter into the dickerings.

"What have you done?" is generally the first question that smites him. Woe to the young man who has to admit a small part in the work he seeks. By what he has accomplished

the mind of the employer judges the future.

"What have you done?"

A weak answer to this question has cost many an aspiring youth the chance he longed for. Few employers will ask a man, "What can you do?" They automatically decide in their own minds that no man knows what he can do unless he already has done that thing.

Success, be it ever so small, means more success. The writer, when a boy, living on a farm, once took the prize on pumpkins at the county fair. That meant only a prize of a dollar or two, but a wealth of pride.

He determined to load up a big wagon of pumpkins and sell them to the residents of a nearby village. So gleeful was he that he told each prospective customer of the prize. At first many of them told him that they wanted no pumpkins, but upon hearing the story of the county fair blue ribbon, told in a smile of boyish success, they hastened to change their decisions and buy. Perception told the boy he had the key to the psychology of the minds of his patrons, though he did not call it that then, and he employed it until his entire crop, many loads, was sold, to his pecuniary advantage. The public loves success, even if that success is but a matter of a small boy raising pumpkins.

No one cares for a failure. Admit that you have failed, and the world will hasten to support you in your deductions. He who admits he has lost is also a fool.

Even the apple woman who appears with her basket upon her arm has an opportunity to exercise the gentle art of the psychologist in marketing her wares. If she asks you, "Which will you have, apples or pears?" she is nearer a sale than if she says, "Do want something to-day?"

In the first place, her suggestion is a choice in what you are going to buy, while in the latter case it is apparent that she thinks you may decline to purchase, and automatically your mind may follow this course of slight resistance and her sale is lost. The lesson is to suggest what you wish to be done and place your undesires in the far background.

Lester B. Colby.

## Knew His Prowess.

There is a physician in a Southern town employing as office boy a dinky of some nine years or more. This lad has had more than one encounter with the office boy of another and rival doctor on the same street.

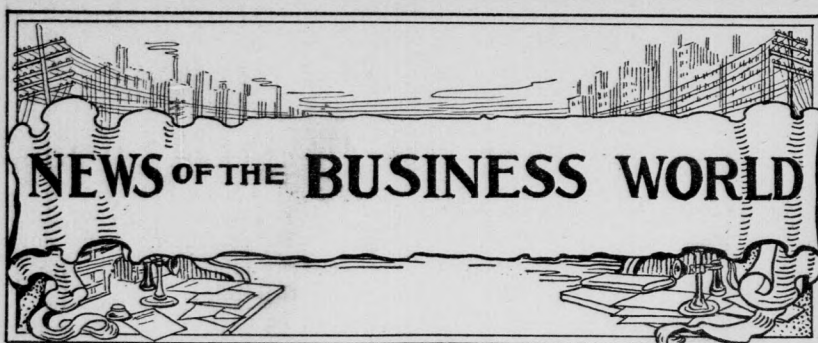
"You seem to have been fighting, Bud," observed the first physician one afternoon, as his factotum appeared with a pair of black eyes, together with other evidences of a fierce combat.

"Yassah, I'se been fightin' an' it was wif dat yaller nigger o' Doctor Baker's."

"Why did you fight?" sternly demanded the physician.

"Doctor," said Bud, in his solemnest manner, "dat yaller nigger says you wa'n't fit to clean Doctor Baker's shoes, an' I says you was."





### Movements of Merchants.

Muir—Butler Terrell is moving his stock of drugs to Waldron.

Negaunee—J. E. O'Donoghue has opened a music store here.

Fennville—W. M. Fuller has engaged in the harness business.

Adrian—G. W. Wenzel has sold his stock of groceries to A. A. Carpenter.

Middleville—E. F. Blake & Co. are erecting a double store on Main street.

Detroit—The Sample Shoe Shop has changed its name to the John Sample Shoe Co.

Ludington—Miss Alma R. Johnson succeeds Mrs. E. S. Goldberg in the millinery business.

Ludington—The Ludington State Bank has increased its capital stock from \$50,000 to \$100,000.

Allegan—Roy Priest has sold his stock of groceries to Fred Terry, who took immediate possession.

Flint—Fred Guette has moved his stock of groceries here from Saginaw and will engage in business at once.

Grant—R. H. Merrill has purchased a stock of general merchandise and opened a store in the Raider building.

Menominee—A branch distributing house will be opened here sometime this winter by the Cudahy Packing Co.

Kewadin—Will Woolpert has purchased a stock of general merchandise and will open a store in the building erected by C. D. Hollenbeck.

Beulah—E. Gilbert, who has been engaged in general trade at Sherman many years, has removed his stock to this place and re-engaged in business here.

Lowell—G. H. Troub has sold his stock of groceries to C. F. Hosmer, recently of Mattawan, who will continue the business at its present location.

Freeport—Moore & Shepard have sold their stock of hardware and farming implements to S. A. Reigler and Edward Babbitt. Possession will be given Jan. 1.

Lowell—Charles Fielding and Ed. Kniffin, of Detroit, have formed a copartnership and will conduct a general produce business under the style of Fielding & Kniffin.

Ludington—Alfred Peterson, of Custer, who left Michigan a year ago to engage in business at Rockford, Ill., has returned to open the Illinois shoe store at 406 South James street.

Marshall—Harry J. Hyde has sold his drug stock to the Wilcox Drug Co., of Battle Creek, which will continue the business at the same location. Mr. Hyde will take up his residence in California.

Palmer—M. Koivisto, who until recently owned a grocery store in Marquette, has purchased the Palmer Store Co.'s mercantile establishment. This is the only store in the town and does a large business.

Saginaw—Emil Jochen has sold his stock of hardware to D. A. King and C. L. McMillan, who have formed a copartnership and will continue the business at its present location under the style of King & McMillan.

Sandusky—The Dawson Land Co. has engaged in the general real estate business, with an authorized capital stock of \$30,000, all of which has been subscribed, \$900 being paid in in cash and \$12,000 in property.

Trenton—A new company has been organized under the style of the Lake Erie Carp Co. to engage in the general fish business, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Bay City—J. C. McRae Co., wholesale grocer, has dissolved partnership owing to the withdrawal of John Walsh from the firm. The company will continue under the same name for the present but will soon be re-organized.

Detroit—A new company has been organized under the style of the Dennis-Doyle Co. for the purpose of dealing in provisions, with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Muskegon—Marcus Frost, who recently purchased the plant of the Muskegon Milling Co., is organizing a stock company among the retail grocers of this city to continue the business. He expects to be able to enlist at least fifty retail grocers.

Lansing—The dry goods stock of H. Kositchek & Bros., 210 South Washington avenue, has been purchased by C. F. Riede & Co., of Kalamazoo, who will continue the business. The store was formerly managed by the late Max Kositchek. Henry and Jacob Kositchek will continue in the clothing business at 115 North Washington avenue.

Kalkaska—Cole Bros. have formed a copartnership with H. B. Wagar, who has been engaged in trade several years at Sharon under the style of Heath & Wagar. The new firm will be known as Wagar & Cole Bros. and will open a store at Rowley & Luce's corners, three miles east and three miles south of Lodi, on the new branch of the M. & N. E. The station will be known as Rowley. A new store building is being erected, 22x40 feet in dimensions.

Lansing—The American Savings Bank, capital \$100,000, which was organized in this city last summer, will commence business about January 1. It will occupy quarters in the Prudden block, unless present plans are changed, and the American Express Co. will remove to the west store in the block. The competition of the organization and the election of bank directors and officers will take place in the near future and plans for opening the bank will be pushed. It is announced that the entire capital of the bank will be held by Lansing business men.

Clare—After January 1, the business firms of Davy & Co. and J. H. Wilson will be united under the corporate name of the Wilson-Davy Company. The stock will be owned by J. H. Wilson and Davy & Company in equal shares. The arrangements will in no way affect the copartnership of Davy & Company, of Evart, as now constituted, as the partners in that company will hold the same relative relations as owner of half the stock of the new Clare company. L. E. Davy, who has successfully conducted the business of Davy & Company here, will have charge of the dry goods and ladies' furnishing departments in the new house, while Mr. Wilson will superintend the men's clothing and shoe departments.

Escanaba—Judge Stone has handed down a decision in the case of F. L. Baldwin, editor of the Escanaba Journal, against J. J. Cleary and other liquor dealers of this city. Mr. Baldwin brought suit against the Escanaba liquor dealers on the ground that they had attempted to boycott him by inducing merchants to refrain from patronizing the Journal because of the decided stand that paper has been taking in favor of law observance and prohibition. Some time ago Judge Stone granted a temporary injunction restraining the liquor dealers from further attempting to boycott Mr. Baldwin in that manner. In his decision Judge Stone made the temporary injunction permanent and awarded Mr. Baldwin a judgment for \$1,000. The suit has attracted unusual interest throughout the Upper Peninsula, both because of the unique character of the case and Mr. Baldwin's wide notoriety as a fighting temperance advocate.

### Manufacturing Matters.

Jackson—The American Buggy Top Co. has changed its name to the American Top Co.

St. Johns—F. C. Mason & Co. have increased their capital stock from \$15,000 to \$20,000.

Kalamazoo—The American Sign Co. has increased its capital stock from \$3,000 to \$15,000.

Ionia—E. C. Lange has completed arrangements for opening a branch factory and retail cigar store at Lowell.

Gaylord—Dr. A. Simmons is erecting a cheese factory on his farm near this village. Operations will be begun May 1.

Pellston—The Tindle & Jackson sawmill has closed down for its an-

nual overhauling and will resume within a month.

Detroit—The Puritan Electric Heater Co. has engaged in business with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed, \$2,500 being paid in in cash and \$10,000 in property.

Detroit—The Beyster-Detroit Motor Car Co. has engaged in business with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed, \$2,500 being paid in in cash and \$27,500 in property.

Detroit—The Briggs Manufacturing Co. has been organized to manufacture automobile body trimmings and equipments, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Sturgis—A new company has been organized under the style of the Central Wheel & Manufacturing Co., with an authorized capital stock of \$20,000, all of which has been subscribed, \$100 being paid in in cash and \$19,900 in property.

Battle Creek—The American Motor Co. has engaged in sale and repair of automobiles and accessories and will conduct a garage, also deal in musical instruments, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Salling—The Lewis Jenson planing mill has closed for the winter. The plant employs about sixty hands, who will be transferred to the logging department. Mr. Jenson controls a large acreage in Otsego and Montmorency counties and in the Upper Peninsula.

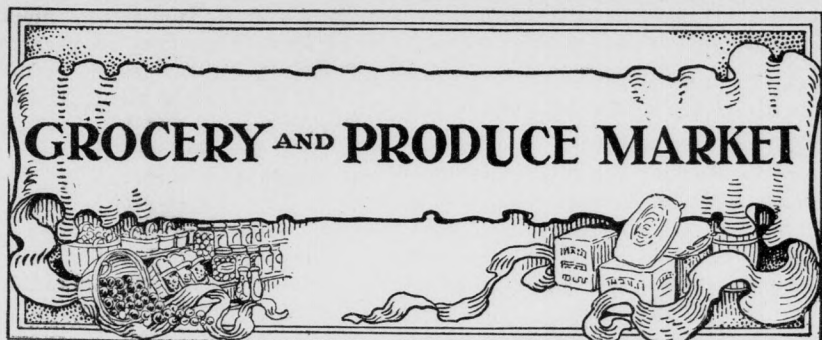
Cooks—The Ironwood Creamery Association has completed its organization and has elected officers. The building is finished and the machinery placed in position, and with the advent of spring buttermaking will be in full blast. The Association has a capitalization of \$5,000.

Detroit—The Lowrie & Robinson Lumber Co. is building a large, modern mill on the property bought a few months ago from the Frohlich Glass Co., tearing down the old Frohlich mill to make room for the new structure. The company will manufacture sash, doors and interior finish. The mill will begin operation about February 1.

Bay City—The demand for lath has been such the last few months with prices so much improved that there is an incentive for its manufacture. Lath are quoted at \$3 and \$4 in this market. About all the lath sawed are of hemlock. It is estimated the quantity of lath in the hands of manufacturers and dealers at this time is 50 per cent. smaller than a year ago.

Bay City—A record run was made recently at the Bay City sawmill of the Richardson Lumber Co., the mill in ten hours cutting 124,072 feet of hemlock lumber with a single band and resaw. The mill will run through the winter. It is receiving twenty-five carloads of saw logs from the North daily. The company reports a good demand for lumber, and prices for maple, basswood and birch are stronger.





### The Grocery Market.

**Sugar**—No change in price since last report. The situation has developed into a contest between the refiners and certain holders of raw sugar who think the refiners ought to buy raws. The refiners are determined that if they can avoid it they will not buy raws, and there is some reason to believe that they have enough refined sugar on hand to carry them until after the first of the year, when Cuba raw will be available. Refined sugar is unchanged and in fair demand.

**Tea**—The market is quiet and no particular movement is noted other than a steady demand for moderate lots at full prices. Offerings from primary markets are small at prices above quotations here. Low grade Formosas, Congous and Japans are held at firm prices. Cable advices from Colombo report supplies of Ceylons falling off and, in consequence, the market tendency is upward. Greens also being very strong. Light supplies are reported from India.

**Coffee**—Dullness prevails in all branches of the trade. The holiday has made the business from first hands light, but the general consumptive distributing demand has been fair. Prices on both Rio and Santos remain unchanged. Mild coffees are fairly active and unchanged. Java and Mocha are quiet at ruling prices.

**Canned Goods**—Tomatoes are still low in price, although the demand is gaining some as some of the retailers are buying their stocks for winter. There is a good demand for corn and the market is well supplied except in fancy grades, which look now as if there would be a shortage. Peas are moving some, mostly in the cheap grades. String beans are firm, while the demand is light. Sauerkraut is cheap, but the demand is light. Pumpkin and sweet potatoes are coming on the market in fine shape, but the demand is light on both as yet. The demand for canned fruits is very good. Wholesalers are kept busy filling the orders this time of year. There is no change in prices this week, but it is sure to come before long as some lines are very scarce. Apricots and peaches are in good demand, while the supply on the Pacific Coast is nearly cleaned up. Apples are firm. It is hard to tell just what apples will do as New York is still packing. The demand for berries of all kinds is light. There is a good demand for all grades of canned salmon. The prices remain about the same, but it is reported that pink salmon is higher on the Coast, which is sure to affect this market soon. Domestic sardines in quarter oil are

a short pack and are sure to be higher. The price on imported French sardines is considered very low and is likely to be higher later in the season. Norwegian smoked sardines continue in fair demand, but the supply is light.

**Dried Fruits**—Currants are in good demand at unchanged prices. Apricots are steady and in fair demand. Citron and lemon and orange peel have advanced ½c per pound during the week. Figs are firm and somewhat unsettled, on account of difficulties that the importers have had in convincing the Government that their figs were prepared under sanitary conditions. Dates are somewhat unsettled and in good demand. Good Fard dates are steady and wanted. Prunes are about unchanged as to the basis price, with a premium of ½@1c for 40s and as much as 1½c for 30s. **The demand is light.** Peaches are in fair demand at ruling prices. Raisins are very spotty. Some holders on the coast are asking a cent advance, while others will take less. In the East it is still possible to buy almost at the lowest price. The demand is not very heavy.

**Syrup and Molasses**—No change since the two declines chronicled by the Tradesman last week. The reduction in price seems to be aimed mostly at independent refiners who are now seeking to make contracts with glucose buyers and who are compelled to contract at or near current market quotations. The demand for compound syrup is fair. Sugar syrup is very scarce, most of the available production going abroad. There has been an advance of 2@3c in the last thirty days. Molasses of fine grade is strong, because of scarcity. It pays the planter better to sell his product as sugar than as molasses, and in consequence, while there will be plenty of low grades, fancy molasses will probably be scarce and high during the whole season.

**Cheese**—The market remains firm at unchanged prices. The demand is only fair. There will probably be a good demand this week with a slight increase in price.

**Rice**—Present prices are considered very low. It is stated that some of the mills in the South are turning down bids on account of recent low prices, claiming that the cost of rough rice makes such figures unprofitable. Unless the planters give in on rough rice, the price may be advanced on the cleaned.

**Provisions**—Dried beef, barreled pork and canned meats remain the same, with a fair demand. Pure lard

remains steady at unchanged prices. Compound is firm and meets with ready sale. The market seems hardly likely to change during the next few days.

**Fish**—Cod, hake and haddock are in fair demand at steady prices. Domestic sardines are steady at ruling quotations, so far as first hands are concerned, but in second hands they can be bought for concessions. This is some of the low-priced stock that was sold some weeks ago. The demand is light. Imported sardines show no material change and a light demand. Salmon is unchanged and in light demand. On account of added pressure to sell mackerel have eased off somewhat, both Norway and Irish being a little weaker; the demand is dull.

### The Produce Market.

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

**Beets**—\$1.25 per bbl.

**Butter**—Solid packed shows a firm market at 1c per pound advance over one week ago. Print butter shows 1c per pound advance also. The receipts clean up on arrival. The outlook is for a continued firm market, with unchanged prices for a few days at least. Local dealers hold factory creamery at 32c for tubs and 33c for prints; dairy ranges from 20@21c for packing stock to 26c 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 Jerseys and \$7 for Late Howes.

**Cucumbers**—Hot house, \$1 per doz.

**Eggs**—Cold storage candled are selling at 26c. Local jobbers are paying 28c for fresh, which are very scarce.

**Egg Plant**—\$1 per doz.

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

**Grapes**—\$5@6 per keg for Malagas.

**Honey**—15c 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 \$5.50@5.75 per box for both Messinas and Californias.

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

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

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

**Pears**—\$1 for Kieifers.

**Potatoes**—The market is steady on the basis of 22@23c 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.

### Some More of Mr. Clark's Investments.

The funeral of the late M. J. Clark was held at the residence of his daughter Monday afternoon, being largely attended by the relatives and friends of the deceased.

In addition to the business enterprises mentioned in the Tradesman of last week, Mr. Clark was identified with the following propositions in the connection named:

President Clark Iron Co., owning 300 acres on Mesaba range, which is leased to the Oliver Iron Mining Co.

President Clark-Sligh Timber Co., a holding company, owning 25,000 acres in Snohomish county, Washington.

President Grand Rapids Timber Co., a holding company, owning 6,000 acres in Lincoln and Polk counties, Oregon.

President Clark-Nickerson Lumber Co., an operating company at Everett, Washington, cutting six to eight million per year.

President Boston Lumber Co., a holding company, owning 40,000 acres in British Columbia.

President Clark-Weaver Co., wholesale hardware house, Grand Rapids.

Large individual owner of timber lands in Washington, Oregon and Louisiana.

### Merged Into a Corporation.

Alexander Dodds, who has been manufacturing woodworking machinery in this city for the past twenty-seven years and who has built up a large and profitable business in that line along thoroughly honest and legitimate lines, has merged his business into a stock company with an authorized capital stock of \$63,000, all of which has been subscribed and paid in by the three stockholders, as follows:

Alexander Dodds, \$52,000  
Harold B. Woodcock, 10,500  
Albert C. Stover, 500

The officers of the corporation are as follows:

President—Alexander Dodds.

Secretary and Treasurer—Harold B. Woodcock.

Mr. Woodcock is a son of the late Robert Woodcock and has only lately identified himself with the business.

Mr. Stover learned his trade with Mr. Dodds and has been connected with the institution for the past seventeen years and foreman for six years.

The business will be continued without interruption, except as to change of name.

Woolpert, Tower & Cole Bros. have engaged in the grocery business at Kewadin. The Judson Grocer Co. furnished the stock.

C. C. Garnett has engaged in the grocery business at Walkerville. The stock was furnished by the Judson Grocer Co.



IN QUIANT HOLLAND.

Brief Glimpses of Her Three Principal Cities.

Rotterdam, Holland, Nov. 16—In going to Holland by train one is made aware of the fact of his arrival within the country when the railroad station of Rosendool is reached. This is on the southern border, just over the Belgium line. Here all the baggage is taken from the train and carried into the depot and laid on racks, constructed for the purpose of arranging it so as to be convenient for inspection of the custom officer, who, during the twenty minute wait of the train, goes over it all in quest of smuggled goods and those on which a duty should be paid.

During this time you have had the pleasure of seeing the porter who helped you stand and doff his hat—his way of asking you to settle for his services—and if you were unfortunate enough to have a trunk then you will have two others to interview you in the mute language.

Not many kilometers have to be traveled before one learns that this country is a very low and level one. The system of dykes and canals makes possible the cultivation of the rich soil here, and were it not for this the whole land would be inundated by the waters from the North Sea. We heard it said that a hill 100 feet high could not be found within the borders of the country and our travel led us to believe that these figures were altogether too high, for not one-quarter of this height was seen. It is because of this condition that the Dutch windmill abounds everywhere. Almost every farmer—and this country is agricultural to a large degree—has one or more of these peculiar four bladed, fanlike monsters that are set on the top side of a 20 foot or higher tower. Their size allows the slightest breeze to move them and thus you may see them turning away, many at a time, from your car window, silently doing their work of pumping the water into the canals. Some idea can be obtained of the size of tower or base upon which the wheel is placed when we tell you that where the mill is constructed for pumping water for use families live within, making it their permanent abode in many instances.

Much in the line of garden stuff is raised for the market, chiefly vegetables, which grow luxuriantly. All fruit that we have seen here seems to have an insipid taste and to be of an inferior quality compared with that grown on soil in Michigan, and many times have we longed for some of the luscious fruit of home-grown varieties. In one thing especially there is plainly perceptible a point of favor of both this country and Belgium with the farmer: They show that they are experts at their work and only have an amount of land that they can till well and keep immaculately clean (if this term can be properly used to describe farming). The fields, after the crops are garnered, do not have a weed to be seen. The women folk seem, quite

considerably, to join with the men in doing farm work; and this trim condition of things may be accounted for from this fact. Many rows of fair-sized trees are seen and always in a trimmed condition that would make them fit for an American dooryard. When it is considered that these are for division lines and not for raising anything for market the fact is more pronounced than ever that these farmers can spell success with capital letters.

The chief cities of this country are Rotterdam, The Hague and Amsterdam, the latter being a city somewhat larger than Michigan's metropolis, while the former are somewhat less in size. The first and last named of these cities have a very large maritime trade. Few cities, if any, in the world are as well equipped naturally for this kind of business. This will apply especially to Rotterdam, as its position on arms of the North Sea makes it very accessible for the large boats. The great ocean liners can be taken here, connecting with all parts of the world. However, it is not the passenger traffic for which this port is noted, but that of freight. One is not only surprised but amazed, with a look at the wharves, to see the volume of business done at this port. Not alone is it for consumption here or in this country, but the port is noted for the distribution to other parts of the world of the merchandise shipped here on Dutch vessels. Especially is this true of coffee. This commodity receives such a deal of attention here that one would think it was grown in Holland; not so, but rather it is from countries and ports whose trade in this article is controlled by this country. Indeed, to such an extent is this true that the article receives a brand, or is so classified as to indicate the importance of Rotterdam as a market for this great staple in the world's trade. The city has scores of streets which have within them canals—called, however, havens (pronounced with broad a). These afford the smaller craft—those that do a local business only—a splendid place to moor for loading and unloading cargoes, also to put into winter quarters, which at this time of year many are doing. The Maas River really is no more nor less than the Rhine, as its mouth runs through this city, emptying here into the North Sea, and on it more craft were seen by us, even at this, the close of the season, than upon any body of water we ever saw.

The plan here for the carrying trade on the waters seems to be for inland business to have a steam barge that pulls four or five other barges, usually lashed together side by side. The river seems to be literally alive with this kind of traffic. Amsterdam, it will be remembered, lies well down in the Zuyder Zee and, therefore, is not so accessible a port and not rated so high. Neither does she do the large amount of foreign maritime business as does her sister city, yet excels her in the fish trade. In the vicinity of this metropolis, as nowhere else in all Holland, will you

see Dutch characteristics of life so unspoiled.

A steam yacht runs daily to the Isle of Marken and Volendam, places which have the honor of keeping close to the old Dutch customs and dress. Both of these places are inhabited chiefly by fishermen and their families, who are known all over the world for their quaint costumes, and even here in their own country are considered a curiosity. The city itself, situated on a Y, is a network of canals and with its ninety islands might well be called the "Venice of the North." The majority of the houses are built upon piles. The Royal Palace (claimed to have been classed as the eighth wonder of the world) rests on a foundation of 13,569 piles. This building is somber in appearance but is embellished with remarkably fine reliefs, representing allegorically the traditions of the city. The sides of all the rooms are marble, the carving of which took twenty-six years. The floors are of marble and copper and the walls and ceilings are covered with magnificent painting or costly tapestries.

The Rijks Museum, a fine example of Dutch Renaissance architecture, is a treasure house of things relating to Holland. The picture gallery is large and possesses some very fine examples of old and modern masters, the most famous being Rembrandt's world renowned "Night Watch." The home of this famous artist will be pointed out to you here in this city, it being located in the Jewish quarter. One of the most unique attractions in Amsterdam is a visit to the diamond cutting and polishing mills, for which this city is noted, and fully twelve thousand Jews are employed in this industry. The other of the three chief cities mentioned, The Hague, containing about one-fourth of a million inhabitants, is best known to an American because it is the place of the World's Peace Congress. A building is now being constructed with money given by our own Carnegie, in which the next Congress will convene. This city is quite modern looking—perhaps the most so of any in Holland. Noted for her broad streets, imposing buildings and handsome and stately residences in the newer section, there are still evidences of an old city, the streets being very narrow in this section. The dealer in crockery we should not forget to remind that Delft, the home of the celebrated earthen ware, is found here, and the druggist that Haarlem is the birthplace of Medicamentum Haarlemensis. Lest the grocer should feel slighted we will add that this is the home of Dutch cheese, and say to the liquor dealer that the largest distillers of gin in the world are at Schiedam, Holland, the unique country, both in natural and cultivated features, and it is a haven of joy to the tourist. Artists never tire of picturing her quaint windmills, canals and costumes, while her great museums afford them a rare opportunity to study and enjoy an art which is unequalled in original conception and masterly execution. Architects would

do well to seek Holland as a fountain head of fresh inspiration. Engineers might find in her marvelous dykes ideas well worth their attention and business men could find in her commerce significant elements indicative of the sturdy Dutch character.

Charles M. Smith.

Disposing of His Freedom.

A Virginian tells of the following conversation between two darkies of Richmond.

"I s'pose you has heard 'bout Moses Parker?"

"No, I ain't. What is it?"

"Why, de jedge jes' give him his divorce dis mornin'."

"Go away!"

"Shore! De jedge jes' give him his freedom to-day!"

"Yo' doan' say so! Whar's he now?"

"Givin' his freedom to Sally Sparks. She's Mrs. Parker, mos', by dis time!"

Taking Their Turns.

Mistress—I noticed a strange young man talking to you in the kitchen last evening, Norah. What has become of the one who has been calling on you for the past six months? Have you got through with him?

Norah—Oh, no, but ye see, mum, Moike has jist got a job as noight watchman, an' he kin only call on Sunday evenings now.

Not So Much.

Myrtilla Newriche—Mother, the Oldbloods have some beautiful china that their ancestors brought over in the Mayflower!

Mrs. Newriche—Yes, my dear, but that merely proves that they've never had servants.

In some editorial offices poetry is not recognized as a gift.



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## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 27—Business in the spot coffee market is generally dull during the week of Thanksgiving and this year offers no exception. Supplies in the hands of roasters seem to be ample and the grocery trade is, apparently, somewhat indifferent. Arrivals have been heavy and this has also tended to keep quotations on a low level. In store and afloat there are 4,443,839 bags, against 3,784,973 bags at the same time last year. The arrivals of coffee at primary points—Santos and Rio—from July 1 to Nov. 25 aggregate 11,614,000 bags, against 6,425,000 during the same period two years ago and 8,047,000 bags one year ago. At the close Rio No. 7 is worth 8½c. Mild coffees are very quiet, although quotations seem to be steady. Good Cutcuta, 10c.

The sugar market is dull as can be. If possible it is more quiet than usual. Buyers take the smallest possible quantity and what little business is going on is in withdrawals under previous contract, new business being almost nil. Granulated is quoted at 5.05@5.15c as to refiner.

Teas are moving very slowly and individual sales are of the smallest quantities. Until after the turn of the year it is not thought there will be any great amount of trading and in the meantime prices are at just about previous reports and steady.

Millers of rice in the South say they can not afford to pay farmers' prices and in that section many mills have shut down. In this market there is little interest shown, although business is, perhaps, as good as in former seasons in November. Prices are steady.

Jobbers generally report a very quiet week in spices and especially are invoice lots dull. Quotations are practically unchanged.

Molasses is in quiet movement, although at this season there ought to be a good trade. Receipts are very light, new crop running some 18,000 barrels behind the volume of last season. Open kettle is quoted here at 28@42c and it is reported that at New Orleans 36c for this grade is being quoted. Syrups are unchanged.

In canned goods there are still tomatoes to be bought for 57½c, but there are fewer lots offered at this figure and 60c is the usual rate for goods that are really worthy. The whole trade seems indifferent and might as well go hunting. Corn has continued in pretty good request and it is reported that a fair amount of business has been done in Maine corn at 80c. Fancy peas are held at a figure above buyers' estimates of value and move slowly. Other goods are about unchanged.

Top grades of butter have shown some further advance and the market generally is strong. Creamery specials, 33c; extras, 32c; firsts, 30@31c; creamery specials, 31½c; extras, 30½@31c; Western imitation creamery, firsts, 26@27c; factory firsts, 24½@25c.

Cheese is firm and tending upward, as quotations have advanced to 17@17¾c for full cream.

Eggs are steady with extra Western, 38@40c; extra firsts, 35@37c; fancy refrigerator stock, 24@25c.

## Judgment Against Sears, Roebuck &amp; Co. Increased.

Sears, Roebuck & Co., the Chicago mail order house, has been ordered by the courts to pay damages of \$13,750 to Charles A. Stickney & Co., St. Paul, Minn., manufacturers of gasoline engines.

It is the result of a suit in which it was shown that Sears, Roebuck & Co. had fraudulently listed gasoline engines in their catalogues at a higher horse power than the engines possessed.

In the first trial judgment was given against Sears, Roebuck & Co. for \$10,000. An appeal was taken and a new trial granted on technical grounds, but the second award was even higher than the first—\$13,750.

It was shown in court that Sears, Roebuck & Co. had tried to involve Stickney & Co. in the wrong doing by asking them to make the same fraudulent claims of horse power in the Stickney catalogue. This they did not succeed in doing.

It was shown in court that Sears, Roebuck & Co. listed a 2½ horse power engine in their "Big Book" as a 3 horse power engine, one of 4½ horse power as a 5 horse power engine, one of 5 horse power as a 6 horse power engine and so on all along the line. It is estimated that Sears, Roebuck & Co. made from \$15 to \$20 additional on each engine by means of the higher rated horse power.

It is an easy matter for dealers to advertise that they sell machines cheaper than other dealers, but when it is shown in court, as in this case, that the engines are not of the capacity advertised, it is wise for people who send their money to catalogue houses to know that they get what they order before they crow over their neighbor that they are buying cheaper than those who purchase from manufacturers who allow the purchaser to have the machine put in and tested to see if it comes up to the guarantee before he is compelled to pay for it.

It will be borne in mind that Sears, Roebuck & Co. sell the "Economy Chief" cream separator and that they have made very extravagant claims in their advertisement in regard to this separator and that it is wise for people who send their money for these machines to be sure that they get what they have ordered and paid for in advance before they can see or test the article.

## Pretty Well Considering.

First Mother—Is your son Isaac an obedient youth?

Second Mother—Oh, he does pretty well for a boy. There are several occasions during the day I have noticed when I have to speak to him only once to get him to obey.

First Mother—When is that?

Second Mother—When I call him to his meals.

# Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

## Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.





DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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Five dollars for three years, payable in advance.  
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of issues a month or more old, 10 cents;  
of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice  
as Second Class Matter.

E. A. STOWE, Editor.

December 1, 1909

### WHY WE TAKE NOTICE.

"Is there any especial reason why the United States of America should, in its enforcement of the provisions of the Monroe doctrine, establish as a last resort a protectorate over the republic of Nicaragua?" asks a loyal citizen of the United States who is interested in the present day goings-on in that section.

And the answer being given that so far as European governments and their ambitions are concerned there is no impending danger, he continues: "Then why not let the negroes go on killing each other until they are exterminated?"

Aside from the purely humane aspect of the matter, which must dominate in the handling of all civic affairs, there are excellent reasons why the United States of America is represented off the ports of Bluefields, Greytown and Corinto by the warships Des Moines, Tacoma and Vicksburg and are soon to be joined by the Buffalo, the Princeton and other sister ships.

The republic of Nicaragua, lying between the Caribbean Sea on the east and the Pacific Ocean on the west, has the republic of Honduras as its northern neighbor and the republic of Costa Rica as its neighbor adjoining on the south. The possibility, indeed, the very strong probability, that ultimately there may develop a deep waterway the Nicaragua Canal, between the Eastern sea and the Western ocean has long been a bone of contention between Nicaragua and Costa Rica, in spite of the fact that the survey of the proposed canal follows the boundary line between those two republics for two-thirds of its entire distance.

With this important naval highway completed, however, Nicaragua would have control of both entrances thereto—the eastern entrance at Greytown and the western entrance at Brito, so that all customs fees and tolls collected would pass through Nicaraguan hands. In addition to this the republic of Honduras, on the north, already has an isthmian canal plan well formulated, while Guatemala, still farther north and a next door neighbor to British Honduras, is

operating a trans-isthmian railway between the ocean and the sea just as Costa Rica is doing farther south.

Coincidental with these facts come the temperamental qualities of the people who live in the tropical districts, coupled with the purely commercial or financial conditions that have been developed by Mexicans, Americans and Europeans alike in those countries, all of which have a most important bearing upon the scope and purpose of the Panama Canal now building. Decade after decade has passed, each one developing its two or more political coups and military burlesque and each one of the United States of Central America contributing its quota, so that the entire Isthmus has been a continuous irritant to the American Government.

Just now the situation in Nicaragua seems to favor the insurgents who control the railway from Corinto to Managua, the capital, and the regular routes of travel from Bluefields and Greytown to the capital, with every indication that the Zelayan forces will be compelled soon to surrender to the revolutionists under the leadership of Senor Estrada.

According to longitudinal records the republic of Nicaragua, in its entirety, lies exactly south of that portion of the State of Michigan between the longitudinal line indicated by the eastern coast of Lake Michigan and a similar line projected north through the cities of Ann Arbor and Flint. Having the irregular form of an isosceles triangle it shows a coast line of 250 miles on the Caribbean Sea and a Pacific coast line 235 miles in length.

### ONE MERCHANT'S VIEWS.

"Every once in a while some solicitor of advertisements comes into my store"—and the speaker's store is not at all in what may be termed the retail business center of the city—"and it is amusing to listen to the different arguments they offer and still more interesting to note the variations as to the prices they make for their respective advertising mediums and methods."

The merchant continued by showing how the representatives of the daily papers are somewhat periodical in their visits and their proposition almost invariably involves a neighborhood plan of advertising with especial pages devoted to displayed announcements and "reading matter" write-ups at so much per.

"And the singular thing about it is that the 'so much per' usually measures up right alongside the prices asked of merchants on Monroe and Canal streets who are not regulars and do not buy their spaces in thousand inch quantities."

In the opinion of the speaker it is ridiculous to expect that any outside neighborhood merchant can afford—even although he has some special and attractive sale on—to pay the price per inch that other merchants on the main business streets pay.

Then the commentator referred to the specialty advertising men with their calendars, their booklets, novelties, programmes and neighborhood

newspapers. "I turn 'em all down except four times each year I give our neighborhood paper—which I know goes into about 300 houses within half a mile of my place each week—a small advertisement. I do this because I believe it helps the neighborhood to have an individual paper circulated."

"What do you consider your best practice in advertising?" was asked.

"My two windows," was the immediate reply; and the speaker explained that, being in a location where comparatively few people passed by each day and where, either going to or returning from work, school or the street car routes, one and three squares away, respectively, those people were usually in a hurry, he aimed to have a new window display each week and a different exhibit in each window. "And I study to make each showing striking in two ways: I study to make it catch the eye as a seasonable matter and to catch the pocketbook because of the prices given."

"And I never have more than one price displayed in each window—something, for example, at 5 cents in one window and something else at 10 cents in the other."

This gentleman's practice is based upon his faith in the theory that if a window trim is good for anything at all it must make a sale instantly as a person catches and comprehends the nature of the proposition. As an illustration he told of having a quantity of toilet soap which, of good quality, he had obtained at a low figure. He made a carefully designed display of this soap with other and higher priced soaps, offering all varieties at 5 cents a cake. The display lasted three days, when it was supplanted by another because the soap he desired to get rid of had disappeared. "And I not only made a good profit on the total soap sales but I gained two new and permanent customers," he added.

Another happening along the same line was of a recent date. The retail price of brooms took a sudden jump and found this gentleman with about 300 brooms on his hands; brooms which he had been retailing at from 25 to 40 cents each. After the boom in brooms had been running about a week he filled one window with brooms, with a large placard in the window: "Any broom in this window 35 cents."

"That scheme lasted only one day, during which we sold upward of eighty brooms. I just about got my money back, but I figure that the publicity my store received that day is worth at least \$10 to my general business," the gentleman added.

Tact is like money—there are lots of people who do not seem to have as much of it as they need.

The man who is as anxious to give good measure as he is to receive it is doubly honest.

The further a man gets away from himself the closer he gets to heaven.

The straight truth would often save a lot of crooked traveling.

### A SURE BORER WORM.

One of the practices of the average retail grocer, and in a majority of cases it is a necessary habit, is the covering of all front floor space of a store that is needed with orders already put up and ready for delivery. In this way there is left a space from four to six feet wide along the front of the counter as a sort of chute where late-coming customers may walk to and fro, giving orders and making selections.

Where floor space is limited and in cases where delivery wagons are out covering long routes with orders received the day before there is no criticism deserved for the following of such custom. It is unavoidable.

But where a merchant has a deep store, a back room, perhaps, and possibly an alley at the rear, such a cluttering up of the front floor space is inexcusable. Moreover, by careful, systematic handling of a delivery service and systematic utilization of wall space and shelf room such a helter-skelter, annoying absorption of floor space, even although the total area be limited and there is no back room or alley, may be very largely avoided.

The chief reason why such a littering of the floor is unwise, where it may be readily avoided, is that it tells every customer who sees the mess that you are trying to impress him with the magnitude of the business you are doing; that you are pushing an absurd advertisement impudently under his eyes.

It is, in a mild form, an imitation of the "hustling retail merchant"—who was a novice in the business—as he denominated himself in an announcement he wrote and caused to be published. This merchant, previous to the opening day of his establishment, secured the services of a score or more persons, men and women, old and young, who were employed and instructed so that during the first week of the new store each one visited the establishment three or four times a day, with an alteration as to their attire each time, and every time one of them left the store they carried conspicuously in their hands that which appeared to be a package of merchandise but which in reality was a lot of old newspapers.

The "hustling retail merchant" figured that in this way he would create a showing that trade was coming his way and that, as he was in a large city, the deception would not be noticed and that if noticed it could not be identified.

That which he did not figure upon and that which caused his downfall within six months was the fact that he had a score or more of people to whom he had given his confidence; people who knew nothing and cared little about him and his business and who, having received their day wages, would not hesitate to tell the news details of his pretense.

Deception of any kind in any mercantile business is the borer worm that steadily eats its way to the heart of the tree.



**A MUCH NEEDED FLAYING.**

The President of a State Normal School in the Northwest has been moved to vigorous utterance recently in addressing an educational association. He says that college and high school graduates are notoriously careless in the use of English, particularly pronunciation, winding up with the assertion that the result of the training of educational institutions throughout the country in the use of grammar is most reprehensible. In his opinion no one of the prominent instructors of colleges seems to realize the fault, but all display marked indifference on the subject.

Without questioning for a moment that the college student the country over can neither read intelligently, nor spell correctly, nor use grammatically his mother tongue, does the distinguished President of the Educational Association expect that the college or the university is to resolve itself into a grammar school and teach these branches which belong to the lower grades of the common school? Instead of "flaying" the upper institutions of learning, as it is reported he did, would it not have been better to use the flaying instrument upon victims less guilty than the college or the university faculty even if the graduate of a state normal school should be found among the flayed?

In the first place such ignorance of English has no business in the university and the first question to be answered is, How did it get there and, discovered, why is it not demoted to the proper school grade and kept there until it meets the college requirements in English?

Is it not true beyond all cavil that from the lowest grade to the highest the failure of a pupil to "pass," in common parlance, is sure to "kick up a row" and that in a fair majority of such cases, rather than have the "row," there is a compromise and the delinquent, for the parents' sake, seconded by the member of the board's sake of that ward, is allowed to "pass?" The public school is, indeed, the people's college and the director of that college is the school board—a body that has more to do with the normal school president's flaying than is at first supposed. Is the following an unheard of instance?

John Smith, of Smithville, whose eldest daughter is a member of the graduating class of the Smithville high school, is a member of the Board of Education. For some reason, known only to the gods, the Smith girl has taken it into her head that she wants to teach after she is graduated, although she with the rest of her class admits that she is the dunce. Worse than that, the Smith home and the Smith manners and above all the Smith English are what the user of slang would pronounce "terrific." Nevertheless, the Smith girl with all her deficiencies is chosen teacher and keeps the position until she voluntarily gives it up, to the detriment of every pupil who calls her teacher.

With that sort of teacher all over

the country how are children to learn to read and to spell and to speak good English? They can not and they do not; and with that influence at work in the school board, the highest educational authority, the children, unprepared for the grade above them, are permitted to pass into it, to have the harm repeated until the college professor, amazed at the ignorance of his wholly untaught freshmen, is at a loss to know what to do with them.

That this is no fancy sketch the slightest investigation will show. The "flayer," already referred to, speaks in no mistaken terms of the Great Northwest; a pretty fair knowledge of things educational in other sections of the country confirms what the distinguished President so openly declares; and it is safe to conclude that just so long as the person with no education and culture is allowed behind the teacher's desk the pupils of such teaching—if it can be called that—will continue to pass from grade to grade. The fact is, the schools were established for benefit of the children and not of the teachers nor of the board member who happens to be the connection of ambitious relation, near or remote, and until such relationship and the "pull" attending it are eradicated the candidates for the high school and the college will continue to show by their manner, their pen and their tongue that they are wholly unfit to enter upon the course of study which the college and the university are ready to offer them.

**A BIT OF HOME WORK.**

A story has been going the rounds to the effect that a fond father, insisting that Solomon's recipe for bringing up children is as wicked as it is inhuman, said in the discussion that followed that the only one of his several boys who took after him was Aaron—who took after him with a club—a squib that illustrates fairly well the thought which seems to be receiving considerable attention just now. To state the plain unvarnished truth, taken as a whole the United States of America is full of impudent children. Age, sex and condition are alike to them. They heed nobody, they fear nobody, they respect nobody. At home and abroad they appropriate whatever for the moment pleases them, they take and they give it up only with wrath and tears when the owner insists upon the possession of his own. It is barely possible that the reader may be able to recall more than one instance when the coveted object was given up after vigorous blows and attempts to bite on the part of the contumacious bra—child and more than one case is on record where a car full of travelers has been inconvenienced and tormented by a young one who is giving in public an example of the government or the lack of it which he receives at home.

Charity here puts in the plea that the child will outgrow this; but this child's older brothers and sisters have not outgrown it. The big brother who talks about "the old man" and "the old woman," smokes his pipe

on the street and swears and wears loud clothes; the oldest girl, a young "lady," who "won't do housework for anybody," says "I will" and "I won't" to father and mother when occasion calls for it, and the kids between these extremes every moment of their lives are showing that the country from lake to gulf and from ocean to ocean is brimming and running over with lawlessness. Only a few years will make American citizens of these children and it requires no violent agitation of gray matter to decide the kind of citizens they will be. Brought up to do exactly as they please, influenced only by their own sweet will, utterly indifferent to the wants and wishes of the community in which they live, they are a law unto themselves alone, and that kind of law, it is needless to say, fosters and foreshadows social anarchy and annihilation.

Has this sort of home training anything to do with much that vexes the world at large to-day? Take the average daily paper and note what is there recorded and commented upon. Mark the cloudy things done and how many of them more than suggest the thought that directly and indirectly the wrong has its beginning in the home with no control. The "I will" and the "I won't" with uncontrollable selfishness behind them do not make good American citizens. Children that the street have trained, unaccustomed from childhood up to law and order and decency, go out from these—shall we call them homes—to throw broadcast upon the world this training—such training—and these influences—such influences—and the daily paper writes down the result.

A far-seeing philanthropist recommends as an antidote that Aaron be abundantly supplied with clubs and that the other boys in the family receive every encouragement in "taking after the old man." There is an old and often expressed idea that as youth is instructed in no way better than by example and that as middle life furnishes only bad examples a general killing off of middle life is the only hope of youth, and that the massacre can not begin a moment too soon; but it is too late to resort to that expediency. A better way is—and it is coming to that—for society to look upon these lawless homes as so many pest-breeder and control them, as they are controlling dangerous physical diseases. Let the homes of every community resolve themselves into committees of one to see to it that that one home shall be a model for bringing up American citizens. Then, if the pest places continue, it will be a matter of public concern, and it is generally conceded that when an American community becomes "concerned," the object of such concern is liable to be summarily dealt with.

Nothing more quickly blinds a man to all good than looking out for himself alone.

Lies always get ripe before we are ready for them.

**MINORITY AND MAJORITY.**

I have been voting all my life with the minority. The horns on election night are seldom music in my ears. Early I leave the streets to the misguided children whose boisterous joy seems to me like the dirge of the Republic. Next day I can not bear to look at the papers. But after twenty-four hours I revive sufficiently to begin to explain just why it happened and how no other result was to be expected. On the second day I shake the returns, as the fortune-teller does the grounds in the cup, and read in them the sure signs of victories to come. In a week I am making plans for the next campaign.

Thus spoke one Rev. H. S. Bigelow, a Cincinnati preacher. Others might have said the same thing if they had thought of it. There is precedent for declaring it is better to be right than to be President and so those who are in a minority can always console themselves. It is perfectly natural when the fight is temporarily finished to feel discouraged and disheartened, but since no contest is ever really concluded until it is concluded right, dismay must soon give place to renewed effort and a determination to do better next time. In political campaigns the best man does not always win nor do the best ideas always prevail at first, but they are sure to in time if they are not totally deserted by their friends. That a policy is not liable to win is no reason why it should not be advocated. There are defeats a thousand fold more honorable than victories.

It is best to keep looking on the bright side and best to be sanguine and hopeful. Because this man or that principle did not win at first is no apology for quitting the cause or quitting effort in its behalf. Failure ought to inspire and compel more persistent endeavor. Failure has its lessons and thus is taught what to avoid the next time and so each defeat should bring success just so much nearer. The old couplet has it: "If at first you don't succeed try, try again." That is the right motto. The minister put it aptly. For a day, defeat is bitter, but the true American spirit and pluck will inevitably prompt one to seek to overcome the obstacles and get the victory another time. The political independents are not always able to swing the balance of power, but they never fail to make their influence felt and this strength is annually increasing. Those who stand stanchly by the right will surely win some day and every good, honest effort hastens the day. There are a great many worse experiences in this world than being in the minority. Often that is the more creditable place to be. More than once it has happened that the minority of to-day has become the triumphant majority of to-morrow.

No man gets any closer to real religion by jumping into a theological discussion.

Taking a broom to our alleys may be taking a short cut to the heavenly mansions.

You can not judge a man's faith in God by his credulity with men.

Our own roses are never quite as fair as our neighbor's cabbages.

They who guard their eyes are likely to watch their tongues.



## THE LOST ARTS.

## Marvelous Knowledge Possessed By the Ancients.

It is said that the art of luminous painting was known to the Japanese so long ago as A. D. 976, in the dynasty of the Emperor Tai Tsung of the Sung dynasty, who had in his possession a picture painted by one Su Ngoh that was a spirited affair, being nothing more or less, however, than a picture of an ox that every day left the picture frame to graze and then returned to the frame to sleep at night. This thing worried the emperor, as it seemed to his mind to be more realistic than was necessary in just a common picture of a common ox, so he made numerous inquiries among his subjects as to why the ox, being only a picture, daily went out to graze.

None of the people, of course, could explain the phenomenon, and the emperor finally appealed to a certain wise Buddhist priest, who said that the Japanese painter had known of an ancient secret and applied it to his art in painting the picture. It really was nothing, explained the learned priest, more than that the artist had found some nacreous substance within the flesh of a certain kind of oyster that could be picked up among the rocks when the tide was low. This substance was dried and then ground into the color material, and pictures painted with these colors were invisible by day and luminous by night, so the secret was that during the day the figure of the ox was not visible, and it was therefore said that it left the frame to go grazing.

History relates that during the age of Tiberius a Roman workman who had been banished was allowed to return to Rome, which he did, bringing with him a glass cup—a really wonderful cup, for he dashed it upon the pavements and it was not broken by the fall, although dented, but with a hammer he easily bent it into shape again. It was brilliant, transparent, but not brittle. It is further stated that the Romans were much interested, and learned that the man had obtained the cup from the Arabians, who were wonderful chemists. In the books of that long ago time there is a glass mentioned that, if supported by one end, by its own weight would in a day dwindle down to a fine line, and could be curved around the wrist like a bracelet.

The glassblowers of ancient Thebes are known to have been far in advance of the most proficient craftsmen of our day of "progress," some 4,000 years later. They were well acquainted with the art of staining glass, and are known to have produced that article in great profusion and perfection. Rossellini tells of a piece of stained glass known to be 4,000 years old, which displayed artistic taste of high order, both in tint and design. In this specimen the color is struck through the vitrified structure, and he mentions other designs struck entirely in pieces from one-half to three-quarters of an inch thick, the color being perfectly incorporated with the structure of the piece and exactly the same on both sides.

The priests of Ptah at Memphis were adepts in the glassworker's art, and not only did they have manufac-

tories for the common crystal varieties, but they had learned the vitrifying of the different colors and the imitating of precious stones to perfection. Their imitations of the amethyst and of the various other colored gems were so like the real article that even now, after they have lain in the sands of the desert from 2,000 to 4,000 years, it takes an expert to tell them from the genuine. It is known also that they used the diamond for cutting and engraving glass, and in the British museum there is a beautiful piece of stained glass with an engraved emblazonment of the monarch Thothmes III., who lived over 3,400 years ago.

Proclus, who had a fame greater than Archimedes as a mathematician, is credited with having made a burning glass during the reign of Anastasius Dicorus which was of such remarkable efficacy that at a great distance he set fire to and destroyed the ships of the Mysian and Thracian fleets that had blockaded Byzantium.

The Damascus blades, those marvels of perfect steel, have never been equalled, and those in use during the crusades, 800 years ago are to-day "good as new." In London there is one on exhibition that can be put in a scabbard almost as crooked as a corkscrew, and bent every way without breaking. The point of this sword can be made to touch the hilt.

The mysticism of this Oriental steel has long been a subject for writers, and the poets have sung its praises. Sir Walter Scott, in his "Talisman," describes a meeting between Richard Coeur de Lion and Saladin, wherein Saladin asks Richard to show him the wonderful strength for which he is

noted, and the Norman monarch responds by severing a bar of iron which lies on the floor of the tent. Saladin says that he "could not do that," but he takes an eiderdown pillow from a couch and, drawing his keen blade across it, it falls in two pieces. At this feat Richard says: "That is the black art—it is magic; you can not cut that which has no resistance." Saladin, to show him that such is not the case, takes his scarf from his shoulders, which is so light that it almost floats in the air, and, tossing it up, severs it before it can descend. Some people have thought that Scott exaggerated just a little here, but such probably is not the case, for it has been told by a recent traveler that he once saw a man in Calcutta throw a handful of silk floss in the air and a Hindoo promptly severed it with his saber.

There is on exhibition in the Army Medical Museum at Washington a specimen of microscopic writing on glass. This writing consists of the words of the Lord's Prayer, and occupies a rectangular space measuring 1-294 by 1-441 of an inch, or an area of 1-129654 of a square inch. These lines are about 1-50,000 of an inch apart. Now, to get some idea of the minuteness of this writing: There are in the Lord's Prayer 227 letters, and if, as here, this number occupies the 1-129654 of an inch, there would be room on an entire square inch for 29,432,458 such letters correspondingly spaced. The entire bible, old and new testaments, contains but 3,566,480 letters, and there would, therefore, be room enough to write the entire bible eight times over on one square inch of glass in the same manner as the

Tradesman Company

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words of the Lord's Prayer have been written on this specimen. Such a statement staggers the imagination, but the figures are easily verified and are certainly correct.

Along this same line of almost incredible minuteness is the story of one Mark Scaliot, a blacksmith, who, in 1578, in the twentieth year of Queen Elizabeth's reign, made a lock consisting of eighteen pieces of steel, iron, and brass, with a hollow key to it, that altogether weighed but one grain of gold. He also made a gold chain, composed of forty-three links, which he fastened to the lock and key. In the presence of the queen he put the chain about the neck of a flea, which drew it with ease, after which he put the lock and key, flea and chain, into a pair of scales, and they together weighed but one grain and a half. This story is vouched for by an old writer, and must be true, for no old writer ever has been known to exaggerate!

Many instances of mechanical ingenuity really remarkable to us in these days, when we are supposed to have advanced in learning, are related by various ancient authors. The silver sphere, "a most noble and ingenious performance," which was presented to Sultan Solymán the Magnificent by his Imperial Majesty Ferdinand, is mentioned by Paulus Jovius as showing and keeping time with the motions of the celestial bodies in various configurations. It was carried to Constantinople by twelve men, and there put together by the artist that made it.

Myrmecides, an ancient carver, was so proficient in microscopic mechanism that he made an ivory ship, with all its decks, masts, yards, rigging, and sails, in so small a compass that it might have been hidden under the wing of a fly. He also made a chariot with four wheels, and as many harnessed horses, which took up scarcely more room than the ship.

George Whitehead, an Englishman, made a ship, with all things pertaining to it, to move as if it sailed upon a table. "All hands were aloft, a woman made good music on a lute, and a little puppy cried in the midship, all of which variety," says the old writer, "was pleasant and diverting."

An artisan named Cornelius Van Drebbel once made an instrument much like an organ that, being set in the open air, under a warm sun, would play airs of itself without the keys being touched, but would not play in the shade. For this reason it is supposed that it was inclosed air, rarefied by the sun, that caused the harmony.

Gunpowder was known to the Romans, though they only used it for fireworks; but in one particular we are yet far behind, for the secret of the terrible and destructive Greek fire has been lost altogether.

Another "lost art," although put to use on a modern invention, is that displayed in the making of a remarkable clock now owned by a Hindoo prince. For perfection and ingenuity this clock takes rank as the "strangest piece of machinery in India." Near the dial of an ordinary looking clock

is a gong hung on poles, while underneath, scattered on the base plate of the clock, is a pile of small artificial human skulls, ribs, arms, and legs, the whole number of bones in the pile being equal to the number of bones in twelve human skeletons. When the hands of the clock indicate the hour of 1 the number of bones needed to form a complete human skeleton come together with a snap, and by some mechanical contrivance the skeleton springs up, seizes a mallet, and, walking up to the gong, strikes one blow. This finished, it returns to the pile and again falls to pieces. When 2 o'clock comes two skeletons get up and strike, while at the hours of noon and midnight the entire heap springs up in the shape of twelve skeletons and strike, each one after the other, a blow on the gong, and then fall to pieces as before.

The ancients had a marvelous knowledge of colors. Excavations in Assyria and Egypt have brought to light colorings that it is impossible to duplicate to-day. At Nineveh the monochrome pictures which represented the Chaldeans on the wall are said by Gesenius, the Septuagint, and the Vulgate to have been painted with a sinoper or rubrica, a native earthly oxide much like our Indian red, while both the English versions of the bible now in use, as well as the rabbis, translate the word as "shashar" (Jeremiah xxii, 14), or vermilion. At Khorsabad it appears that the red approached that bright color, but at Nimrod the sculptures exhibit a bright crimson or lake tint—and our painters have not been able to duplicate either.

Whether in ancient times better roads and pavements were built than at present, or whether only the best remains is uncertain, but it is also most certain that some of the remains of such structures found in Rome, for instance, evince engineering skill and perfection of work to a high degree. These roads were laid out carefully and excavated to solid ground.

This was costly work, to be sure—the Appian Way, about 350 miles in length, nearly exhausted the Roman treasury—but it was as enduring as Nature's own work. In Peru and Central America the Spaniards found remains of roads 1,500 to 2,000 miles long, which, examination shows, were built of heavy flags of freestone, and, in some parts at least, covered with a bituminous cement which time had made harder than the stone itself. The

roads of modern times lack most of the elements of durability which these ancient-made ones possessed and, consequently, wear out in a short time.

Tom W. Winder.

#### Substitute for Rubber.

Manufacturers and dealers in rubber goods are becoming interested in what is known as balata gum, the imports of which have been principally from Venezuela and British Guiana. Last year the United States imported 584,552 pounds. Recently a way has been discovered of treating brittle balata, sometimes called "bastard" balata, heretofore possessing little or no commercial value, by which it can be turned into a profitable and useful rubber. There are millions of balata trees in tropical America. Should the new process prove satisfactory the obtainable supply is enormous.

The only thing about which the wise man is certain is that it isn't safe to be certain about anything.

Men seek for honors often because they have lost honor.

If somebody told you it is not a secret.

#### Words of Gratitude.

Charles P. Taft at a recent banquet told a story on his big brother, Bill. "One day a woman came to Bill's office," said Brother Charles, "to ask help in the case of her boy. He had been examined for West Point and passed handsomely, but he was a quarter-inch beneath the required height. His mother wanted the requirement waived.

"She pleaded with him with tears in her eyes, but he was immovable. Then she told him about Johnny; what a good boy he was, and how he loved to fight and ought to make a good soldier. Bill perked up. 'We need more of that sort of boys,' he said. 'All right, I'll waive the rule and let him in.'

"The woman jumped up and started effusively to thank him, but she couldn't think of anything good enough to say.

"'Mr. Secretary,' she finally got out, 'you are just too good for anything. I—I—I—why, Mr. Secretary, do you know you aren't half as fat as folks say you are?'"

A great many self-made men must have made themselves in the dark.

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26 Piece Silver Set

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We are using this method to introduce our

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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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## Christmas and New Years Cards ON COMMISSION

You do not pay a dollar until goods are sold.

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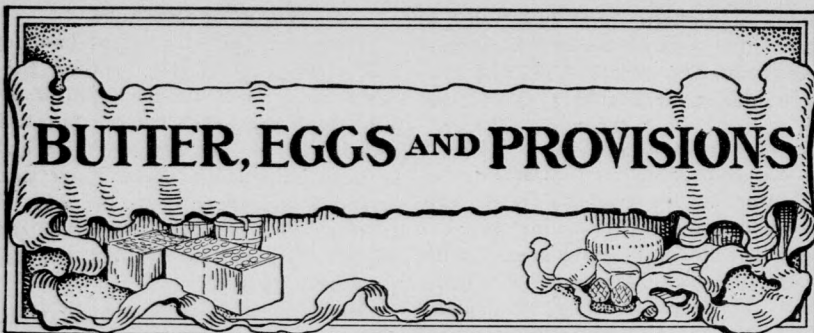
You may have the finest and most up-to-date Christmas and New Years assortment ever displayed in your place for the asking.

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### MICHIGAN BEANS.

#### The Crop Is Estimated at Six Million Bushels.

Hand-picked beans—do you know what the term means? The grocer knows, of course, and so does the boy on the farm, but it is safe to say that many in the cities have some sort of an idea that hand-picked beans are those that are picked by hand from the trees or bushes upon which they grow. But that is not it at all. The hand-picked are those that have had the bad ones taken out by nimble fingered girls. The good beans, as a matter of fact, are not touched by human hand until the final inspection before they go into the pot—and sometimes not even then. Except the small grains there are few crops that receive so little real handling. When the beans are ripe for the harvest the vines are pulled and thrown into rows. They are raked into piles and then go to the bean threshing machine, and from the machine they pour into the bags, and then when the farmer thinks he needs the money they are brought to market. Not on the farm but in town is the hand-picking done and the process is interesting. The beans are emptied from the bags into big bins, usually located for convenience in the basement. From the basement they are hoisted by bean elevators to the top floors and by gravity they flow to the cleaning machines on the second floor and then with all the sand and dirt and dust removed they drop again to the basement. When the cleaned beans are to be hand-picked they are elevated a second time to the top floor and this time go into big hoppers from which radiate many pipes to the picking tables. The picking tables are probably a foot wide, of a height convenient for a girl to sit at, and the top instead of being solid is a canvas belt, which by means of rollers beneath is made to move steadily forward toward the girl seated in front. The beans from the big hoppers near the roof flow down through the pipes to the little hoppers just above the center of the tables. From the little hoppers the beans feed upon the endless belts, carrying them for inspection before the quick eyes and nimble fingers of the girl picker. The girl notes the discolored and imperfect beans and she grabs them, letting the good beans pass, to drop where the endless belt turns into a chute that lands them in the hoppers below. From the hoppers the cleaned and hand-picked beans are run into bags ready for the market. From the farm to the retail dealer the beans are han-

dled many times and go through a variety of processes, but nowhere along the route does the human hand necessarily come into actual contact with them.

The bad and defective beans that are picked from the endless belt are dropped by the girl into convenient openings on either side of the table and run into a bag conveniently placed. The girls are paid according to the number of bad beans captured and they make from \$4 to \$8 a week, depending on their skill and quickness alike of eye and fingers. If the bad beans seem to be coming faster than they can be picked out the girl by the pressure of her knee can stop the belt and take her time. Each girl's bag is inspected before payment is made as a safeguard against the temptation to throw in good beans to increase the pay. When such practices are detected the penalties are sufficiently severe to make a repetition unlikely.

About 200 bean pickers are employed in the elevators and warehouses in this city during the season, which opens when the harvest begins to come in. This means \$1,000 or more in wages every week while the season lasts. Many of the girls come in from the country to work during the winter and the others are town girls.

The Michigan bean crop this year comes near to being a bumper. It is estimated at 6,000,000 bushels, which compares with an estimated Michigan crop last year of about 3,500,000 bushels. The Michigan bean is held in very high esteem in Boston and Boston draws heavily on this State for supplies, but the big market is in the Central States, the lumber camps and the Southwest. The consumption, it is stated in bean circles, is steadily increasing, encouraged by the high prices of meat and flour. Potatoes are abundant and reasonable in price this year, however, and this will in some degree affect the market. Last year beans were scarce and commanded high prices. The farmers seem hopeful of the prices that were obtained last year and are holding back the crop, but the bean dealers say the market will not vary much from the present quotation of \$1.75 a bushel to the farmer. The buyers are as much interested one way as the farmers are the other and it will take time to decide which is right. If beans become too fancy in price, however, it will be to invite foreign importations. The tariff is 45 cents a bushel, but it is claimed by the dealers that even with this handicap with prices any higher than at present quoted beans can be imported from Austria for the Eastern market

at a profit. The foreign bean does not compare favorably with the Michigan product in quality, but the average consumer does not know the difference.

Blasts of sorrow uncover false friends and reveal true ones.

### I Sell Coffee Roasters

And teach you to Roast Your Own Coffee  
I can double your coffee business and double your profits in 6 months. Write me.  
Get prices on my roasted coffees.  
You save 20 per cent.

J. T. Watkins  
**COFFEE RANCH**  
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Ground Feeds  
None Better  
**WYKES & CO.**  
GRAND RAPIDS



THE NEW FLAVOR

**MAPLEINE**

Better Than Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

### We Want Eggs

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

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

### Send Us Your Orders

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

**Moseley Bros.**

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

### C. D. CRITTENDEN CO.

41-43 S. Market St.

**Grand Rapids, Mich.**

Wholesalers of Butter, Eggs, Cheese and Specialties

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

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

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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



### A Mistaken Notion Entertained by Many Young Men.

Written for the Tradesman.

There seems to be a mistaken notion among a great many young men of to-day that the opportunities to rise are not nearly as good as they were in an early day.

"Why," said Lant Rodman, in the presence of the oldest merchant in Buxton, "what show does the young man or young woman have to-day with those of forty and fifty years ago? Look at Hartman, with his millions made in the lumber business; and there's Stoughton, who has made a fortune in dry goods. If we fellows only had such a show as they had we could make good all right."

"What's the matter now, Lant?" queried the old merchant with a pleasant smile. "Somebody turned you down again?"

"Same thing. There's no chance for a young fellow these days. All the best places are filled and we have to tramp the streets to be sneered at as lazy idlers. For my part I don't see what the world is coming to. You read what Mr. Hill said about the rise in prices of farm products. The cities are growing so much faster than the country it won't be long until everything one eats will be so high the poor man will starve."

"I trust it won't be so bad as that, Lant," returned the old merchant, walking away to attend to the wants of a customer. Colonel Halford was a tall, well preserved man of 60, one of the main reliable citizens of his home city. Lant Rodman cast a half sneering glance after the old merchant's retreating form.

"It's all well enough for him to talk," he said, "but he lived in the good old times when it was easy for a man of brains to get ahead. Then the smart young fellow who knew a thing or two was the exception not the rule, as now. Then places and opportunities reached out and beckoned a man to their embrace; now forty fellows are in chase after one opening." The speaker, a fair-faced young fellow, twiddled his fingers and leaned disconsolately against a polished showcase.

"Something for you, Mr. Rodman?"

"The gentle voice of the saleslady aroused the young complainer from his pessimistic dreaming. He smiled quickly and asked for the small article his sister had requested him to purchase. It was near the noon hour and the store was almost deserted. Miss Ambrose had sufficient leisure to engage the young man in conversation:

"I heard what you were saying to Colonel Halford and I was surprised," she said, smiling up into his handsome blonde face. "I supposed you were flatteringly situated at Brown & Moles."

"Oh, no, I quit them some time ago. No chance with them to get ahead." The speaker went out, lighted a cigarette and marched down the street.

Lant Rodman was like scores of other young fellows who think the world owes them a living on a shelf of ease. Lant was the son of a farm-

er. His elder sister married and went to the city to live. As a boy Lant did not mingle much with his neighbors; he was rather backward about his studies and finally decided to take up a course in one of the commercial colleges of the town. He lived at his sister's home and went through the course prescribed. Typewriting and stenography were mastered. The head of the school secured him a position in a larger city and for a time Lant prospered in the office of a chair factory. Although receiving a wage of \$12 a week he soon grew dissatisfied. Other young men wore better clothes, attended the theaters with regularity and put on a sort of style that appealed to the heart of the country boy.

We often read of the temptations of a country lad in town. All of these had to be met by Lant. He was proof against the worst of these, yet he longed to be able to wear better clothes and buy tickets to the theater and opera whenever he chose, which was pretty often, since the boy loved amusement.

"I think I shall have to leave you, Mr. Sargeant," said Lant one day some three months after he came into the chair manufacturer's office.

"Leave us!" exclaimed the gentleman. "Why, what is up now? We like you and I thought you were well pleased with us."

"That's all right," said Lant, "but I ain't making anything."

The proprietor laughed good-naturedly.

"Not getting rich quite as fast as you expected, eh?" he said, with a twinkle in his eye. "Well, you could hardly expect to become a millionaire in a quarter of a year. When I began I worked for \$2 a week and boarded myself."

"Maybe you did," returned Lant, "but times were different then. One has to dress decently and make himself a good fellow or he isn't in it. I must go where I can get decent wages."

"Of course you are at liberty to go, only we shall want a week to fill your place."

"You might raise my wages. I'd stay with you—"

"Paying you more than you earn now," hastily announced the employer, who was slightly nettled at the manners of his young employee.

"In that case I quit right now," snorted Lant, and he did.

He returned to the farm and loafed about six weeks, when he accepted a position in a hardware store at \$10. This was coming down some, but it was that or nothing. Lant got on for a while. The town was smaller, social duties were less exacting. Despite all this, however, he had all he could do to make both ends meet. When on the farm he had been an exemplary lad; since coming to town he had learned to smoke and play pedro. These little excesses, however harmless in themselves, led naturally to other expenses and he soon discovered that he was not making anything.

He spoke to the boss about a raise in wages.

"We can't afford it here," said the boss. "You might get an advance in



### Post Toasties

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

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

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



Every housewife knows that the phosphates so essential to nutrition are removed from flour in bolting.

Jennings' Absolute Phosphate Baking Powder restores to flour its food value and assures perfect baking—this you are warranted to guarantee.

To insure a steady sale and a satisfied trade, carry and recommend Jennings' Absolute Phosphate Baking Powder.

**The Jennings  
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Grand Rapids, Mich.

Established 1872

**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

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

**The Diamond  
Match Company**  
PRICE LIST

#### BIRD'S-EYE.

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

#### BLACK DIAMOND.

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

#### BULL'S-EYE.

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

#### SWIFT & COURTNEY.

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

#### BARBER'S RED DIAMOND.

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

#### BLACK AND WHITE.

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

#### THE GROCER'S MATCH.

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

#### ANCHOR PARLOR MATCHES.

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

#### BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. inpackage, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60  
Lesser quantities.....\$1.70  
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40  
Lesser quantities.....\$2.55

#### SEARCH-LIGHT PARLOR MATCH.

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

#### UNCLE SAM.

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

#### SAFETY MATCHES.

Light only on box.

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



time, but at present it is out of the question."

Lant stopped a while longer, but finally got into a quarrel with the book-keeper and quit. He had made his third venture and had quit his job, when he met and talked with Colonel Halford, as we have seen. He was living with his sister and taking life easy, with not a penny ahead in the bank.

Nellie Ambrose came over and spent the evening with Mrs. Stirling, Lant's sister. She was the saleslady at Halford's and had heard the conversation between her employer and her friend's brother.

It was a delicate subject, yet somehow it came up while Mr. Stirling was present. Lant had gone out and the three had the place to themselves.

"Yes, my brother is out of a job," said Mrs. Stirling, "and it gives me the fidgets to have it so. I don't see why Lant can't hold a position. He is a nice boy and nobody can say aught against his good name."

"Good name isn't everything," spoke up Mr. Stirling. "Your dear brother is a blamed sight too particular. I can well understand how he is making the mistake of his life. He wants to jump right into a big paying job at the outset. He can't do that, of course. He has to begin at the foot of the ladder and work up. There's no other way."

"But he says there has been no chance for advancement where he has been. So many young fellows want jobs there's not enough to go round, and so one has to work at starvation wages or do worse. Of course, Lant ought to stick longer when he has work, but boys will be boys, as Granther Smith used to say. I have tried to reason with Lant, but somehow I can't make him see it as I do."

"And he says the times are out of joint," put in Nellie.

"Yes, of course they are. Every tramp and socialist say that," retorted Stirling.

"And that things are not half as nice as they were when his father was a young man," pursued Miss Ambrose. "I find it hard work to save a cent off my pay, but there's nothing else but housework and I won't do that."

"You could save more money at housework," avowed the man.

"Might, but that's for servant girls," and Miss Ambrose tossed her shining golden head with a contemptuous sniff. And it was this girl that report said Lant Rodman had been sweet on for some time. "A nice pair of goslings," thought practical Mr. Stirling. He remembered something of the old times; had heard his father tell about them, too, and well understood the absurdity of the present day youngster's claims. He well knew that there never was a time in the history of the country when such grand opportunities were open as now to young men of worth.

George Stirling had been a poor man's son and he himself had come up from the gutter. He knew all about the hardships of a life among

the lowly. Now, at the age of 40, he was in a nice business and had made it all himself. He was in a position to teach others and he began a little talk for the benefit of Miss Ambrose and her natty friend, Lant.

"I can cite you to two people who have made good without half the opportunities that are open to young folks of to-day," said Mr. Stirling. "One of these is Colonel Halford, who was the son of a poor Irish washerwoman."

"What!" exclaimed Miss Ambrose, "you do not mean that Colonel Halford was ever that poor—his mother a washerwoman!"

"I certainly do. I have heard his story more than once. It is well worth relating. I haven't the time to tell it now, but will say that the Colonel as a boy, the son of an Irish emigrant, worked his way from poverty to the head of the greatest mercantile establishment in Buxton; furthermore, his wife was a poor girl who went out to do housework, saved her money and was doing a nice little business of her own when genial, ruddy-faced Pat Halford met her. The two combined their small savings, after marrying, and went into a partnership business. They have grown rich and not a dishonest penny ever stuck to the palm of either."

"Indeed!" ejaculated Miss Ambrose, "I have often noticed how sweet and smiling the Colonel's wife is when she comes into the store. I did not know that she had ever been a working girl."

"Nor that the Colonel once chopped slabs in a lumber yard at the magnificent salary of eight dollars a month," said Stirling.

"It doesn't seem possible," gasped the saleslady.

"It is a fact. Lant might profit by this if he only would. He shies at \$12 a week when the richest man in town once worked for \$2 and was glad to get even that."

When Miss Ambrose walked homeward her eyes were downcast and a spirit of contrition seemed to possess her soul. She resolved that she would one day have an earnest talk with Lant Rodman. Old Timer.

There are few things that give us greater discomfort than the recollection of the fact that by our own procrastination, indifference or carelessness we have suffered loss in pocket, character or neighborhood esteem. What is past is beyond recall, but we may avoid future humiliation and loss by highly resolving that we shall do our utmost at all times. To be industrious, to make the best use of our talent every minute we are alive, and to live as near our ideals as we can, will return us all the happiness and consolation that are coming to us in this life.

Many a man who is "down on his luck" might easily reach prosperity by prefacing his luck with a "p."

A man is in no condition to settle down until he has settled up.

It is an odd man that never tries to get even.



"GET SOME"

## Delivering the Dozen

It takes no longer to deliver a dozen cans of **Van Camp Pork and Beans** than one can, and it means *eleven more meals on which you make a profit*. So, offer a little discount and

"Sell her a dozen cans."

### The Van Camp Packing Company

Indianapolis, Indiana



THE SYRUP OF PURITY  
AND WHOLESOMENESS

There's a good profit for you in Karo—

There's satisfaction for every customer in Karo.

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

# Karo

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

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

Your jobber will tell you all about it.

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



## TOLL ROADS.

## Abandonment of Last Toll Gate in This Vicinity.

The toll collector no longer levies tribute upon those who travel the roads radiating from Grand Rapids. The last of his tribe disappeared last week when the Cascade road was declared a free highway because not kept up to the requisite standard. None will mourn his passing.

The toll gate represents a tax on traffic and the burden falls most heavily upon the farmer. It is not to this city's credit that toll roads have been tolerated so long. It is still less to the credit of the prosperous districts penetrated by the toll roads that the districts consented to pay for so many years. And yet the toll roads in their day served a most useful purpose. They have been important factors in the development of the country around Grand Rapids. The companies building them did for the farmers what they could not do for themselves. They converted the primitive dirt roads of the pioneer day, which at some seasons were utterly impassable, into highways that could be used at all seasons. In building these roads they cut down hills and filled in hollow places, thereby making them comparatively level. The farmer using these roads could draw much heavier loads to market. The roads were a good thing for him. It was right that he should pay for using them. But it is nothing to boast of that the system was allowed to continue long after the conditions which made it a necessity ceased to exist.

The first road into Grand Rapids upon which toll was collected was the old plank road from this city to Kalamazoo, a distance of about fifty-two miles. This road was completed in 1855 and toll upon it was collected for a dozen years or more. When new this was all that could be desired, but it would not stay new. The plank road was maintained and toll collected until the building of the Lake Shore and the Grand Rapids & Indiana railroads into this city from the South. The railroads put an end to travel by stage and when the stages ceased to run the old plank road was abandoned as no longer profitable. The plank and the timbers upon which they rested decayed and when attention to maintenance stopped the deterioration was rapid.

The Legislature of 1873 enacted a law under which companies could be organized to build gravel roads and to collect toll. The enactment of this law was a recognition of the fact that the road system under which the farmers worked out their road tax was not a success, that the farmers did not have the money to build their own good roads and that the only way to secure good roads was to encourage capitalists to build them and to charge for their use. The toll in reality was paying the road tax in cash, but as the payment was in small installments and did not call for any initial large outlay the farmers were satisfied.

The first gravel road built out of

this city was the old Reed's Lake road in 1873, the same year the toll road law was passed. This road extended from the city limits, then at East street, out Cherry street, Lake avenue and the Clinton and Robinson roads to the lake. When the city limits were extended so much of this road as was within the city was purchased and made free. The company then extended the Robinson road branch on out to Cascade and continued the collection of toll. It is this road, an extension of the first road built, that has just been made free.

The Walker road was built in 1877, the Alpine road in 1879, the Plainfield in 1880, the Grandville and the South Division street roads in 1881, the Canal street road to Plainfield in 1883 and the West Bridge street road in 1886. These roads all served their useful purpose, and then one after another they became free roads, not through the philanthropy of the companies operating them but because they ceased to be profitable. When the receipts fell off repairs were not made, and when repairs were not made the roads speedily became so bad that the authorities stopped the collection of toll. The decrease in the receipts was due to two causes, one the change in the character of the traffic and the other the building of fairly good roads paralleling the toll roads by the farmers themselves. In the early days the farmers had much heavy stuff to bring to market, wood, hay, grain, pork, etc., and had to have heavy wagons, and good roads were important. The farmers now run much to fruit, garden truck and the dairy and light wagons serve their purpose and just ordinary roads are good enough. The farmers of thirty years ago brought their stuff to market in the spring or fall when the ordinary country roads were usually at their worst, while now, with fruit and garden truck, the hauling is done when the roads are at their best, and to save the nickel or the dime the farmers can easily go around.

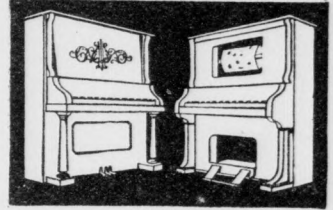
How the men who put their money into building these roads came out is not stated, but it is reasonable to suppose that they got back all they put in with interest and a little more. They did not get it back in lump sums, but the annual dividends were sufficiently liberal to provide sinking funds to wipe out the investment. Only one of the companies, so far as now recalled, sustained real hardship by being put out of business, and this was the Canal street company. This company built the road to the Soldiers' Home and then on the west side of the river extended it to Plainfield. In addition to building the road it built the bridge across the river. The road was badly wrecked by storm and, as repairs were not promptly made, it was condemned, and withal the bridge also became free.

Now that all the roads are free the important question is, What shall be done with them? No great zeal has been shown in keeping those roads that were earlier made free in good condition and they have gradually re-

verted to the primitive condition of pioneer days, full of stones, ruts and holes. A little money wisely spent will keep these roads in good condition. If the farmers will contribute in cash what for years they have been paying in toll and then elect competent highway commissioners to disburse it the roads will be properly maintained, but if they return to the old method of each farmer working out his tax in his own way and at his convenience it will not be long before there will be reason to regret the passing of the toll collector.

Some people can not think without making the noise of a boiler shop.

Hoping for much in others is helping them to it.



## Have You Picked Out Your Christmas Piano?

If not, come to our warerooms where we are daily receiving new goods. The grandest of all Christmas Gifts is a Piano and we'll assist you in giving a reliable one.

**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.**





### Side Lines Advantageously Handled in a Hardware Store.

When we first went into business we thought our customers wanted cheap goods, but I soon got over that and jumped to the other extreme and put in the very best goods I could find. I found that the good goods sold easier, with less trouble, less expense and less advertising, and the customers did not do the kicking that they did when they got cheap goods. It is the profits we are after, not the volume of business.

The typical hardware store of today seems tacked down to certain things; that is, we think that, unless we stick strictly to pitchforks, rakes, hoes, nails, saws and chisels, and such things, we have broken the faith, got over the lines and are messing into other people's business. I got over this when I found out that our competitors were selling just the things we did not handle and making leaders of them, too, and the first thing we did was to put in a line of paints; then we put in a line of stoves; then got a line of sporting goods; then automobile accessories; then a good and complete line of harness and implements, and we now have to advertise most everything. That is our motto, "Most Everything."

Last Saturday we got in a consignment of automobile blankets, and being the first in stock the foreman of that department asked me if I would assist him in marking them. I looked at the invoice and then at the goods and said, "These goods will stand a 50 per cent. profit—just 50 per cent." About the time we started in marking them a banker drove up to the store in his machine with his wife. Mr. — asked me if we had any automobile blankets and I told him they had just come in. He picked one out, asked me what that was going to be and I told him \$12 (it cost us \$8). He said, "That looks pretty good to me. Wifey, what do you think of that?" And she remarked that she thought it was beautiful. He picked out another one, which his wife also liked, at \$12, and then said that the driver should have one to cut off the wind from the front of the machine where he sat, which he picked out. This one was \$6.50 (it cost us \$3.25). Mr. — said, "All right, Mr. Jones, have these wrapped up and put in my automobile."

I would have worked three hours selling some contractor \$40 or \$50 worth of goods and made about \$5 on the transaction. That is about what we make after bidding against

all our competitors put together; I think about 10 per cent.

I made \$4 and \$4 and \$3.25—\$11.25—in about thirteen minutes on those blankets. The banker had not got out of the store before Mr. —

came in and wanted some automobile blankets. He chose one on which our profit was \$4. We had sold over half of our blankets before they were checked up. It just so happened that a cold wave was predicted and the next day was Sunday and everyone wanted to be protected against the wind while riding in the machines.

Another little thing we did I believe will help merchants some: A young lady of our town, who lost her father a few months previous from consumption, was living with her mother, a very poor woman with several other young girls. This oldest girl was about 19 years old, delicate but rather prepossessing, large for her age, and had a good common school education. We did not need an employee, but I sent for her to come to see me. I said to her: "I understand your circumstances and sympathize with you. Did you ever think you could make a living selling goods?" She said that she had never thought of such a thing, but had hoped to get some money from some source so that she could finish her musical education and go on the stage as a singer. I said to her that to do so would be doing something that she ought not to do. "I know what your father died with; you know the tendency that you have and I think you ought to have a position on the outside and get all the fresh air you can. Do that for ten years anyway, then if you are sound you can take up your music."

She replied that that sounded very logical to her and asked what I proposed. I told her that we often had specialties in our store and could use clerks with common sense enough to put them before customers. We wanted the articles introduced, and if they didn't sell, introduce them anyway. She said: "All right, I will try it if you will suggest something to start on." I just happened to think of these Dover Shirt Waist Sets of Irons. I sent to the Dover people and got 250 sets and started this young woman out the morning after they arrived.

She took one set in a little black silk bag and to-day she is averaging twelve sets a day of those irons—going to work at 9 o'clock, quitting at noon for lunch and generally stopping for the day at 4 or 5 o'clock in the afternoon. Her health is better than it was and our business has in-

creased. Last week she sold sixty-five in five days and rested on Saturday. We give her \$9 a week and 15 cents per set on every one over forty she sells each week.

The trouble is that good-selling articles like these are kept on the shelves packed away and no one knows of them. We have come to this conclusion, that you have to advertise and get your goods before the people in some manner.

We put out another woman on coffee percolators. She put a little bottle of cream and a little sugar and a teaspoon in her grip, and only asked the housewives that she visited to furnish the water. In most every case she sold these percolators. She sold over 100, ranging in price from \$3 to \$11.50 apiece and we have sold over 300 in our town.

When the salesman came in talking to me about these percolators I told him that we had enough coffee pots already, that our buyer had us overstocked and as to talking coffee pots to our customers at prices from \$3.50 to \$11.50 each, why, they would faint. He told me how to sell them—that is, when persons came into the store for a coffee pot to take down one of the percolators and make a cup of coffee for them in twenty minutes. Well, the result was that we sold about 400 of them.

In our store we used to try to pile up our sales. We sold \$600,000 worth of goods a year, but we have got out all that stuff that needed volume and are now making sales of articles on which there is a profit. We tell traveling men who come into our store and want to sell us goods on which we are to make 5 or 10 per cent. to "Go hence, Satan; we don't want you here." I went into a hardware store in this town and told the proprietor that he ought to use our sign, "Most Everything." He said he bought only the best that money would buy and I could see that because I knew the brands. If a man gets a tool at a cheap price—a cheap tool—if it does not suit him he is going to kick just as hard as if he had paid a big price for it and the result is you are going to lose that customer for good.

Sharon E. Jones.

Power in speech comes from patience in silence.

### Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys

C. J. LITSCHER ELECTRIC CO.  
Grand Rapids, Mich.

### Grand Rapids Supply Co.

Jobbers  
Mill, Steam, Well and Plumbing  
Supplies  
48-50-52-54-56-58-60-62 Ellsworth Ave.

Established in 1873

Best Equipped  
Firm in the State

Steam and Water Heating  
Iron Pipe  
Fittings and Brass Goods  
Electrical and Gas Fixtures  
Galvanized Iron Work

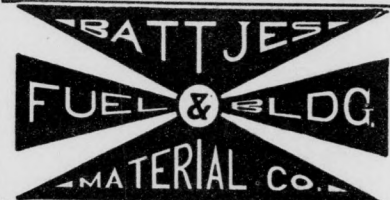
The Weatherly Co.  
18 Pearl St. Grand Rapids, Mich.

### STEIMER & MOORE WHIP CO. WESTFIELD, MASS.

Manufacturers of whips. All prices and styles. Our No. 107 "Wolloper" retails fifty cents. It is solid rawhide center, full length 6 feet. Metal load. Double cord cover. Write for prices. GRAHAM ROYS, Agt. Grand Rapids, Mich.

### H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Grate Bars, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids, Mich. Citizens' Phone 5329.



Brilliant Gas Lamp Co.  
Manufacturers of the famous Brilliant Gas Lamps and Climax and other Gasoline Lighting Systems. Write for estimates or catalog M-T. 42 State St. Chicago, Ill.

### Acorn Brass Mfg. Co. Chicago

Makes Gasoline Lighting Systems and Everything of Metal

**Quick Meal  
WICKLESS  
OIL STOVES**

NO SOOT SMOKE DIRT  
OR  
ASHES

QUICK CLEAN SAFE  
AND SIMPLE

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.



## MAILING LISTS.

## Used Generously and How They Are Obtained.

Written for the Tradesman.

An important factor in all mail order enterprises, many manufacturing concerns, a large number of mercantile—both wholesale and retail—establishments and in a majority of the offices of periodical and weekly publications is the mailing list. As a rule the utilization of a mailing list is entirely legitimate, but there are glaring exceptions to the rule.

One of the most frequently voiced expressions all over the country is: "I wonder who sent this to me and where they obtained my name and address." Almost invariably this enquiry or its equivalent follows the receipt by mail of some announcement coming from a far-off city and from somebody who, in spite of the fact that the recipient knows no such person or corporation and never before heard of them, begins with, "My Dear Sir" or "Dear Madame."

Very commonly, too, there is some phrase at the beginning of the unexpected announcement which either claims outright or intimates very pointedly that the one receiving the communication is at least known to the sender as a person who will appreciate the value of the article that is for sale or is in need of just such an article and that "some one of your fellow citizens," possibly a neighbor, has recommended you to the advertiser as a trustworthy person of refinement.

In this way the mystery as to why one has been addressed is only deepened and, in many cases, the implied confidence and flattery achieve the desired result.

There is no mystery at all to the mailing list habit. Every store of any importance in every city in the country acquires automatically—if they deliver the goods they sell and they do as a rule—a local mailing list of their own, and to these lists a majority of the larger stores add other lists acquired through correspondence or by purchase outright or by exchange with other mercantile establishments.

Then, too, there is in every large city one or more addressing and mailing bureaus which will not only address and mail for anyone any number of circular letters or other matter, but where one may buy a specific number of names and addresses classified as to postoffices and occupations.

A manufacturer of baby cabs obtains regularly each month from over fifty cities a complete list of the marriages which take place in each city, giving full names of both bride and groom and, whenever possible, their honeymoon residences and the names and street numbers of the parents of both bride and groom—this data being compiled largely from the daily newspaper society news departments. This information is filed by cities, alphabetically arranged and according to dates. Daily this card catalogue is inspected and revised. Supplementary to this there is a monthly report as to births and deaths. More-

over, the cost of procuring this information was once very considerably lessened by entering into an exchange agreement with a manufacturer of a patent baby food.

Publishers of subscription editions of books are most generous toward each other in the exchanging of mailing lists so that, it is said, every man or woman who has subscribed for editions to be paid for on the installment plan is listed with all of these publishers—name, street and number and city, and the titles of the books they have purchased.

A favorite device of managers of the circulation departments of monthly publications is to buy outright, whenever they can do so, a mailing list from a leading dry goods store or department store or sporting goods store or whatever line of merchandise is likely to have as customers the kind of people who would be most apt to take kindly to the character of the magazine making the effort.

Where people are most frequently imposed upon by the use of the mailing list is in the promotion of some prize giving proposition: "Fifty pounds of granulated sugar for a dollar and a sixty dollar diamond ring to the person who comes nearest to guessing the weight of President Taft on the fourth of March next," or some equally absurd condition which the advertiser never intends to fulfill.

It is claimed by those who have given the matter some investigation that the original mail order effort was invented by a literary job printer in a small village in New England. He had a considerable and well selected library chiefly devoted to poetry and at times he tried his own hand at rhyming and Limerick jingles. On the other hand his job printing office was a small one, largely equipped with borders, corner pieces and ornamental cuts. He did not publish a paper and so could not compete with the other job offices connected with the local newspapers.

Presently and to the surprise of the local postoffice this printer began to receive copies of daily papers published in Boston, Springfield, Worcester, Lowell, Hartford, Providence, Lowell, Fall River, etc.

Simultaneously almost the business of the local postoffice began to improve because of hundreds of circular letters, sealed, sent out by the job printer and by the return of scores of letters addressed to that individual. It was noticed also that his wife had been brought into service at the printing office as foreman of a kicker-press, while the husband worked another. The business grew and another helper was brought in and the literary printer was buying more cardboard than all the other job printers in town.

At last, in spite of his efforts to keep the matter secret, it developed that the printer was doing a land-office business, getting out mortuary memorial cards—those charmingly hopeful things with a weeping willow and a tombstone at the top, a notice of the death of the person

whose memory was thus perpetuated below, followed by bits of verse, sometimes by a noted writer but usually by the ingenious and poetical printer.

It is said that in two years he paid out over \$300 in subscriptions to daily papers. That during the first month of his venture his postage account amounted to nearly \$100 and that within five years he had accumulated over \$20,000, besides paying out several thousand dollars for a country weekly and a well equipped job office.

The weak spot in his scheme was that his mailing list could be utilized but once only. Chas. S. Hathaway.

## The Meanest Janitor.

A West Side man claims that the janitor of the flat building in which he lives is the meanest janitor on earth.

"He never gives us half enough steam during the day," said the complainant, "and at night the conditions are simply awful. Why, I frequently wake up and hear my wife's teeth chattering on the bureau."

## Experience.

Jones—I tell you, Singleton, you don't know the joys and felicities of a contented married life, the happy flight of years, the long, restful calm of—

Singleton—How long have you been married?

Jones—Just a month.

The greatest crime against love is to use its language and miss its life.

## Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

A Good Investment

PEANUT ROASTERS  
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

Sawyer's  
CRYSTAL

See that Top

Blue.

For the  
Laundry.

DOUBLE  
STRENGTH.

Sold in  
Sifting Top  
Boxes.

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

It goes twice  
as far as other  
Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

## Klingman's

## Summer and Cottage Furniture: An Inviting Exposition

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

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

Klingman's Sample Furniture Co.

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

## WILLS

Making your will is often delayed.

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

Executor  
Agent

The Michigan Trust Co.

Grand Rapids, Mich.

Trustee  
Guardian



## CA-A-SH BOO-Y-E-E.

## Exposition of Saleswomen's Store Habits and Hopes.

Written for the Tradesman.

"Ca-a-sh Boo-y-e-e!" voiced in a metallic tone that is mixed with a top-of-the-head nasal quality was the call which prompted a representative of the Tradesman to put this question:

"Why is it that the women clerks insist upon such a palpably affected intonation and pronunciation whenever they have received pay for a purchase?"

"Well, I never have heard the thing explained," said the dark eyed beauty addressed, "and I don't know of any way to account for it except by my own impressions and experiences." Then smilingly exhibiting a display of perfect and well cared for teeth, she added: "You know a large department store isn't just exactly a vast and silent monastery where people retire and quietly engage in contemplation of one sort or another. And besides cash boys as a rule," here she tapped her pencil very lightly but just a little impatiently, "are the most obstinate little chaps you know."

"Ca-a-s-h b-o-o-o-ee" came just then ringingly from some other girl's nostrils and throat in the next aisle.

"There! Hear that?" asked the interviewer.

"Yes, I heard it and you heard it," was the response and the lady's eyes snapped. "Now just listen. Give your whole mind to it," she added.

"Whole mind to what?" was asked.

"To the grand ensemble of noise on this floor. Hear it—a mixing buzzing, shuffling, snapping rumbling. People walking, merchandise rattling, customers and clerks talking, elevator doors jangling, cash boys running—hear the massive, miserable murmur that comes to our ears all day long?"

Confessing that the noise was a big one and almost intolerable the questioner went on: "But don't you become accustomed to it?"

"That's just it," laughed the pretty clerk. "We are so accustomed to it that we fairly hate it. But the cash boys just revel in the tumult. Let me show you:

"Ca-a-sh boo-y-e-e!" she called. "Now look down the aisle and see that boy at the corner doing nothing." She added then: "Ca-a-s-s-h b-o-y-e-e!"

The youngster heard the call beyond question because he made a turn of the head as though to look our way and then suddenly darted out of sight into a lateral aisle.

"See?" asked the clerk as she shook her head in a hopeless way, "that's the way they do. He heard my voice and recognized it and came near forgetting himself by answering my call."

"Yes, but he heard you. Does that explain why you girls use the absurdly affected call?" was asked.

"It isn't affectation," retorted the lady with an amusing show of indignation, "it's business. Now let me show you the difference," and pointing to another boy a short distance

to the right she added: "Watch that boy."

"Cash boy!" she called loudly and in the natural way and the boy never moved a hair.

"Ca-a-s-s-h boo-o-y-ee," she called, and he turned immediately and came toward us.

Upon his arrival the lady explained that she had called him that he might explain to the visitor why all the women clerks used the funny call they do in summoning the boys:

"Aw, g'wan," answered the grinning boy and then to the visitor, "Don't you know the reason?"

Assured that the visitor was not only ignorant but curious, the boy added: "Well, it's so blamed noisy in here all the time that we can't hear anything; an' with half a dozen of the girls callin' at once we don't know whether we're ridin' sidewise or cross-saddle."

"Is that all? Don't you boys soldier once in awhile?" was suggested.

"Mebbe we do when department bosses ain't lookin' because—well, you see, some of us like some of the clerks better'n we like some other clerks an'—glancing at the lady, "you bet I always jump when I hear her voice," and away he went to answer a call from the next aisle.

"These calls may sound exactly alike to you," said the lady who by this time was a little anxious about her coiffure and was readjusting it here and there, "but it is a fact that the various intonations given to the vowels in the words: 'cash boy,' by the different clerks become familiar to the boys so that in a majority of cases they recognize each individual call, and unless they are busy, or indifferent, or merely lazy, they answer immediately."

The visitor thanked the lady for her trouble and she responded with genuine sincerity: "Don't thank me. It is a pleasure, don't you know, to sometimes talk about things other than goods and prices; to get outside of behind the counter."

"Why is it?" asked the visitor, "that so many girls prefer to work in a store to becoming expert in domestic science and so obtaining higher wages?"

"There are two principal reasons," was the response: "In the first place every girl who amounts to much expects to become a department head, a manager and buyer sometime, and so ultimately achieve high wages and possibly in time get into the mercantile business on her own account."

"And the other reason?"

"Well, a great many of the girls are either engaged to be married or are keeping an eye out for the main chance."

"And your eye is busy?"

"Not particularly. Of course I know the kind of an opportunity I would like, but I have not yet discovered such an opening and am contented to wait awhile longer."

Chas. S. Hathaway.

Wary.

Thompson—Suppose a man should call you a liar, what would you do? Jones (hesitatingly)—What sized man?

## Kent State Bank

Grand Rapids, Mich.

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

Deposits  
5½ Million Dollars

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

3½ %

Paid on Certificates

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

Child, Hulswit & Company  
BANKERS

## Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

## Special Department

Dealing in Bank Stocks and Industrial Securities of Western Michigan.

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

Michigan Trust Building  
Grand Rapids

THE NATIONAL  
CITY BANK  
GRAND RAPIDS

WE CAN PAY YOU

3% to 3½ %

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

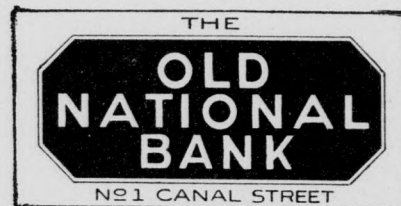
49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

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

Capital  
\$800,000



Resources  
\$7,000,000

## A HOME INVESTMENT

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

## HAS REAL ADVANTAGES

For this reason, among others, the stock of

## THE CITIZENS TELEPHONE CO.

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

We Make a Specialty of Accounts of Banks and Bankers

## 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

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We Solicit Accounts of Banks and Individuals



## THE GAS GAME.

## How It Worked in the Case of Grand Rapids.

Purchasing gas properties, reorganizing and refinancing them is considerable of an industry in this city with three houses and several individuals engaged in it. About twenty properties located in as many cities in different parts of the country are controlled and managed from this city, and in addition large amounts of Grand Rapids capital are invested in the promotion of the purchasers, reorganizers and refinancers of New York, Chicago and Philadelphia. How much Grand Rapids capital is invested in gas securities of various kinds can not be estimated, but it is certain the total runs well up into the millions. American Light and Traction stock, common and preferred, is held here to a total of at least \$1,000,000 par value and with a present market value considerably in excess of this amount. In point of popularity with investors American Light and Traction is in a class by itself, but the aggregate of other holdings, bonds and stocks, will reach a much larger figure. The high average of success that has attended these gas enterprises, whether promoted here or from other points, has given Grand Rapids people confidence in them and explains the favor in which they are held.

While promoting gas enterprises in other towns or subscribing for underwritings in outside promotions the Grand Rapids capitalists must experience feelings of weariness when they pass the brilliantly lighted offices of the Grand Rapids Gas Company and think of the rich prize they let slip through their fingers. All the American Light and Traction stock and all the other gas stocks and bonds held here—if all these were bunched it is doubtful if the total would equal the present value of the Grand Rapids Gas Company—and Grand Rapids let it go for what to-day is recognized to have been a pittance.

The old Grand Rapids Gas Company was capitalized at \$600,000, and all the stock was held in this city or by former residents who had gone elsewhere to live. The policies of the company were shaped by its President, Thomas D. Gilbert, and those who can look back a decade and a half will remember how broad gauge and public spirited those policies were. In 1896 Emerson McMillin bought the property, paying for it \$1,200,000, or \$2 for \$1 for the old stock and he proceeded to give Grand Rapids its first experience in modern finances. He organized a new company with a capital stock of \$1,000,000. The new company issued bonds to the amount of \$1,225,000, representing the purchase price and \$25,000 additional to cover various extra expenses that were incurred in the deal. The bonds were marketed and with each \$1,000 bond sold was given \$500 stock bonus. After the disposal of the bonds Mr. McMillin had \$387,500 of the stock to call his own and which had not cost him a cent. The company in addition to paying interest on the bonds the very first year

paid 4 per cent. on the stock, did the same the second year, paid 5 per cent. the third and then 6 per cent. until 1901. In this year Emerson McMillin put his gas properties into a holding company, the American Light and Traction Company of to-day. The companies so merged were those of Grand Rapids, Madison, Wis., Milwaukee, St. Joseph, Mo., Binghamton, N. Y., and San Antonio, Texas, and to this list subsequently were added Detroit, Muskegon, Quebec and various others. The terms offered the holders of Grand Rapids Gas stock were \$116 preferred and \$34.80 common stock of the new holding company for each \$100 par of the old stock. The offer was accepted, and from that day Grand Rapids has had no direct voice in the management of the company and no part in the shaping of its policies.

In exchange for the stock of the Grand Rapids company the American Light and Traction Company gave \$1,160,000 preferred and \$348,000 common stock. The preferred stock had a market quotation then of about 90 and the common stock was held at around 35, representing a total market value of approximately \$1,165,800. These same securities at present day quotations are worth—the preferred at \$1.05 and the common at \$2.70—about \$2,147,600. The increase in the value of the securities, however, represents but a small part of the increase in the value of the property itself.

What the present value of the property may be is difficult to estimate in the absence of accurate data as to the earnings, but if local capitalists were given a chance to buy it at \$5,000,000 it is likely they would jump at it, and then there would be another reorganization and more financing, with bonds issued to the amount of the purchase price and an equal amount of stock to be divided, 40 or 50 per cent. to go as bonus with the bonds, the remainder to be shared among the promoters.

The earnings of the Gas Company are carefully guarded from the knowledge of the public, but from data that is obtainable some idea of the earnings can be gained. The net earnings in 1900, the last year under the independent management, were \$173,021. If the earnings increased 10 per cent. a year, which is not by any means extravagant, compounding for nine years will make a total of \$407,966, from which deduct \$67,500 interest on the \$1,350,000 bonds now outstanding, leaving \$340,466 available net earnings or \$90,466 more than enough to pay 5 per cent. on \$5,000,000 of bonds. If the average increase were only 8 per cent. the present earnings would be \$346,042, or \$278,542 above interest charges, and this is 5 per cent. on \$5,000,000 bonds and \$28,542 for the stockholders. There are still other ways of estimating the probable net earnings and they land around the \$300,000 mark above the interest charges. However, it may be figured the property is worth around \$5,000,000, with capitalization possibilities of at least \$10,000,000 stocks and bonds. And in 1896, only thirteen

years ago, Grand Rapids capitalists let this fine proposition get away from them for a paltry \$1,200,000 and took a good share of their pay in bonds and bonus stock, and again in 1901, only eight years ago, they sold out, taking in exchange securities that had a then market value of \$116.50 for each \$100 par of their holdings and a present value of \$214.76 on the old \$1,000,000 capitalization, or \$118 on the company's present capitalization of \$1,820,000. The increased capitalization was accomplished by a stock dividend of 82 per cent., which the American Light and Traction Company, owning all the stock, declared to itself last summer.

It should be said in extenuation of the Grand Rapids capitalists, however, that when the Grand Rapids deal was put through in 1896 the gas game was new and few appreciated its possibilities. If the deal were to be done over it is safe to say that it would be on an entirely different basis.

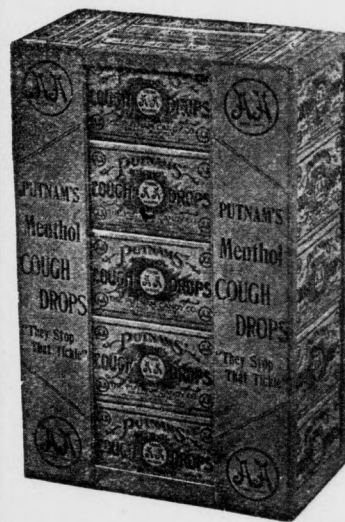
## H. LEONARD &amp; SONS

Wholesalers and Manufacturers' Agents  
Crockery, Glassware, China  
Gasoline Stoves, Refrigerators  
Fancy Goods and Toys  
GRAND RAPIDS, MICHIGAN

Our Slogan, "Quality Tells"

**Grand Rapids Broom Company**

Grand Rapids, Michigan

GRAND RAPIDS  
FIRE INSURANCE AGENCY

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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



139-141 Monroe St.  
Both Phones  
GRAND RAPIDS, MICH.

## 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.

Putnam's  
Menthol Cough Drops

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

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

One Full Size Carton  
Free

when returned to us or your jobber properly endorsed.

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



**LOWNEY'S**  
COCOA and  
CHOCOLATE

For Drinking and Baking



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

**The Walter M. Lowney Company**  
BOSTON



## LAUGHABLE MISTAKES

## Are Made Through Heedlessness or Ignorance.

Written for the Tradesman.

People make funny mistakes sometimes in speaking.

These errors may be due to several causes—to pure ignorance, to carelessness in speaking, to preoccupation of the mind, to analogy, to embarrassment in the presence of others and perhaps to one or two other causes.

Without particularizing as to which of the above reasons for blunders the following samples come under, I give them to the reader as I heard them:

A lady had a maid who got tired of housework and decided that, as she was fond of children, she would try the position of nursemaid for a time.

Scanning the "Female Help Wanted" columns of the daily papers, she picked out several advertisements that sounded as if they would be what would suit her.

But I must tell that a day or two before this selection of advertisements the lady of the house had installed a new refrigerator, in which, of course, each of the family was interested, including the maid of all work.

When the day came for her to go and answer the advertisement for a nursemaid she walked down to the hotel where one of the ladies lived who had placed an advertisement for a girl to take charge of a child.

The new applicant was all out of

breath when she reached her destination and this, combined with the fact that, coming from the country, she was quite unused to the ways of public life, flustered her.

The elevator cage was open at the ground floor, but the operator was not inside. A young man stood by in the hall and to him the raw girl turned in her dilemma as to how she should get to the apartment of the lady whose advertisement she held in her hand.

"I want to go to the room of Mrs. So-and-So," she said. "Will I take this refrigerator to get there in?"

A funny look passed over the face of the operator of the elevator as he conducted the girl inside and clicked the door with the quiet correction:

"You mean the elevator."

"I could have bitten my tongue out," the girl declared to her mistress when she was relating the episode on her arrival at her old "place." "I'm new to your citified ways of living, I know," she acknowledged, "but I've walked long enough on city pavements to know a refrigerator from an elevator when I see 'em. I s'pose it was 'cause we'd talked here at home so much about our new refrigerator that the word was so fast in my noddle that it slipped out when I wanted to say 'elevator,' and the poor girl's scarlet face testified to her deep mortification over her slip of the tongue."

\* \* \*

A woman who "never opens her mouth without putting her foot in it," as the Irishman said, was recounting, the other day, the tale of

woe of a scrubwoman who goes out to work for others every day of her life. The former was going over the list of houses where the latter finds her work.

"And would you believe it," she continued volubly, "at one of these rich houses they won't give her any soap or sapolio to use on the kitchen floor? She has to scrub it with concentrated lye!"

\* \* \*

An acquaintance of hers tells the story of a young woman who is as pretty as a picture but who "doesn't know enough to get up and turn around," she's "just good to look at an' that's all."

One afternoon she went canoeing with a young man friend. Not being used to the tippy sport she became greatly affrighted at the way the puffing wind stirred up the water.

Afterwards, in relating how terrified she was when the wind arose, she exclaimed:

"My but I was glad to get back on vice versa once more."

The beauty is everlastingly making just such "breaks." She likes to use big words regarding the meaning of which she is all at sea.

\* \* \*

In this season of easy catching of colds and other facilely-acquired affections of the throat and lungs one sometimes hears it said that a person is "afflicted with diphtheria of the throat;" or perhaps it is "pulmonary ammonia of the lungs" that is the attacking disease, as I once heard a man put it.

Saying the word disease reminds me that it is often misused for deace, to the amusement of one who knows the difference in meaning.

\* \* \*

A certain old aunt in a well known Grand Rapids family is always airing her want of knowledge in a way to shock her relatives. She told the other day, meaning to use the word typical, that a scene in a play was "tropical of the Sunny South." In the same breath she voiced the statement that "the militant costumes of the soldiers looked shabby." She said that "the play was finely mountained, the scenic defects being superb." She is great when she gets to talking about the "atmosphere of the play."

\* \* \*

A lady who is long on executive ability but short on the proper use of words is continually tripping up on the commonest forms of expression, as witness the following:

Possessing so much faculty for running affairs she naturally takes a prominent part in church work and many charitable matters.

Being chosen President of the Christian Endeavor Society she presided with grace, dignity and unction, but alas her grammar, her syntax, are enough for gods and men to weep over. She has a plethora of ideas, but her faultiness in ventilating them is "something fierce," as the kids say.

It is remembered that at one time when she called a short recess she did so in this queer language:

## Four Points

of the

## Square Deal Policy

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

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

BEST SELLER ON THE MARKET



W. K. Kellogg

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

PROFITS SURE AND CONTINUOUS

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

No 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.



"And now, ladies, there will be a five minute permission."

Also she is reported to have said:

"The Secretary will now read the moments of the last successive meeting."

She opened one meeting with:

"Ladies, let us now come to orderliness."

The times the woman murders the King's English are as the sands of the ocean. In fact, she scarcely ever speaks without committing some blunder. And the sad thing about these blunders is that she never knows what a laughing-stock she is for miles around, for her linguistic fame has traveled as fast as a horse can trot.

If this lady was not of such fine presence, beautiful face and charming manner her faux pas would not be quite so glaringly noticeable, but as her personality is so striking she excites a correspondingly large amount of criticism.

\* \* \*

A sweet young girl lives next to a lady bearing the peculiar name of Haifers.

One day the former went to a nearby small grocery store, where many neighboring "hausfrauen" were awaiting their turn to be waited on by the proprietor—the only one who happened to be in the store to serve the patrons, his two clerks having just stepped out on errands.

The young girl I mention had responded to the greeting of her next door neighbor, who was among those awaiting at the counter to hear the welcome "Next," with:

"Good morning, Mrs. Haifers. How are you this fine day?"

Just then the proprietor of the store was ready to wait on the young girl, and, with the name "Haifers" so recently on her tongue, and being in a great hurry to get back to her home, she did not stop to choose her words but jumped into the breach with the statement that she "would like half a pound of vanilla Haifers!"

Although young in years, being only 15, this pretty girl, unlike so many of her age and despite this hurly-burly world in which we live and breathe and have our being—this pretty girl, I say, has the reposeful ways of an accomplished woman of the world, and now when it dawned on her, by the difficultly suppressed amusement stealing over the face of the grocer and the ripple of laughter going the rounds of the store's customers—I say when she realized that she had said something she shouldn't have said she was overwhelmingly confused; but, quickly recovering herself and well knowing that it would only make matters worse to show anger, she amiably exclaimed:

"Ah, what did I say?"

The grocer told her and, joining heartily in the laugh that followed her droll but perfectly excusable error, she saved the day for herself gracefully enough.

But you may be sure that the next time she had company and desired vanilla wafers for helping out the light refreshments for her guests, she

did not ask for "vanilla Haifers!"

\* \* \*

Talking about this funny little occurrence at a grocery store makes me think of the episode a bright young woman lately told me she heard of:

A friend of hers was intending to entertain one evening a half dozen acquaintances in her own home.

This friend, being renowned for her chafing-dish suppers—she is such an adept that she can keep two of 'em running at once—was going to add to her laurels by preparing for the company a fine rarebit.

On going to the grocery store where she is in the habit of trading she encountered a new clerk and, as it turned out, a very green one, as you shall discover:

Ordering her other necessities first she came to the two kinds of cheese that her best rarebit recipe calls for. She could easily speak the name under which one of them goes but could not, on the instant, bring to memory the name of the other.

Meaning to have the dull clerk help her out of her dilemma with his supposed-to-be ready knowledge she thought to toss him a hint by mentioning what she wanted the two varieties of cheese for—a Welsh rabbit.

"Oh," said the clerk from Nowhere vehemently, "rabbits do not like cheese. You want to buy some cabbage and turnips for them. They eat cabbage and turnips like all get-out."

"Eat cabbage and turnips!" exclaimed the chafing dish expert.

"Yes, indeed, they like 'em awful well. I had one onct an' it et cabbage an' turnips to beat the band. I'd get 'em some lettuce besides ef I was you. They grow fat on that—an' on carrots, too," the carrots an afterthought.

The fair customer saw at the beginning of the last speech of the gro-

cer's new importation that the rabbit she was talking about and the rabbit that the new importation "had onct" were quite distinct in character.

Endeavoring hard to keep her face straight she tried to explain herself.

"I hardly think you know the kind of rabbit I am talking about," she said.

"Oh, yes, I do," beamingly interrupted Mr. No Nothing. "You mean these here Belgian hares."

The fun-loving customer knew she must get out of that establishment instantly or she, should shriek her merriment in a way that would be more than a trifle uncomfortable for the bumpkin of a clerk; so, hastily saying that she "guessed she wouldn't buy cheese for her rabbit to-day; at some other time would get the vegetables for him," she paid for the dainties she had already ordered for her expected visitors and beat a retreat with all the haste at her command.

Once outside she took an obscure street where she could laugh to herself without having pedestrians think she had gone crazy.

"It's a mighty good thing I wasn't with my friend when she was ordering the stuff for her 'Belgian hare,' for I certainly shouldn't have been able to control the muscles of my face so well as my friend did when the grocer's help explained how he 'had one onct.' I'm afraid I should have ha-haed 'right out in meetin'," and the recounter laughed then and there as she thought of the fellow's egregious—if innocent—mistake.

"Poor booby!" she said. "He will know better bye and bye," and I added a fervent "Hope he will."

The chafing dish girl and her evening visitors, to whom she told the story, will not soon forget this comi-

cal circumstance in which the unconscious hayseed played a prominent part.

\* \* \*

This subject of the rarebit reminds me, although not exactly apropos, of the young lady whose tongue got twisted in telephoning to one of the chop suey restaurants.

She was thinking of ordering some of the mysterious concoction for a little surprise party she was intending to give for her sister.

She had never ordered chop suey before and the unusualness of speaking the words chop suey made her say to the Chinaman on the other end of the line:

"I would like to ask how you sell your sop chuey," to which the Chink replied:

"Me no sell no anytling llat namee."

The answer made the young lady "sit up and take notice" and she then got the question into correct shape.

H. E. R. S.

#### Unbusinesslike Conduct.

There is a certain Pittsburg broker who insists that every clerk in his establishment shall present an immaculate personal appearance.

"If you are to retain your position in this house," said he one morning to one offender whom he had summoned to the private office, "you will have to devote more attention to your toilet. Why, man, you present the appearance of one who has not shaved for a week."

"Beg pardon, sir," said the clerk, "but I am raising a beard."

"That's no excuse," said the boss. "You must do that sort of thing outside of business hours."

People who brag of what they give the world never take stock of what they owe.

## IF A CUSTOMER

asks for

# HAND SAPOLIO

and you can not supply it, will he  
not consider you behind the times?

**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.**





### CHIFFON SCARVES.

#### Youth and Beauty Best Accomplish Sales.

Written for the Tradesman.

There's nothing like a young and pretty girl for selling chiffon scarves.

You may talk until the crack o' doom about "goods selling themselves," "goods well bought are half sold"—may use all those old hackneyed phrases that you want to—but I reiterate that these arguments fall flat, in the presence of youth and beauty, as slogans to indicate what merchandise by itself can encompass.

We will say that the girl is medium tall, with blond hair or tresses the shade of a dead-ripe chestnut, eyes shining with just the delight of living, skin suggesting the velvet of a baby's cheek, body supple with the exuberance of youth.

A bunch of diaphanous scarves is lying on the counter.

Along comes a woman who no longer can boast that she is 40 but doesn't look a day older than 32—indeed, she looks every day of her 50-and-over sojourn on this terrestrial sphere.

The girl with the starlike eyes takes from the counter in front of her one of the filmy scarves and daintily tosses it over her smooth-banded head, with apparent artlessness picking the unruly infinitesimal folds until they lie to suit on her breast, the while gazing so dreamily at the faded woman who has come into the store in search of a scarf that shall please her.

The incomer scans critically the gazelle before her, in the meantime thinking that that is really the handsomest scarf she ever beheld.

The particular scarf may be of a peculiar roseine tint—one of the most "trying" shades in all the world—and yet the young girl looks in it like a seraph fresh from High Heaven or just stepped out of the lovely stained glass window of some famous old cathedral!

But it is the effulgence of the youngling, the charm of a personality removed from the common, to which the girl's influence on the passe one is due, and if the latter did but recognize this forcible fact she would hesitate long before she committed the solecism of attempting the impossible.

But, no!

Want that cerise scarf she does.

Have it she will.

All her family couldn't stop her now.

She lays down her cold mazuma, takes her magenta-scarf parcel and

departs—not a "sadder nor a wiser" woman.

But by and by will come the reckoning time. By and by she will "see herself as others see her."

And if she doesn't?

Well, then, some one who is never so happy as when voicing an opinion on the foibles of another will in all probability take it upon herself to air her ideas on the subject of her absurd purchase.

Then the purchasee will hate her vivid new scarf, the pretty little doll who sold it to her and the one who enlightened her on the fact that it never was woven and dyed for her.

"Fools and children won't learn any other way than by experience," states an ancient truism. And so the old one who was betwaddled over the ridiculous scarf that was manufactured for a peachy little thing with innocent blue eyes goes and hides her diminished head and wishes she had given a trifle more of time to the contemplation of herself in a mirror before she made quite such a silly idiot of herself.

She gives the scarf to a fair and overjoyed impecunious relative—a niece who has the physical requirements to wear it—and she registers a "solemn wow" with herself never, no, never, to commit the offense against good taste again.

Yes, the pretty young girl can dispose of scarves all right, all right, but in order to make the most money for the people who employ her she must not neglect to size up her patrons and sell them what would seem best to accord with their age and general appearance. Only in this way can she become a first-class saleswoman—a saleswoman in the fullest sense of the expression.

Jessica Jodelle.

#### Experts.

Little Nelly told little Anita what she termed a "little fib."

Anita—A fib is the same as a story and a story is the same as a lie.

Nelly—No, it's not.

Anita—Yes, it is, because my father said so and my father is a professor at the university.

Nelly—I don't care if he is. My father is a real estate man and he knows more about lying than your father.

#### Qualified.

Caller—My uncle died yesterday, sir, and I want you to officiate at the funeral.

Deacon Jones—But I didn't know him.

Caller—Good! You're just the man I want.

#### The Novice.

Old Lawyer (to young partner)—Did you draw up old Moneybag's will?

Young Partner—Yes, sir; and so tight that all the relatives in the world can not break it.

Old Lawyer (with some disgust)—The next time there is a will to be drawn up I'll do it myself.

#### Candid.

An alien wanted to be naturalized and was required to fill out a blank. The first three lines of the blank had the following questions: "Name?" "Born?" and "Business?"

He answered:

"Name—Michael Levinsky."

"Born—Yes."

"Business—Rotten."

### Becker, Mayer & Co. Chicago

LITTLE FELLOWS'  
AND  
YOUNG MEN'S CLOTHES

We are manufacturers of

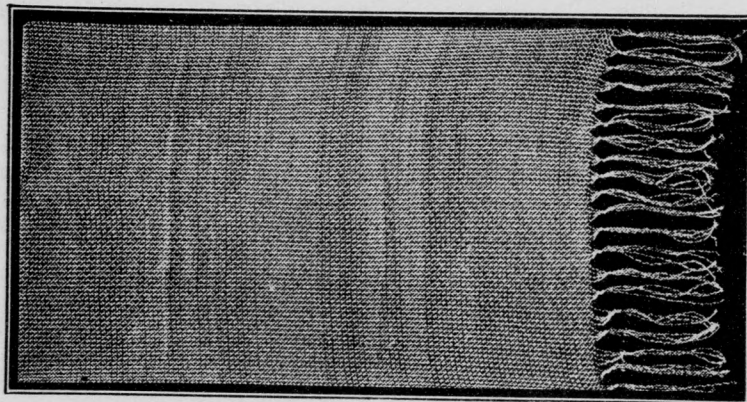
### Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

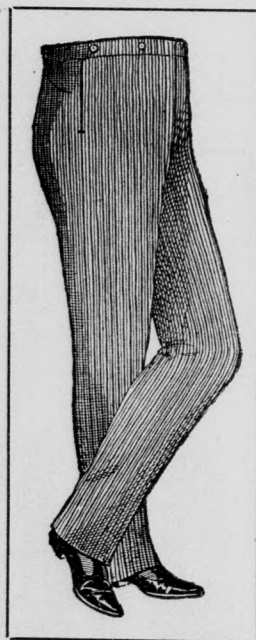
Grand Rapids, Mich.



### SILK SCARFS

One of the good numbers in our neckwear department to retail at 50c and upwards; also full line of other mufflers. Mail orders promptly filled.

Wholesale Dry Goods P. STEKETEE & SONS Grand Rapids, Mich.



## 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



### THE THIRD ADVANCE.

#### Another Upward Movement in Price of Furniture.

Those who buy furniture the coming year will have to pay more for it. The manufacturers have given notice of an advance in price to the dealer of 10 per cent. How many per cent. the dealer will add on for the ultimate purchaser to pay is not a matter of record, but it will probably be somewhere between 15 and 20 per cent. This advance affects what is known as case goods, which means bedroom furniture, sideboards, etc., but the manufacturers of other kinds of furniture, chairs, upholstered goods, tables and desks, will no doubt sympathetically strike for more money and get it. The case goods manufacturers have an organization known as the National Association of Furniture Manufacturers, and through this organization the advance in price can be made in concert. The table manufacturers also have an organization and will concur in the uplift of the quotations. The chair, desk and upholstered goods men are not organized, and what they may do will be done individually, but there is little doubt but that they will get there.

There is a movement on foot to expand the case goods manufacturers' association, known as the National Association of Furniture Manufacturers, to embrace all branches of the furniture industry so that all may have the benefit of organization. The plan is to let them all in and then to have the membership subdivide into sections according to their interests. The case goods men, for instance, would constitute one section, the chairmakers another, and so on. When the meetings are held the sections would have the floor the first day for the discussion of special interests, and then all would get together as a National association to consider topics of interest to the trade as a whole.

The 10 per cent. advance in price recalls that this is the third advance within very recent years. Three years ago 10 per cent. was put on and in the fall of the same year another jump was made of 5 per cent. Now 10 per cent. more is added. On the face of the returns this is an increase of 25 per cent. in three years, but as the advances have been compounded as a matter of fact it is 27 per cent. Those who have hoped to lay in some nice solid mahogany or oak furniture to hand down as heirlooms to their children and grandchildren will regret no doubt that they did not do it four or five years ago. There may be consolation in the thought, however, that the present furniture is ever so much handsomer and more artistic than that of four or five years ago. The furniture men at least say that it is and they ought to know. In this connection it might be added that those who did not get in on the ground floor in the purchase of their heirlooms four or five years ago had better do so now before there is still another advance in price. Good oak

is steadily getting more scarce, mahogany prices are quite likely to go up and the factory hands want more money. The prospects are that furniture prices will go to still higher levels. Now is the time to buy.

The furniture manufacturers have their samples well along for the January opening, but what the showrooms will contain will be kept profoundly secret until the buyers come. Since the vogue of "period" furniture the necessity for secrecy has not been so great as when the manufacturers produced "original" designs, but the traditions are strong and keep mum is still the rule. Without violating any confidences, however, it may be said that the early English types will strongly predominate in the new season's product. These types by rights ought to be in oak, which was the material the artisans of that period used, but the goods will be shown in mahogany as well as oak. The Colonial, Louis XV. and Louis XVI., Sheraton and Chippendale types will not be pushed entirely off the boards by the Early English, but they will not hold the conspicuous place that has been theirs for several years.

The Early English, subdivided into Flanders, Elizabethan, Jacobean and William and Mary, has dignity and character, but it is doubtful if its popularity will be long lived except perhaps for certain purposes. It will always be appropriate and probably appreciated for the hall, diningroom and library, but when it comes to furniture for the bedroom and living-room popular fancy prefers beauty and grace to dignity and character. The Early English may have a good run for a year or two, but it is too severe for permanent popularity.

About a score of buyers have been here this fall, some to sort up their holiday stocks and all with eyes open for what is known in the trade as jobs. A manufacturer may have some patterns that have not sold up to expectations and to get rid of them he will sell at a discount. These are the "jobs." The buyers pick up these tag ends for their February bargain sales. From all accounts there have been very few "jobs" in Grand Rapids this season, the manufacturers having been very successful in "cleaning up" at regular prices.

The Johnson Furniture Company is getting out a special order of an unusual nature. Three years ago President Taft, then Secretary of War, went to the Philippines accompanied by a party of Congressmen and Senators. Somebody in the party picked up a dozen logs of Koa wood and had them shipped to New York. The logs were kept until well seasoned and a few months ago were shipped to this city to be made up into chairs and library tables to be distributed as souvenirs among the members of the party. The logs were sawed at the Michigan Barrel Company's mill on Canal street and the Johnson Furniture Co. is making up the goods

from designs sent from New York. The Koa wood in texture somewhat resembles mahogany but the grain is coarser and the figure not so attractive. The color is something like cherry. The wood "makes up" well and takes a good finish, but whether it will warp, check, shrink and otherwise misbehave is as yet unknown. The Koa wood is said to be abundant in the Philippines and this country may yet find use for it in cabinet work and for furniture.

### Fur-Lined Overcoats

Our Fur-lined Overcoats are noted for their style, fit, warmth, durability and price. The special values which we have to offer mean dollars to your business in this line. They are made by some of the best coat factories in this country, and all skins are beautifully matched and thoroughly deodorized. If you want to get all the Fur Coat trade in your vicinity, get in touch with us.

Our line of Fur Coats, Cravenettes, Rubber Coats, Blankets and Robes are noted for their durability.

Better investigate!

**BROWN & SEHLER CO.**

Grand Rapids, Mich.

## Ideal Shirts

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

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

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

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

Write us for samples.

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

## Puritan Hats For Spring

All the New Styles in Stiff  
Soft and Straw

## Puritan Caps

All the New Patterns  
All the New Shapes

When in Detroit come and see us, or a postal card  
will bring our representative

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

190 and 192 Jefferson Ave.

Detroit, Mich.

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



## THE OTHER SIDE.

## How the Shopper Sometimes Regards the Saleslady.

Written for the Tradesman.

"What are you two ladies planning to do to-day?" asked Mr. Morse of his wife and her sister as they sat at breakfast one bright spring morning.

"Oh, dear!" sighed Mrs. Morse, "this dreadful spring sunshine brings out all the shabbiness of one's clothes, finds all the flaws and makes one feel too dilapidated for anything. I've put it off just as long as I can, but to-day I must start out to do some shopping."

"Hate it just as much as ever, do you, Margaret?" asked her husband.

"Do you really hate it?" questioned Jane, with a touch of surprised incredulity in her voice.

"Hate it? I should say I do! If it would accomplish the same results I would rather do all the housework for a week and send my cook to do the shopping. But it won't, so there is nothing to do but brace for the ordeal."

"Why in the world do you hate it so?" asked Jane. "I think it is great fun."

"Because I get so tired struggling with disagreeable clerks and encountering their snobbishness. To tell the truth, I think I'm still half afraid of them, although I am gaining a little in that respect."

"What on earth makes you afraid of them?" asked the younger woman.

"Oh, their superior airs, for one thing, and then their clothes and their perfectly overpowering hair-dressing feats. There are now in the better stores certain rules compelling the clerks to wear black and abolish false hair. That makes even an ordinary girl look rather distinguished, but when you pile on to her head yards of puffs, a Psyche knot and a few other accessories the result is overwhelming to an ordinary individual like myself."

"I can't imagine your being afraid of anyone," said her husband, and the appearance of Mrs. Morse certainly bore out the verdict. She was a woman of fine presence, always well, but never showily, dressed, with a pleasant word for everyone. Above all, she had unusual common sense and could be depended upon never

to fail in courtesy and consideration to those who served her.

"I know, though, that she is afraid," added Jane, "for she makes me do all her shopping that I can manage. I am willing to for I like it and when the clerks get pert with me it does not take me long to settle them."

"But that is so humiliating to me. I am always endeavoring by being especially considerate and courteous myself, to get a similar response from them, and I get very tired of it," said Mrs. Morse. "I want them to show interest in my needs without having to be disagreeable myself."

"Are they ever rude to you, dear?" asked Mr. Morse.

"No, not openly, but sometimes they are pretty indifferent to me. Do you remember the experience I had at Morton & Enderley's when we first came here to live? You know I had been very ill the winter before. My hair had to be cut short and, of course, my clothes were not up to date and, besides, I was then so weak that I was not very attractive looking. But I had to try to get my spring wardrobe and so I went to the best store in the city expecting to buy a lot of things. It was some time before I got a saleswoman, and then she looked me over and sized me up according to her standards. I will admit I looked pretty shabby; that was just the reason I was trying to buy clothes, and I had not had the courage or the strength to fuss much over my appearance. Well, that girl began to show me the cheapest, tackiest things you ever saw. Not a thing did she bring out that I would be seen in. Quality was poor, style worse. Even if the suit I had on was not up to date, she might have seen that it was once the proper thing and good in quality. But she kept on showing me that same kind of suits, although ten feet away another saleswoman was showing to a very stylishly dressed customer exactly what I wanted to see. I suggested to her that those pleased me, but, with an indifferent air, she remarked that those were much higher priced. Thanks to my saving grace of humor, the ridiculousness of the situation struck me and I laughed as I remarked that I did not remember that I had mentioned price, and with that I walked off saying that I would give the matter up for that day."

"What do you suppose the girl thought?" asked Jane.

"I hope it made her do a little thinking along the line of showing better attention to the next customer," said Mrs. Morse. "I wanted to tell her that she ought to keep in mind a saying of my grandmother's to the effect that you can not always tell by the looks of a toad how far he can jump."

"But what did you do finally?" asked Mr. Morse. "If I remember, you had some very stunning things that spring."

"I showed myself very weak-minded, for I catered to the girl's mental attitude. I went to bed early that night, had my breakfast brought up to me the next morning so as to save all my strength and took an hour to dress. I put on the very best gown I had that could possibly go on to the street, although it was far too showy. I borrowed Jane's new hat and coat and really looked pretty fine when I walked into the store."

"Well, did all this preparation make any difference?" asked Mr. Morse.

"I should say it did. Someone was immediately put at my service, but seeing the girl who had waited upon me before I asked for her. She did not recognize me but was at once all smiles and service. I do not think there was anything worth seeing in that store which I did not see that day. I got some beautiful things and, as you know, bought a large amount for I had had nothing for so long that my needs were legion."

"Didn't the girl recognize you at all, Margaret?" asked Jane.

"No, but when I was through I took the satisfaction of telling her the story. She was awfully ashamed and said she thought I had given her a lesson which she would remember and which, no doubt, she needed."

"Is she still with Morton & Enderley?" asked Mr. Morse.

"Yes, and she always waits upon me and shopping there is now a pleasure."

"Then why do you mind it so much?"

"Because while the young lady always gives me beautiful attention I seldom ever fail to see something somewhere that either arouses my anger or hurts my feelings, or both."

"For instance?" added Mr. Morse.

"Here is a marked 'for instance:' I

went into the florist's the other day and, after I had given my order, I had to wait for fifteen minutes for Jane, who was to meet me there. I amused myself by watching the customers. Mrs. Stanton, who lives on Jefferson avenue, came in and gave an order for American beauties which probably amounted to eight or ten dollars. She was very insistent that they be delivered before dinner that night. The florist was exceedingly attentive, as he should be, for she is a good customer, and assured her that they would be there on time, even if he had to send a special messenger. That was all right. He did not treat her any better than he ought, but right after that there came in a woman plainly dressed, and to whom the buying of flowers meant a sacrifice in some direction. She was timid and shrinking, quite afraid to make her humble wants known and not knowing much about the cost of flowers. Finally she made the florist understand that she wanted to get a bouquet for a dollar for a friend who had died. The florist was just and businesslike and gave her fair treatment as to price. But I could not see how he could help feeling really interested in her and want to do all he could for her. In his cases were quantities of flowers that would have to be thrown away the next day, but which were all right then. Why couldn't he have sold her the usual amount, as he did, and then add to it from the store what in twenty-four hours would be a dead loss to him? Then there was another thing: She very timidly asked if he could send the flowers to the house of her friend. This he was unwilling to do, although when she gave the address I remembered that it was only a few blocks from Mrs. Stanton's. But he refused to send the flowers, although he learned that his not doing so meant that the poor woman must take the time and strength to walk the mile or more between the two houses."

"I suppose the florist thought he was showing great business acumen. The poor woman would never make a profitable customer like Mrs. Stanton, so why should he take trouble with her?" said Mr. Morse.

"Yes, I know that is about what he thought, but I can never think of the matter without the tears coming to

# It's a Bread Flour

# "CERESOTA"

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

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





my eyes. That man had such a chance to do that woman a service, grieving at the loss of her friend, spending money for flowers that, no doubt, she needed for something else. He could have saved her that long journey with little or no added trouble nor expense and it would have meant so much to her. I wonder if 'casting thy bread upon the waters' has no application in business."

"But, my dear, business is not conducted on those principles."

"So much the worse for business, then. And I do believe that the firms that show the greatest consideration for their customers are the ones that succeed the best. Look at Marshall Field's in Chicago. If you do not want more than a paper of pins you are given just as interested attention as though you were buying a five hundred dollar gown, and if you do not like the pins when you get them home you can change them the next day."

"That's a fine store to shop in!" said Jane.

"Of course it's a fine store and the reason is that it is run on the basis that they are open for the express purpose of serving their customers so well that they will buy to-day and come again to-morrow to buy more, and then tell their friends about it. That strikes me as being pretty good advertising. The clerks are all trained to give real attention to the needs of their customers and if they do not do it they are soon disposed of."

"What have you to say about the disagreeable women that these same clerks have to meet every day?" asked Mr. Morse.

"I haven't anything to say about them—no excuse to offer. I do believe, however, that they are in the minority and if clerks would understand their own responsibilities they could very soon reduce the number. Of course, they could not exterminate the class, for some people will be disagreeable and dissatisfied so long as there is the breath of life in them, and probably when they get to Heaven they will not find things quite to their liking."

"But what can the clerks do to counteract the rudeness of customers?" asked Jane.

"They can meet rudeness and meanness with unfailing courtesy. There is no remedy like it. The woman whose sharp words are constantly met with pleasant ones will soon get tired of the game and will unconsciously adopt the manner of the other. But really the number of women of this class is small enough to be only the exception."

"What, then, do you want done for the other class of customers—the class you and your poor woman belong to?" asked her husband.

"I want the saleswoman to put herself in an attitude of real service. We hear a lot of talk about people's wishing they had money enough to do something for this or that charity. One does not have to have money in order to do good. In fact, the greatest good is often done by those who have little or no money, for the best giving after all is the giving of

one's self. If I were a clerk I could find a thousand and one ways of being helpful."

"Suppose you tell us a few of them," said Mr. Morse with a smile at his wife's enthusiasm.

"Just think of the hundreds of women with very little money to spend who have to make it go as far as they can. As a rule, they know little about the goods in stock and little about what they ought to buy. The woman in charge of the stock does know or should know all about it. It seems to me that a clerk has a great opportunity to help these women with her knowledge of materials and of what is new and attractive and in the other little things that leave one satisfied with the purchase when she gets home with it."

"You forget that the business of the young ladies behind the counter is to sell goods for their employers, not to hunt out bargains for customers," said Mr. Morse.

"No, I'm not forgetting that at all. If they would follow my plan I am sure they would be doing the best possible for their employers. Do you suppose that a woman who has been assisted by a really interested clerk to get exactly what she wanted and who is going to take real pleasure in the purchase so long as it lasts will not come back again and again to that same clerk?"

"There is force in your argument even from a business standpoint," said Mr. Morse. "The amount bought by such a customer at one time may not be very much, but the steady dependence upon a large number of such accounts makes a good backing for any business."

"While I am perfectly sure of that, I want to emphasize the other side of the question: I want all saleswomen to realize that they are in a position to be really benefactors. I want them to look upon their work not only as a means of livelihood but as a chance to do real practical good in the world."

"Don't you think your position smacks a little of idealism?" said Mr. Morse.

"Perhaps so, but it certainly is not asking too much to have the people behind the counters remember that it is as much to their interest to make satisfactory sales as it is mine to buy. The firm needs the customer just as much as the customer needs the store. Like every other relation in life, the helpfulness is mutual. All I ask is that a clerk shall not act as though she were conferring upon me a special personal favor when she reluctantly condescends to give me a fragment of her attention, and that is too often the attitude of the girl behind the counter."

"You ought to start a school for the training of saleswomen," said Mr. Morse, as he rose from the table.

"I think I could teach some of them a few things to their advantage," laughed Mrs. Morse. "But, come, Jane, we must hurry for I want to be ahead of the crowd," and with that the discussion ended.

Florence Milner.

### Percentage of Women Customers Has Doubled.

I have noticed that in the last fifteen years our percentage of women customers has at least doubled and it is constantly increasing, and I am told that conditions are quite similar throughout the rural districts.

This can be accounted for in several ways: The bettered financial condition of the farmer has made it unnecessary for the wife to be a constant drudge. It has also brought about a higher plane of intelligence among the rural population and better facilities of travel, the surrey, and in many cases the automobile, having supplanted the old nerve-racking lumber wagon.

In seeking this new factor of trade it is well to study the characteristics of women as customers.

It has been said that a woman will buy ten articles that she doesn't need because she thinks they are cheap, while a man will pay two prices for one article that he actually needs and can make good use of. I think that this is largely true, but not so much so as in former years.

There are few women who are not attracted by politeness and neatness.

I think, however, the best bid I ever made for the women's trade was in the establishment of a rest room in the basement of the store. This rest room contains all necessary toilet conveniences, is supplied with hot and cold water, reading matter, etc. During the busy days in the holiday season we employ a girl to take care of the babies, while their mothers attend to their shopping. The women have shown themselves to be very grateful for this.

I am going to try another experiment this fall. I am going to employ a lady clerk, whose place shall be in front end of the store, to assist in window dressing, to look after the show cases and to welcome women customers as they come in.

The ticket and prize schemes have proven winners in attracting women customers, but I think that such schemes should be avoided. They are not only expensive, but are only temporary in their benefits. Their tendency is to educate the trade to look for something for nothing, and if one doesn't continue the practice the customers are inclined to go elsewhere.

Men are becoming so engrossed in making money that they haven't time to spend it and are willing to leave this arduous task to the women, who, in some cases, are much shrewder buyers. It is up to the merchant to meet this condition and it will require his best thought and consideration.

O. B. James.

### Hopeless.

"Will there ever be a woman President?"

"No. The Constitution says the President must be over 45 years old and women never get that old."

### A Gentle Insinuation.

Lady—My husband gives me a piece of jewelry every birthday.

Friend—You must have quite a collection of them now, my dear.

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

## Condensed Pearl Bluing



The Highly Concentrated Non-freezable Bluing

which assures wash-day satisfaction

It has stood the test—it will delight your most critical trade. Build up your bluing sales with Jennings' C. P. Bluing. Your jobber has it.

The Jennings Flavoring Extract Co.

Grand Rapids, Mich.

Established 1872

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.

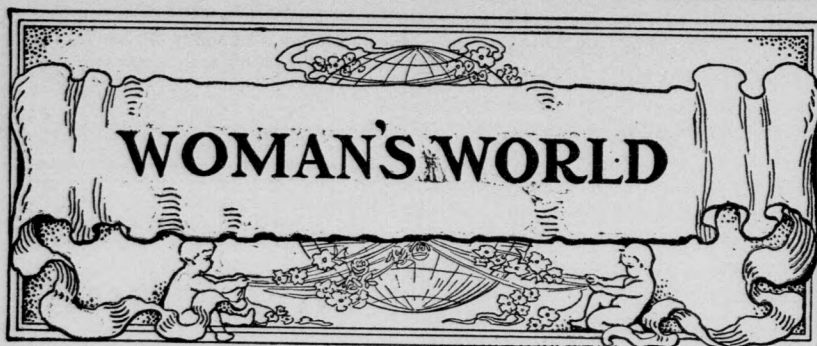
Your past experience, if you've ever handled "Crescent" flour, will convince you that every customer buying that brand is highly pleased. If you've never had the pleasure of selling "Crescent" flour, a small trial order from us will enable you to test its merits—and we ask you to select your most particular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

VOIGT MILLING CO.

Grand Rapids, Mich.

CRESCENT





### Opposition Strengthens Love.

It is the rare exception when people who marry do so with the complete and cordial approval of all their friends and relatives on both sides. There is always some one, maybe ones, who are of the opinion either that Edwin is by far too good for Angelina or else that Angelina has made a sad mistake in marrying Edwin. Not even the division of property causes so many quarrels, so much dissension in families, as meddling in love affairs, although of itself it may be well meant and prompted by the kindest motives.

Rarer still are the cases where opposing a marriage accomplishes its purpose of breaking off the match. There is but little which disapproving relatives can do to prevent any marriage, however cogent and valid their reasons for objecting thereto. In this land of liberty, at least, every man or woman of legal age is free to marry whomsoever he or she chooses, provided the choice is mutual and there is no lawful cause why the two should not be joined together in the holy state of matrimony. The "daughter of all the Vans" may espouse her father's groom; the son of the Cincinnati brewing magnate can take to wife his mother's housemaid and none may say them nay. Irate parents may cut the offender off with the traditional shilling; scandalized relatives may send them to Coventry, but whatever their will they are without the power to forbid the bans. "If willful will to water, willful must to wet;" and those who love them best can do naught to avert the catastrophe beyond impotent protest.

In any case violent opposition to a projected marriage is of all courses the most impolitic to pursue. Since the days of our first parents forbidden fruit has possessed attraction for all mankind. As Elizabeth Stuart Phelps says, "The great law of denial belongs to the powerful forces of life, whether the case be one of coolish baked beans or of unrequited affection." Man and boy, we risk our lives for the apple which is beyond our reach and perhaps give small attention to that which lies under our hands. That which we can not have is in most cases the thing of all others which we most earnestly desire.

"Lor, honey," once said an old colored woman to her worried mistress, "doan you know the way ter make folks git married is ter tell um dey sha'n't? Jes' you set a man down ter a good dinner an' tell him he dassen't tech a piece of cole cohn bread 'pun the shelf, an' I tell you dar

ain't nuthin' gwine please him cepen dat cole cohn pone."

Gentle discouragement of a love affair sometimes effects much; ridicule, tactfully employed, is a potent weapon. Much may be done by contriving to postpone a wedding from time to time, without letting such contrivance be apparent, thus affording opportunity for better acquaintance and possible disillusion. But open opposition is more than likely to defeat its purpose and make the two more determined to wed.

Opposition is, however, much more effective with women than with men. Nor is the reason of this far to seek. It is the exception when a woman can afford to set the opinion of her family at defiance upon any subject. She is accustomed from her youth up to ask their advice upon all matters, even of small importance. Moreover, she is rarely financially independent, especially if she be a young girl. The woman who marries in direct opposition to the wishes of all her kith and kin must either be unusually in love or unusually self-willed, not to say headstrong; perhaps both. It requires a far greater effort for a woman to forsake father and mother, sisters and brothers, for the man whom she loves than that which the man makes under similar circumstances. She may love him all the better because she thinks them unjust to him and fully intend to disregard their advice, but when it comes to the pinch her heart fails her and she halts between the two opinions, until it probably happens that her lover wearies of her indecision, distrusts the love which hesitates to sacrifice all else for its sake and, losing patience, breaks the engagement in a fit of temper and finds consolation in some other woman clever and wily enough to play the part of sympathetic confidante. "Many a heart is caught in the rebound;" and the tenderly treated wounds of vanity easily grow to that which soothes and heals them.

On the other hand, besides the inherent streak of obstinacy in human nature, which training usually makes stronger in men and which gives sweetness to stolen waters, most men are ready, nay eager, to break a lance with any one in defense of the woman for whom they care enough to think of marrying, and the better the man the more willing he is for the combat. Moreover, it can not be denied that there is an inner vanity in many men, kept down more or less by sense and experience, as to their own good judgment upon points where accuracy of judgment is held

to be a mark of intellectual power; and when it comes to choosing a wife, this latent trait wakes up in irresistible strength. A man who is, or fancies himself, in love with a woman is almost sure to believe he knows her thoroughly. He resents anything like outside advice or information and refuses to consider circumstantial evidence, however plain it may appear to all eyes save his own. His self-esteem is enlisted in defense of his own opinion and he declines to believe anything to her discredit, however strong the proof may be. Indeed, he will often quarrel with his best friend if that friend should attempt, although ever so gently, to discourage his marriage with the woman of his choice.

The obstinacy of men in this respect affords a parallel to the old story of the ring tailed monkey who "rode abroad one day the long eared donkey." The stubborn steed refused positively to advance in the desired direction, whereupon the sagacious monkey turned him roundabout, with his tail toward the place where he wished to go, when, without further difficulty, the donkey backed straightway thereto.

In fact, many good stories are told of matches made by taking advantage of this trait of human nature; of bringing people together under pretense of trying earnestly to keep them apart. Which may well be true, since if two people have even a little inclination towards one another the result of opposition is usually to strengthen rather than decrease it.

Says one of Conan Doyle's minor characters: "If ye forbid a laddie and a lassie to dae onything, it is just the surest way o' bringing it about. The Lord foond that oot in the Gairden of Paradise, and there's no muckle change between the folk in Eden and the folk in Wigtown." Dorothy Dix.

Heresy hunting is the attempt to make my chart serve as the other man's compass.

## PEACOCK BRAND

### Leaf Lard

and

### Special Mild Cured Hams and Bacon

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

Have you ever reasoned why?

IT IS BECAUSE

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

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

Cudahy-Milwaukee

## Mr. Merchant

You can increase your flour business  
if you sell

# Fanchon

### The Flour of Quality

Every sack you sell is a splendid advertisement for your store.

Fanchon creates talk—stirs things up. The business comes your way.

There's a profit in every sack—more than the usual flour profit.

Distributed by

**Symons Bros. & Co.**

Saginaw, Mich.



## A GOOD SCHOOL.

## Relation of the School and the Community.

## Twelfth Paper.

There is no defeat so humiliating as self-defeat. It is hard to be beaten by a strong antagonist in a fair fight; still harder when the foe is of one's own household or friends or party; but what shame comes to a man when he finds that his enemy is himself; that he is fighting for a cause with one hand and against it with the other. This is equally true with respect to a community, and happens, it seems to me, with many communities in their fight for a good school. I do not refer to the conflict of diverse and warring interests or to the multitude of opinions to be looked for in a country like ours where, as Pat says, "Every man is just as good as another and often a great deal better," but to those cases in which the whole community favors a policy antagonistic to some other policy equally favored by the whole community. Let me illustrate:

We in this country have on our hands a race problem—many of them—and all most momentous and threatening. And how came we to have these race problems? Simply because we as a people have determined to divide all human activities into two classes, one noble and the other servile, and to select for ourselves and our children—particularly for our children—the noble activities. So we are compelled to bring in a servile class to do our servile work; and then comes the trouble. The poor fools read our constitution and do not see why they should not aspire to do this nobler kind of work. Logically, as we can not abolish human nature, we should either abolish our constitution or abolish the distinction between noble and servile labor. I suppose we do not intend to do either, but to employ certain makeshifts and continue this age-long contest of ourselves against ourselves.

Another example: I was in a town the other day where there was a great outcry over the fact that the local school board had, the evening before, "voted out the high school fraternities." Discussion of the subject in the newspapers, on the street and in the pulpit had for months been heated and abundant and this was the outcome of it. I made some enquiries and found that there were at the time nearly fifty clubs, circles, guilds, leagues, orders, hives, unions, brotherhoods, etc., in the town, all more or less exclusive and divisive. The college contingent from the town were all fraternity men. The President of the School Board is reported to have said at a banquet of his club a few days before that he had long been a member both of the club and of a local church and that he had found the club at once the more interesting and the more useful. Evidently it was a good place for fraternities. The soil was fertile; the climate genial; germs were abundant and prolific. What more natural than that fraternities should spring up in the school? "But," you ask, "must we not expect to have one order for

boys and girls and another order for adults?" Assuredly; but this very distinction will make the marks of adult life more attractive. The boys and girls live the life of the times; are divinely constituted imitators of their elders and eager to share, among other things, the benefits of passwords and guarded doors. Of course, no one expects to give up his club, but it is desirable that all should see clearly that we are adding fuel to the flame of social exclusiveness with one hand and throwing water on it with the other.

Now I do not care for these cases except as they illustrate my theme. (Yes, I do care very much about the race question. The school question pales into insignificance beside it. Still I can use it as an illustration.) I want to say that it seems to me that we do just this thing in respect to our schools. We do everything for the schools except that without which we seem to have done nothing. We build big fine schoolhouses and equip them expensively and showily; we try to get good teachers; we grudge no amount of time or money in the interest of public education; and then we withhold from them the very thing—the only thing—that can render all the rest effective. The main asset of a good school is authority. The authority of a school is partly internal, resting upon the knowledge, wisdom and virtue of the teachers; and partly external, conferred upon the school by the community. Unless the community does this heartily and unreservedly all else is of little avail; and it rarely does this heartily and unreservedly. By authority I mean more than influence and power on one hand and confidence and support on the other; but rather such a recognition of the desert of power on the part of the school as will make loyalty to the school interest natural and inevitable. For the good of the school, in the interest of the children, the teacher is defended from malignant misrepresentation and opposition, so that she may give all her power to her work with the assurance that public opinion is with her and the whole community is pledged to her support. I have already given an example of this attitude of a wise community in the fifth paper of this series—not a very interesting or striking example, I admit—where the community so endowed the teachers of a town with their own authority that the mere request from the teachers that no missiles of any kind be thrown within the city limits was willingly obeyed. Many and far better examples might be given. There is nothing in reason that a school can not do for the safety and progress of a community, provided only that the authority given in one breath be not revoked with the next. There are always those in any town who are ready to use the school as a plaything. Life is dull; let us treat the schoolhouse as boys do a hornet's nest—heave a brick at it and run. Something will then be doing. It is always possible to raise a question of casuistry over any school regulation or procedure; or to start a school con-

troversy; or to initiate or foster discontent or a spirit of rebellion in the school. The great question is, Will the community permit a few people, for purposes of their own, to wreck the school? You can not play horse with a school and have a good school; nor ridicule its work and have it respected; nor undermine its authority and leave it any power to help and guide young people. The question of continuity of service of teachers, regarded as extremely important by the most highly civilized peoples and communities, lies just here. Shall a few malcontents conspire to oust experienced teachers and to keep a stream of hopeful novices flowing through the school? The question of excellence of service also lies here. The best teachers are most sensitive to injustice and find it easiest to escape it. So this unwillingness of the community to give the whole weight of its authority to the support of the school is constantly exercising a natural selection against superior teaching. The expense of a good school partly lies here. There are teachers who are willing to commute the respect and help of the community for hard dollars. I am afraid that this is true, to some extent, of even our large towns and our best schools. The people of Continental Europe seem to me more shrewd, paying their teachers partly in consideration, respect for their work and social distinction.

In what I have been saying above I have not so much had in mind justice to the teachers themselves or desired to complain that they do not re-

ceive the social recognition, the approval and the downright assistance that they deserve. They would not thank me for making any such complaint. They are in the main too busy, too proud, perhaps, too self satisfied or too conscious of little desert to complain. Or their sense of humor may be gratified by setting over against the ordinary attitude of an ungenerous community their festival expressions of extravagant praise in which teaching is lauded as a quite divine calling; as dealing with immortal souls and holding constant communion with the angelic darlings of the household. No, the teacher will stand it; but the school can not. And so I want to conclude as I began, Why build with one hand and tear down with the other? Put what money, time and effort you will into the local school, all will be of no avail unless the community is willing to add to this a steady defense of the school against defamers and mischiefmakers.

In what I have said above I am not decrying honest and even severe criticism of the teacher or any feature of school work made at proper times and to the proper persons and always in the interest of a better school.

Edwin A. Strong.

## Mistakes Will Happen.

Lady (to her sister, a doctor)—There—I cooked a meal for the first time to-day and I made a mess of it. "Well, dear, never mind, it's nothing. I lost my first patient."

## 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.

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Write us today and we will tell you how it's done.

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Oyster System, Inc.

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## LOYALTY TO THE JOB.

## The Secret of a Newspaper Reporter's Success.

Loyalty is the one big thing in life. It beats talent and industry. Many a man of small ability holds a big job in the business world because the people who employ him know that he is loyal. Many a brilliant man has lost out because his employers were not quite certain that he was entirely dependable. A man who is a glutton for work and who is loyal, too, is sure to climb.

There is Henry M. Rose. There are a good many men and women in Grand Rapids who knew Henry M. when he was "on a beat" for the Morning Telegram, in 1884, and when he was city editor of the Daily Democrat when I. M. Weston owned most of it—to his cost. Now Henry M. is Assistant Secretary of the United States Senate and has the satisfaction of knowing that the place was created for him because President Roosevelt offered him a better job than he at that time had.

This is a record for the employee in the business house to wonder over and imitate. It is something for the highest legislative body in the United States to make a place for a young man just because he was loyal to every member of that splendid council and they did not want to get along without him. Henry M. was Chief Clerk of the Senate when President Roosevelt appointed him Collector of Internal Revenue at Grand Rapids. The job was a better one than the young man had at that time and he was inclined to take it, but the Senators would not have it that way.

"If you stay in Washington," they said to this young man who used to chase around the old county building at Lyon and Kent in the hope of finding something worth printing, "we'll give you a better job than this one the President has offered you. We'll give you five thousand dollars a year right here in the Senate."

"But there is no such job here," suggested Henry M.

"Then we'll make one," replied the Senators. "What are we here for, anyway, if we can not give a good man a job?"

They made the job Henry M. holds now, and will hold as long as he lives, unless he is given something better. Henry M. was valuable to the Senators. If a business man found a man as loyal, as industrious, as discreet, in his employ he would boost him pretty fast, but I don't see many employees being boosted rapidly. Is all the loyalty in the world in the breasts of politicians? But loyalty often means work and sacrifice and, perhaps, that is why one sees so little of it. You can not tap yourself on the chest and declare to your boss that you are as true to him as the needle to the Cook or Peary North Pole and have him believe it unless you do things for him when he is in a pinch.

Henry M. has just gone back to Washington to arrange for the coming session of Congress, but before he went he established a Julius Caesar

Burrows headquarters in Grand Rapids. Senator Burrows' term expires in March, 1911, and he is going to make a fight for the job for another six years. According to all accounts he is going to have a monkey and parrot time of it, for the people of the State have several good men asking for the place.

Many a politician in Henry M.'s place would not mix up in the coming fight. He is certain to make enemies. If Burrows is not re-elected he may have an open enemy from his own State in the Senate, which will not be at all pleasant. That is, he may have an open enemy until the new man finds out what sort of a chap Henry M. is, and then he may have a warm friend. Anyway, most politicians would have kept out.

But it was Senator Burrows who first took Henry M. to Washington. The Grand Rapids newspaper man

Senator he told him of it, even if it caused him a lot of digging among books and records. And he was discreet. He kept what he knew to himself unless it was something that would do some one good.

This is saying a lot about Henry M. Rose. One might get the idea that the writer is trying to make him out to be a little red tin god, but he is nothing of the kind. He is just a hard-working fellow who will stick to his friends to the last ditch and then some more, no matter how rocky the going may be. Henry M. will stick all right, and he will do more for the Kalamazoo man than any other ten men in the State are able to do.

Speaking of loyalty reminds me of a story I heard of Henry M. Henry never got over the scribbling idea. He got printer's ink on his fingers down in old St. Jo and never got it off. He wrote a novel once, known as a "A

world saw him. It was a manuscript worth a good many thousand dollars to the young man. The Senator often looked it over, to make sure that everything was as it should be. Only the Senator, his wife and Henry M. Rose knew anything about this manuscript, which would have given a new significance to matters of National and international importance. Besides its value as a public contribution to the inside history of the time in which the Senator lives, it was worth a fortune to the man who had compiled it. Publishers would have bid high for it.

The Senator was taken ill and sent for Henry M., who made a long night journey to the place where the statesman lay dying. The two talked over the book and the wife was called into the conference. Henry agreed to every request presented regarding the handling of the manuscript. The Senator died and Henry M. went back to Washington, feeling a little lonely and disgusted at the thought that such a man should die when there were so many cheap ones who might have been better spared.

He went to work on the manuscript and had it ready for publication when he received a letter from the Senator's widow. She was as modest and retiring as the Senator himself had been and asked Mr. Rose not to publish the book while she lived! If this wouldn't test the loyalty of a man what would? It wasn't his friend who was asking this, understand. It was the dead friend's widow. It wasn't only the money he would lose if he threw up the result of many days and nights of hard work. It was also the fame that would come to him as the biographer of the famous man.

I know that it didn't take Henry M. long to decide what to do. The native loyalty of the man told him what to do. He sealed the manuscript up securely and expressed it to the widow of the Senator, telling her that it was at her disposal, to burn, to amend and print as from her own hand, to return to him if the time ever came when she thought best that the story should be told.

The book has never been printed. If the widow is alive she has the manuscript of a work which would supply mighty interesting reading if it is ever published. Henry M. surrendered it without a word of protest. How much the sacrifice meant to him will never be known. The chances are that the manuscript was destroyed.

This story tells what loyalty is. It is little wonder that Henry M. Rose went up when the United States Senators found what sort of a man they had there. Now, the world of business is looking for men of this stamp. For loyal men. For industrious men. For discreet men. There are thousands of vacancies to-day because the right sort of men are not to be found.

If you merely sweep out a store, be loyal to the man who buys your meal ticket. Be loyal to your job. Whatever you do, make yourself indispensable if you can. This reference to Henry M. Rose is for the purpose of



Henry M. Rose

was Engrossing Clerk of the Michigan Legislature for a few terms, and when the selection of a United States Senator came up he plunged in for the Kalamazoo man. His choice won, and Henry M. went to Washington as private secretary to the new Senator. If Burrows had lost the name of Henry M. might have been changed to Mud—with a very large M—because he antagonized a Grand Rapids candidate in the fight.

He was private secretary to Burrows for a long time, until the other Senators took up so much of his time that Burrows consented to have him chosen Chief Clerk. Rose was a worker. Any Senator who wanted his services got them. If it was an all-night job looking up something for a speech he went at it with a smile and showed up in the morning with the copy. If he knew of a point or a bit of information which would assist a

Yellow Streak." I don't think it a very good novel, because the writer was not wise to his subject. Henry is not much familiar with the yellow streak. Anyhow, he still has the scribbler's itch. He will write just for the fun of it and he writes pretty well, too.

There was a Senator—and a Democrat Senator at that—for whom Henry M. had a great affection. This Senator was a man of world-wide fame, but he was modest. He did things worth while, but the people of his acquaintance knew little of his acts. Henry asked the Senator one day if he would permit him to make copy of a few things which he knew of. The Senator finally consented, with the understanding that the copy should not be used until after his death.

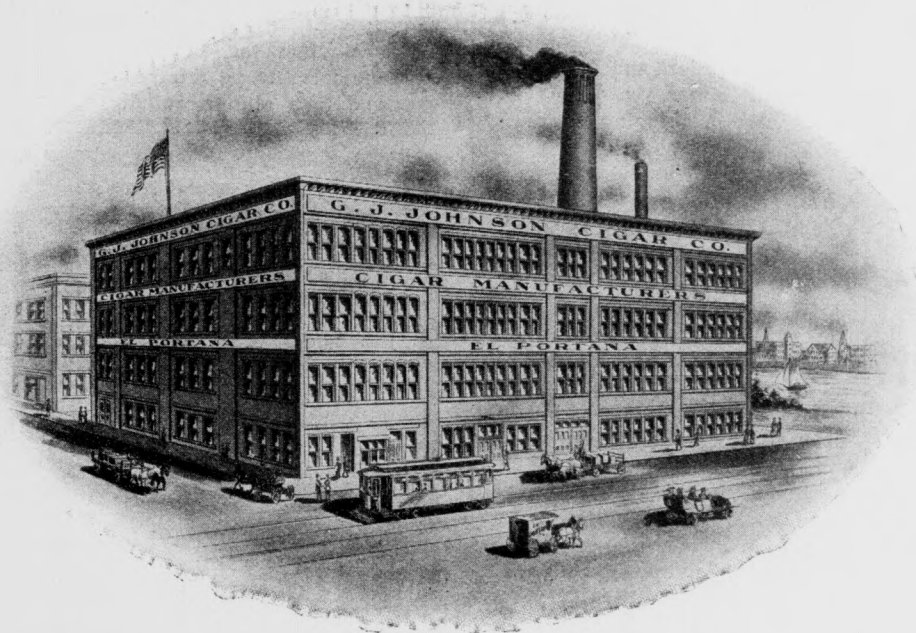
Henry M. went at the copy and it grew into a book. It showed the Senator as he was and not as the



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Grand Rapids, Mich.





showing what loyalty will lead to in the end. You can not all get such a job as he got, but you may get something just as good.

Perhaps this story would never have been printed in the Tradesman if Henry M. Rose was not a Grand Rapids man. Use a man all know as an illustration and it counts. The Tradesman is probably not interested in the candidacy of Senator Burrows or any other man. The people of Michigan will make the selection themselves. Mr. Rose will boom the Kalamazoo man to the finish because he is loyal to the man who gave him his first job at Washington.

But always and forever it is what there is in a man that counts. His acts are trade-marks, showing the kind of factory they are sent out from. Show your bosses a few first-class trade-marks of this sort and you will have a better time in the life you live here and more money to spend. Be loyal.

#### Choked Off.

"Gentlemen," began the man with the horseshoe pin, "I was raised in New England and when Thanksgiving came 'round—"

"Please don't!" interrupted the man with the broken nose.

"But I was raised in New England and when—"

"I am willing to buy you off!"

"You are offensive, sir. I was going to say—"

"Oh, yes, but don't! You are going to tell about those old Thanksgiving dinners up in Vermont—cider—pies—turkeys—geese—ducks—gathering of the Smith family, and all that. It's old. We've been hearing about those feasts and gatherings for the last hundred years. Please come off!"

"Sir, you butted in too quick," observed the other. "I was simply going to say that when our Thanksgiving Days came 'round we had pork and beans for dinner and there wasn't a Smith within ten miles of us. Some folks are altogether too smart!"

#### He Was Liberal With His Client.

An Englishman by the name of Pearson, while passing down Monroe street several years ago, stepped in a hole in the sidewalk and falling broke his leg. He brought suit against the city for \$1,000 and engaged the late Benj. F. Sliter as his attorney.

Sliter won his case, but the city appealed to the Supreme Court. Here, also, the decision was for Sliter's client.

After settling up the claim, Sliter sent for his client and handed him \$1.

"What's this?" asked the Englishman.

"That's your damages, after taking out my fee, the cost of appeal and all other expenses," said Sliter.

The Englishman looked at the dollar and then at Sliter. "What's the matter with this," he said, "is it bad?"

#### Safe Enough.

The Hunter—Oh! I beg your pardon. I mistook you for a deer.

The Native—No harm done, mister. I reckon I'd a bin safe enough if ye'd mistook me fer a barn door.

#### GETTING OLD QUICKLY.

##### Amazing Revelations in Science Re-main Briefly.

Written for the Tradesman.

"Forty years ago the proven efficiency of the wooden wheeled, heavy and low velocipede as a means of pleasure and as a rapid transit vehicle caused no little excitement and in nearly every city of 2,000 population or upward there was a teacher of velocipede riding and—the horse must go," predicted the oracles.

Four or five years later the high bicycle, carrying its rider five feet up in the air supplanted the velocipede. The wooden spoked, low wheels were forced to give way to the big, wire-spoked wheel and its tiny trailer at the rear. Then the prophets took a new grip on their convictions and cried, "The horse must go."

After four or five years of popularity the high wheeled thing found a rival that was the real thing in the diamond framed medium sized bicycle, practically as it is to-day, and this competitor had the additional advantage of being well adapted for riding by girls and women. Then it was that the wheel craze became a perfect furor and so continued for years; millions of bicycles were made and sold and utilized. And still the horse did not go.

At last the fate of the horse was sealed by the coming of the motor driven vehicle. And this newcomer, developed to a condition of reliability, speed, comfort and durability not dreamed of fifteen years ago, has failed signally in bringing a climax in the shape of a realization of the forecasts forty, thirty and twenty years ago as to the horse.

Dobbin is holding his own and still stands high as the friend of man and the most useful and intelligent of domestic animals.

More than thirty years ago Mr. Edison developed the electric light and the late P. T. Barnum equipped his monster circus tents with a portable electric light plant, thus lighting circus grounds and tents. Probably this bit of showman's enterprise was the means of giving millions of people their first view of an electric light in operation, and even then those same oracles mounted the fences, the rostrums and the stumps to tell the people that artificial gas lighting had seen its best days.

About this time, too, people in the large cities began to hear about the telephone; and it was a stunning stunt—and all that could be done—for the gentlemen of the Iroquois Club to install a telephone in their club rooms at Buffalo and for the gentlemen of the Mohawk Club in Syracuse to do the same in their club rooms. Then someone in Buffalo would play upon a cornet for the amusement of the audience in Syracuse and someone in the latter city would play upon a piano for the entertainment of the interested crowd at the foot of Lake Erie—the telegraph was doomed.

Now everybody has electric lights and telephones; even carrying them around in their vest pockets. The gas companies are still on the map

and there are investors even who still buy gas stock. And while the telephones reach nearly every four corners in the land the telegraph companies are still in business. Moreover, telegraph stock is considered so good as an investment that the Bell telephone people have secured a controlling interest in the proposition.

Just now much is being written and many demonstrations are being made in the department of aeronautics, wireless telegraphy and submarine navigation, either one of them no more wonderful, as new revelations of the laws of Nature, than were in their day the velocipede, the bicycle, the motor vehicle, the electric light, the telephone, the phonograph or the trolley car.

Whether it is that experience has developed wisdom or otherwise it is a noticeable fact that the old-time prophets are not so numerous nor so vociferous in their predictions involving the monoplanes, the biplanes and the dirigible balloons; they are practically dumb and stand in silence almost awesome over the wireless wonder and the airships and submerged boats and their sailors. Even those ordinary chaps who can only express doubts when a new problem arises are seemingly speechless.

And the odd thing about it all is that in all human probability along about A. D. 1930 the wireless, the submarine and the airships will be commonplaces to be referred to only now and then reminiscentially.

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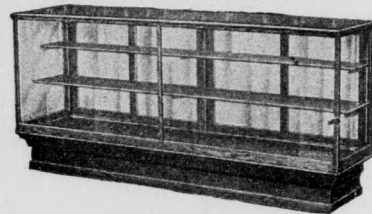
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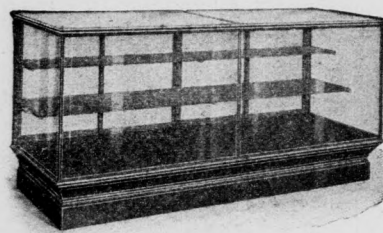


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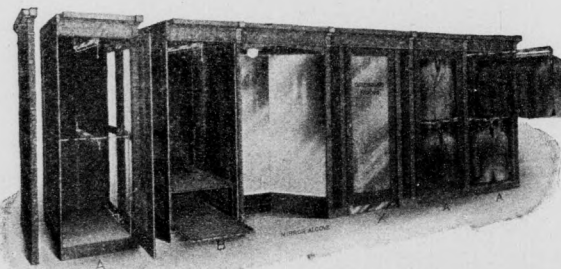
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Grand Rapids, Mich.



## A BRIEF REVIEW

## Indicating the Character of One Successful Merchant.

Written for the Tradesman.

"Yes, sir, when I began keepin' store," continued Asal Barker as he wheeled about in his big arm chair, "it was a case of pure bull-head luck. I had a village lot on which I had paid taxes for four or five years and no return and found myself with a small frame building on my hands which I had been forced to take in order to get all that was due me on a house-building contract I had filled."

"A mortgage?"

"No, it was a neighbor of mine who was in the deal an' he had been sick an' havin' hard luck and couldn't well spare the cash just then an' so I took the building an' spent a couple of hundred dollars to move it on to my lot and fix it up for a store."

"Had you ever been a merchant?"

"Not a minute. Knew a whole lot about buyin' lumber, lath, shingles an' building materials—I was a builder, you know—but had never sold a cent's worth of anything over the counter."

"How large was this town at that time?"

"Not much more'n a four corners; had four or five hundred people, p'raps. But I had about five thousand dollars in the bank besides my home, all paid for, an' I was tired of climbin' ladders, haulin' and pilin' lumber and things and felt I was gettin' too old to be out in all sorts of weather, lookin' after workmen and keepin' 'em a goin'—think of it, I wasn't 35 years old at that time."

"When was this?"

"A couple of years before the breakin' out of the Civil War. I went over to Detroit to buy goods, a stock of general merchandise, an' put over \$2,000 worth of goods—dry goods, boots and shoes, teas, coffees, sugars, spices, drugs and medicines, hats and caps and hardware—into my store. On my way back home I stopped over a day at Kalamazoo to hear Abe Lincoln speak and the result was that the next day I went over to Chicago and bought a thousand dollars' worth of cotton goods, calicoes, delaines, denims, hickory shirtings, tickings, and the like."

"Well, I opened up my store in a very quiet, modest sort of way," Barker resumed as a smile of satisfaction lighted up his face, "and as I was acquainted with everybody I began to draw customers right away. Meantime, mind you, I was holdin' my Chicago purchase just as it came to me in bales and boxes; had 'em stored in my barn up at the house. You see I got a tip in Kalamazoo as to the price of cotton in case the South seceded and I made a bet on it."

"But what became of your building and contracting business?"

"I let that drag along for awhile and then, taking in a young fellow, my foreman, as partner, made up my mind we could run the store and the building business at the same time."

"Did you go into the store yourself?"

"Did I? I should say I did. I built the two counters myself and helped put in all of the drawers an' most of the shelving. An' I unpacked the goods, checked 'em off and marked 'em and put 'em on the shelves. More'n that, I became a good salesman and liked the work. I had two assistants. One, a young man from Chicago who had grown up in the mercantile business and who worked for me by the month, and the other, one of our village physicians, who lived around the corner from my store and would run in to put up prescriptions I couldn't handle."

"Did you know anything about drugs and medicines and chemistry?"

"I knew quite a bit about drugs and medicines and knew my tables of weights and measures; but not a thing about chemistry. I could mix up a dose of horse medicine, sell quinine, put up two or three good formulae for cough medicine; could sell Osgood's Collogogue, the Jaynes medicines and the Ayers pills and all the rest of those patent medicines just as well as anybody—an', besides, in those days most of the doctors would come in and fill out their own prescriptions."

"What became of your stock of cottons?"

"I sold 'em finally and cleared nearly 100 per cent. on 'em. More'n that, I made a lot of money on tea. I hadn't been in business six months before I put every cent I could rake and scrape into tea—bought it in New York—and jobbed it out three or four chests at a time to the retail merchants in the villages and small cities nearby."

"Didn't you ever have any bad luck?"

"Lots of it. I stood a chance to get a Government contract for furnishing horses for the cavalry and missed it by a half a day because a train I was travelin' on was ditched and we were held up in 'the bush' for five hours."

"But you didn't lose any actual money by that. I mean, did you ever make a poor investment or have conditions affect your income; or have ill health or fire or accident interfere with your prosperity?"

"What do you call the railway smashup? I would have made over \$5,000 in one summer if it hadn't been for that. Yes, I made one poor investment: I took my Chicago clerk in as a store partner, gave him an interest in the business—and it ruined him. I had to terminate the partnership in order to save the business."

"And you saved it?"

"Yes, and I saved the boy, too. He is one of the best men you ever saw so long as he is working for somebody beside himself and to-day, while he isn't with me because I am not in business, he's confidential man for one of the biggest merchants in Detroit and draws a big salary—an' he's only 63 years old."

"Is that all? If it's a fair question, what is your age?"

"Sure. Comin' next Valentine's Day, I'll be 86 years old, just in my hey-day."

"What about your partner in the contracting and building business?"

"Henry? Oh, yes," and a new glint of vigor filled the old man's eyes. "There was a good investment. Hank knew his trade backward, sideways and all ways and was a level-headed, steady, hustling boy. To-day Hank's wuth a hundred thousand dollars probably." Arising from his chair and going to a window he continued: "See that building goin' up in the next block?"

Admitting the fact the interviewer was informed that "Hank's elder son designed and planned that building—he is a graduated architect and mechanical engineer, 'an alumnus,' Hank calls it, of the University of Michigan. An' the boy is superintendin' the construction of the building, Hank bein' the contractor. An', say, that boy jes' makes his old dad live up exactly to every little detail of the specifications as though he were merely a strange outsider."

"What will be the total cost of that building?"

"Well, our contract—an' we have everything but the plumbing and heating—is for \$114,000."

"Our contract? Are you interested in the enterprise?"

"Yes. Hank and I have been partners for nearly fifty years."

L. F. Rand.

## When the Sleeper Wakes.

"John!" she exclaimed, jabbing her elbow into his ribs at 2:17 a. m., "did you lock the kitchen door?" And, John, who is inner guard and was just then dreaming over last evening's lodge meeting, sprang up in bed, made the proper sign and responded, "Worthy Ruler, our portals are guarded."

## Only a Few of Us.

Teacher—How many make a million, Johnny?

Johnny—Not many.

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Late State Food Commissioner

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

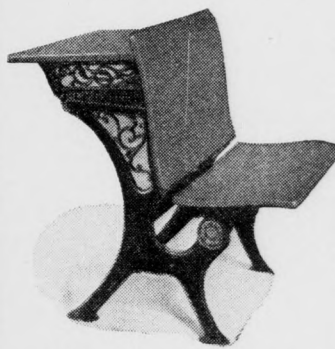
2321 Majestic Building, Detroit, Mich.

## General Investment Co.

Stocks, Bonds, Real Estate and  
Loans

Citiz. 5275. 225-6 Houseman Bldg.  
GRAND RAPIDS

## More School Desks?



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

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

We can also ship immediately:

Teachers' Desks and Chairs  
Office Desks and Tables  
Bookcases Blackboards  
Globes Maps

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

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

**American Seating Company**

215, Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

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

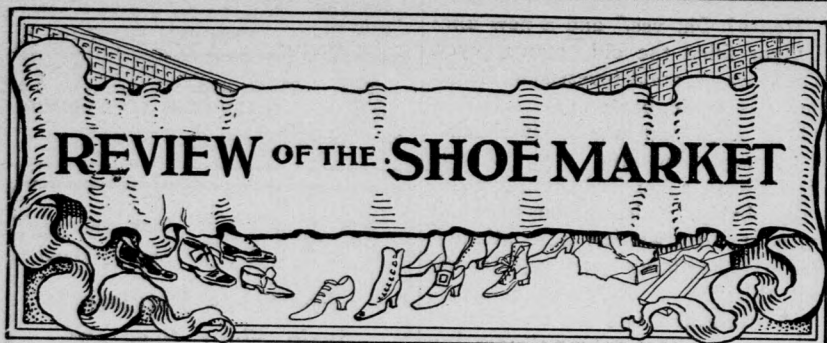
## CHAMPION 70 TO 72 GRAVITY

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

Grand Rapids Oil Company

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





### Design on the Bottom of the Shoe.

The use of metal stamps to print a design upon the sole of a shoe is nothing new, dating back as it does to the early history of the manufacture of shoes in this country, but it is only of late years that manufacturers and dealers have fully realized the part that it plays in selling a shoe. The early manufacturers used shoe stamps to a limited extent, principally to express and as a sort of personal guarantee of the quality of the shoe. A great many of them stamped their shoes with a monogram and this obtained to so large an extent that a shoe stamp was often called a "monogram stamp," a phrase which is to-day in use by some of the older manufacturers.

The first stamps were used by hand. That is to say, the tool was placed upon the sole of the shoe and a blow of the mallet impressed the design upon the sole. Later came foot power machines which are now used to a limited extent by small manufacturers. Later came power machines and now you will find from one to five of these machines in nearly every factory of any importance, and these are kept running day in and day out stamping the shoes either on the forepart or at the shank.

As was said above, the shoe stamp now plays an important part in selling a shoe, both in a legitimate and in some cases in an illegitimate way. For example, a great many retail dealers now buy up odds and ends, have them shipped to their stores and being provided with a foot power stamper and a large variety of stamps they print whatever they please upon the soles. Then they hold a sale and people, seeing the prices stamped upon the bottom and then being offered the shoes at a much lower price than this printed one, are inclined to believe that they can secure bargains. In fact, one has often heard people say, "Why, they were stamped \$3.50 and we bought them for \$1.59." The writer knows of more than one concern who is making or has made a small fortune in just this way and the shoe stamp is responsible for it.

One can therefore readily see that the design stamped upon the sole of the shoe plays no small part in selling the goods. But in a legitimate way a handsome stamp, well put on, adds greatly to the shoe and the success of many leading stores to-day has been greatly advanced by an attractive stamp.

Of late years it has become the custom of many retail dealers to have their names stamped on the

shank of all the shoes they sell. This is good policy. If the house puts out good shoes the mark will stay for a long time, generally as long as the shoes last, but if they do not last long it might be better if the purchaser should forget just what shoe he is wearing.

It is sometimes more desirable to put your name on the sole in some tasty manner, remembering that people are becoming educated to artistic ideas and that shoes as well as everything we buy must now be made up and put up with some show of taste. The old fashioned, plain stamp does not fit in on a slick looking shoe, for the shoe stamp is part of the shoe picture presented to the customer.

It is well to bear this in mind, therefore, and the dealer is advised not to accept any design for the bottom of shoes which will detract from their otherwise nobby appearance. Manufacturers formerly were inclined to feel that it was a burden to stamp the customers' shoes with a special design, but they have now come to the conclusion that it is a part of the expense of production, and that it would be unwise to refuse to do this if the dealer's business comes to enough to warrant it. However, this is a point to be considered by the retailer. He should not expect the manufacturer to purchase the stamp with his special design and for his own individual use unless his custom is large enough to warrant it. In most cases it should be at the dealer's own expense that such a stamp is manufactured.

It is a good idea for the dealer doing even a moderately large business to have special stamps of his own. Let him first get a good name for the shoe, something original, if possible, and then push the goods so branded. Almost any name will do if it is driven into the minds of the people. This is proven by the wonderful success of some of the named shoes. Surely one can see nothing specially great in some of these names, but they are worth fortunes to their owners because of the right push behind them.

Stamping the price of a shoe upon it is a good idea. This way of stamping shoes was the happy thought of James Means who, years ago, started the idea of stamping the prices indelibly upon every pair of shoes he made. People have confidence in the price of a shoe when they see it stamped upon the bottom.

It might be interesting to know how a shoe stamp is made:

First of all a drawing is made and submitted for approval. Then forg-

ing is made from 2 to 3 inches long, the end to conform somewhat to the shape of design. It is placed in a lathe and a shank turned on it to fit in the manufacturer's machine. After that the end that the design is going on is "faced off," getting it quite smooth. The drawn design is then placed on the steel, face down, and rubbed hard on the back with some solid tool. It is then peeled off and, on account of a preparation put on the face of the forging, the design is transferred upon it.

Next the design is marked or engraved on the face of the die and the preparation is removed, leaving the work bright and only the mark of the design upon it. Punches, or what are called counters, are then driven to form the inside of each letter, if the letter is plain. The next proceeding is to cut away with small chisels the stock around the letters. The "burr" raised on the face of the stamp from this operation is faced off and then it is finished to a fineness with different tools called gravers. Figures of men, scrolls, or fancy work are worked out by these tools.

Much of the surplus stock is then removed by a machine called a router. The work is clamped on a movable bed and brought against a rapidly revolving tool that cuts on its end. This last operation has been used comparatively few years and some advertise this as cutting stamps by machine, but only a limited amount of rough work can be done in this way. A maker of such stamps at one time advertised to cut the stamps on a machine he had worked twenty-five years in perfecting, but the fact was he used only a machine he bought, probably about twenty-five years before. He had nothing new, for if he used materials soft enough to cut with any amount of rapidity to the depth required it would not make a very good shoe stamp, so the best manufacturers keep to a large degree to the old method, as it is impossible to do all these things by machinery. Cutting small steel letters, from a practical standpoint, is one.

The last process is the hardening. This is done by heating and tempering, care, experience and judgment being required to get the best results. The stamp, after this process is finished, is then ready for use.—T. J. Edwards in Boot and Shoe Recorder.

### The Clerk's Interest.

"There are a good many ways in which the clerk can be induced to take an interest in the business of the store where he is employed," said a retail man recently, "and by taking an interest I mean a greater interest than that which centers in the pay envelope, and I am frank to admit without the interest and co-operation of the store force, the men who are really behind the guns, no effort of the retail man himself will make a business a success.

"But to get back to my original thought, I believe that the man who shares the responsibility of a business is likely to share the interest in

it and is just as gratified in seeing his ideas work out successfully as though he had a direct interest in the profits that develop from such success.

"Now first of all I make it a point to take my clerks into my confidence in the very important matter of buying goods. When I am about to place an order I make it a point to have at least some of my selling force go over the list of goods that I contemplate putting in and give me their opinion as to the selling quality. If we agree then I go ahead with the placing of the order, but if we do not, I am as likely to give way to the man who has to make the actual sales as to carry out my original idea. And I have found in this connection that where a clerk has gone on record as stating that a certain thing will sell even when I am of the opinion that it will not, and I order the goods the clerk will surely make a special effort to push that line and will get the result he is after. Which, after all, is merely to say that his interest is in that specialty and in making good with it."—Boot and Shoe Recorder.

### Don't Be Afraid of Novelties.

Novelties are the retailers' temporary monopolies. A good novelty, briskly pushed, is both a moneymaker and a reputationmaker for the retail dealer. But as the very fact that they are something new carries with it the lack of precedent as to how they will sell, they must be treated as the lion tamer treats his beasts, cautiously but not timidly.

Some dealers shun novel things in their line as they would the plague, usually because of some unfortunate experience at an early stage in their business career, and this is a wiser plan than that of a great number of merchants who, judging by their stocks, buy a little of everything that comes along. In regard to handling novelties there must be sound judgment in buying and energy in selling. Sometimes the latter will atone for mistakes in the former, and it should be a rule, when anything new is bought, to push it right to the front at once. There is certainly no use in being the first to buy a novel article and then letting it be unheralded until some competitor establishes a demand for it and gains all the credit and most of the profit for introducing it. Novelties are trade and moneymakers for retailers and every merchant should watch for good ones. As soon as the merchant has the novelty he wants to let the merits of the article be known. Why do residents of country towns or of suburban districts like to trade with city stores? Because prices are cheaper? No, because they "have all the new things," novelties, that's it. Don't be afraid of them.

### His Genius.

"Does your son seem to have a special ability of any kind?"

"Well, yes. He has a genius for making money—fly."

The best thing about a good man is that he never knows how good he is.



# Style=Quality=Salability

HERE is a line of men's fine shoes that wins. It is the line that you may look to with the fullest confidence and be assured of the very highest quality. Honorbilt shoes have the style, snap and dash that please the eyes of the critical and the wear that satisfies the most exacting. Honorbilt shoes stand up. They are built solid through and through.

*Mayer*

## HONORBILT

shoes are built on honor. You need shoes of this type to safeguard yourself against competition. They are well advertised and popular among consumers and are easy to sell. Honorbilt shoes will hold your present trade and gain new trade. If you should like to improve your line, send for samples or ask for a salesman.

F. MAYER BOOT & SHOE CO.

MILWAUKEE, WIS.



This trade mark signifies quality.



Largest Manufacturers of  
Full Vamp  
Shoes in  
the World





### Esteem for Clerks Shown in Window Placards.

When a store proprietor does not take all the credit for his business success unto himself, when he in a public manner gives people to understand that his sales force have been one of the large factors contributing to the prosperity of the store, there is an added respect felt for the man, a respect somewhat akin to that experienced by his hearers when a man does not wait until his life partner dies before giving her a meed of praise, but says kind words about her loveliness before she has turned up her toes to the daisies and it is everlastingly too late.

Here are three samples of appreciativeness of clerks. They were shown with merchandise in the windows. Two of them include a reference to genial Heman Barlow's slogan for the biggest Furniture City on earth, while the central one contains a suggestion of one of the catchy lyrics of the ever-popular Anna Held:

Our Best Store Fixtures  
Are  
Our Clerks  
They Stay by Us  
Year by Year  
Hence  
They  
"Know How"  
To Please  
All Our Customers

Our Clerks  
"Know How"  
To Get Us  
More and More  
Good Customers  
They Have  
"A Way Wiz 'Em"

Our Clerks Are Too Polite  
To  
Look Uppish  
Are You Rich  
?  
Are You Poor  
?  
All Get  
The Same Courteous Treatment

The next three placards were used in a grocery store whose owner is nothing if not clean and neat in personal appearance and whose store is so spick and span that no dainty housekeeper need fear contamination of the food she buys there. This proprietor in a very great measure started and expanded his business by the fact that his goods can be depended upon to be as clean as it is possible to keep them in a purveyor's shop. Here are the cards;

### "Cleanliness Is Next to Godliness"

We Must Be Very Saintly  
We Couldn't Keep  
Our Things to Eat  
Cleaner  
Were They Intended  
for  
a  
Pure Food Show

You Needn't Be Afraid  
We're Not Afraid  
To Consume Our Own Food  
One  
Of  
Our Strongest Points  
Is  
Hygienic Care of Eatables

Goods for 'Phone Orders  
Receive Even Stricter Inspection  
Than When You Are Here  
To Select  
In Person

A dry goods firm employed the following cards in a Christmas window for two consecutive bi-weekly exhibits:

We Made  
A Big Appropriation  
This Year  
For  
Some of the Finest Holiday Novel-  
ties  
On the Market  
Step in and See  
What We Bought for You

For Your Xmas Shopping  
The Time to Act  
Is  
Right Now  
By and By  
You Can't Get Waited On  
So Nicely  
"A Word to the Wise, etc."

The next duo of placards have to do with reasons for the flourishing condition of the affairs of the company which used them, the second one also having occasion to bring in an allusion to our Grand Rapids slogan—in the first, too, the dealer "gave the Devil his due" so far as relates to the clerks:

We Hold Our Own  
Because  
Our Goods Don't Go Begging  
They Were Bought Right  
For  
The Particular Trade  
When You Add Kindly Service  
There's No Secret About It  
We Have Spent Our Lives  
At  
Merchandising  
Consequently

## HOLIDAY SLIPPERS



Is your stock in shape to take care of the coming demand for these goods?

If you haven't our list of Holiday Slippers and Warm Shoes write us and we will send you one by return mail. We have an excellent assortment for immediate delivery.

### HIRTH-KRAUSE COMPANY

Shoe Manufacturers  
and Jobbers

Grand Rapids, Mich.

## Our Oregon Calf Star Shoe

For boys, youths and little men has stood the test of wear and tear for years and years.



They are cut on the seamless pattern, are double tipped, full vamped, solid and awfully strong. The leather in the uppers and soles is the kind that stands the hard usage a boy has to give his shoes.

Experience has taught the parents it pays to buy them because they wear longer than any boys' shoes they have ever tried.

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



We Ought to  
"Know How"  
By This Time  
To Suit  
Our Entire Clientele

The last placard to be reproduced in this weekly-window-trim article was intended to help along the sales of some of the very best chocolate "bumbums," as Sis Hopkins calls 'em, on the market:

When  
You  
Tickle Your Tongue  
With  
Our  
Melt-In-the-Mouth  
Chocolates  
You Are  
Fixing Your Taste  
To Be  
Our Steady Customer

#### Practical Suggestions as To Holiday Advertising.

The wise advertising man is already laying his plans for the coming holiday campaign. Christmas is the harvest time for merchants and all energies are bent toward inducing the greatest volume of business at the Yuletide season.

In general, holiday advertising is more or less haphazard, due to the fact that so many things are left until the last minute and then have to be done with a rush or not done at all. It is with the idea of overcoming, to some extent at least, this tendency that this article is written so far ahead of the Christmas season.

Advertising managers should consider carefully what they wish to do in the publicity line at holiday time and have everything ready to swing into Santa Claus talk as soon as Thanksgiving Day is a matter of history.

A good plan is to go over the advertisements of previous years and determine the general style and cost of the campaign. If the firm's publicity admits of the use of cuts get busy on these and have them in hand and ready to use when you need them. If special border, head pieces, signatures, eye catchers and special designs are needed have them made up at leisure before everybody is rushing artists and engravers. In this way you will get better work—and it will not cost anything extra, either, as rush jobs often do.

Generally the advertiser, who is in the newspapers all the time, increases his space as the holidays approach, while the non-advertiser takes a flier in type during the same period and then drops out as soon as Santa Claus has made his rounds. There is a class of advertisers—not so large as the others mentioned—who reason that at Christmas time they will have as much trade as they can take care of without any extra advertising, hence do not increase their advertising expenditures. Persons who have given this matter some thought have reached the conclusion that both classes are partly right and partly wrong and that a solution of the hol-

iday problem is a happy medium—a combination or modification of both systems. This means that the advertising appropriation will be spent to the best advantage.

For many years merchants and newspapers have been advising early shopping, but experience shows that it is hard to get the average citizen into the buying mood until the last minute. But because a thing is difficult it by no means follows that it is impossible, and here is where the combination advertising plan comes in.

Barring an occasional reference possibly to the coming holidays, little or nothing can be done in advertising holiday stuff until after the Thanksgiving turkey is out of the way. Then take generous spaces and whoop things up at a lively rate, with plenty of talk about early buying and the advantage of securing the first choice of the finest things—the cream of the holiday offerings. It is best in this part of the campaign to feature the larger and more expensive articles—the things which appeal especially to the well-to-do, who have the money to buy at any time. It is a good thing to dwell upon the advantage of giving useful tokens if the merchant does not carry a line of strictly holiday goods.

Probably ten or twelve days before Christmas the advertisements should be tapered down, taking advantage of the cumulative effect of the work already done and also because along toward Christmas people rush into the stores at the last minute, never

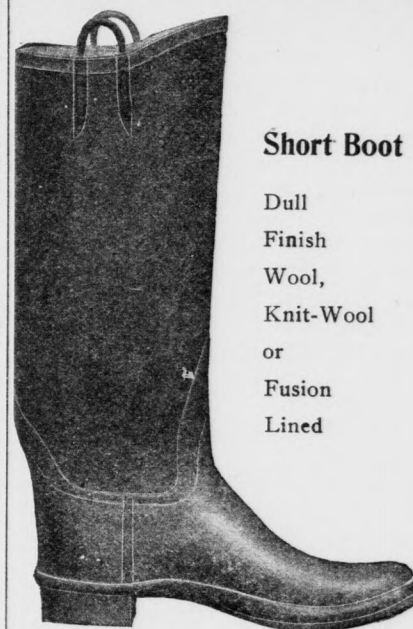
consulting the advertising columns of the papers—intent only on doing the shopping in some way that should have been leisurely attended to two or three weeks before.

This is the policy to be followed. If at any time business shows signs of falling off give it another dose of advertising medicine. It is almost needless to say in this connection that the goods selected for exploitation toward Christmas should be those of a purely gift nature and things which have shown signs of "sticking."

It may be necessary to cut prices on some slow-moving lines to keep them going, but that happens on every sort of merchandise twelve months in the year, so no merchant should hesitate to put the knife into prices on slow sellers and sacrifice profits rather than carry a line over Christmas; selling a lot of stuff at cost or near it the week before Christmas is much preferable to selling it for a good deal less than it cost the week after.

In conclusion then: Use your largest spaces in the papers the two or three weeks following Thanksgiving, tapering down the advertisements as you see the store is doing all the business it can handle, anyhow, just before Christmas. Talk early buying and morning shopping and in the end the results will be far better than under the plan generally followed.

Aim to better your best and your 1909 advertising will be far ahead of any you have done previously.—Harry Ulmer Tibbens in Brains.



Short Boot

Dull  
Finish  
Wool,  
Knit-Wool  
or  
Fusion  
Lined

## Good Business

### Wales Goodyear Rubbers (Bear Brand)

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  
Wales Goodyear Rubbers  
(The Bear Brand)  
GRAND RAPIDS, MICH.



## DID YOU EVER

Have a coat that pinched in one place  
and bagged in another?

Uncomfortable, wasn't it?

This is the trouble with many rubbers; they are overstrained in one place and bag in another.



The "Glove" brand rubber fits like a glove and wears like rubber, and they cost no more than the other first quality goods.

Insure the good will of all your customers by selling them "Glove" brand rubbers.

**Hirth-Krause Company**  
Grand Rapids, Mich.

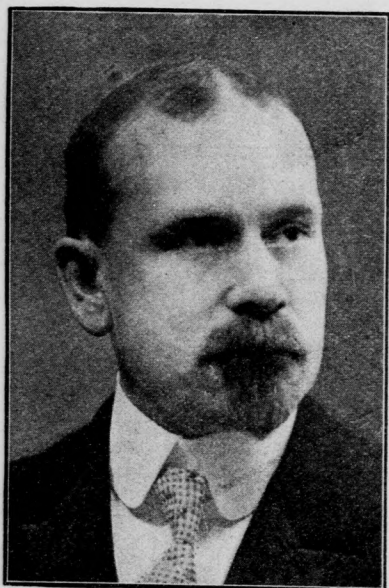


## MEN OF MARK.

## George E. Cutler, New York Commission Merchant.

Every occupation in life has its theorists who believe that they can detect in the present methods of doing things errors that might well be corrected, or who have plans which if followed would effect a distinct improvement. The theorist serves his purpose; yet few of the things he advocates are put into force if he is content merely to sit back and theorize. Men are not prone to change the old order on the advice or suggestion of others. That which they require is a practical, convincing demonstration.

The theorist, therefore, who makes good is the theorist who does things—the man who has the courage of his convictions and who is willing to risk



his own welfare on the correctness of his beliefs. The man who theorizes is little more than a critic; the man who theorizes and then puts his theories into practice is a Moses who leads us out of many a wilderness. There have been men before this who have suggested changes in methods of doing business or in some other kind of activity who, when put to the test, have refused to follow their own judgment in these matters; they have preferred that someone else should go ahead and prove the truth of that which they maintain. They have often been correct in their presumptions and conclusions, but they have been able to accomplish very little because they have been unwilling to take the burden and the consequent possible risk of actual demonstration on to their own shoulders.

A few years ago there was a young man in the creamery butter business in Michigan who was somewhat of a theorist. At that time the creamery industry was undergoing many changes. There were changes also in the methods of manufacturing and selling creamery butter. Competition was getting keen, markets were growing more general and butter itself was becoming more diversified in its character and uses. New grading rules were necessary to meet the changes in the character of the business and the changes in the uncertain requirements of the buying public.

In those days whenever there was a meeting of creamerymen in Michigan this young man was there, full of new ideas concerning every operation connected with the business from gathering the cream to the final selling of the manufactured product in the open market. For practically every new problem he had that which he believed to be a correct solution. His ideas were based on his experience in the business and on close observation of the manner in which business had been transacted in the past and in which it would have to be transacted in the future to meet the changing order. By many he was looked upon as a theorist only. He endeavored to bring other men to his ideas and did not always meet with encouragement. Nevertheless he had the most sincere confidence in every proposition he advocated; and, if other men were not prone universally to agree with him, it was at least his own intention to put his theories into practice as far as possible in the operations in which he was interested. As the years went on he saw each of his theories demonstrated and he saw men who had originally scoffed at many of his ideas coming to put them into practice with benefit to themselves and good to the business in general.

Geo. E. Cutler was born in Ionia, April 3, 1864. His father, Fred Cutler, Jr., was a pioneer shoe dealer of Ionia. He was graduated from Ionia high school in 1882 and attended the University of Michigan for three years, being graduated in 1885 with the degree of A. B. He then served as principal of the Marshall high school for one year, when he returned to Ionia and engaged in the manufacture of creamery butter and the shipping of butter and eggs under the style of Fred Cutler & Son. Retaining his interest in the Ionia end of the business, he removed to New York in 1894 and engaged in the sale of butter and eggs on commission. He was first located at the Gansevoort Market, Manhattan, and for a time his Ionia partners were associated with him in business. He soon branched out on his own account, locating at 22 Harrison street, Manhattan, where he has been very successful, building up a large and constantly increasing business. He receives shipments as far west as Iowa and as far south as Texas. He confines his operations to eggs, which he handles solely on commission. Under no circumstances will he purchase anything outright, experience having taught him that the commission method is absolutely fair and equitable to both parties, providing the business is conducted honestly. It took him some time to satisfy his shippers that he meant to deal fairly with them, but as they came to know him and satisfy themselves as to his intentions and accomplishments they soon became converted to his ideas and cheerfully entered into the spirit of his plan. His adherence to this undeviating policy is, perhaps, one of the most striking characteristics that would distinguish him from other merchants in his line and that makes

the degree of success which he has attained so much more creditable to him and so much more noteworthy. The foundation upon which he is building up, perhaps, the largest exclusive commission business in his line in the New York market is his conviction that the shippers of the country need a representative at that market whom they can trust to secure them the full benefit of the market at all times, and he has confidence that in the long run he will be able to realize for shippers more out of their consignments if they ship on commission than they could realize, on the average, by sales on track.

Mr. Cutler was married June 3, 1897, to Miss Grace May Hildebrandt, of New York. They reside in a beautiful home at Mt. Vernon, N. Y., and the family includes two boys, Geo. E., Jr., aged 10, and Harold Frederick, aged 7.

Before coming to New York Mr. Cutler was superintendent of the Methodist Sunday school at Ionia for five years. During the summer of 1893 he was superintendent of the Sunday school work at Bay View. While at Ann Arbor he was Class Orator during his sophomore year and during his senior year he was President of Alpha Nu Literary Society, one of the two leading literary societies of the University at that time. On his removal to New York he was made Trustee of the Eighteenth Street Methodist church, which position he occupied several years. He is a member of the For-

esters, Royal Arcanum and the Knights of Pythias, but is no longer active in any of them nor in Sunday school work on account of his pressing business duties.

It is not hard to estimate the reasons for Mr. Cutler's success, for he is a hustler of the thorough Michigan type who, in making his own way in the world, has assisted other men to fortune. Many men have found it to their advantage to follow his example, to pattern after his methods. It is safe to say that he has the executive ability to keep all of the departments working and the enthusiasm to inspire his associates and competitors to redoubled efforts to improve the conditions under which they do business and to make their relations with the trade at large more satisfactory and profitable to all.

## The First Lesson.

Father—Well, Carolyn, how do you like school?

Carolyn (aged 6)—Oh, so much, papa!

Father—That's right, daughter. And now what have you learned today?

Carolyn—I've learned the names of all the little boys.

## Consanguinity.

Mr. Jones—Willie, do you know the Smiths?

Willie—The Smiths are a kind of relation of ours. Our dog is their dog's brother.

Every shadow in life is evidence of a sun somewhere.

## 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. \* \* \* \* \*





## THE ROAD TO SUCCESS.

### It Depends on the Psychic Law of Nature.

Written for the Tradesman.

When a retail merchant learns that there is such a thing as a psychic law of Nature, that his own intuition teaches him the truth, that there is a still small voice in his own mind, that mental poverty is a crime and that peace of mind is happiness and success, he has found the road to success.

The most important side of human existence is the natural method of thinking. There is such a thing as a natural creative power of thought. When we are always unconsciously drawn into this or that scheme and never know why we permitted ourselves to be led that way we have not found our natural powers.

Happy is the mind that can see the truth at once. The human body is a magnet of wonderful intensity and the power is measured out only by and through our education. The individual must know something about his personal magnetism or his own human electricity which attracts other powers to him.

There is such a thing as a mental magnetic vibration and, when fully understood, one can create conditions in and around him that will in the end bring him great success. The great storehouse of Nature is filled to overflowing with more than enough for all of us and it is dealt out to us only by and through our own experience.

The question with all of us should be, What experience have we had with Nature? We allow ourselves to be influenced by other people and never stop to try to learn the reason why. Every person who trades with us influences us more or less. We let things by the hundreds get away from us and never know why. It would not be much trouble for some of us to live if we could hold on to the things we get, but we give away to this or that fellow and never realize that we have made a mistake.

Let us take a little time each day to try to find out why we make so many mistakes. We ought to know more about the law of mental force. Some of our highly educated people do not want us to know any more than we do about the intelligence in and around us. If we were as wise as they are we would not need them and that would put them out of business. There are more men trying to keep the people in ignorance than there are trying to teach them the truth. The retail merchant is getting his "head bump" harder than any other business man on earth and it is about time for him to read up on what is in the air and in the minds of men. Thoughts are things and they are as pure as the air, but there are impure ones just the same as there is impure air. Take my advice and get out of the bad condition you are in and begin to think for yourself. Don't let any man's story make your hair stand on end.

Did you ever originate anything by your own personal thinking? If so, you have learned that original think-

ing and solving problems of life require hard, close, concentrated thinking.

Let us let loose of superstition, fear, cowardice and the nonsense that some people would have us believe. Let us learn to think for ourselves. Let us do our own thinking, planning and scheming, but do it in a truthful way. Don't plan or scheme to live off the labor of other men. Do your own work in your own way. It is all right to employ others to assist you in your business, but get to work yourself and show your bright and intelligent thoughts that you mean to do the right thing at the right time in the right way.

The true psychic laws of Nature love the truth and when a man has found the law of peace, joy and happiness these psychic laws get into action by the thousands and the cases of mental sickness they cure no man will ever know.

Stop right here and ask yourself who is the master of your own creation? Then ask yourself why it is that you are looking for advice outside of your own mind as to what is best for you to do? What do you do on Sunday? Sunday is a day of rest. Sunday is a good day to think. What do you think of most on Sundays? Do you go to church and, if you do, what for? Do you think the preacher can help you in your business? What does the preacher know about your affairs? What does he tell you that will help you make a success in the business world? If you can answer these questions satisfactorily to yourself I am glad for your contentment, but too many of us use the preacher and the church for a cloak for business reasons. We foolishly think that if we go to church and put a few pennies in the basket it will cause some one to come down to the store the next morning and buy a pair of shoes or something else.

The trouble with too many of us, preachers and all, is that we are lying to ourselves every day and Sunday, too. No wonder we fail in business and in everything else.

Peace of mind is happiness and success, but how are we going to have any peace of mind if we are going to continue to live a lie each and every day and worse on Sunday.

Let us stay at home on Sundays and study the psychic laws of Nature for just one year and then see how our condition will be.

If you think you will have to go to church to be good, go, but do not forget that church is a good thing if it is run right, but it is just like business, there is failure on all sides. Ninety-nine out of every hundred fail, just like the retail merchants.

Now, again, why is this all true? My answer is, Just because too many of us are trying to make our living by dishonest means. We are living a lie on all sides. There is hardly any truth anywhere.

We are too ignorant of the power back of us, and it is as I have said before, we are getting our "heads bumped" too often. There seems to be no separateness between greatness and meanness. It seems that the meaner people are the better some of us like them.

Let us do our duty, let us put a stamp on everything we have experienced and brand it good and strong so we will not make the same mistake again.

Let us do our work so well that we will not need any help from any one nor their advice. Let us drive our meanness out of the path of the divine circuits of true thoughts and live true men and women on a higher platform. The meanest men and women respect virtue. The self-devoted individual will always instruct and command mankind.

What we do and say is engraved on our faces and our fortunes are counted accordingly. Every fact in Nature is constrained to offer its own testimony. Demonstrations by the thousands are made before our eyes each and every day and we know the truth about many of them, but who is there among us who is willing to listen to the facts and govern himself accordingly?

Let us see how many victories we have won? Now, my dear fellow merchants, let us think along these lines and see if we can not learn a little more about our own mental powers.

Let us always take a little consideration of what takes place and watch the results.

Edward Miller, Jr.

One man's success may spell disaster for another.



A  
Bertsch  
Shoe

No. 983. Men's Vici Kid or Velour Calf Blucher. A slightly shoe made over a tread-easy last.

## What's In a Name?

Well, it all depends on what the name is. If it's

### H. B. Hard Pan

on a shoe it means as much as "sterling" does on silver.

It means the most satisfactory hard-service shoe ever put on the market.

If it's the **Bertsch Shoe** it means a Good-year Welt hand Sewed Process shoe that has come right into the front of the front rank.

Dealers everywhere are re-ordering from first shipments.

To this add the fact that they are bound to be popular because they are made right. Back of all this are fair, honest prices that will please you and please your trade. You can see the samples of both lines for a postal.

**Herold-Bertsch Shoe Co.**

Grand Rapids, Mich.

# MICHIGAN SHOE COMPANY

**STYLE  
SERVICE  
SATISFACTION**

**You get them in the  
MISHOCO SHOE**

Made in all leathers for  
MEN, WOMEN AND BOYS

You should have them in stock—every pair will  
sell another pair

**MICHIGAN SHOE CO., DETROIT**

Our BOSTON and BAY STATE RUBBER Stock is Complete



## JOINING FORCES.

## One Way To Meet Competition of Big Houses.

Written for the Tradesman.

It is a mere truism to say that the smaller retail merchants are not doing as much business as they consider themselves entitled to. Some grocers away from the center of cities are relying on those customers who run weekly or monthly accounts and others are merely paying expenses and making a living. To succeed as a grocer to-day requires smartness and up-to-date knowledge of general business conditions. Again, take the dry goods merchant. There are few towns that are not circularized by big city stores whose catalogues offer a larger selection than the local firm can carry. As a rule these big firms pack their goods carefully and many of them pay railroad charges when the distance is not too great. Notwithstanding these disadvantages the smaller storekeepers can, undoubtedly, hold their own and will certainly do so if some plan like the one about to be described is utilized:

Supposing when a district is assailed with keen outside competition of the kind referred to above, three or four storekeepers combine forces and agree to meet it in a collective, organized manner. If, for example, a grocer, drygoodsman and furniture dealer amalgamated their businesses they would then be in a position to supply the majority of the wants of everyday life. The one could assist the other and a saving of establishment expenses ought to follow. The ideal arrangement would consist in the three traders either getting together under one roof, or, if this is impossible, occupying premises next door to each other. But the plan does not rest upon that point, for co-operation in the delivery of goods will reduce the number of horses and men. Under the combination system the cost of advertising should be reduced. A big space in a newspaper, carefully filled, has more drawing power than a number of small spaces. In the printing of catalogues, etc., some economies might be made, while the effectiveness of the various media would be enhanced. Many small retailers are to-day handicapped by the absence of anything like a complete list of their goods. The fact that the amalgamated store was three times as big as any of the individual stores had previously been would act as an advertisement. The most important economy, however, would follow as the result of the cash system of trading. The credit system is only too often a veritable curse to the smaller retailers. Every year they lose some money and in many cases in which they do not lose they wait an unreasonably long time for their money. It is almost impossible, however, to change from credit to cash. But when three stores are linked together their owners can afford to be somewhat more independent than they were before, and to all new customers they can say, "No monthly accounts" and "City prices for cash."

Even more important than economy—although this is absolutely necessary—is efficiency. Unless a greater measure of efficiency could be secured the whole scheme would be valueless. For example, a fairly large business must have an up-to-date system of book-keeping. Some small retailers do not even think of keeping a full set of books, yet every expert insists that the smallest merchant ought to know at a glance how his business is progressing. By some re-arrangement of the clerical workers suitable book-keeping could probably be provided without heavy expenditure, but, at whatever expense, it is a necessary outcome of the combination and provides for efficiency. Another factor of importance is the general superintendence of three business men. A grocer may be able, from his general knowledge, to suggest methods of the utmost service in the organization of a dry goods department. In this instance the principle is not that "too many cooks spoil the broth," but that "two heads are better than one." Efficiency must also consist in the provision of organization for increasing the number of customers. There is little difficulty in reaching the possible customer, but in the multiplication of advertising the appeal must be of such a character as to secure business that has gone elsewhere in the past. This is the art of successful commerce. An amalgamation on the lines suggested provides at once for a clientele nearly three times the number that each separate store had on its previous basis. The old friends of the drygoodsman will be favorably disposed to receive information concerning the furniture department and grocery. Each department could with confidence, providing it was previously well managed, solicit further support from those already acquainted with its goods and service. This is certainly an advantage and ought to bring a fair number of new customers to every department.

Concerning the basis of amalgamation: First it should be understood that additional retailers might be included—a butcher and baker, for example—or any combination that offered a reasonable prospect of harmonious and satisfactory working. The business need not be of the same size, but an essential condition would naturally operate in the mind of the original promoter of the combine—he would make sure that in every case the principals were men of integrity, industry and intelligence. An amalgamation such as is here described would not be an easy matter to arrange, but that it is possible may be taken for granted in view of other combines of various large mercantile corporations or firms. The beginnings of the amalgamation might be effected by one of the principles—who can be described as the promoter—asking others whom he desired to include in the plan to attend a conference. From this stage, supposing the idea is favorably received, there might be need for both an expert book-keeper and a lawyer. Between them they would arrange the financial

basis of the new store. Obviously, the most satisfactory proposition consists in the formation of a corporation, so that the shares of each separate business could be accurately apportioned. If more capital were required no insuperable difficulty would be likely to arise, provided that the businesses to be amalgamated stood on a sound financial foundation. It is only on this understanding that this kind of combine could be worked successfully. No "shaky" business ought ever to be included in such a combine as this. Under no circumstances should cash be paid for any business. If any principal at any time wished to retire the organization should not buy his shares, for all cash ought to be used in the business.

Plenty of arguments can, of course, be urged against this plan. One man will say, "Why should I amalgamate with anybody when I am already doing a first class business?" That is, no doubt, an objection of some weight and importance. On the opposite side can be urged the serious point that the individual trader is not gaining ground, although he may be holding his own. In many lines to-day is the period of "big things." Another re-

tailer may say, "I do not want Smith and Brown to dabble in my business; they know nothing about it."

## HIGHEST IN HONORS

## Baker's Cocoa &amp; CHOCOLATE



Registered, U. S. Pat. Off.

A perfect food, preserves health, prolongs life

Walter Baker &amp; Co. Ltd.

Established 1780 DORCHESTER, MASS.

52  
HIGHEST  
AWARDS  
IN  
EUROPE  
AND  
AMERICA

## 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.

## FOOTE &amp; 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 &amp; JENKS, Jackson, 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.



Unless this man can change his attitude he should remain outside all combines, for union is only possible and desirable when the new organization obtains the influence and support of everybody concerned. Whatever objections may be made they need not invalidate the general plea for a scheme embracing a combination of local traders as a protection against the competition of the great city department stores.

Lawrence Irwell.

#### What Other Cities Are Doing.

Written for the Tradesman.

Des Moines believes that conventions pay. The Commercial club has secured twelve important conventions for that city, to be held during the month of December, and most of them have been aided financially by that organization.

Plans for a union passenger station at Kansas City, costing \$5,750,000, have been accepted. The expense of its construction will be borne by nine railroads.

The merchants and manufacturers of Richmond, Va., and vicinity assert that they are being discriminated against under the provisions of a new switching tariff agreement, signed by the Atlantic Coast line, the Seaboard Air line and the Southern Railway, and they have appealed to the Richmond Chamber of Commerce for protection. Abolition of the trap-car service by the roads is also bitterly contested by the merchants and an appeal will be made to the Interstate Commerce commission.

The corporation tax law passed at the last session of Congress will be opposed by the mercantile and manufacturing corporations of St. Paul. An appeal will be made to Congress and to the Treasury Department for relief from threatened evils. The chief objection to the law lies in the publicity that is required of all corporations, which it is claimed will make the business dealings of a concern known to all competitors, and will be of undue advantage to those concerns that operate as partnerships.

A committee of the Chamber of Commerce, Cleveland, on investigation estimates the cost to the people of that city of the smoke nuisance at \$6,000,000 annually, and Pittsburg, the "Smoky city" is sitting up to take notice of these figures.

All wires must go under ground at South Bend. The Common Council gives the companies four years' time.

The Board of Trade of Newark, will soon undertake a campaign of publicity for that city.

In matters of economy the city of Birmingham, Ala., has adopted some methods that other cities might well study. For example, a city blacksmith and machine shop is operated and the city saves over \$1,000 a year in the shoeing of its stock. Heavy dump wagons were needed on the street and the lowest bid received on them was \$121 each. By taking the axles and wheels off of old wagons and building a new body, the city produced wagons that completely filled the bill at a cost of \$37 each.

The Tampa, Fla., Board of Trade is issuing 25,000 booklets to adver-

tise the town and surrounding country.

The city of Springfield, Mass., is getting ready to flush out its entire system of water mains preparatory to using water from its big filtration plant.

Almond Griffen.

#### Good Taste a Valuable Asset.

One of the most valuable assets a business man can have is that almost indefinable something known as "atmosphere." It is not so much the result of an expensive external equipment as it is the totality of impression made by the harmonious relation of all the parts considered together.

The chief trouble with many business houses, stores, offices, hotels, theaters and homes is that they depend more on conspicuous and unrelated externals than on the perfection of the tout ensemble. The most difficult lesson to learn seems to be that the effect is marred by even one thing that is out of harmony with the others. A man in evening dress, except that he wears a pink cravat, loses all credit for the rest of his apparel. His taste is measured by the cravat, and it is assumed that the other things do not necessarily represent his own taste, but are externals dictated by custom, says Collier's Weekly.

The impression such a costume would give one is much akin to that received by entering a business place where there has been a painfully conscious effort to put on airs, and yet there is something that is sufficiently out of place to reveal the actual ignorance of proprieties.

It is in making it possible to avoid such conditions, by measuring each part by the standard of the whole, that the cultured artist of interior decoration performs one of his most vital functions. Without someone of infallible good taste to hold up a standard and be the final authority, wealth and ingenuity may fall to the ludicrous and become beggars for the recognition of the cultured.

However, there seems to be something almost providential in the ability of an institution to cover up its real standards by purchased talent. It is almost inevitable that the inward crudeness will be betrayed at some point by the outward gaucherie. Even where a talented decorator is employed, and has done his best, it is always possible for inherent bad taste in the owner to spoil the work by later introducing something extraneous that, like the pink cravat, spoils the whole effect and gives away the man who does it.

"Johnny," said his small sister, "won't you give me half of your apple?" "I'm sorry, sis," replied Johnny, "but I can't do it. Mamma told me the other day never to do anything by halves."

The best way to dispose of tattle is to strangle it at birth. Remember that the peddler of neighborhood gossip and scandal is as bad as the manufacturer.

One spray of kindness bestowed upon the living is worth far more than a flower-laden casket of the dead.

## FINE CALENDARS



**N**OTHING 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.





### Instances Where Phrenology Fails Sometimes.

Three commercial missionaries in the writing room of the Jefferson Hotel at Macon, Ga., were discussing everything under the sun.

"Wonder why we never see any phrenologists on the road any more?" said the grocery man. "They used to be as thick as campaign lies."

"Oh, the people got on to 'em," responded the agent for Kentucky whisky. "They are all fakes. I had one of 'em tell my fortune once by fooling with my bumps; said I would make a good parson. What do you think o' that?"

"Over in Linn county a phrenologist came to town one day," said the typewriter salesman, "and they put up a job on him."

"There was a murderer in the county jail. They diked him out in a new suit of clothes, made him swear to saw wood and took him up to the hall where the reader of top pieces was showing off. When he called for subjects they let him fool with the murderer's head."

"The professor said it was the best head in the bunch, that the bumps of generosity and goodness were wonderfully developed, that he would make a good missionary or a leader in the Salvation Army. They hanged him before the year was out."

"Served him right," put in the grocery man. "A man who will try to deceive people by reading heads ought——"

"Get out," cried the typewriter man. "Give the devil his due. It wasn't the head reader they hung."

"They are all frauds," said the herald of Kentucky XXX. "Reading heads is a good deal like telling the weather. You don't know a cussed thing about it until it happens."

"Beg pardon, gentlemen, but you are wrong. Phrenology is an exact science."

A tall dark man with glowing black eyes and bushy hair stood smiling down on the three sceptics.

"Yes," he said, ingratiatingly, "it is also one of the most interesting of all studies. I know there are lots of quacks, but so there are in all professions. Now while I don't pretend to be a master, yet I've given the subject some consideration and I feel confident I can demonstrate to you gentlemen that there is some merit in phrenology if you'll let me try."

"Don't believe a word of it," growled the grocery man.

"And yet——"

"There ain't no yets about it!" exclaimed the grocery man angrily. "It's

a humbug, buncombe, moonshine and nonsense, a fool idea got up to separate silly people from their dollars."

The grocery man talked so loud that a crowd began to gather around the debaters. Without showing the least offense the dark man said:

"Perhaps you don't know, but it is a fact that there are certain cords directly connecting the mind with the surface of the head, and as the mind works in certain directions these connecting cords develop the surface indications so that in properly sensitive heads the enlargement may be detected or read with surprising accuracy."

"Shucks!"

"It's true," persisted the dark man; "a scientific fact."

"I'll bet you treats for the crowd you can't examine our heads and tell a thing about them," cried the grocery man.

"I'll take the wager, though, as I told you, I'm not a master and may fail," said the stranger pleasantly. "Please move your chair around this way. We'll leave our friends here"—indicating the crowd—"to decide the wager."

The defender of phrenology ran his long fingers through the grocery man's sandy locks, felt his head as if he was kneading dough, tapped the forehead and rubbed the neck. All the while clouds of chagrin gathered over his face. Finally he announced that he would like to examine the two other men before giving his opinion. The typewriter agent and the whisky man were subjected to the same thumping process and then the head artist quit with a sigh.

"Up a stump, eh?" said the grocery man, gleefully.

"I'm afraid I am," said the dark man, whereat the crowd, led by the three subjects, jeered him.

When they had quieted down a bit the skull scientist said:

"You people will bear me out. I said phrenology was based on the theory that the bumps were a development from the brain?"

"Yes, you said that," admitted one or two in the crowd.

"But in these three heads," said the dark man solemnly, "there is absolutely no evidence of a developing agent."

The three commercial tourists sat studying for a moment, and then with one accord they arose in their might; but the operator had wisely executed a retreat through the laughing crowd.

As he was settling his bill next morning the grocery man asked Landlord Thompson what had become of the phrenologist.

"Phrenologist?" repeated Thompson.

"Yes, that tall, dark complexion man who reads heads."

"Oh! Why, that's Bledsoe, the coffin man of Rock Island. Fine fellow. Did you meet him?"

"Yes, but I'd like to see him again. There're three of us here who'll give him a chance to use some of his own goods if he shows up."

### Grocer May Be More Than a Seeker of Gain.

Written for the Tradesman.

The average grocer is a hard-working, patient, careful, accommodating man. His endeavors to serve the people and supply their needs are not altogether from selfish motives. His sole object in business is not to secure profit for himself. The good will of his customers is highly valued by him and he seeks their pleasure rather than his own.

The grocer is many times blamed for unfortunate occurrences or unsatisfactory conditions for which he is in no way responsible. For the sake of peace and harmony he passes over vexatious circumstances and unpleasant transactions wherein he believes himself in the right and the other party in the wrong. But he is not perfect; neither can he always do as he would like. He can not do everything that others ask or expect him to do, yet his ambition is to procure just what people want and just when they want it.

The wise grocer does not dictate what his customers shall or shall not buy, yet there are many times when he deems it his duty to inform a prospective purchaser that the article enquired for will not prove the most satisfactory or is not exactly adapted to the purpose for which they desire it. The extent to which he may offer suggestions is determined by his intimate knowledge of his customers, their tastes, their preferences, their circumstances, their limitations, their needs and their appreciation of his efforts. It pays the customer to be on friendly terms with his grocer. The grocer who does not strive to cultivate friendship in his dealings is at least short-sighted. So also is the customer who repels the friendly attitude of the grocer. It does not pay to be imperious, fault-finding or too exacting. Such a customer may get what he demands, but he will not get the attention or special favors which the appreciative customer often receives.

We imagine that one reason why some grocers fail in business is because they think more of doing for their customers than they do for themselves. They do business for the love of the work, for the pleasure there is in serving the people. They like to be known as generous, free-hearted, accommodating, helpful. They dislike the idea of being looked upon as close, exacting, shrewd, always figuring how to make or save a cent.

Perhaps such men are misfits as proprietors. Perhaps as employees their sense of justice or the demands of the two parties whom they serve—

proprietor and customer — would counterbalance their generosity. In such a position they could not give to one without defrauding the other. They dare not be over-generous of their employer's property or attempt to secure exorbitant profits from customers for him. Their sympathies are with the people sufficiently to give them a square deal and they retain their position as employee by virtue of their faithfulness to the employer's interests.

It is a worthy ambition to be a successful and popular grocer. It is a vocation which brings one close to the people. Their real characters are discovered. As the people become attached to the pastor, the physician and the teacher, so may they become attached to the grocer. There is a bond of sympathy between them. He labors for their good; he is thoughtful of their interests; he helps to guard their health. He is indispensable to them.

Some vocations there are in which men engage who return nothing of value to the people; they despoil rather than profit, they enrich themselves by making the people poorer. The grocer may not only do good in the ordinary transaction of business, but he has ample opportunity to increase his helpfulness and usefulness as a friend and citizen.

E. E. Whitney.

### Method in Their Madness.

"Why do so many otherwise clever women write silly letters to men?"

"They're probably making collections of the answers they get."

### In a Shower.

"May I offer you my umbrella and my escort home?"

"Many thanks, I will take the umbrella."

## 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.

## Cross-Country Run

Knowing travelers make a cross-country run every Saturday. The race ends at the

## Hotel Livingston

Grand Rapids

the ideal place to spend Sunday



### THE WAY IT LOOKS.

The public eye is watching with the greatest interest the progress and the developments of the sugar investigation, which is now claiming the attention of the courts. There has been so far but one opinion in regard to the real thief. No subordinate takes upon himself for what pay there is in it the shame and the disgrace and the risk of getting caught just for the sake of putting into another man's pocket the enormous ill-gotten plunder; and with that conclusion reached there has been considerable impatient waiting for the rascal located higher up. Of course he was there, and finally after the needed violent shaking of the sugar bowl the maxim was again verified and up came the big lumps, amid a storm of jeering "Ah-ha's" and of uncountable "I told you so's." It is simply a case of old-fashioned stealing, no more, no less, and the virtuous public, glad that the low-lived thieves will get all that is coming to them and enjoy it, concludes that these scamps will learn after a while that the pitcher that goes often to the fountain is broken at last and that you can not steal from all the people all the time without getting caught.

This so far as it goes is satisfactory, but just as the public gets its nose in the air with a "guess that the scoundrels will learn a thing or two after a while" along comes an ex-Secretary of the Treasury, who says that these practices are not confined to New York. "They are relatively just as bad in Philadelphia and in Boston. It is bad now and always will be;" and then the public drops its chin and tries to look surprised when it knows and has known all along that "beating the Government" isn't so very much of a crime; everyone takes a whack at it if he gets a chance, and that it is not the stealing that is reprehensible but the getting found out. That is the way it looks anyway and, let us be candid, what has been going on in the cheating of the Government is going on right here now—the "here," gentle reader, being in that town, large or small, where you buy cloth or coal or sugar or anything else where the man with the scales or the yardstick can undermeasure and underweigh.

For the sake of the argument let it be granted that the United States of America is a nation of thieves; that from the largest firm to the most insignificant grocery on the corner cheating—this kind—is going on and has been for lo! these many years. What can be done about it? It is easy to say if the corner grocer cheats in weight we can patronize the one in the middle of the block; but they all cheat in weight and nothing is gained by the change. The storekeeper has us right in his grip, and from the way it looks things are going right on in the same old way to the end of the chapter—a statement not exactly brimming with comfort.

The fact is there has got to be a change of public opinion so far as right and wrong are concerned. It is just as much a crime to beat the

Government as it is to beat a railroad and the crime lies in the act of the stealing and not in getting caught at it nor in getting found out. Another thing to be borne in mind distinctly is that neither the amount stolen nor the value enters into the transaction. "It is a sin to steal a pin" covers the ground and because this has been lost sight of the idea has been gaining credence that pin-swiping alone is reprehensible, while the thief that cleans out a bank or walks off with a wad worth something is the fellow that knows what's what unless—until, rather—he is caught. Then the rascal gets his deserts—sometimes—and everybody is "glad on't!"

It is hardly necessary to say what is becoming more and more apparent. Everybody is getting to be very tired of this sort of meanness. Greed and the misuse of the ill-gotten dollar and the baneful influence that both exert are getting to be more than unbearable and when this reaches its culmination the reaction will be short and sharp. Then money will be looked upon as a means only; then the standard of life and living will conform to what is conceded to be best and humanity, measured by this standard, will be found to harmonize more and more with the fact yet to be disproved: "Ye can not serve God and Mammon."

### Manufacturing Matters.

**Iron River**—A new company has been incorporated under the style of the Michigan Iron Mining Co., with an authorized capital stock of \$100,000, of which \$175 has been paid in in cash.

**Ford River**—The Ford River Lumber Co. finished its season's cut last Thursday night and has closed the mill for the winter, as usual. The season has been a good one. Everything ran smoothly throughout the time the mill was in operation and a fine cut of lumber was turned out. All the camps are in operation and the company intends to get out at least as much or more timber this winter than last, assuring another big run for the mill next season.

**Detroit**—J. C. Rittenhouse, of the cedar and lumber firm of Lombard & Rittenhouse, operating extensively at Cheboygan and other localities in the northern portion of the Lower Peninsula, has interested himself in the reorganization of the Acme Box Co., which has been accomplished under the name of the Yoemans Body Box Co., in which Mr. Lombard and Mr. Rittenhouse are directors. A plant is being erected which is rated to turn out 150 automobile bodies a day. Lombard & Rittenhouse will supply this plant with 16,000,000 feet of lumber annually. The company is capitalized at \$150,000.

**Escanaba**—Another Michigan corporation has decided to establish a branch institution in Canada, because of the fear of tariff reprisals. This is the Escanaba Manufacturing Co., more familiarly known as the "wood-ware trust." The new industry will be located in the vicinity of Montreal, and will be of sufficient capacity to supply the entire Dominion market.

The company also controls the patents on especially designed machinery, and its daily output has reached vast proportions. Practically the entire process of manufacture is mechanical, the product scarcely being touched by human hands.

**Detroit**—Further evidence of the phenomenal growth of the automobile body business in this city, coincident with the development of the general auto industry, is that the J. C. Wilson Body Co. has leased the plant formerly occupied by the Humphrey-Widman Bookcase Co., at Fifteenth and Warren avenue, and will greatly enlarge its capacity. The Humphrey-Widman Bookcase Co. for the present will use a portion of the furniture and mirror plant of J. C. Widman & Co. The Yeomans Body & Box Co. is rushing work on its body works on Fifteenth street. This will give this city six large body factories in addition to several smaller concerns, where there were but one or two three years ago.

**Bay City**—S. O. Fisher, who has been operating in the Georgian Bay district of Ontario for several years, returned from a visit to that region last Friday night. Last year he lumbered about 20,000,000 feet, but says he is through in that district. The cost of getting the logs to the mills is so excessive that not a foot of anything but the very best grades can be manufactured except at a loss. Logs cost at the lowest \$12.50 to get them to the mill and in the larger number of instances \$13 and \$13.50. With competition of Southern lumber low grade stock sells at \$14 and \$16 and, taking out the stumpage value and the saw bill, the stock can not be converted into lumber save at a loss. Mr. Fisher has disposed of his timber holdings in that region.

**Hamilton**—Fairfield & Kolvoord, of Allegan, have purchased the Hope flouring mills of Klomparens & Brower, and with the senior and junior Kolvoord, of this place, will conduct the affairs of the mill in the future, under the name of the Kolvoord Milling Co. The sale involves the control of the water-power rights of the Rabbit River here, which are believed by some to be of great value. Persons interested think that some day the water of that stream will be so handled by dams and reservoirs that a larger power will be produced. With the Hope mills about half of the water rights were sold and the Kolvoords own another quarter of the rights, so that now the company owns a large part of the water power. The Hope mill was built about thirty years ago by Kollen & Keppel under the supervision of Siebe Baker, and the material put into it was the very best. The water power has been established at this place nearly sixty years.

**Cornelius Crawford** (Hazeltime & Perkins Drug Co.), who has been confined to his home for the past two or three weeks with iritis, has resumed his trips on the road.

Time may be money all right, but nine times out of ten a time note is misery.

### Beet Sugar Prospects Good.

**Holland, Nov. 30**—With the second month of the run nearing its close, the management of the Holland Sugar Co. is now in a position to judge of the prospects for this year, which will probably prove to be one of the best in the history of the company. While the crop has not been larger than usual, the beets have run fine in quality and this year's output will perhaps be the largest yet.

"The sugar content of the beets this year has been exceptionally high," said Manager McLean to-day, "the test showing that nearly 16 per cent. of the beets is sugar. That is an exceptionally good showing, as last year we had beets which were considered very good and they were not quite so high as that. We are already marketing this year's sugar in Grand Rapids, Chicago and other markets and expect to finish the run about Christmas."

"Not a stop has been made nor an accident befallen us since the plant was started about two months ago, although the plant has been in operation night and day during that time. The beets coming in are free from dirt, leaves and other field refuse and the 'tare' is very light. A largely increased acreage was secured this year among the farmers and it is expected that the contracts will show a big increase for next year."

### Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

**Buffalo, Dec. 1**—Creamery, fresh, 28@32½c; dairy, fresh, 23@28c; poor to common, 18@23c.

Eggs—Strictly fresh, candled, 32@35c; cold storage, 23@24c.

Live Poultry—Fowls, 13@15c; springers, 13@16c; ducks, 15@16c; old cocks, 10c; geese, 13@14c; turks, 17@18c.

Dressed Poultry—Old cocks, 12c; fowls, 14@15c; chix, 15@16c; turkeys, 18@20c; ducks, 16@18c; geese, 12@14c.

Beans—Pea, hand-picked, new, \$2.25@2.30; red kidney, hand-picked, \$2.50@2.75; white kidney, hand-picked, \$2.60@2.75; marrow, \$2.75@2.80; medium, hand-picked, \$2.30@2.35.

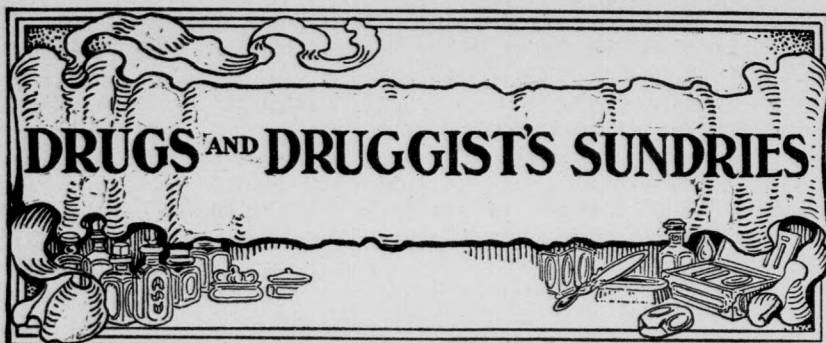
Potatoes—New, per bu., 40@45c.

Rea & Witzig.

A. H. Wise, who has served the Kalamazoo branch of the National Biscuit Co. in the capacity of city salesman for the past two years, has resigned to take Pennsylvania territory for the Clark, Coggin & Johnson Co., of Boston. He is succeeded by L. F. Fulton, who has served the Grand Rapids branch for some time past as extra salesman. The manager of the Kalamazoo branch entertained one hundred local grocers last Tuesday evening at the branch office, serving a dainty luncheon. The grocers presented Mr. Wise with a personal grip and traveling bag as a token of their esteem.

M. B. Wiseman (Hazeltime & Perkins Drug Co.) has returned from a two weeks' trip to Oregon, where he added to his possessions in the way of apple land.





## DRUGS AND DRUGGIST'S SUNDRIES

**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.

### Seasonable Buying Hints for Holiday Trade.

Already the traveling salesmen are wending their way over the country with samples of holiday goods. The successful retail druggist buyer keeps his thought several months ahead and carefully plans what he is to buy for future sales.

For a number of years the retail druggists have given less and less thought to Christmas trade, the apparent reason for this apathy being that so many have been "stuck" on Christmas goods.

The fact that Christmas gifts in general have become more and more frivolous each year for a number of years explains why druggists have found the question of holiday purchases one of increasing difficulty and hard to solve. On the other hand, there are hundreds of druggists who do so heavy a business in gift goods that they are compelled to hire temporary helpers to handle the volume of trade. Interviews with a number of these druggists indicate that their success is owing to only a very few causes. Their Christmas buying is largely of the kind of goods that, while being essentially those of a character for the holiday trade, are also those which have a limited sale the year round and may be pushed at any season through judicious advertising and special sale features. Another buying feature which shows the wisdom of druggists who would cater to the holiday trade is that they buy goods to sell at price extremes. That is to say, they select for sale toys, children's goods or other articles which are inexpensive and of a kind that a parent is willing to buy for his child during any month of the year. The goods in appearance must appeal to people of taste and be really good goods. Druggists will do well to remember that in stocking holiday goods the cheap and the high

priced will yield a better percentage of profit than medium priced goods.

Some druggists who would sneer at the idea of selling toys will invest heavily in purely ornamental and shoddy goods, and of the kind which are supposed to be suitable for Christmas gifts to children. Such buyers almost invariably get "stuck," and when they endeavor to turn the dead stock to life a year later they find that both adults and children look upon the line as ridiculously antique.

Toys, straight toys, are by no means out of place in the drug store, but those selected should be from such goods as sell for little price, take but little stock room and for which there is likely to be a limited demand the year round.

Among such profitable toys may be mentioned savings banks, toy books, especially linen leaf books, iron wheeled toys, such as rolling bells, steam cars, fire engines and other apparatus, miniature musical instruments, transparent slates, alphabets and building blocks, colored crayons, paint boxes, humming tops, paper dolls and paper soldiers. Such goods yield a large profit and one need never get loaded up with a lot of dead stock, for such toys are in demand as gifts for birthdays and other anniversaries, and, further, the druggist who will display such goods in his window or showcase during any month of the year will excite a desire among the children, who will produce the small sums necessary to make purchases.

Games are another profitable line which are always in demand and the druggist who will may establish a regular business in selling such goods as well as make a profitable feature of them during the holidays. Care should be taken to prevent overstocking in fad games, for most of them come with a rush and end in a fizzle. Checker and parchesi boards are always in demand and so are dominoes, simple card games and tiddledy-winks.

In toilet or fancy goods nice for Christmas trade silver, gilt and tarnishable metals and plushes and silks for cases are not by any means as popular as they were a few years ago. In hollowware cut glass is far more in demand than articles made of metal, and for several reasons it is far more satisfactory to the dealer that it is so. The average purchaser will spend five dollars for a piece of cut glass more willingly than she will spend three dollars for an article in silver; the glass does not tarnish, is by far a better stock-keeper in every

way and the all-the-year demand for articles made of it is constantly growing. In toilet goods the various compositions coming under the general heads of celluloid, lava, rubber, and so on, are rapidly gaining in popularity. Such materials give the user far more satisfaction than waferlike silver shell and goods made of them are equally beautiful.

The comb, brush and mirror set or the manicure set within a plush case is rapidly becoming passe. Cases of leather and composition are most in use; but even in this line cut glass is fast becoming the most popular for home use.

Fancy box stationery is hard to select. Customers with ideas of refinement will not buy paper which is enclosed in a gaudy, frail, useless cardboard box, however fine the contents may be. Where the druggist has a large trade among foreigners and colored people it may be well to put in a liberal holiday stock of cheap and gaudy stationery, but such paper will not appeal to another class of trade.

Among the chief holiday goods in the average drug store are soaps and perfumes. People regularly go to a drug store for such goods because they naturally associate these articles with the kind of stock the drug store carries at all seasons of the year. In some of our large cities the leading druggists are as well known for their stocks of fancy goods as they are for their stocks of drugs and medicines. By push and perseverance they have brought the public to a mental con-

dition which associates their places of business in connection with gifts for any occasion or in any season. Smaller druggists, who will, may profitably do the same thing on a smaller scale. There is no reason why cut glass, decorated china and fine leather goods should not suggest to a prospective purchaser the idea that such goods may be purchased in drug stores just as easily and naturally as they may be obtained at the jeweler's or dry goods dealer's. This may be best accomplished by stocking these goods for holiday trade, keeping those articles left over after the Christmas season in plain sight, frequently changing from show case to show window and occasionally advertising them as specialties.

Many druggists, even some of the smaller ones in large cities, have already, by the method outlined, built up a very profitable and regular all-season trade in holiday goods.

Now that the season for holiday buying is at hand the enterprising retailer will plan to so purchase that he will obtain not only the best assorted and most profitable holiday stock but the merchandise will be of a kind that he can use to build up new departments for a profitable all-the-year business.

### Accounting For It.

Mistress (to new servant girl)—It seems much lighter than usual in this room, Bridget.

Bridget (cheerfully)—Yis, mum; Oi just washed the winders.

## Liquor Register System

For Use In  
Local Option Counties

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

Send in your orders early to avoid the rush.

Tradesman Company  
Grand Rapids, Mich.



## WHOLESALE DRUG PRICE CURRENT

Aceticum	6@	8	Copaiba	1 75@1 85	Scilla	50@	Macis	65@	70	Salacin	4 50@4 75	Oils			
Benzoicum, Ger.	70@	75	Cubebae	3 00@3 25	Scillae Co.	50@	Magnesia, Sulph.	3@	5	Sanguis Drac's	40@	50	Lard, extra	bbl. gal.	
Boric	12@	15	Erigeron	2 35@2 50	Tolutan	50@	Magnesia, Sulph. bbl	1@	1 1/2	Sapo, G	15@	15	Lard, No. 1	35@	
Carbolicum	16@	20	Evechthitos	1 00@1 10	Prunus virg	50@	Mannia S. F.	75@	85	Sapo, M	10@	12	Linseed, pure raw	60@	
Citricum	42@	46	Gaultheria	2 50@4 00	Zingiber	50@	Menthol	3 00@3 25	35	Sapo, W	13 1/2@	16	Linseed, boiled	61@	
Hydrochlor	3@	5	Geranium	oz 75	Tinctures		Morphia, SP&W	3 55@3 80	35	Seidlitz Mixture	20@	22	Neat's-foot, w str	65@	
Nitrosum	8@	10	Gossippi Sem gal	70@ 75	Aloes	50@	Morphia, SNYQ	3 55@3 80	35	Sinapis	18@	18	Turpentine, bbl.	62 1/2@	
Oxalicum	14@	15	Hedeoma	2 50@2 75	Aloes & Myrrh.	60@	Morphia, Mal.	3 55@3 80	35	Sinapis, opt.	30@	30	Turpentine, less	67	
Phosphorium, dil.	44@	47	Junipera	40@1 20	Anconitum Nap'sF	50@	Myristica, No. 1	25@	40	Snuff, Maccaboy,	40@	40	Whale, winter	70@	
Salicylicum	44@	47	Lavendula	90@3 60	Anconitum Nap'sR	50@	Nux Vomica po 15	25@	40	De Voes	51@	51	Paints	bbl. L.	
Sulphuricum	13 1/2@	15	Limons	1 15@1 25	Arnica	50@	Os Sepia	35@	40	Soda, Boras	5 1/2@	10	Green, Paris	21@	
Tannicum	75@	85	Mentha Piper	1 75@1 90	Asafoetida	50@	Pepsin Saac, H & P D Co.	1@	1 00	Soda, Boras, po	5 1/2@	10	Green, Peninsular	13@	
Tartaricum	38@	40	Mentha Verid	2 75@3 00	Atrope Belladonna	50@	P D Co.	1@	1 00	Soda et Pot's Tart	25@	28	Lead, red	7 1/2@	
Ammonia			Morrhuae, gal.	1 60@1 85	Auranti Cortex.	50@	P D Co.	1@	1 00	Soda, Carb	1 1/2@	2	Lead, white	7 1/2@	
Aqua, 18 deg.	4@	6	Myrica	3 00@3 50	Barosma	50@	P D Co.	1@	1 00	Soda, Bi-Carb	3@	5	Ochre, yel Ber	1 1/2@	
Aqua, 20 deg.	6@	8	Olive	1 00@3 00	Benzoin	50@	P D Co.	1@	1 00	Soda, Ash	3 1/2@	4	Ochre, yel Mars	1 1/2@	
Carbonas	13@	15	Picis Liquida	16@ 12	Benzoin Co.	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Putty, comm'r'l	2 1/2@	
Chloridum	12@	14	Picis Liquida gal.	@ 40	Cantharides	75@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Putty, strict pr	2 1/2@	
Aniline			Ricina	94@1 00	Capsicum	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Red Venetian	1 1/2@	
Black	2 00@2 25		Rosae oz.	6 50@7 00	Cardamon	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Shaker Prep'd	1 25@1 35	
Brown	80@1 00		Rosmarini	@ 1 00	Cardamon Co.	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Vermillion, Eng.	75@	
Red	45@ 50		Sabina	90@1 00	Cassia Acutifol	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Vermillion Prime		
Yellow	2 50@3 00		Santal	4@ 50	Cassia Acutifol Co	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	American	13@	
Baccae			Sassafras	85@ 90	Castor	1 00	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whiting Gilders'	@ 15	
Cubebae	39@	42	Sinapis, ess. oz.	@ 65	Catechu	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Am'r	@ 1 25	
Juniperus	10@	12	Succini	40@ 45	Cinchona	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Xanthoxylum	90@1 00		Thyme	40@ 50	Cinchona Co.	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Balsamum			Thyme, opt.	@ 1 60	Columbia	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Copaiba	65@	75	Theobromas	15@ 20	Cubebae	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Peru	1 80@1 90		Tigill	90@1 00	Digitalis	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Terabin, Canada	78@	80	Potassium			Ergot	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25
Tolutan	40@	45	Bi-Carb	15@ 18	Ferri Chloridum	35@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Cortex			Bichromate	13@ 15	Gentian	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Abies, Canadian	18		Bromide	25@ 30	Gentian Co.	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Cassia	20		Carb	12@ 15	Guaiaca	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Cinchona Flava	18		Chlorate	12@ 14	Guaiaca ammon	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Buonymus atro.	60		Cyanide	30@ 40	Hyoscyamus	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Myrica Cerifera	20		Iodide	2 50@2 60	Iodine	75@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Prunus Virgini	15		Potassa, Bitart pr	30@ 32	Iodine, colorless	75@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Quillaia, gr'd.	15		Potass Nitras opt	7@ 10	Kino	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Sassafras, po 25	24		Potass Nitras	6@ 8	Lobelia	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Ulmus	20		Prussiate	23@ 26	Myrrh	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Extractum			Sulphate po	15@ 18	Nux Vomica	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Glycyrrhiza, Gla.	24@	30	Radix			Opil	1 25	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25
Glycyrrhiza, po.	28@	30	Aconitum	20@ 25	Opil, camphorated	1 00	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Haematox	11@	12	Althae	30@ 35	Opil, deodorized	2 00	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Haematox, 1s	13@	14	Anchusa	10@ 12	Quassia	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Haematox, 1/2s	14@	15	Arum po	@ 25	Rhatany	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Haematox, 1/4s	16@	17	Calamus	20@ 40	Rhei	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Ferru			Gentiana po 15	12@ 15	Sanguinaria	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Carbonate Precip.	15		Glycyrrhiza pv 15	16@ 18	Serpentaria	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Citrate Soluble	55		Hellebore, Alba	12@ 15	Stromonium	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Ferrocyanidum S	40		Hydrastis, Canada	@ 2 50	Tolutan	60@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Solut. Chloride	15		Hydrastis, Can. po	@ 2 60	Valerian	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Sulphate, com'l.	2		Inula, po	18@ 22	Veratrum Veride	50@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Sulphate, com'l. by	70		Ipecac, po	00@2 10	Zingiber	60@	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Sulphate, pure	7		Iris plox	35@ 40	Miscellaneous			P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25
Flora			Malapa, pr.	65@ 70	Aether, Spts Nit 3f 30@	35	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Arnica	20@	25	Maranta, 1/4s	@ 35	Aether, Spts Nit 4f 34@	38	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Anthemis	50@	60	Podophyllum po	15@ 18	Alumen, grd po 7	3@ 4	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Matricaria	30@	35	Rhei	75@1 00	Annatto	40@ 50	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Folia			Rhei, cut	00@1 25	Antimoni, po	4@ 5	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Barosma	50@	60	Rhei, pv.	75@1 00	Antimoni et po T	40@ 50	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Cassia Acutifol.	15@	20	Sanguinari, po 18	@ 15	Antifebrin	@ 20	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Cassia, Acutifol	25@	30	Scilla, po 45	20@ 25	Antipyrin	@ 25	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Salvia officinalis	18@	20	Senega	85@ 90	Argenti Nitras oz	@ 62	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
1/4s and 1/2s	8@	10	Serpentaria	50@ 55	Arsenicum	10@ 12	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Uva Ursi	8@	10	Smilax, M	@ 25	Balm Gilead buds	60@ 65	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Gummi			Smilax, off's H.	@ 48	Bismuth S N	1 65@1 85	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Acacia, 1st pkd.	@ 65		Spigella	45@1 50	Calcium Chlor, 1s	@ 9	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Acacia, 2nd pkd.	@ 45		Symplocarpus	@ 25	Calcium Chlor, 1/2s	@ 10	P D Co.	1@	1 00	Soda, Sph	3 1/2@	4	Whit'g Paris Eng.	@ 1 25	
Acacia, 3rd pkd.	@ 35		Valeriana Eng.	@ 25	Calcium Chlor, 1/4s	@ 12	P D Co.	1@	1						



## GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Index to Markets		Index to Markets	
By Columns		By Columns	
A		B	
Ammonia	1	Baked Beans	1
Axle Grease	1	Bath Brick	1
B		Bluing	1
Baked Beans	1	Brooms	1
Bath Brick	1	Brushes	1
Bluing	1	Butter Color	1
Brooms	1	C	
Brushes	1	Candies	1
Butter Color	1	Canned Goods	1
C		Carbon Oils	1
Candies	1	Catsup	1
Canned Goods	1	Cereals	1
Carbon Oils	1	Cheese	1
Catsup	1	Chewing Gum	1
Cereals	1	Chicory	1
Cheese	1	Chocolate	1
Chewing Gum	1	Clothes Lines	1
Chicory	1	Cocoa	1
Chocolate	1	Cocoa Shell	1
Clothes Lines	1	Coffee	1
Cocoa	1	Confections	1
Cocoa Shell	1	Crackers	1
Coffee	1	Cream Tartar	1
Confections	1	D	
Crackers	1	Dried Fruits	1
Cream Tartar	1	F	
D		Farinaceous Goods	1
Dried Fruits	1	Feed	1
F		Fish and Oysters	1
Farinaceous Goods	1	Fishing Tackle	1
Feed	1	Flavoring Extracts	1
Fish and Oysters	1	Flour	1
Fishing Tackle	1	Fresh Meats	1
Flavoring Extracts	1	G	
Flour	1	Gelatine	1
Fresh Meats	1	Grain Bags	1
G		Grains	1
Gelatine	1	H	
Grain Bags	1	Herbs	1
Grains	1	Hides and Pelts	1
H		J	
Herbs	1	Jelly	1
Hides and Pelts	1	L	
J		Licorice	1
Jelly	1	M	
L		Matches	1
Licorice	1	Meat Extracts	1
M		Mince Meat	1
Matches	1	Molasses	1
Meat Extracts	1	Mustard	1
Mince Meat	1	N	
Molasses	1	Nuts	1
Mustard	1	O	
N		Olives	1
Nuts	1	P	
O		Pipes	1
Olives	1	Pickles	1
P		Playing Cards	1
Pipes	1	Potash	1
Pickles	1	Provisions	1
Playing Cards	1	R	
Potash	1	Rice	1
Provisions	1	Salad Dressing	1
R		Saleratus	1
Rice	1	Sal Soda	1
Salad Dressing	1	Salt	1
Saleratus	1	Salt Fish	1
Sal Soda	1	Seeds	1
Salt	1	Shoe Blacking	1
Salt Fish	1	Snuff	1
Seeds	1	Soap	1
Shoe Blacking	1	Soda	1
Snuff	1	Soups	1
Soap	1	Spices	1
Soda	1	Starch	1
Soups	1	Syrups	1
Spices	1	T	
Starch	1	Tea	1
Syrups	1	Tobacco	1
T		Twine	1
Tea	1	V	
Tobacco	1	Vinegar	1
Twine	1	W	
V		Wicking	1
Vinegar	1	Woodenware	1
W		Wrapping Paper	1
Wicking	1	Y	
Woodenware	1	Yeast Cake	1
Wrapping Paper	1	Z	
Yeast Cake	1	Z	1

8		4		5	
CHEWING GUM		Family Cookie		DRIED FRUITS	
American Flag Spruce	55	Fig Cake Assorted	12	Sundried Apples	9 7
Beeman's Pepsin	55	Fig Newtons	12	Evaporated Apples	9 7 1/2
Adams' Pepsin	55	Floral Cake	12 1/2	California Apricots	10@12
Best Pepsin	55	Fluted Coconut Bar	10	Corsican Citron	@15
Black Jack	55	Frosted Cream	8	Imp'd 1 lb. pkg.	@ 8
Largest Gum Made	55	Frosted Ginger Cookie	8	Imported bulk	@ 7 1/2
Sen Sen	55	Frosted Honey Cake	12	Lemon American	13
Sen Sen Breath Perf	1 00	Fruit Honey Cake	14	Orange American	13
Yucatan	55	Fruit Tarts	12	Cluster, 5 crown	1 7 1/2
Spearmint	55	Ginger Gems	8	Loose Muscatels 2 cr.	8 1/2
CHICORY		Ginger Gems, Iced	9	Loose Muscatels 4 cr.	8 1/2
Bulk	5	Graham Crackers	8	L. M. Seeded 1 lb. 6 1/2	7
Red	5	Ginger Nuts	10	California Prunes	100-125
Eagle	5	Ginger Snaps Family	8	90-100 25lb. boxes	@ 4
Frank's	5	Ginger Snaps N. B. C.	7 1/2	80-90 25lb. boxes	@ 4 1/2
Schener's	5	Ginger Snaps N. B. C.	7 1/2	70-80 25lb. boxes	@ 5
CHOCOLATE		Square	8	60-70 25lb. boxes	@ 6 1/2
Walter Baker & Co.'s	22	Hippodrome Bar	10	50-60 25lb. boxes	@ 7
German Sweet	31	Honey Block Cake	14	40-50 25lb. boxes	@ 7 1/2
Premium	31	Honey Cake, N. B. C.	12	30-40 25lb. boxes	@ 8 1/2
Caracas	31	Honey Fingers, As. Ice	12	1/2c less in 50lb. cases	
Walter M. Lowney Co.	32	Honey Jumbles	12	FARINACEOUS GOODS	
Premium, 1/4s	32	Honey Jumbles, Iced	12 1/2	Beans	
Premium, 1/2s	32	Honey Lasses	10	Dried Lima	5 1/2
COCOA		Household Cookies	8	Med. Hand Pk'd	2 50
Baker's	37	Household Cookies Iced	9	Brown Holland	2 50
Cleveland	41	Iced Happy Family	12	Farina	24 1 lb. packages
Colonial, 1/4s	35	Iced Honey Crumpets	10	Bulk, per 100 lbs.	1 50
Colonial, 1/2s	33	Imperial	8	Hominy	24 1 lb. packages
Epps	42	Jersey Lunch	8	Flake, 50 lb. sack	1 00
Huyler	45	Jubilee Mixed	10	Pearl, 100 lb. sack	2 45
Lowney, 1/4s	36	Kream Klips	25	Pearl, 200 lb. sack	4 80
Lowney, 1/2s	36	Laddie	8	Maccaroni and Vermicelli	Domestic, 10 lb. box
Lowney, 1s	40	Lemon Gems	10	Imported, 25 lb. box	2 50
Van Houten, 1/4s	12	Lemon Biscuit Square	12 1/2	Pearl Barley	Common
Van Houten, 1/2s	20	Lemon Fruit Square	12 1/2	Chester	2 00
Van Houten, 1s	40	Lemon Wafer	16	Empire	2 50
Webb	31	Lemona	8	Peas	
Wilbur, 1/4s	39	Mary Ann	72	Green, Wisconsin, bu.	2 50
Wilbur, 1/2s	40	Marshmallow Walnuts	16	Green, Scotch, bu.	2 50
COCOANUT		Molasses Cakes	8	Split, lb.	64
Dunham's 1/4s & 1/2s	26 1/2	Molasses Cakes, Iced	9	Sago	
Dunham's 1/2s	28	Molasses Fruit Cookies	10	East India	5
Bulk	12	Iced	10	German, sacks	5
COFFEE		Mottled Square	10	German, broken pkg.	5
Common	10@13 1/2	Nabob Jumbles	14	Tapoca	Flake, 110 lb. sack
Fair	14 1/2	Oatmeal Crackers	8	Pearl, 130 lb. sacks	4 1/2
Choice	16 1/2	Orange Gems	8	Pearl, 24 lb. pkgs.	7 1/2
Fancy	20	Penny, Assorted	8	FLAVORING EXTRACTS	
Santos		Peanut Gems	9	Foote & Jenks	
Common	12@13 1/2	Pretzels, Hand Md.	9	Coleman Brand	
Fair	14 1/2	Pretzettes, Hand Md.	9	Lemon	
Choice	16 1/2	Pretzettes, Mac. Md.	8	No. 2 Terpeneless	75
Fancy	19	Raisin Cookies	10	No. 3 Terpeneless	1 75
Java		Revere, Assorted	14	No. 8 Terpeneless	3 00
African	12	Rosalie	8	Vanilla	No. 2 High Class
Fancy African	17	Rube	8	No. 4 High Class	1 25
O. G.	25	Scalloped Gems	10	No. 8 High Class	4 00
P. G.	31	Scotch Cookies	10	Jaxon Brand	2 oz. Full Measure
Mocha		Snow Creams	16	Vanilla	2 oz. Full Measure
Arabian	21	Spiced Currant Cake	10	Waverly	2 oz. Full Measure
Package		Sugar Fingers	12	Albert Biscuit	1 00
New York Basis	14 25	Sultana Fruit Biscuit	16	Animals	1 00
Arbuckle	13 75	Spiced Ginger Cake	9	Arrowroot Biscuit	1 00
Dillworth	15 00	Spiced Ginger Cake Iced	10	Baronet Biscuit	1 00
Jersey	15 00	Sugar Cakes	8	Brenner's Butter	1 00
Lion	14 25	Sugar Squares, large or small	8	Cheese Sandwich	1 00
McLaughlin's XXXX		Sunnyside Jumbles	10	Chocolate Wafers	1 00
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.		Superba	8	Cocoa Nut Dainties	1 00
Extract		Sponge Lady Fingers	25	Faust Oyster	1 00
Holland, 1/2 gro boxes	95	Sugar Crimp	8	Fig Newton	1 00
Felix, 1/2 gross	1 15	Vanilla Wafers	16	Five O'clock Tea	1 00
Hummel's foil, 1/2 gro.	85	Victors	12	Frotana	1 00
Hummel's tin, 1/2 gro.	1 43	Waverly	10	Ginger Snaps, N. B. C.	1 00
CRACKERS		In-er Seal Goods		Graham Crackers, Red Label	1 00
National Biscuit Company	1 00	per doz.		Lemon Snaps	50
Brand	1 00	Albert Biscuit		Marshmallow Dainties	1 00
Butter	6 1/2	Animals		Oatmeal Crackers	1 00
Seymour, Round	6 1/2	Arrowroot Biscuit		Old Time Sugar Cook.	1 00
N. B. C.	6 1/2	Baronet Biscuit		Oval Salt Biscuit	1 00
Select	8 1/2	Brenner's Butter		Oysterettes	50
Saratoga Flakes	13	Cheese Sandwich		Peanut Wafers	1 00
Zephyrette	13	Chocolate Wafers		Pretzettes, Hd. Md.	1 00
Oyster		Cocoa Nut Dainties		Royal Toast	1 00
N. B. C., Round	6 1/2	Faust Oyster		Saltine Biscuit	1 00
Gem	6 1/2	Fig Newton		Saratoga Flakes	1 50
Faust	8	Five O'clock Tea		Social Tea Biscuit	1 00
Sweet Goods.		Frotana		Soda Cracks, N. B. C.	1 00
Animals	10	Ginger Snaps, N. B. C.		Soda Cracks, Select	1 00
Atlantics	12	Graham Crackers, Red Label		Sugar Clusters	1 00
Atlantic, Assorted	12	Lemon Snaps		Sultana Fruit Biscuit	1 50
Arrowroot Biscuit	16	Marshmallow Dainties		Uneda Biscuit	50
Brittle	11	Oatmeal Crackers		Uneda Jinjer Wafers	1 00
Bumble Bee	10	Old Time Sugar Cook.		Uneda Lunch Biscuit	50
Cadet	8	Oval Salt Biscuit		Vanilla Wafers	1 00
Cartwheels Assorted	8	Oysterettes		Water Thin Biscuit	1 00
Cavalier Cake	14	Peanut Wafers		Zu Zu Ginger Snaps	50
Chocolate Drops	16	Pretzettes, Hd. Md.		Zwieback	1 00
Circle Honey Cookies	12	Royal Toast		In Special Tin Packages.	
Currant Fruit Biscuit	10	Saltine Biscuit		Per doz.	
Cracknels	16	Saratoga Flakes		Festino	2 50
Coffee Cake	10	Social Tea Biscuit		Nabisco, 25c	2 50
Coffee Cake, Iced	10	Soda Cracks, N. B. C.		Nabisco, 10c	1 00
Cocoa Nut Taffy Bar	12	Soda Cracks, Select		Champagne Wafer	2 50
Cocoa Nut Bar	10	Sugar Clusters		Per tin in bulk.	
Cocoa Nut Drops	12	Sultana Fruit Biscuit		Sorbetto	1 00
Cocoa Nut Honey Cake	12	Uneda Biscuit		Nabisco	1 75
Cocoa Nut Hon Fingers	12	Uneda Jinjer Wafers		Festino	1 50
Cocoa Nut Jumbles	12	Uneda Lunch Biscuit		Bent's Water Crackers	1 40
Cocoa Nut Macaroons	18	Vanilla Wafers		CREAM TARTAR	
Currant Macaroons	18	Water Thin Biscuit		Barrels or drums	
Dandelion	10	Zu Zu Ginger Snaps		Boxes	30
Dinner Biscuit	20	Zwieback		Square cans	32
Dixie Sugar Cookie	9			Fancy caddies	35



6	7	8	9	10	11
<b>Grand Rapids Grain &amp; Milling Co. Brands.</b> Purity, Patent ..... 5 70 Wizard, Flour ..... 5 60 Wizard, Graham ..... 5 50 Wizard, Corn Meal ..... 4 00 Wizard, Buckwheat ..... 6 00 Rye ..... 4 60 <b>Spring Wheat Flour</b> <b>Roy Baker's Brand</b> Golden Horn, family ..... 5 75 Golden Horn, bakers ..... 5 65 Duluth Imperial ..... 5 55 Wisconsin Rye ..... 4 20 <b>Judson Grocer Co.'s Brand</b> Ceresota, 1/2s ..... 6 60 Ceresota, 1/4s ..... 6 50 Ceresota, 1/8s ..... 6 40 <b>Lemon &amp; Wheeler's Brand</b> Wingold, 1/2s ..... 6 10 Wingold, 1/4s ..... 6 05 Wingold, 1/8s ..... 5 90 <b>Worden Grocer Co.'s Brand</b> Laurel, 1/2s cloth ..... 6 10 Laurel, 1/4s cloth ..... 6 00 Laurel, 1/8s cloth ..... 5 90 <b>Voigt Milling Co.'s Brand</b> Voigt's Crescent ..... 6 00 <b>Voigt's Flouring</b> (whole wheat flour) 6 00 <b>Voigt's Hygienic</b> Graham ..... 5 40 Voigt's Royal ..... 6 40 <b>Wykes &amp; Co.</b> 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 <b>Meal</b> Bolted ..... 3 90 Golden Granulated ..... 4 00 St. Car Feed screened 28 50 No. 1 Corn and Oats 28 50 Corn, cracked ..... 28 50 Corn Meal, coarse ..... 28 50 Winter Wheat Bran 24 00 Middlings ..... 26 00 Buffalo Gluten Feed 33 00 <b>Dairy Feeds</b> <b>Wykes &amp; Co.</b> O P Linseed Meal ..... 35 00 O P Laxo-Cake-Meal 32 50 Cottonseed Meal ..... 34 00 Gluten Feed ..... 30 00 <b>Brewers' Grains</b> ..... 28 00 Hammond Dairy Feed 25 00 Alfalfa Meal ..... 25 00 <b>Oats</b> Michigan carlots ..... 43 Less than carlots ..... 45 <b>Corn</b> Carlots ..... 65 Less than carlots ..... 68 <b>Hay</b> Carlots ..... 14 Less than carlots ..... 15 <b>HERBS</b> Sage ..... 15 Hops ..... 15 Laurel Leaves ..... 15 Senna Leaves ..... 25 <b>HORSE RADISH</b> Per doz. .... 90 <b>JELLY</b> 5lb pails, per doz. .... 2 25 15lb. pails, per pail ..... 55 30lb. pails, per pail ..... 98 <b>MAPLEINE</b> 2 oz. bottles, per doz 3 00 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip ..... 4 50@4 75 <b>MOLASSES</b> New Orleans Fancy Open Kettle ..... 40 Choice ..... 35 Good ..... 22 Fair ..... 20 Half barrels 2c extra <b>MINCE MEAT</b> Per case ..... 2 90 <b>MUSTARD</b> 1/2 lb. 6 lb. box ..... 18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 40@1 50 Bulk, 2 gal. kegs 1 35@1 4 Bulk, 5 gal. kegs 1 25@1 40 Manzanilla, 3 oz. .... 75 Queen, pints ..... 2 50 Queen, 19 oz. .... 4 50 Queen, 28 oz. .... 7 00 Stuffed, 5 oz. .... 90 Stuffed, 3 oz. .... 1 45 <b>PIPES</b> Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob ..... 90 <b>PICKLES</b> Medium Barrels, 1,200 count ..... 6 50 Half bbls., 600 count 3 75 <b>Small</b> Half bbls., 1,200 count 4 50 <b>PLAYING CARDS.</b> No. 90 Steamboat ..... 85 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special ..... 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle ..... 2 00 No. 632 Tourn't whist 2 25 <b>POTASH</b> Babbitt's ..... 4 00 <b>PROVISIONS</b> <b>Barreled Pork</b> Mess, new ..... 22 00 Clear Back ..... 24 50 Short Cut ..... 21 50 Short Cut Clear ..... 21 50 Bean ..... 20 50 Brisket, Clear ..... 24 00 Pig ..... 24 00 Clear Family ..... 21 00 <b>Dry Salt Meats</b> S. P. Bellies ..... 16	<b>Lard</b> Pure in tierces ..... 13 1/2 Compound Lard ..... 9 80 lb. tubs ..... advance 1/2 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 <b>Smoked Meats</b> Hams, 12 lb. average ..... 14 Hams, 14 lb. average ..... 14 Hams, 16 lb. average ..... 14 Hams, 18 lb. average ..... 14 Skinned Hams ..... 15 1/2 Ham, dried beef sets ..... 16 1/2 California Hams ..... 11 1/2 Picnic Boiled Hams ..... 15 Boiled Ham ..... 22 Berlin Ham, pressed ..... 11 Minced Ham ..... 11 Bacon ..... 17 <b>Sausages</b> Bologna ..... 8 Liver ..... 5 Frankfort ..... 11 Pork ..... 11 Veal ..... 11 Tongue ..... 11 Headcheese ..... 9 <b>Beef</b> Boneless ..... 14 00 Rump, new ..... 14 00 <b>Pig's Feet</b> 1/2 bbls. .... 1 00 1/4 bbls., 40 lbs. .... 2 00 1/2 bbls. .... 4 00 1 bbl. .... 9 00 <b>Tripe</b> Kits, 15 lbs. .... 80 1/2 bbls., 40 lbs. .... 1 60 1/2 bbls., 80 lbs. .... 3 00 <b>Casings</b> Hogs, per lb. .... 32 Beef, rounds, set ..... 25 Beef, middles, set ..... 80 Sheep, per bundle ..... 90 <b>Uncolored Butterine</b> Solid dairy ..... 10 @ 12 Country Rolls ..... 10 1/2 @ 16 1/2 <b>Canned Meats</b> Corned beef, 2 lb. .... 2 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 ..... 95 Deviled ham, 1/2s ..... 55 Deviled ham, 1/4s ..... 95 Potted tongue, 1/2s ..... 55 Potted tongue, 1/4s ..... 95 <b>RICE</b> Fancy ..... 7 @ 7 1/2 Japan ..... 5 1/2 @ 6 1/2 Broken <b>SALAD DRESSING</b> 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 35 Snider's, small, 2 doz. 1 35 <b>SALERATUS</b> 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 <b>SAL SODA</b> Granulated, bbls. .... 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. .... 80 Lump, 145 lb. kegs ..... 9 <b>SALT</b> Common Grades 100 3 lb. sacks ..... 2 25 60 5 lb. sacks ..... 2 10 28 10 1/2 lb. sacks ..... 2 05 56 lb. sacks ..... 32 28 lb. sacks ..... 17 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks ..... 24 <b>Common</b> Granulated, fine ..... 80 Medium, fine ..... 85 <b>SALT FISH</b> Cod Large whole ..... @ 7 Small whole ..... @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock ..... @ 5 <b>Hallbut</b> Strips ..... 15 <b>Holland Herring</b> Pollock ..... @ 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls 4 50 @ 5 25 White Hoop mch. 60 @ 75 <b>Norwegian</b> Round, 100 lbs. .... 3 75 Round, 40 lbs. .... 1 90 Scaled ..... 13 <b>Trout</b> No. 1, 100 lbs. .... 7 50 No. 1, 40 lbs. .... 3 25 No. 1, 10 lbs. .... 90 No. 1, 8 lbs. .... 75 <b>Mackerel</b> Mess, 100 lbs. .... 14 50 Mess, 40 lbs. .... 6 20 Mess, 10 lbs. .... 1 65 Mess, 8 lbs. .... 1 35 No. 1, 100 lbs. .... 13 00 No. 1, 40 lbs. .... 5 60 No. 1, 10 lbs. .... 1 50 No. 1, 8 lbs. .... 1 25 <b>Whitefish</b> No. 1, No. 2 Fam. 100 lbs. .... 9 75 3 50 50 lbs. .... 5 25 1 90	10 lbs. .... 1 12 55 8 lbs. .... 92 48 <b>SHOE BLACKING</b> Handy Box, large 3 dz 2 50 Handy Box, small ..... 1 25 Bixby's Royal Polish ..... 85 Miller's Crown Polish ..... 85 <b>SNUFF</b> Scotch, in bladders ..... 37 Maccaboy, in jars ..... 35 French Rapple in jars ..... 43 <b>SOAP</b> <b>J. S. Kirk &amp; Co.</b> American Family ..... 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars ..... 3 00 Savon Imperial ..... 3 00 White Russian ..... 3 15 Dome, oval bars ..... 3 00 Satinet, oval ..... 2 70 Snowberry, 100 cakes 4 00 <b>Proctor &amp; Gamble Co.</b> Lenox ..... 3 25 Ivory, 6 oz. .... 4 00 Ivory, 10 oz. .... 6 75 Star ..... 3 25 <b>Lautz Bros. &amp; Co.</b> Acme, 70 bars ..... 4 00 Acme, 30 bars ..... 4 00 Acme, 25 bars ..... 4 00 Acme, 100 cakes ..... 3 25 Big Master, 70 bars ..... 2 80 German Mottled ..... 2 85 German Mottled, 5 bxs 2 80 German Mottled, 10 bxs 2 75 German Mottled, 25 bxs 2 75 Marseilles, 100 cakes ..... 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2 bx toilet 2 10 <b>A. B. Wrisley</b> Good Cheer ..... 4 00 Old Country ..... 3 40 <b>Soap Powders</b> <b>Lautz Bros. &amp; Co.</b> 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 <b>Soap Compounds</b> Johnson's Fine ..... 5 10 Johnson's FXX ..... 4 25 Nine O'clock ..... 3 30 Rub-No-More ..... 3 85 <b>Scouring</b> <b>Enoch Morgan's Sons.</b> Sapolio, gross lots ..... 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand ..... 2 25 Scourine Manufacturing Co. Black Standard ..... 40 Scourine, 50 cakes ..... 1 80 Scourine, 100 cakes ..... 3 50 <b>SODA</b> Boxes ..... 5 1/2 Kegs, English ..... 4 1/2 <b>SPICES</b> <b>Whole Spices</b> Allspice ..... 10 Cassia, China in mats. 16 Cassia, Canton ..... 16 Cassia, Batavia, bund. 25 Cassia, Saigon, broken 25 Cassia, Saigon, in rolls 55 Cloves, Amboyina ..... 22 Cloves, Zanzibar ..... 16 Mace ..... 55 Nutmegs, 75-80 ..... 35 Nutmegs, 105-10 ..... 25 Nutmegs, 115-20 ..... 15 Pepper, Singapore, blk. 15 Pepper, Singp. white ..... 17 Pepper, shot ..... 25 <b>Pure Ground in Bulk</b> Allspice ..... 14 Cassia, Batavia ..... 28 Cassia, Saigon ..... 28 Cloves, Zanzibar ..... 24 Ginger, African ..... 15 Ginger, Cochon ..... 25 Ginger, Jamaica ..... 18 Mace ..... 65 Mustard ..... 18 Pepper, Singapore, blk. 17 Pepper, Singp. white ..... 28 Pepper, Cayenne ..... 20 Sage ..... 20 <b>STARCH</b> Corn Kingsford, 40 lbs. .... 7 1/2 Muzzy, 20 lb. pkgs. .... 5 1/2 Muzzy, 40 lb. pkgs. .... 5 <b>Gloss</b> Kingsford Silver Gloss, 40 lbs. .... 7 3/4 Silver Gloss, 16 3lbs. 6 3/4 Silver Gloss, 12 6lbs. 8 1/4 <b>Muzzy</b> 48 lb. packages ..... 5 16 5lb. packages ..... 4 1/2 12 6lb. packages ..... 6 50lb. boxes ..... 4 <b>SWEET CIDER</b> Morgan's Vacuum Cond. Regular barrel, 50 gals 7 50 Trade barrel, 28 gals ..... 4 50 1/2 Trade barrel, 14 gals 2 75 <b>SYRUPS</b> Corn Barrels ..... 28 Half barrels ..... 30 20lb. cans 1/2 dz. in cs. 1 75 10lb. cans, 1/2 dz. in cs. 1 70 5lb. cans, 2 dz. in cs. 1 80 1/2 lb. cans, 3 dz. in cs. 1 90	<b>Pure Cane</b> Fair ..... 16 Good ..... 20 Choice ..... 25 <b>TEA</b> <b>Japan</b> 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 <b>Gunpowder</b> Moyune, medium ..... 28 Moyune, choice ..... 32 Moyune, fancy ..... 40 @ 45 Fingsuey, medium ..... 25 @ 28 Fingsuey, choice ..... 30 Fingsuey, fancy ..... 40 @ 45 <b>Young Hyson</b> Choice ..... 30 Fancy ..... 40 @ 50 <b>Oolong</b> Formosa, fancy ..... 45 @ 60 Amoy, medium ..... 25 Amoy, choice ..... 32 <b>English Breakfast</b> Medium ..... 25 Choice ..... 30 Fancy ..... 40 @ 45 <b>India</b> Ceylon, choice ..... 30 @ 35 Fancy ..... 45 @ 50 <b>TOBACCO</b> <b>Fine Cut</b> Cadillac ..... 54 Sweet Loma ..... 34 Hiawatha, 5lb. pails ..... 56 Telegram ..... 30 Pay Car ..... 33 Prairie Rose ..... 49 Protection ..... 40 Sweet Burley ..... 41 Tiger ..... 41 <b>Plug</b> Red Cross ..... 30 Palo ..... 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 Toddy ..... 34 J. T. .... 33 Piper Heidsieck ..... 69 Boot Jack ..... 86 Honey Dip Twist ..... 43 Black Standard ..... 40 Cadillac ..... 40 Forge ..... 34 Nickel Twist ..... 52 Mill ..... 32 Great Navy ..... 36 <b>Smoking</b> Sweet Core ..... 34 Flat Car ..... 32 Warpath ..... 26 Bamboo, 16 oz. .... 25 I X L, 5lb. .... 27 I X L, 16 oz. pails ..... 31 Honey Dew ..... 40 Gold Block ..... 40 Flagman ..... 40 Chips ..... 33 Kiln Dried ..... 21 Duke's Mixture ..... 40 Duke's Cameo ..... 43 Myrtle Navy ..... 44 Yum Yum, 1 1/2 oz. .... 39 Yum, Yum, 1lb. pails 40 Cream ..... 38 Corn Cake, 2 1/2 oz. .... 26 Corn Cake, 1lb. .... 22 Pow Boy, 1 1/2 oz. .... 39 Pow Boy, 3 1/2 oz. .... 39 Peerless, 3 1/2 oz. .... 35 Peerless, 1 1/2 oz. .... 39 Alr Brake ..... 36 Cant Hook ..... 30 Country Club ..... 32-34 Forex-XXXX ..... 30 Good Indian ..... 26 Self Binder, 16oz. 6oz. 20-22 Silver Foam ..... 32 Sweet Marie ..... 32 Royal Smoke ..... 42 <b>TWINE</b> 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 <b>VINEGAR</b> State Seal ..... 12 Oakland apple cider 14 Barrels free. <b>WICKING</b> No. 0 per gross ..... 30 No. 1 per gross ..... 40 No. 2 per gross ..... 50 No. 3 per gross ..... 75 <b>WOODENWARE</b> <b>Baskets</b> Bushels, wide band ..... 1 10 Market ..... 25 Splint, large ..... 3 50 Splint, medium ..... 3 00 Splint, small ..... 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	<b>Butter Plates</b> 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 <b>Churns</b> Barrel, 5 gal., each ..... 2 40 Barrel, 10 gal., each ..... 2 55 <b>Clothes Pins</b> Round Head. 4 inch, 5 gross ..... 50 4 1/2 inch, 5 gross ..... 55 Cartons, 20 2 1/2 doz. bxs. 60 <b>Egg Crates and Fillers</b> Humpty Dumpty, 12 dz. 20 No. 1 complete ..... 40 No. 2 complete ..... 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 <b>Faucets</b> Cork lined, 8 in. .... 70 Cork lined, 9 in. .... 80 Cork lined, 10 in. .... 90 <b>Mop Sticks</b> Trojan spring ..... 90 Eclipse patent spring 85 No. 1 common ..... 50 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 ..... 85 <b>Pails</b> 2-hoop Standard ..... 2 15 3-hoop Standard ..... 2 35 2-wire, Cable ..... 2 25 3-wire, Cable ..... 2 45 Cedar, all red, brass ..... 1 25 Paper, Eureka ..... 2 25 Fibre ..... 2 70 <b>Toothpicks</b> Hardwood ..... 2 50 Softwood ..... 2 75 Banquet ..... 1 50 Ideal ..... 1 50 <b>Traps</b> 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 <b>Tubs</b> 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 <b>Washboards</b> 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 15 Double Duplex ..... 3 00 Good Luck ..... 2 75 Universal ..... 3 65 <b>Window Cleaners</b> 12 in. .... 1 65 14 in. .... 1 85 16 in. .... 2 30 <b>Wood Bowls</b> 13 in. Butter ..... 1 25 15 in. Butter ..... 2 25 19 in. Butter ..... 3 75 19 in. Butter ..... 5 00 Assorted, 13-15-17 ..... 2 30 Assorted, 15-17-19 ..... 3 25 <b>WRAPPING PAPER</b> 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 cut 20 Wax Butter, full count 20 Wax Butter, rolls ..... 19 <b>YEAST CAKE</b> 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 <b>FRESH FISH</b> 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 ..... 8 Perch ..... 8 Smoked, White ..... 12 1/2 Chinook Salmon ..... 15 <b>Mackerel</b> Finnan Haddie ..... Roe Shad ..... Shad Roe, each ..... Speckled Bass ..... 8 1/2 <b>HIDES AND PELTS</b> <b>Hides</b> 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 <b>Pelts</b> Old Wool ..... @ 30 Lambs ..... 50 @ 75 Shearlings ..... 40 @ 65 <b>Tallow</b> No. 1 ..... @ 5 No. 2 ..... @ 4 <b>Wool</b> Unwashed, med. ..... @ 28 Unwashed, fine ..... @ 23 <b>CONFECTIONS</b> <b>Stick Candy</b> Standard ..... 7 1/2 Standard H H ..... 7 1/2 Standard Twist ..... 8 <b>Cases</b> Jumbo, 32 lb. .... 7 1/2 Extra H H ..... 10 Boston Cream ..... 12 Big stick, 30 lb. case 8 <b>Mixed Candy</b> Grocers ..... 6 1/2 Competition ..... 7 Special ..... 8 Conserve ..... 7 1/2 Royal ..... 12 Ribbon ..... 10 Broken ..... 8 Cut Leaf ..... 8 1/2 Leader ..... 8 Kindergarten ..... 9 French Cream ..... 10 Star ..... 11 Hand Made Cream ..... 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 <b>Fancy-In Pails</b> Gypsy Hearts ..... 14 Coco Bon Bons ..... 14 Fudge Squares ..... 14 Peanut Squares ..... 12 Sugared Peanuts ..... 12 Salted Peanuts ..... 12 Starlight Kisses ..... 11 San Blas Goodies ..... 12 Lozenges, plain ..... 10 Lozenges, printed ..... 12 Champion Chocolate ..... 13 Eclipse Chocolate ..... 14 Eureka Chocolate ..... 15 Quintette Chocolate ..... 15 Champion Gum Drops ..... 10 Moss Drops ..... 10 Lemon Sours ..... 10 Imperial ..... 10 Ital. Cream Opera ..... 12 Ital. Cream Bon Bons 12 Golden Waffles ..... 12 Red Rose Gum Drops 10 Auto Bubbles ..... 12 <b>Fancy-In 5lb. Boxes</b> Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies ..... 50 Lemon Sours ..... 60 Old Fashioned Horehound drops ..... 60 Peppermint Drops ..... 60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 ..... 1 10 Bitter Sweets, as'd ..... 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops ..... 90 Lozenges, printed ..... 65 Lozenges, plain ..... 65 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 2 75 Buster Brown Good 3 50 Up-to-date Assmt't 3 75 Ten Strike No. 1 ..... 6 50 Ten Strike No. 2 ..... 6 00 Ten Strike, Summer assortment ..... 6 75 Scientific Ass't ..... 13 00 <b>Pop Corn</b> Cracker Jack ..... 3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s ..... 3 25 Oh My 100s ..... 3 50 <b>Cough Drops</b> Putnam Menthol ..... 1 00 Smith Bros. .... 1 25 <b>NUTS-Whole</b> Almonds, Tarragona 16 Almonds, Drake ..... 15 Almonds, California sft. shell ..... 12 @ 13 Brazil ..... 12 @ 13 Filberts ..... 12 @ 13 Cal. No. 1 ..... 13 Walnuts, soft shell 15 @ 16 Walnuts, Marbot ..... 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. .... 13 Pecans, ex. large ..... 14 Pecans, Jumbos ..... 16 Hickory Nuts per bu. Ohio, new ..... 7 Cocoanuts ..... Chestnuts, New York State, per bu. .... <b>Shelled</b> Spanish Peanuts ..... @ 9 Pecan Halves ..... @ 58 Walnut Halves ..... 30 @ 32 Filbert Meats ..... @ 27 Alicante Almonds ..... @ 42 Jordan Almonds ..... @ 47 <b>Peanuts</b> Fancy H. P. Suns 6 1/2 @ 7 Roasted ..... 6 1/2 @ 7 Choice, H. P. Jumbo ..... @ 7 bo ..... @ 7	



# Send Us Your Last Minute Rush Holiday Orders==We Have the Goods

Right in our warehouses, ready for immediate packing and hurrying to you, are just the goods you need to finish out the holiday season.

From us and only from us can you at this late date be sure of getting the goods, lack of which means losing a big slice of the Holiday profits.

And it is our merchandise insight—our forethought in providing for this eleventh hour demand—that saves these profits for you.

Send us your last minute, your rush Holiday orders—for we and we alone can fill them.

And not only can we fill these orders but we can fill them promptly.

But we must have them soon—right now for even our tremendous stocks, purchased with a view of meeting the late demand we knew would come, are bound to break in the next few days.

Our December Catalogue, which should now be in your hands, is the market. It quotes net prices on the biggest and best Holiday line ever placed before you. Go to it. If it has not reached you, write for number F.F. 754.

---

## Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses—Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.



# Special Price Current

## AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon .55 6 00

## BAKING POWDER



Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

## BLUING



C. P. Bluing

Small size, 1 doz. box. 40  
Large size, 1 doz. box. 7.

## 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  
Puritans 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  
Puritans .35  
Panatellas, Finas .35  
Panatellas, Bock .35  
Jockey Club .35

## COCOANUT

Baker's Brazil Shredded



70 5c pkgs, per case .2 60  
36 10c pkgs, per case .2 60  
16 10c and 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 .7 @ 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, 1 lb. . . . .  
White House, 2 lb. . . . .  
Excelstor, M & J, 1 lb. . . . .  
Excelstor, M & J, 2 lb. . . . .  
Tip Top, M & J, 1 lb. . . . .  
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 1/4 to 2 in. . . . . 7  
1 1/2 to 2 in. . . . . 9  
1 3/4 to 2 in. . . . . 11  
2 in. . . . . 15  
3 in. . . . . 20

## Cotton Lines

No. 1, 10 feet . . . . . 5  
No. 2, 15 feet . . . . . 7  
No. 3, 15 feet . . . . . 9  
No. 4, 15 feet . . . . . 10  
No. 5, 15 feet . . . . . 11  
No. 6, 15 feet . . . . . 12  
No. 7, 15 feet . . . . . 15  
No. 8, 15 feet . . . . . 18  
No. 9, 15 feet . . . . . 20

## Linen Lines

Small . . . . . 20  
Medium . . . . . 26  
Large . . . . . 34

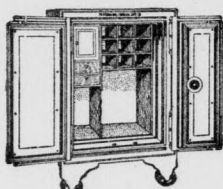
## Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

## GELATINE

Cox's, 1 doz. Large .1 80  
Cox's, 1 doz. Small .1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's .1 50  
Knox's Acidu'd. doz. .1 25  
Oxford .75  
Plymouth Rock .1 25

## SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Thirty-five sizes  
and styles on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

## SOAP

Beaver Soap Co.'s Brand.



100 cakes, large size. 6 50  
50 cakes, large size. 3 25  
100 cakes, small size. 3 25  
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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

# Business-Wants Department

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

## BUSINESS CHANCES.

For Sale—Stock of drugs, soda appar-  
atus, etc. Will invoice \$3,500 or more.  
Will sell for \$3,000. Corner location.  
Owner desires to retire from business.  
Address Druggist, 1102 Broadway, Ft.  
Wayne, Ind. 221

For Sale—General country store on G.  
R. & I. Stock invoicing about \$3,000.  
Ticket agency, cash cream station, three  
produce houses drawing good trade. Best  
reason for selling. No trades considered.  
Address No. 220, care Tradesman. 220

For Sale—63,000,000 feet long leaf pine,  
J. P. Brayton, of Chicago, estimate; saw  
mill, planing mill, shingle and stave mill,  
dry kiln, etc., complete. Also ten miles  
of rail, two locomotives, trucks, mules  
and a complete plant in first-class condi-  
tion ready to run. Property purchased  
during panic at bankrupt sale by creditor.  
Will be sold at a low price and on liberal  
terms. Address Owner, Box 1162, Jack-  
sonville, Fla. 218

## Special Sales That Make Good

If you want to cut your stock down.  
If you want to double or triple your  
business.  
If you want to go to a cash basis.  
If you want to get out of debt.  
If you want to quit business.  
If you want more cash, no stickers  
and more trade I can show you  
now. My system of sale giving  
and advertising secures the very  
results you desire with no bad effects to your  
business. Now is the time to put on a profit  
producing sale. Three to four times as much  
merchandise can be sold this month at profit-  
able prices as could be disposed of in January  
or February at a sacrifice. Remember I come  
myself qualified by years of experience. Sales  
conducted anywhere. Terms right. Better  
write me today. B. H. Comstock,  
907 Ohio Building Toledo, Ohio

For Sale—Good hardware stock and  
lumber yard in a growing town on the  
Spokane, Portland & Seattle railway,  
\$12,000 will handle it. Good reasons for  
selling. Address Box 765, Spokane, Wash.  
217

For Sale—Six big bargains in the best  
part of Iowa: 80 acres; improvements  
complete; 3 miles from town, price \$95  
per acre. 120 acres, well improved, level;  
2 1/2 miles from town; price \$100 per acre.  
150 acres, nearly all in tame grass; im-  
provements good; 3 miles from town. 260  
acre stock and grain farm; improvements  
fair; terms liberal; 1 mile to station.  
400 acre stock and grain farm; improve-  
ments good; terms liberal. 370 acres;  
stock farm; good improvements, will be  
sold very reasonable. Write for full partic-  
ulars if interested in any of the above.  
William Hines, De Witt, Iowa. 216

Furniture, undertaking, house furnish-  
ings. Largest territory in Michigan with-  
out competition. Net earnings over \$200  
monthly. An opportunity seldom offered.  
Invoice about \$3,500. Investigate. Ad-  
dress X, care Tradesman. 214

For Sale—Livery and feed stable. Mrs.  
Pfeiffer, Portland, Mich. 213

For Sale—Best general store in West-  
ern New York. Inspection invited. Ad-  
dress No. 212, care Michigan Tradesman.  
212

Under order of court, the Carmody  
Foundry and machine shops of Cedar  
Rapids, Iowa, and good will of the busi-  
ness will be sold at private sale for  
cash to the best bidder. The business  
under Mr. Carmody's management was  
very successful and will be conducted by  
the administrators until sold. A. T.  
Cooper and Allan McDuff, Adm's. 211

For Sale—You can hunt a whole year  
and you will not find a hardware business  
like this, with 25 years established trade,  
on best corner in county seat of 3,500.  
Best farming community in Kansas.  
Owner retiring on account ill health.  
Smith & Smith, Beloit, Kan. 209

For Sale—Farms, ranches, timbered  
lands all over Texas. J. V. Wagner,  
McKinney, Texas. 208

For Sale—Complete drug stock and fix-  
tures at bargain, \$500 down, balance time.  
Good location, can rent building or remove  
stock. Also hardware and grocery stock  
and fixtures, best location in town. Will  
pay to investigate. Arthur Steere,  
McBrides, Mich. 223

For Sale—Drug store fixtures, including  
shelving, 150 shelf bottles, soda fountain  
and counters. Must be sold at once. Bar-  
gain. Address 222, care Tradesman. 222

For Sale—Light hardware and bazaar  
stock and fixtures on South Division  
street. Address No. 181, care Tradesman.  
181

A splendid town site or irrigation propo-  
sition, 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

For Sale—Restaurant in hustling South-  
ern 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, gro-  
ceries, hardware and machinery. First-  
class money-making proposition. Address  
Finch, Van Slyck & McConville, St. Paul,  
Minn. 196

For Sale—A large and complete stock  
of hardware, implements, vehicles, fur-  
niture and harness. Invoices from \$16,000  
to \$17,000; pays good dividends; well-  
located; established trade. Must sell ac-  
count health. Double storeroom; will  
divide and sell stock in sections, namely,  
hardware and furniture about \$13,500 or  
hardware, implements, wagons and bug-  
gies, about \$13,000. Climate unsurpassed  
in rich farming section in Southern Colo-  
rado. Address R. & H., 309 Mining Ex-  
change, Denver, Colo. 190

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

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 some-  
one 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 Cheap—720 acres timber lands  
in Upper Peninsula along Soo Line R. R.  
A good proposition for a stave and head-  
ing mill. Plenty timber at reasonable  
prices. Address Box 74, Spring Arbor,  
Mich. 179

## 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 Furnishings stocks. We buy anything any  
man or woman wants money for. Write us to-  
day and we will be there to-morrow.

Paul L. Feyereisen & Co.,  
184 Franklin St., Chicago, Ill.

For Rent—Best and largest store build-  
ing 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, suit-  
able 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

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 money-  
making business. Address Box 326, Syra-  
cuse, Ind. 175

Plumbing and mill supply stock. Can  
show buyer with \$15,000 mighty attrac-  
tive jobbing proposition. Clean, up-to-  
date, prosperous retail grocery, about  
\$2,500. No trades. These and other open-  
ings in town 25,000. Will be 50,000 in  
five years. E. S. Miller, Waterloo, Iowa.  
189

Want Ads. continued on next page.



**WATCH 'EM—COUNT 'EM.**

Evidently there is a concerted effort now making by the railway interests, both steam and electric, to develop general discredit as to the values of railway properties in Michigan and the possibility of building and operating such properties at a profit in this State—and existing laws in the Statutes of Michigan are the alleged cause of the alleged condition.

This means that with the assembling of the next Legislature will assemble, also, as large and skillful a lobby of adroit workers in behalf of the railways as it is possible to get together. Indeed, facts are already in evidence that the railway interests are busy arranging fences so that certain gentlemen may be certain of election to that Legislature.

Because of the outrageous taxing of railways, thus the railway magnates, it is impossible to sell the bonds of new railway projects in Michigan; because of the ridiculous authority bestowed upon the State Railway Commission, thus the railway magnates, it is a hopeless effort to try to operate a railway in Michigan at a profit.

Because of the imperfect development of hydro electric power and the obstacles which the governments—both State and National—are attempting to place in the way of that development, again the railway magnates, electric railways can not be operated any cheaper than are the steam railways.

All of this is very important if true, and if true it is strange that the Tradesman was able the other day to publish the names and routes of eighteen or twenty new railway enterprises now building; it is singular that the city of Indianapolis, the greatest interurban electric railway center in the country, is not "afraid of the cars" and that the New York, New Haven and Hartford combination is not disposing of any of its electric roads at public vendue or otherwise.

Then, too, there is that huge and magnificent proposition, the Pennsylvania system, spending millions of dollars to electrify certain portions of its vast mileage.

But then, what of it?

What of it? Watch the making up of the next Legislature and its appendix—the lobby.

**ADDITION - MULTIPLICATION.**

It has been said of a business man who made good that these are his fundamental rules: The man who can add accurately and who is everlastingly at it, elimination the rule of subtraction from his arithmetic of life, is sure to amass a fortune. Most of our industrial millionaires commenced with the pennies and worked after this plan. Subtraction and division were the lesser of the fundamental rules, used only in emergency cases—failure and disaster.

Perhaps few realize how much more the rule of addition affects our every day work than any other in the arithmetic. To be a rapid and correct adder is a vast help in the daily

routine of work. We may have various mechanical helps in other directions, but the short-cuts in adding come into the best of play in business life.

If your own education can not be remedied you can at least lay the foundation for making your sons and daughters rapid reckoners by giving them a sum to do every day. Read the numbers to them, making the list a little longer each week. Have them all start at once to add. Time them in results and after the answers are all in let each report the answer obtained. Then go over the sum with them, noting which obtained the first correct answer; for accuracy should be quite as much a test as speed. After the exercise is established the enjoyment in these mental gymnastics will be mutual. You will be surprised at the various combinations which will soon come almost intuitively. Thus, while it is easy to add ten, it will soon become just as easy to add ten and take away one for an increase of nine. Multiples of the other numbers soon follow and the speed gained through this drill is surprising. Since addition comes into use in almost all transactions the utility of the practice can not be estimated.

**BE BRISK.**

The old motto, "Make haste slowly," may have been a most excellent one in the days of Horace and the ox cart, but it will never do in the commercial world of to-day, when automobile and electric car are pressing the steam car for supremacy. To lag is to lose in the race for trade. The man who gains and holds custom must step up briskly.

It is extremely annoying to find that you are hurried to do your errands and make a certain car and then be compelled to wait while a clerk travels along leisurely to fill your order. He may wait to exchange jokes with the last customer before deigning to recognize you at all. This would have been perfectly proper if no one were in waiting, but you naturally resolve that next time a fellow fools in that sort of way you will try elsewhere.

Time spent in waiting always seems long. We have all proved this when waiting for a train. To the farmer who has left his horse without a blanket, thinking his errand would take only a moment, to the man who has only ten minutes to catch his car, time wasted seems doubly long. The habit of moving quickly in business can be easily acquired; the reverse grows even more rapidly. It is your business, if you wish patronage, to be ready to act and to act promptly. When you are really busy no reasonable person will criticize your method of serving every person in his turn, but exchange of pleasantries at the expense of a waiting customer are expensive in the end and the man who requires ten minutes to put up a package which his neighbor would have ready in half the time will soon work out of the business among customers who value their time. "Slow and sure" is

obsolete in trade, having been superseded by the more effective motto, "Swift and sure."

One woman can meet another woman for two minutes and describe what she had on for two hours.

Few people have the courage to make fun of an old goat's whiskers right to his face.

It may be a little farther around the corners of a square deal, but the road is better.

Photographs are for the purpose of showing how a person looks when she tries.

**BUSINESS CHANCES.**

Wanted—Experienced shoeman to sell my line of Elk skin and Mule skin shoes on commission. N. T. Stickney, 108 W. Water St., Milwaukee, Wis. 127

Exceptional opportunity to purchase an established meat and grocery business in Wisconsin. Business runs about \$30,000 a year. Nothing asked for the good will. D. H. Richards, Ladysmith, Wis. 226

Gall Stones—Your bilious colic is the result; no indigestion about it; your physician can not cure you; only one remedy known, free booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 225

For Sale—Manufacturing and jobbing concern located in Grand Rapids and doing business all over Michigan; 2,500 customers and more being added every week; well organized traveling force doing \$50,000 this year; will reach \$75,000 next year; health demands giving up active management; will sell for \$15,000 or will retain one-third interest. A rare chance for a young man to step into an established business. Address Manufacturer, care Tradesman. 224

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—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

For Sale—Bargain, grocery, market stock and fixtures. In first-class condition, between \$3,500—\$4,000. Live town about 15,000. Ill health, reason selling. Address 170, care Tradesman. 170

For Sale—A stock of general merchandise in the corn belt of Indiana that has netted the owner \$1,800 a year, besides a good living; invoice about \$8,000; no trades considered. Address No. 156, care Tradesman. 156

For Sale—In Southern Michigan, a general store, complete stock, in fine location, best trading point in the State, with building if desired. Address No. 124, care Tradesman. 124

For Sale—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—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

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

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. 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.**

Wanted—For Central, Southern and Western states, good live traveling salesmen to handle representative line of men's, ladies' and children's sweater coats on commission basis. Samples ready in January. Right party can make big money. Address No. 210, care Michigan Tradesman. 210

Wanted—Practical candymaker with sufficient capital to take substantial interest in business, well-established and profitable. Address No. 215, care Tradesman. 215

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

**SITUATIONS WANTED.**

Mr. Business Man—Could you use live salesman in your business? Have had 20 years' experience in city, country and on road. Not afraid of doing more than am paid for. Want to get connected with good live general store. Let me prove my ability. Unquestionable references. Wholesale and retail. J. R. Nixon, Albion, Mich. 219

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 today to United Protective League, Detroit, Mich. 192

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

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

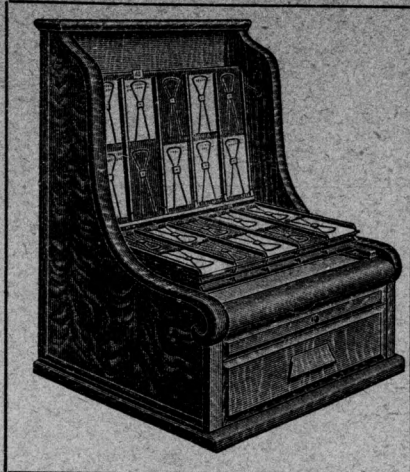
\$10.00 for name of best opening in Michigan for dry goods, where I decide to locate, vacant store preferred. Box 81, care Tradesman. 163

Wanted—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

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





# 90 Per Cent.

The mercantile agencies report that **ninety per cent.** of the failures in business are caused by lack of system.

**Lack of system causes leaks.**

**Leaks cause failures.**

Leaks can be divided into many classes: Lost time, forgotten charges, disputes with customers, failure to know how the accounts stand at all times, over-trading, poor collections, bad accounts, expensive help keeping the accounts.

## THE McCASKEY CREDIT REGISTER SYSTEM

Puts you in complete touch with every detail of your business.

Will give you more information in five minutes' time than you can get from any other system in hours.

**It stops the leaks**, handles accounts with **only one writing** and is the **greatest collector** ever invented.

If you do a credit business investigate the McCASKEY CREDIT REGISTER SYSTEM. Information is free. Drop us a postal.

## THE McCASKEY REGISTER COMPANY

Alliance, Ohio.

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Sales Books, also the different styles of Single Carbon Books.

Detroit Office, 1014 Chamber of Commerce Bldg.

Phone Main 3565

Agencies in all Principal Cities.



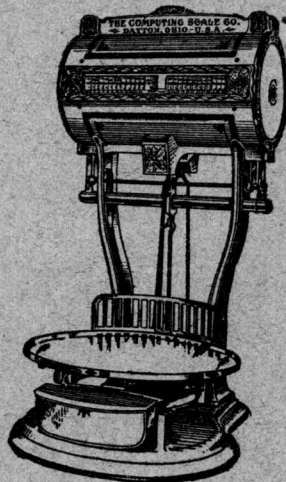
# It's White House Weather

## Symons Bros. & Co.

Wholesale Distributors

Saginaw

## Blind Weighing Is Expensive



The new low platform Dayton Scale

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

If you are a **retailer of meats** you will have problems to figure such as **finding the value of 14 ounces at 18 cents a pound**. As the avoirdupois pound is divided into **sixteenths** you are confronted with the problem of  $1\frac{1}{2}$  of 18c. This is only one of hundreds of similar problems which confront the retailer each day.

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

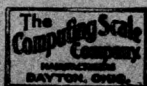
The **Dayton Moneyweight Scale** is a **machine auditor**. The **Values** are shown **simultaneously with the weight**. **Mistakes are impossible**.

### REMOVE THE HANDICAP.

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

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

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



## Moneyweight Scale Co.

58 State Street, Chicago

R. M. Wheeler, Mgr., 35 N. Louisa St., Grand Rapids, Mich. 1283, Bell 2270

Please mention Michigan Tradesman when writing

# Success

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

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

## Tradesman Company

Grand Rapids, Michigan



# We Lead In Making Ketchup Because

There Is No One for Us to Follow



It is as impossible for us to make ketchup that is better than BLUE LABEL as it is for some one else to make ketchup that is as good.

We use the finest tomatoes grown and the best spices obtainable, and we have had forty years' experience putting them together in such a way that our finished products make more customers for us than our extensive advertising.

Everybody has heard of BLUE LABEL and the only ones who don't use it are those who haven't tried it. Grocers, get after these people for your own sake—it means pleasing your trade, which is important. It means a good profit to you, which is more so.

Conforms to the National Pure Food Laws

## CURTICE BROTHERS CO.,

ROCHESTER, N. Y.



# Protect Yourself

You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

## Jimmy and the Dark Lantern Out

You must protect yourself and your own property.

## A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or bolt of cotton. There are certain chances you cannot afford to take, and going without a safe is one of them.

Write us today and we will quote you prices.

# Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Mich.